

How Artificial Is Our Intelligence?



The Yell Business AI Report: 2022



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Introduction

Technological advancements have exploded since the advent of the internet, and have gathered pace in the 21st century at a remarkable rate.

They delight, amaze and force us to question our relationship with technology as well as having significant implications for businesses of all sizes and the consumers that they create products for. Until very recently, not many people had heard of Zoom or Microsoft Teams, the term 'metaverse' was scarcely used, even less understood, digital voice assistants were a pipe dream and the vast majority of business was conducted face-to-face or over the telephone, with a heavy reliance on going into a shop or calling a listed number to get answers to questions, book appointments and order products.





The time of incredible change we're living in forces us to adapt and solve problems with incredibly sophisticated technological solutions. The worldwide pandemic has further escalated the speed of change, with technology allowing businesses to interact with their customers on an even more conversational level without ever seeing them in person. Or, with the advent of Artificial Intelligence (AI), without any human contact at all.

To benchmark where we're at and where we're going, we've conducted a wide-ranging piece of research into AI; how businesses are adopting AI technologies such as voice search, what it means for them now and in the future and, crucially, how consumers are adapting their lives to these changing technologies for better or for worse.

We've found some truly surprising results and insights in our research, showing that the understanding and implications of AI are more wide-reaching than we ever imagined. There are certainly pitfalls and drawbacks to consider but one thing is clear, AI is here to stay. Those who don't adapt and use it to their advantage will struggle to thrive as certain technologies move from new to preferred to essential.

How Artificial Is Our Intelligence?

Where Are We Now?



What's the current state of play with AI technologies and how are they being used by businesses and consumers? Here, we look at frequency of use and which mediums currently have the greatest understanding and take-up.

Understanding of AI Technologies

Let's start with the first question we asked the UK business leaders we surveyed: 'how advanced is your understanding of AI technologies?' Only 5% of business leaders surveyed had no idea what AI technologies are, while 95% have some degree of understanding - 25% of which said they actually have an advanced understanding of AI.

Only four business sectors claimed to have a 100% net understanding (i.e. no UK business leaders surveyed in these sectors had no idea what AI technologies are, as they all claimed to have at least some understanding); Finance, IT & Telecoms and, more surprisingly, Trades and Hair & Beauty. It is perhaps more instructive though to look at which sectors have the most and least advanced understanding of what AI technologies are:



**95% OF UK
BUSINESS
LEADERS**

surveyed have a degree
of understanding of AI
technologies



Business sectors with the most advanced understanding of AI technologies

Rank	Sector	% of business leaders who understand AI tech
1	Finance	53%
1	IT & Telecoms	53%
2	Hair & Beauty	46%
3	Trades (incl. Plumbing, carpentry etc.)	32%

Business sectors with the least understanding of AI technologies

Rank	Sector	% of business leaders who don't understand AI tech
1	Architecture, Engineering & Building	13%
2	Education	11%
3	Automotive	7%

While it might be no surprise to see Finance and IT & Telecoms having the most advanced understanding, as the immediate benefits of AI technologies are perhaps most obvious to those in industries where the likes of AI banking and customer service are most relevant, the understanding of AI in areas such as the beauty sector shows just how much AI has grown.



We started our survey of over 2,000 consumers by asking how often they use digital voice assistants such as Alexa, Siri and Google Assistant as those virtual assistants are one of the most prevalent forms of AI technology in the average home. Just under a third (31%) of consumers use them everyday, while over a quarter (28%) have never used them, showing a clear divide between those who see the benefits of having a digital assistant and those who are yet to adopt them into their lives in any way.

Of those people who have never used a digital voice assistant, 47% don't see any reason for one, 43% don't own one and 21% simply don't trust them. The lowest take-up of this particular form of AI is among those aged 55+, while 25-34 year olds show the

greatest usage, with 41% of people in that age bracket using them on a daily basis. There's clearly a long way to go yet before these devices are essential to consumers, with those not yet adopting them needing to be convinced that they will improve their lives in some way, come at a cost that they are willing to pay and can be trusted when it comes to privacy and security of data.

Outside of digital voice assistants we wanted to know how often, if at all, consumers and businesses are using other forms of AI technology. 22% of UK business leaders surveyed stated that they use AI technologies everyday in their working lives, with the average use 3.2 times per week, a significant figure in 2022 showing AI is already playing a key part in how businesses operate. It's a different picture for consumers with nearly half (46%) saying they never use AI technology that isn't a digital voice assistant, only 15% saying that it is an everyday occurrence and the average use falling to 1.8 times a week.

However, it's certainly not as simple as 'useful for businesses and not for consumers' as AI technology will clearly continue to grow in the years to come; 16-34 year olds are well above the average usage stat.

With a vast array of AI technologies already available, from chatbots and banking apps to smart home equipment and AI-driven appliances, we were keen to find out not just how often businesses and consumers are using AI in general but, specifically, what technologies are being used most and least frequently. Banking apps are clearly the most popular AI technology at the moment, used by 35% of UK business leaders surveyed and 58% of consumers.

This is eminently understandable as they've been pushed heavily by banks as a very secure way to bank as mobile phones have become more and more sophisticated - they're free, easy to use and a massive time saver. With most banks cutting their high street presence significantly, not many of us would choose to seek out a branch in person or spend time in a queue on the phone, when the option of paying bills, checking balances and transferring money can be done securely within seconds on a device that lives in your pocket.



