ADOPT OR FAIL: WHY BUSINESS NEEDS AI

AI and Business

Business confidence in AI is strong



of business leaders claim to have a strong understanding of AI Adoption of AI is already high



of businesses have already adopted AI solutions And businesses are seeing the benefits



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

However, there is still room for improvement!



of those business leaders believe that their current implementation of Al 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:

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

of consumers believe that AI 51% has the potential their quality of life has the potential to improve



But consumers have concerns...



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

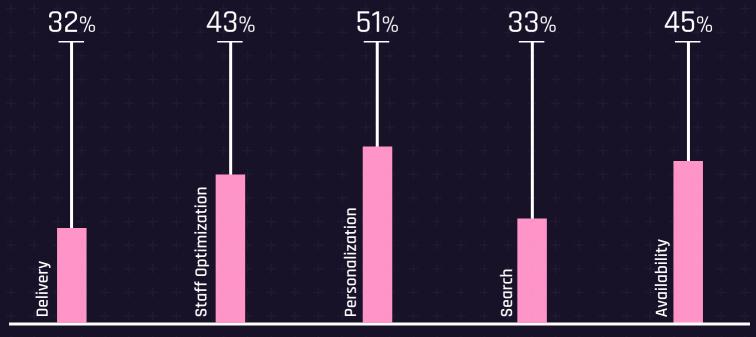


of consumers are concerned about their data safety with AI



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?



of consumers said their parcels weren't delivered fast enough

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

of consumers like to shop with retailers that remember them

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

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