A Survey Report on Construction company 2025 M

Ai Naito
Doshisha University
Faculty of Sociology / Department of Sociology
Fujimoto Laboratory

The subject of this survey, 2025 M Company, is a construction firm. For the interview survey, we received the cooperation of three staff members belonging to departments related to DX (digital transformation). 2025 M Company also cooperated with a survey conducted by the Fujimoto Laboratory in fiscal year 2022, and the 2025 survey was therefore highly meaningful as a comparative study with the previous survey period. In this survey, interviews were conducted based on the following three question areas: (1) changes in the environment surrounding the AI-based proprietary design applications used by 2025 M Company, (2) challenges and risks in the use of AI, and (3) changes in the internal organizational structure.

First, we describe the changes related to the AI-based design applications. Since 2022, 2025 M Company has introduced an AI system (hereafter, System A) that supports design work by allowing users to search and reference past project cases. As three years have passed since the previous survey conducted in fiscal year 2022, various functional enhancements and expansions in the scope of use of System A were observed. Specifically, information output by System A, which had previously functioned separately by field, is now stored as data and shared internally through a newly built common platform. In addition, a new in-house generative AI system (hereafter, System B) has been introduced. System B is trained on internal technical documents and responds to questions from designers. It is operated as a more user-friendly tool than System A and has expanded the range of tasks in which AI is utilized.

With regard to the usage rate of System A, although usage is visualized, the decision of whether or not to use AI is left to individual users. In fields where the use of System A is incorporated into daily operations, it is used quite frequently. As the number of applications related to System A has increased, overall usage across the company has also risen. While System A is mainly used by younger employees, System B tends to have a high usage rate among veteran employees as well. In contrast to the previous survey, respondents reported a perceived reduction in working hours; however, the specific amount of time saved has not yet been visualized. In addition, feedback activities that were conducted at the time of the previous survey are no longer being implemented for System A. On the other hand, for System B, questionnaires are conducted once or twice a year, and the results are used as feedback for further development.

Regarding the challenges and risks associated with AI use that are recognized within 2025 M Company, information leakage was cited first. The information handled by 2025 M Company includes important data such as customer information, and measures must be taken to prevent such data from leaking outside the company. 2025 M Company has addressed this issue by entering into a corporate contract for a paid AI plan in which information is not used for training, thereby creating an environment in which information leakage

does not occur. Hallucination was also identified as one of the challenges. In order to expand the functions of AI-based systems and the scope of operations in which they are used, it is necessary to continue training AI with additional data. However, when doing so, it is essential to ensure that the output does not include information that is useless or insufficient for current designers. For this reason, data are organized manually while being used to train the AI. While 2025 M Company has expectations for business improvement through the use of AI, it is proceeding with AI utilization while paying careful attention to the risks described above.

With respect to changes in the company's internal organizational structure resulting from AI adoption across 2025 M Company as a whole, changes in the human resource development system were particularly noteworthy when compared with the previous survey. As of the 2025 survey, numerous opportunities for employee training have been established, and in April 2025 an evaluation system related to talent management was introduced. In addition, around the same time, a department was established to comprehensively manage and promote DX initiatives across the company. Furthermore, AI governance guidelines have been formulated, and an internal website for DX-related education has been launched. Among the data used to train AI are niche forms of knowledge related to construction, and as a result, AI often produces incorrect outputs. Some of these errors can be critical, potentially leading to outcomes such as the collapse of buildings. Employees therefore need to maintain sufficient skills and knowledge related to their work in order to judge the accuracy of information output by AI. To achieve this, flexible changes in employee education methods and training systems, as well as continuous self-improvement by employees, are required.

＊The image generated by AI.