Consumer use of AI technologies

AI technology	% of respondents who use the technology
Banking apps	58%
Digital assistants such as Google Home, Alexa	49%
Chatbots on websites/social media	26%
Security cameras and devices - such as Ring or Simplisafe	23%
Smart home set ups such as lighting and heating	20%
Smart/AI appliances (e.g. vacuum cleaners, kitchen appliances, washing machine) that you can use via an app on your phone	13%
Virtual headsets for gaming	12%
Fitness equipment (e.g. smart mirrors) to guide you through your workout	9%
Smart locks	7%
Self-driving and parking vehicles	5%
Autonomous delivery services (e.g. delivery drones, Starship robots)	4%



SME use of AI technologies

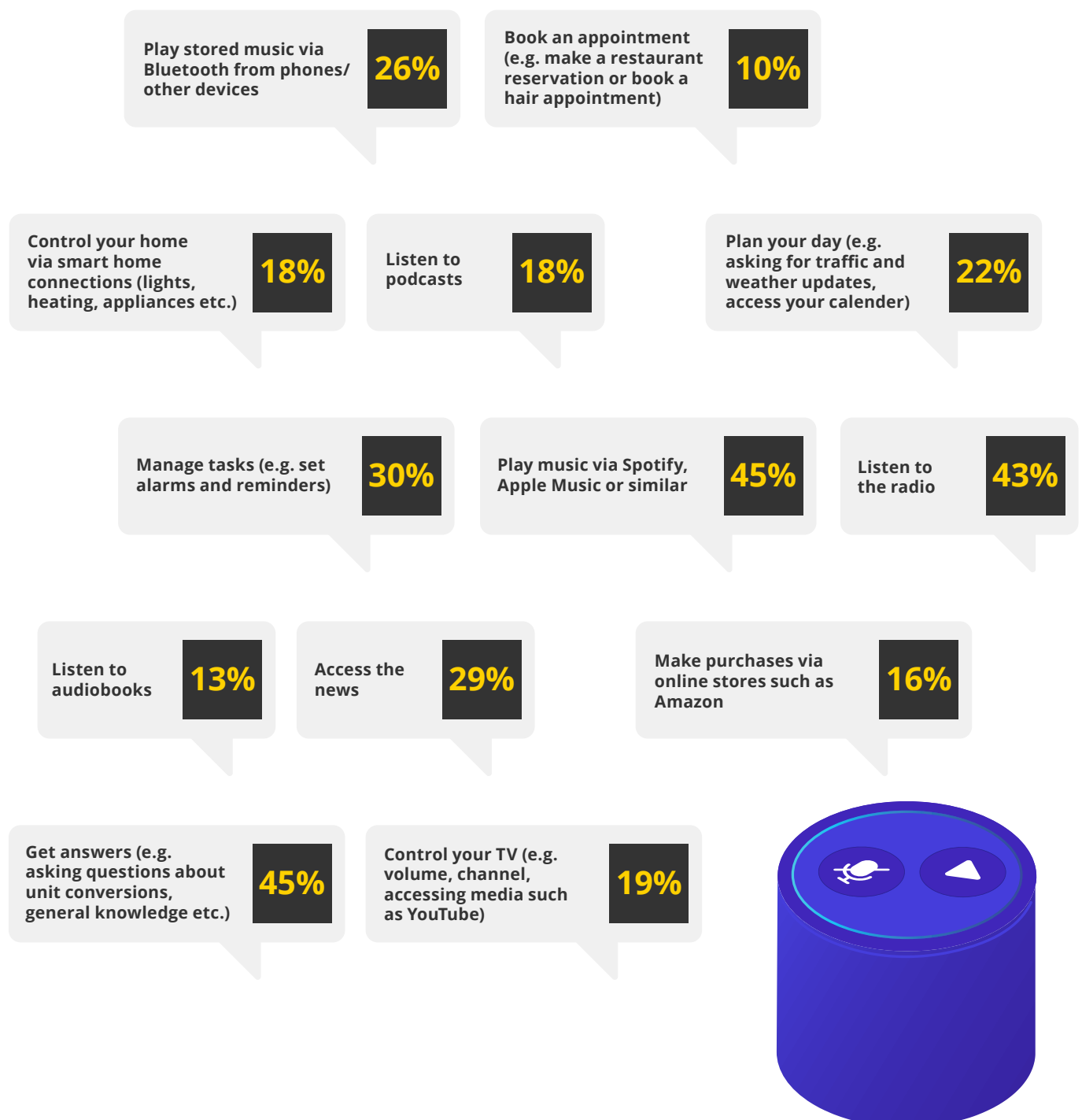
Business sector	Most used technology/tool
Architecture, Engineering & Building	Banking apps: 48%
Arts & Culture	Banking apps: 38%
Automotive	Digital assistants: 26%
Commercial services	CRM software with AI-powered assistants: 33%
Domestic services	Online and mobile advertising: 26%
Education	Banking apps: 39%
Finance	Banking apps: 40%
Hair & Beauty	Online and mobile advertising: 49%
Healthcare	Online and mobile advertising: 41%
Hospitality	Banking apps: 38%
IT & Telecoms	Banking apps: 53%
Manufacturing & Utilities	Digital assistants: 40%
Retail	Banking apps/digital assistants: 35%
Sales, Media and Marketing	Online and mobile advertising: 43%
Trades	Banking apps: 50%

Digital assistants are the second most prevalent form of AI technology (more on that shortly) while the least used are understandably those that are either the most expensive, difficult to use or still in their infancy such as delivery drones, Starship robots, self-driving and parking vehicles and robotic process automation (RPA).

What are voice assistants useful for?

