

The recent **Deloitte Global AI Survey 2025** made waves with its claim: *47% of executives admit to using unverified AI-generated content* in decision-making. At first glance, it sounds alarming. But is that number trustworthy? And what does it really mean for businesses grappling with AI's growing influence?

Unpacking the Claim: What Does "Unverified AI Content" Even Mean?

Before we dive into the number, let's clarify the phrase **unverified AI decisions**. Most executives today rely on AI models for diverse tasks—content generation, summarization, analytics. But AI outputs, especially from LLMs, are prone to "hallucinations," i.e., confidently presented inaccuracies. These can range from benign errors to costly business risks.

"Unverified" implies that no human or supplementary AI-checking procedure was applied before acting on the content. This lack of verification is what creates **executive AI risk**, especially when AI informs high-stakes decisions in domains like legal, healthcare, or finance.

Why AI Hallucinations Matter as a Measurable Business Cost

AI hallucinations are more than mere annoyances; they translate directly into business costs. For example:

- Wrong market analysis can lead to misguided investments.
- Faulty legal advice generated by AI might expose firms to compliance violations or lawsuits.
- Healthcare misinterpretations risk patient safety and regulatory penalties.

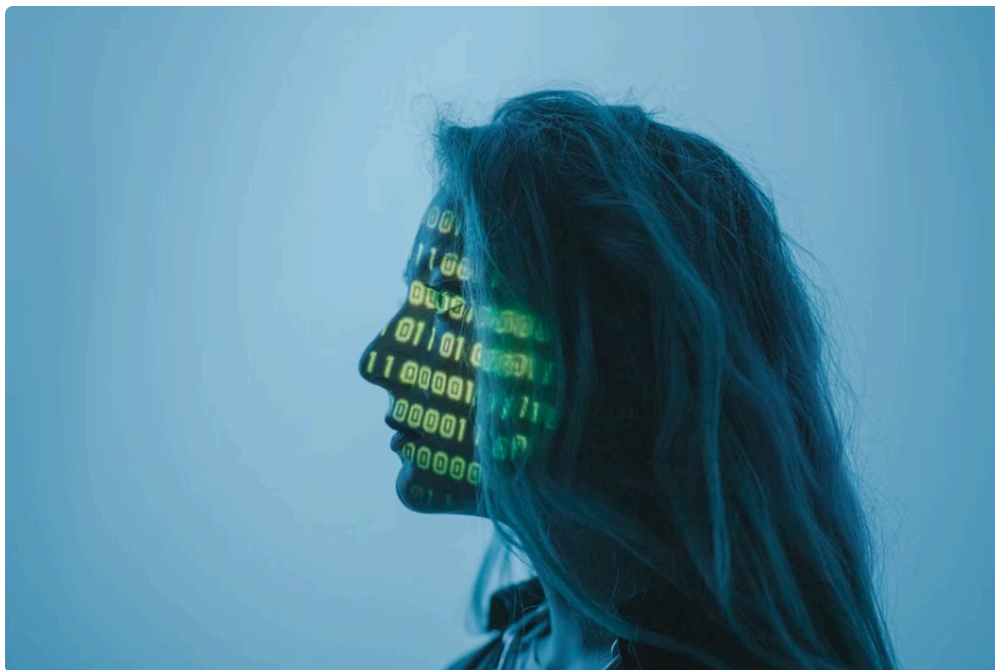
Four Dots, a digital agency with deep AI workflow expertise, has documented client cases where hallucinations cost hours of rework and financial loss. The issue is no longer hypothetical but tangible.

Verification Overhead: The Hidden Labor Spend Behind AI

"Just verify everything" is often the knee-jerk recommendation from AI advocates. But verification is expensive. It involves:

1. Human reviewers with domain expertise spending hours cross-checking AI outputs.
2. Building or integrating AI orchestration tools to automate verification.
3. Continuous QA to maintain accuracy as models and datasets evolve.

This *verification overhead* adds to operational costs and influences deployment speed and scalability. The startup **Suprmind** recognized this pain point early. Their Suprmind multi-model chat platform orchestrates multi-model checks by leveraging five models simultaneously—GPT, Claude, Gemini, Grok, and Perplexity—to cross-validate responses and reduce hallucination risk.



Domain-Specific Risk: Why AI Error Costs Vary

One size does not fit all when it comes to AI risk:

Domain	Risk Type	Potential Cost	Verification Need	Legal Compliance	Liability
Healthcare	Patient safety, Misinformation	Critical - life or death	High	lawsuits, regulatory fines	Very high
Finance	Fraud, Financial loss	High - regulatory penalties, market losses	Very high	Brand reputation	Moderate
Marketing & Content	Brand reputation	Moderate	Medium		

Executives in risky domains must balance AI benefits against substantial verification labor. The Deloitte 2025 survey's 47% figure may include broad industries, but those in sensitive fields face even greater urgency regarding unverified AI content.

Benchmark Variability: Why No Single Best Model Exists

Choosing an AI model to trust isn't straightforward. Different models excel at different tasks, and their hallucination rates fluctuate depending on prompt style, domain, and update cycle.

OpenAI's GPT series remains popular for general-purpose applications but is not infallible. Anthropic's Claude has strengths in ethical guardrails. Google's Gemini focuses on multimodal capabilities, while Grok and Perplexity each bring unique data retrieval mechanisms.

The diversity prompted Four Dots and Suprmind to adopt **multi-model orchestration**, dynamically deploying five-model systems—GPT, Claude, Gemini, Grok, and Perplexity—to cross-check information. This approach reduces single-model fourdots.com bias and mitigates hallucination risk.

What Would 47% Mean for Businesses? The Cost of Slipping Into Unverified AI Content

If nearly half of executives use AI outputs without verification, the ripple effects may include:



- Increased exposure to regulatory penalties and litigation.
- Loss of customer trust caused by misinformation.
- Productivity losses due to rework and damage control.
- Higher operational costs for reactive fixes.

But how widespread is this problem really? Four Dots’ audits suggest many firms tracked under 30% unverified use—but the Deloitte survey’s broad sample might capture emerging trends as AI penetration grows fast.

How Companies Like Four Dots and Suprmind Are Addressing Executive AI Risk

Four Dots integrates AI verification into client workflows, emphasizing:

- Developing domain-specific checklists and quality gates.
- Embedding multi-model verification to compare outputs.
- Quantifying verification labor costs explicitly.

Suprmind's platform automates much of the verification overhead by running five-model orchestration—which includes GPT, Claude, Gemini, Grok, and Perplexity—enabling faster, more reliable AI decision-making. This reduces the cognitive burden on executives and domain experts to manually hunt down hallucinations.

Final Thoughts: The 47% Figure Is a Wake-Up Call, Not a Verdict

The Deloitte Global AI Survey 2025 sheds light on a critical, nuanced issue—executives increasingly trust AI outputs, but verification is often overlooked. The “47%” headline grabs attention but requires context about domain risks, verification costs, and model selection.

Ignoring the hidden labor spend tied to AI hallucinations risks expensive slip-ups, especially in regulated industries. Adopting multi-model, domain-aware orchestration platforms like Suprmind’s and partnering with experienced AI workflow operators such as Four Dots can mitigate executive AI risk.

In summary, unverified AI decisions are real and costly. Vigilance, cross-model verification, and explicit accounting of verification labor are essential to managing AI’s growing role in executive decision-making.