

ADOPT OR FAIL: WHY BUSINESS NEEDS AI

AI and Business

Business confidence
in AI is strong

83%

of business leaders
claim to have a strong
understanding of AI

Adoption of AI is
already high

77%

of businesses have
already adopted AI
solutions

And businesses are
seeing the benefits

87%

of business leaders believe
that their current usage of AI
has positively impacted
business outcomes

However, there is still
room for improvement!

90%

of those business leaders
believe that their current
implementation of AI could
be more effective

For those who haven't yet adopted,
there are 2 key factors holding
them back:

1. Lack of understanding
2. Lack of in-house skills

But business leaders are concerned that
AI might have serious implications for
their workforces:

77% anticipate that AI technology will
eventually displace some, or all,
of their human workforce

Despite this, there are 6 key areas
where AI is proven to help consumers:

- | | |
|----|-------------------------------|
| 1. | Delivery |
| 2. | Staff optimization |
| 3. | Personalization |
| 4. | Search |
| 5. | Product availability |
| 6. | Better content and experience |



AI and Consumers

For consumers, AI is believed to have the capacity to be life enhancing

51%

of consumers believe that AI has the potential to improve their quality of life



But consumers have concerns...

5.4

the rating given to how concerned consumers were about AI on a scale of 1 to 10

50%

of consumers are concerned about their data safety with AI

39%

of consumers are concerned that companies are using AI to replace their jobs

Consumers want the best experience, and don't necessarily care about the technology that enables this, but what are the areas that consumers want improved, and where AI could help?

32%

Delivery

of consumers said their parcels weren't delivered fast enough

43%

Staff Optimization

of consumers feel there are often not enough staff on hand in-store to help them

51%

Personalization

of consumers like to shop with retailers that remember them

33%

Search

of consumers struggle to find the exact product they are looking for online

45%

Availability

of consumers are put off businesses who can't keep their products in stock