Looking in more detail at digital assistants such as Google Home and Amazon's Alexa, nearly 50% of consumers, and 32% of the UK business leaders we surveyed, say they use these.

Consumers aged 25-34 are the biggest users of this technology, with more than half (54%) using them, whilst intriguingly those aged 55+ are the second biggest users (53%) - perhaps because it's one of the easiest, most common and affordable AI technologies currently on the market. However, as they boast so many uses, what are they primarily being used for in 2022?





It's clear that consumers are using digital voice assistants for the most convenient tasks that help to speed up their lives in an obvious way – notably the complete digitalisation of music is well under way, with playing music and listening to the radio featuring heavily.

The implications for businesses though are clear, if 45% of people using digital voice assistants use them to get answers to questions in 2022, then this will surely grow over time. Only by optimising websites for voice search to ensure that your business has the opportunity to feature as an answer to a relevant query can businesses continue to stay highly relevant in the digital age.

We are a long way away from widespread use of digital voice assistants to book appointments and make purchases though, but there is clear evidence from our research that this is already happening. **6% of respondents book appointments such as a hair appointment or an initial visit from a tradesperson every day, 5% 4-6 days a week and 8% 2-3 days a week** (the mean number of times people are booking an appointment via a digital assistant is once a week). Who would bet against a similar trajectory to mobile phone or internet usage? Both the internet and mobile phones have seen that people tend to start using them for information gathering and the playing of their favourite

media, before trust grows in line with familiarity and people get comfortable spending money on a new device or platform. Internet retailing is now ingrained in the very fabric of society and we have already seen that the use of banking apps on smartphones is popular among both businesses and consumers.

It's unlikely to be too long before we see more people giving personal and bank details to their digital assistant to make purchases for them. Currently, 29% of consumers surveyed said they would feel comfortable purchasing a product via a digital voice assistant, which is a huge potential market for businesses able to sell products via voice search. This equates to over 19 million potential customers in fact when you look at the UK population as a whole.

IN 2022,
19 MILLION

UK residents will likely make
a purchase via voice search

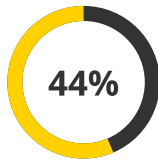


There were 29% of people unsure and 42% said they wouldn't feel comfortable purchasing via a voice assistant. Despite that, you can easily imagine a world where you're loading the dishwasher while a robot vacuum cleans your house and, simultaneously, you're booking an appointment at the salon or buying some birthday presents via Google Home. It's already happening in millions of cases, but the tipping point to it being a nationwide habit doesn't seem that far away.

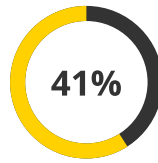
If you want a real peek into the attitudes and behaviours of the next generation, then our stats on **AI usage among 16-24 year olds is particularly revealing - more than a fifth (22%) of that age group already use virtual headsets for gaming** and they are the biggest users of smart home setups such as lighting and heating (24%), smart/ AI appliances (18%), fitness equipment (14%) and autonomous delivery services (7%). The younger generation don't just want it all at the touch of a button, they are already coming to expect it.

Finally, we also asked UK business leaders which areas of their business, if any, do they think AI technologies and AI-powered tools would be useful for. **Only 11% of UK business leaders surveyed said that there were no areas of their business where they could see a use for AI technologies** and AI-powered tools, but customer engagement, marketing, business operations, advertising and financial reporting all feature heavily as key uses. Clearly the potential of managing customer enquiries and their data more efficiently, alongside financial reporting and foreseeing wear and tear on machinery are compelling reasons for businesses to use these emerging technologies. Businesses need to create efficiencies more than ever, so we would expect to see both the frequency and usage of AI technologies to increase over time.

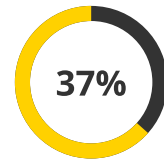
Which areas of business, would AI technologies and AI-powered tools be useful for?



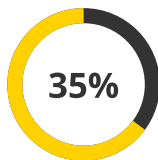
Customer engagement
e.g. manage basic
customer enquiries



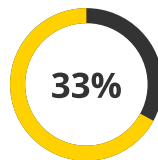
Marketing research
e.g. trend prediction,
behavioural modelling,
analysis of customer
data



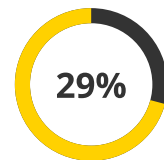
Business operations
e.g. predict wear and
tear on machinery,
supply chain
management



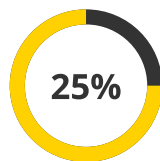
Advertising



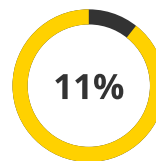
Financial
reporting



Talent management/
hiring e.g. to provide
better information to
HR decision-makers



Logistics e.g. delivery
and transportation



There are no areas of
my business that I think
AI technologies and AI-
powered tools would
be useful for

AI Attitudes



We've seen how both businesses and consumers are currently using AI but, what are their attitudes towards these emerging technologies that are available to them? In this section of our report, we'll look at the automation game. How do people feel about their interactions with businesses becoming more automated and less face-to-face? How confident are businesses

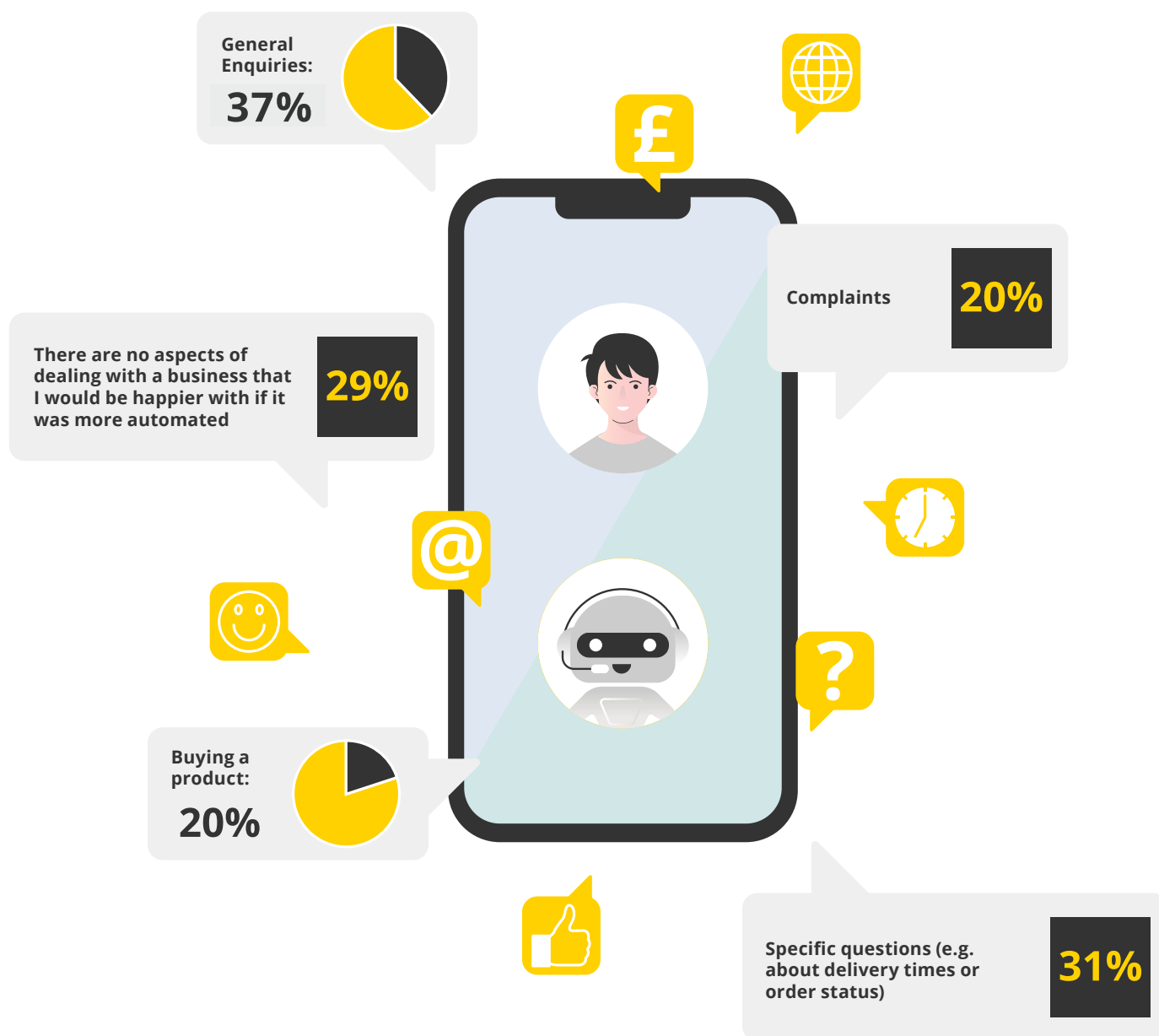
actually feeling about implementing AI technology and the impact this has on both their employees and their customers, and how are they prioritising it? And, just how much of our data are we willing to give away in a world where access to data about customers both existing and potential is more important than ever before?

The beginning of the end of face-to-face?

We started by asking consumers how they would ideally like to resolve a query with a company they are a customer of. In our increasingly time-poor world, it was no surprise to see that only 24% of people surveyed would prefer to go into store and speak with someone face-to-face, although with our mobiles almost always on our person, **over half (51%) would prefer to speak to a customer service agent on the phone or via text.** What was truly surprising though was that, although it is the least popular form of resolving a query, 1 in 5 people would actually prefer to interact with AI than a real person, with 20% of respondents saying that their preference would be to speak with a chatbot online.

When looking at the age breakdown of that statistic, you can clearly see that it is the younger generation who are becoming more accustomed to non-human interactions with businesses. **28% of 25-34 year olds would prefer to speak to a chatbot than an actual human being,** whereas this drops to just 10% of those aged 55+. The implications for businesses are clear, offering an AI alternative to solve customer queries rather than driving people into a store or asking them to call you, is imperative, especially when trying to connect with a younger market.

We then asked a similar question to consumers, seeking more specific detail on which aspects of dealing with a business, if any, they would be happier with if it was more automated i.e. dealt with by a digital assistant or chatbot?



While 29% of respondents don't want more AI automation, there is a genuine movement towards solving general enquiries, scheduling an appointment and being able to receive answers to specific questions quickly and easily. One in five respondents even want buying a product to be more automated and, again, it's the younger age groups that are fuelling this behaviour change. Only 13% of 16-24 year olds don't want any aspect of business interaction to be more automated.

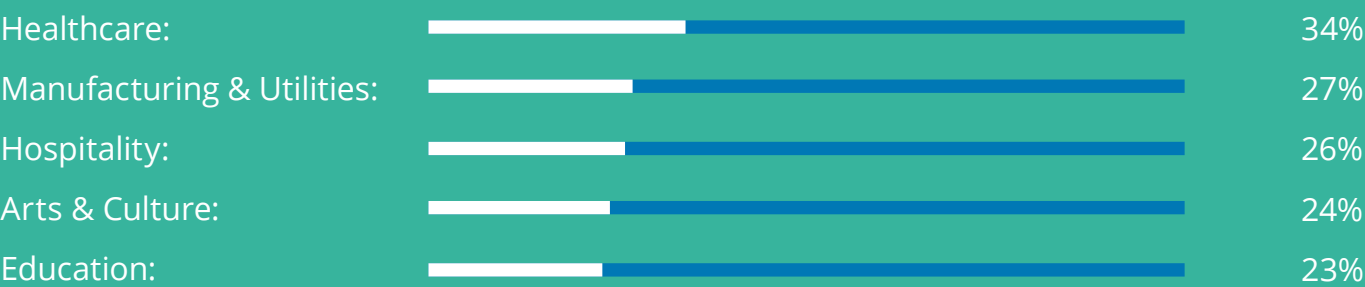
Confidence in AI

How are businesses responding to this growing trend in their attitudes to AI though? There's certainly a fair amount of confidence among the UK business leaders surveyed, with 42% saying that they feel confident using AI tools in their business compared to just 18% saying that they don't feel confident.

Top 5 sectors that feel most confident using AI in their business (answered 'I feel confident')



Top 5 sectors that feel least confident using AI in their business (answered 'I don't feel confident')



While there's an acknowledgement that adopting AI technologies would make their jobs easier (over a third - 34% of respondents) there are, understandably, issues that are preventing widespread AI adoption in business and one such issue is the need for more training - **30% of UK business leaders surveyed said they would like more training with the tech.** This is of course completely understandable with technological advancements in AI moving at pace, and the sheer variety of options potentially overwhelming, especially for those having just got to grips with Excel!

We can also see that AI technologies are still not seen as a huge priority by businesses, featuring below traditional marketing and a physical shop front, store or premises in order of importance:

The most important tools for business, according to UK business leaders

Rank	Area/Channel	% Importance
1	Website	77%
2	Social media	74%
3	Branding	71%
4	Digital marketing (Google Ads, email etc.)	70%
5	Reputation management (requesting reviews/ review responding)	66%
6	Setting up new services (e.g. home delivery or an online payment platform)	65%
7	Traditional marketing (e.g. leaflets, newspaper advertising)	64%
8	Marketing automation	63%
9	Physical shop front, store or premises	60%
10	Implementing new AI-based technologies (e.g. optimising website for voice search)	58%
10	Influencer marketing	58%

There are more issues than the need for better training, that are preventing businesses adopting AI technologies on a wider scale than they currently are. We'll address this in the next section of our report in greater detail, but one such issue that is particularly prevalent to businesses is the concern of AI taking people's jobs in the future - 67% of UK business leaders surveyed expressed concern at this issue, with 32% stating that they are very concerned. The current landscape is very tricky for businesses to navigate, with the efficiencies that AI provides amid a background of rising costs from all sides on the one hand, and the desire to not put people out of a job on the other.

The importance of data

Why consumers restrict the data they provide

Rank	Reason	% Total respondents (925)
1	I don't want to be spammed with adverts	55%
2	I don't trust how my data will be used	54%
3	The risk of my data falling into the wrong hands	47%
4	I don't want companies to see what I do online	37%
5	I didn't trust the specific business I blocked cookies for	36%
6	Not sure	1%

The other side of the same coin though is that people are happy to share lots of private information if the trade-off is to gain a more personalised experience from a brand. Remarkably **more than 1 in 10 (15%) would be willing to share private information around their health issues** and 8% would share details of their family to advertisers for a more personalised experience.



Barriers to AI Growth



Like any advancing technology, there will be pitfalls, concerns and issues of trust and AI technology is no different.

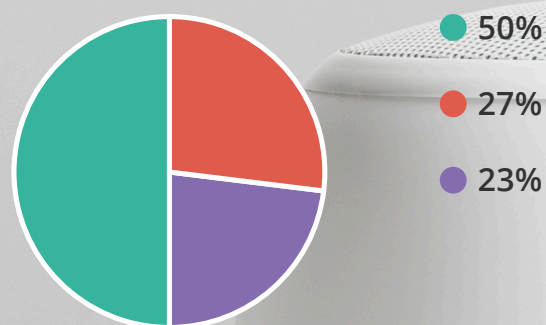
For businesses, time and money will always be a crucial factor, with 30% of UK business leaders surveyed saying that lack of money is the main factor stopping them from adopting AI technologies – while 26% said their main reason is lack of expertise, and 22% citing lack of time. While 10% of businesses said nothing is stopping them from adopting more AI technologies and AI powered tools, **more than double that number (21%) of UK business leaders surveyed stated that they have trust and privacy concerns.**

Despite that, nearly three quarters of businesses surveyed (74%) believe that AI is secure for them and their customers, with those working in Finance (93%), Commercial Services (90%) and Automotive (87%) leading the way with their belief in the security of AI technologies.

Consumers are largely thinking in a different way to businesses on this matter, as part of our research asked them how concerned or unconcerned they were about a range of potential issues when using a digital assistant or smart device.

What consumers are concerned about when using a digital assistant or smart device

Government listening in:

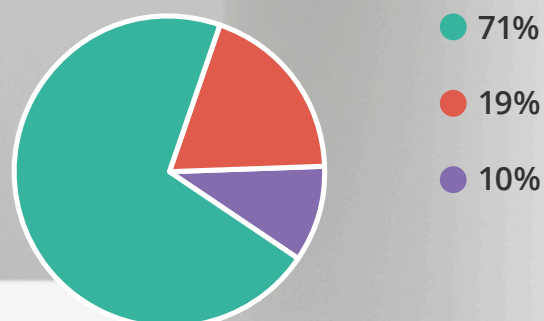


Concerned

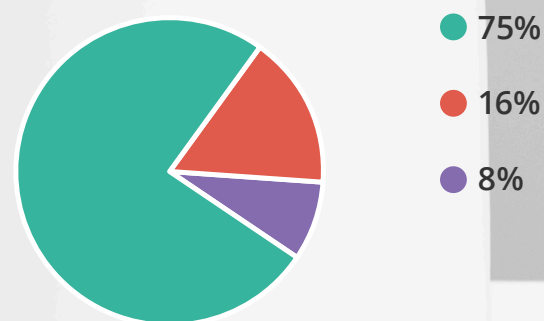
Neither

Unconcerned

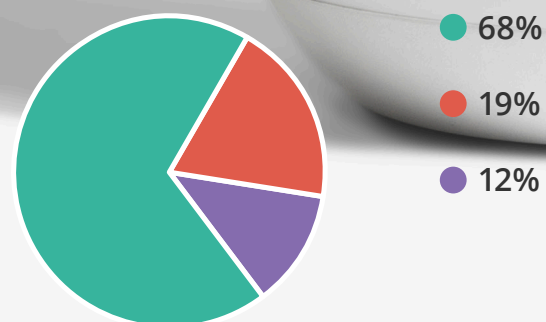
General privacy:



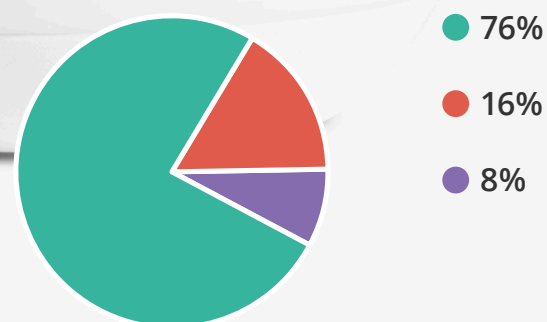
Data falling into the wrong hands



Stranger who has hacked the device listening in:



Someone gaining access to important information:



Our personal details are precious to us - we are only too aware of the increasingly sophisticated scams that befall many when using email, apps and banking online, so it's no surprise to see such a high level of concern for someone gaining access to important information via a digital assistant. You would expect to see concern reduce over time as usage of digital assistants becomes even more widespread, but businesses would do well to reassure

customers both existing and potential that they have done all they can to alleviate privacy and data issues.

We live in a world where businesses want to personalise their offering to consumers as much as possible whilst simultaneously spending less and less time with them face-to-face. AI technology such as a digital assistant or smart device is helping to power the age of personalisation by helping brands to serve up

more bespoke adverts for products recently searched for/spoken about but this trend divides us. 39% of respondents in our research said that they feel it is an invasion of their privacy, 16% lose trust in the business that is advertising whereas 18% of people like it, as they see things that are more relevant to them. More than 1 in 10 (13%) would even like ads to be more personalised than they already are.



Cost and Time

Although trust and privacy concerns may be a major barrier for both consumers and businesses when it comes to the use of AI technologies, there are many positives that can be drawn from its application too.

When asked if they thought AI would make a positive impact on them and their employees, 7 in 10 (70%) business leaders surveyed agreed - with a third of these agreeing strongly (34%). Despite the trepidation and natural concerns about engaging with AI, it is evident that there is a clear understanding that there will also be benefits from its implementation.



Time is one of the key areas where AI is likely to make a significant difference - from the way we complete household tasks, to streamlining and speeding up repetitive workplace tasks, the technology is able to trim precious minutes off tasks that take up considerable portions of time when totalled up per week, month or year. This view is held by almost three-quarters (73%) of business leaders surveyed, while almost half (47%) said that AI has already helped to reduce their time spent on certain tasks.

To drill even further into the time-saving element of AI technology, we asked business leaders how much time they anticipated could be saved per week on a range of workplace tasks, by using AI rather than current systems. Automating and managing basic customer service queries came out on top as the task area where the leaders surveyed felt the most time could be saved, at a mean of 7 hours per week - however, for 17% of respondents, this estimation was even higher, at over 11 hours through the course of a week. Automating financial reporting followed, with business leaders estimating that 6 hours and 55 minutes could be saved per week by using AI, with marketing automation following with a time of 6 hours 53 minutes estimated as being saved.

When we consider these answers and the length of the average working day, across all tasks in a business the possible time savings by using AI are huge - around 40 hours per week in fact, which is more than the equivalent of a week's full time working hours in the UK for one person.

SME estimations of time saved on tasks with AI

Rank	Task	Mean hours saved per week
1	Automating/managing basic customer service queries	7 hours
2	Automating financial reporting	6 hours 55 minutes
3	Automating marketing	6 hours 53 minutes
4	Automating business operation insights	6 hours 49 minutes
5	Attracting talent (automating job ads etc.)	6 hours 30 minutes
6	Scheduling meetings	5 hours 47 minutes

The saying may be that “time is money”, but this is, of course, true in many instances in business. As a result, almost a third of business leaders surveyed (32%) said that AI technologies and tools have helped them to cut costs, with this figure increasing to 47% among leaders of businesses with 50-99 employees. Looking at a monthly basis, those surveyed estimated that AI could actually save their business around £2,468.17 - which would equate to a whopping £29,618.04 saved across a full year on average. However, those in the Automotive sector felt that AI could save them significantly more than this, at £3,465.35 per month, with those in the Commercial sector predicting a figure of £3,379.65 per month.

Business sectors with the greatest estimated savings as a result of using AI

Rank	Sector	Monthly savings	Annual savings
1	Automotive	£3,465.35	£41,584.20
2	Commercial	£3,379.65	£40,555.80
3	Architecture, Engineering & Building	£3,126.35	£37,516.20
4	Finance	£3,025.48	£36,305.76
5	Hair & Beauty	£2,969.16	£35,629.88

In turn, 7 in 10 (71%) business leaders surveyed predict that AI will help to make their businesses more profitable, with those in Commercial Services (90%), Automotive (87%) and Finance (87%) feeling most strongly on the topic. However, profitability won't just be increased by internal cost-cutting - increasing revenue will also help to drive this figure higher.



When looking at consumer behaviour, AI will help to drive more revenue, with tools such as voice assistants and search making it just that bit easier for consumers to engage with businesses. By decreasing the tension required to book an appointment, or to make a purchase, AI will help to create a more seamless experience between consumer and business with actions completed much more quickly.

Making purchases through smart speakers and voice assistants is just one clear example of this in action; consumers can think about an item, and talk through their device to purchase in a matter of moments, without even needing to find and input their account or payment details.

Almost 3 in 10 (29%) consumers said that they'd be happy purchasing a product via a digital voice assistant, which could equate to over 19 million customers in the UK alone. The consumers surveyed also said that they'd be willing to spend an average of £92.32 per voice assistant purchase - looking at the potential customer base and estimated spend, this works out at an opportunity of £1.8 billion in purchases via voice search across the nation. However, younger people are happier to spend more with 16-24-year-olds stating an average spend of £149.92, while 25-34-year-olds are willing to make purchases of up to £110.31, so this figure could potentially be even higher!

**£1.8
BILLION**

potential UK spend via
voice search

The Future of AI



So, it's clear that there are both hurdles that need to be overcome and huge opportunities for any companies that are looking to adopt AI technologies.

Although many of us have used smart speakers for several years already, AI is only set to play a larger role in our lives moving forward. But exactly what do we think our lives with AI will look like in the coming years?

At present, 15% of consumers estimate that they use AI every day, with nearly 4 in 10 (39%) using it once a week or more. In comparison to the 4% of consumers that used the tech every day 10 years ago, and 6% of consumers that used AI every day 5 years ago, usage has risen dramatically over the past couple of years.



Percentage of consumers who use/used AI technologies on a daily basis



As the generation of the future, and with usage numbers also likely to increase generation by generation, it seems certain that AI will be cemented as a normal part of our lives, as Generation Z and Generation Alpha have grown up with mobile phones and the internet as the norm. Already, 16-24s are the biggest users of a number of AI tools including lighting and heating (24%), fitness equipment (14%), smart/AI appliances (18%), and autonomous delivery services (7%).

Looking at the wider picture, almost half of consumers (48%) think that they will

be using AI on a daily basis in 2032 - a significant increase of a third (33%) in comparison to current usage levels. When it comes to late adopters, just under a fifth (18%) remain of the view that they won't be using AI at all in the next 10 years.

The landscape in the business world looks similar - 5 years ago, only 6% of businesses used AI technologies every day according to the leaders surveyed, in comparison to more than a fifth (22%) today. Likewise, in 2012, around 45% never used AI in their business, compared to just over a third (36%) five years ago and just 17% today.

Percentage of business owners who use/used AI technologies on a daily basis



Of the business leaders surveyed, 17% said that they don't use AI technologies in their businesses currently, with a further 17% of these saying they would consider it in the future. From this group, 45% said they would look to do this within the next two years, showing that adopting these technologies is very much on the minds of those with leadership roles.

There are numerous opportunities for the application of AI - from chatbots to autonomous vehicles and the automation of internal processes - which can all play a role in business. When asked when they may consider adopting certain technologies, the business leaders surveyed indicated that banking apps and online and mobile advertising (eg. Facebook and Google Ads) were among the highest priority for implementation, with 4 in 10 (40%) and 35% respectively intending to implement the tech in less than a year.

Larger, more expensive forms of AI such as self-driving vehicles and drone delivery services are also becoming a possibility, but are unsurprisingly causing some division.

2 in 10 (21%) of leaders surveyed said they anticipate adopting self-driving and parking vehicles in less than a year, while just over a third (34%) said they never would. A further quarter (24%) of respondents said they'd also look at adopting drone delivery options in the next year, while again, 38% said they never would.

Although it may not yet be clear exactly how AI will transform businesses and how we engage with them in the future, it is clear that it will play a significant role. It's likely that softer applications such as software and internal tools will become integral before the likes of the more 'robotic' systems - but it's evident that it is worth businesses implementing the tech even in consumer-facing roles, as we become much more au fait with our new AI-powered world.

Conclusion

As we can see from our survey results, the implementation of AI is one that is full of complexities, as well as boundless opportunities for both businesses and consumers moving forward.

At present, it's encouraging to see that the vast majority of people are aware of AI and have some understanding of the technology - but there's clearly some way to go in further advancing this understanding, particularly when many businesses could see significant benefits, as well as gaining the ability to capitalise on being early adopters of the technology.

AI is already a feature of many households, with good numbers of consumers using these tools on a regular basis, although there is clearly a chasm between those who already use the technology and those who don't and see little need to do so. In order for businesses to really reap the benefits of smart purchasing and other more streamlined processes that could be made possible with the tech, we'll need many more consumers to convert. Perhaps an element of education is needed to raise greater awareness of AI tools aside from voice assistants, and how tools such as chatbots, or other smart devices could revolutionise the way we live.

Regardless, with 16-34s being among the most prevalent users of AI, it's fair to assume that our use of AI will naturally increase as the years pass, with younger generations growing up as AI natives and trust in the technology grows within the wider population.

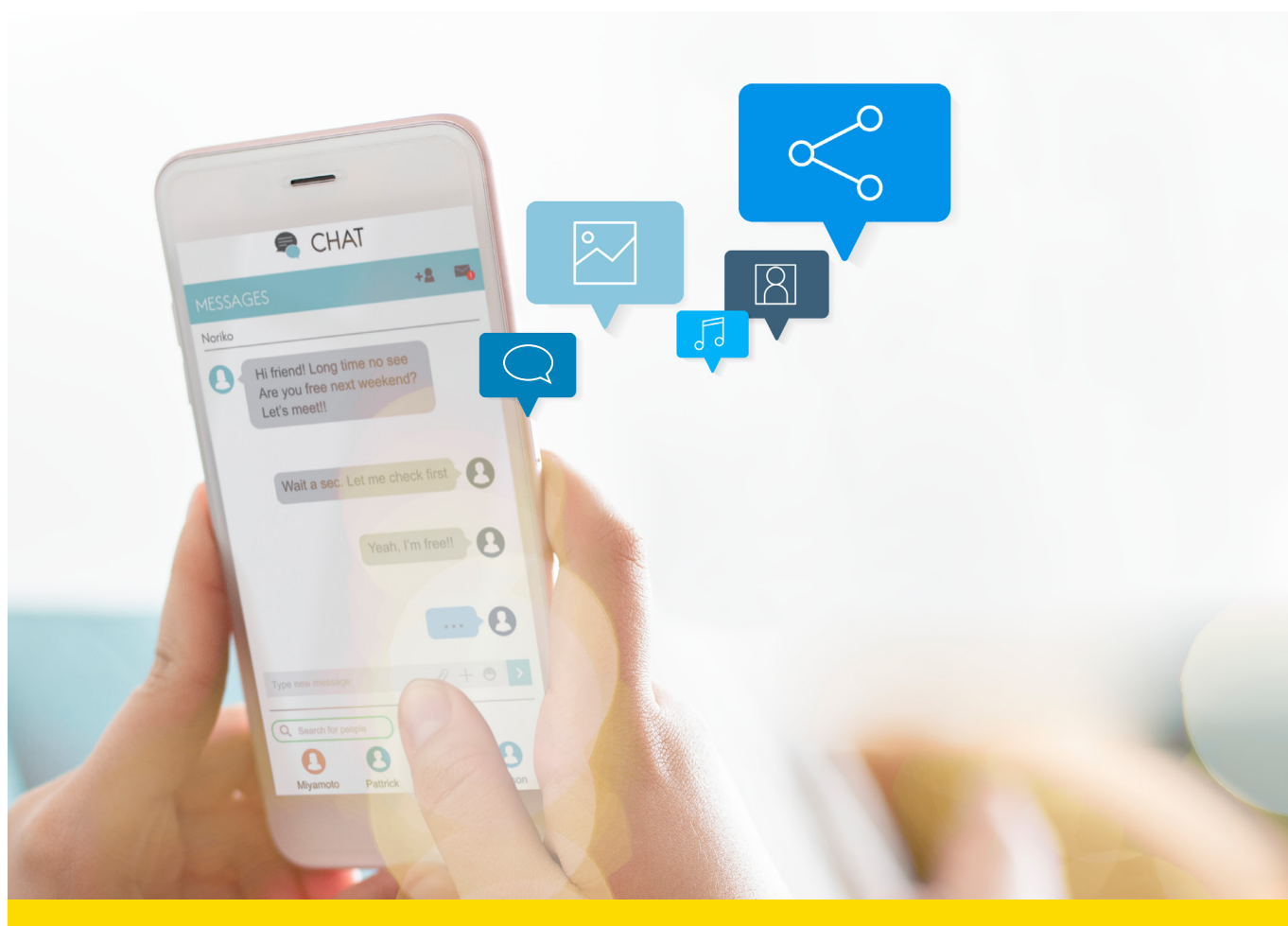


When we look at consumer responses, it's clear that there is already some expectation for businesses to be AI-ready, with their many touchpoints utilising this technology. Enquiries, appointments, and delivery queries are among those tasks that consumers would prefer to be automated, however, the move to this becoming a reality could yet be let down by a lack of confidence and knowledge in the technology from businesses. In fact, there's a clear lag between the needs of consumers and the minds of business owners, with the business leaders surveyed prioritising their physical presence in the form of shop fronts over implementing this potentially revolutionary technology.

Naturally, privacy around data is a clear point of conflict, with consumers somewhat reticent to fully engage with the capabilities

of the tech as a result, while businesses are confident in the security it provides. However, as well as a lack of knowledge, a lack of time and money is also slowing down the adoption according to business leaders - despite the fact that significant savings in both areas could be made as a result!

However, the benefits and opportunities of using AI are clear, and it's almost certain that we'll be seeing more and more of this technology in the years to come. As with any new tech, there's a period of discomfort as early adopters strive to utilise it, before the masses begin to get on board and it quickly becomes ingrained in everyday life. Perhaps this won't happen in the next year, or even the next 5 years, but many of us will no doubt be performing routine tasks and engaging with businesses using the tech before long.





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