Insight

Insight Intelligent Technology™ Pulse:
INTRODUCING GENERATIVE AI IN THE WORKPLACE

Are organisations ready for the generative AI revolution?
Professionals are keen to adopt generative AI at their companies to improve productivity and customer service. However, concerns around quality and security are ever present.
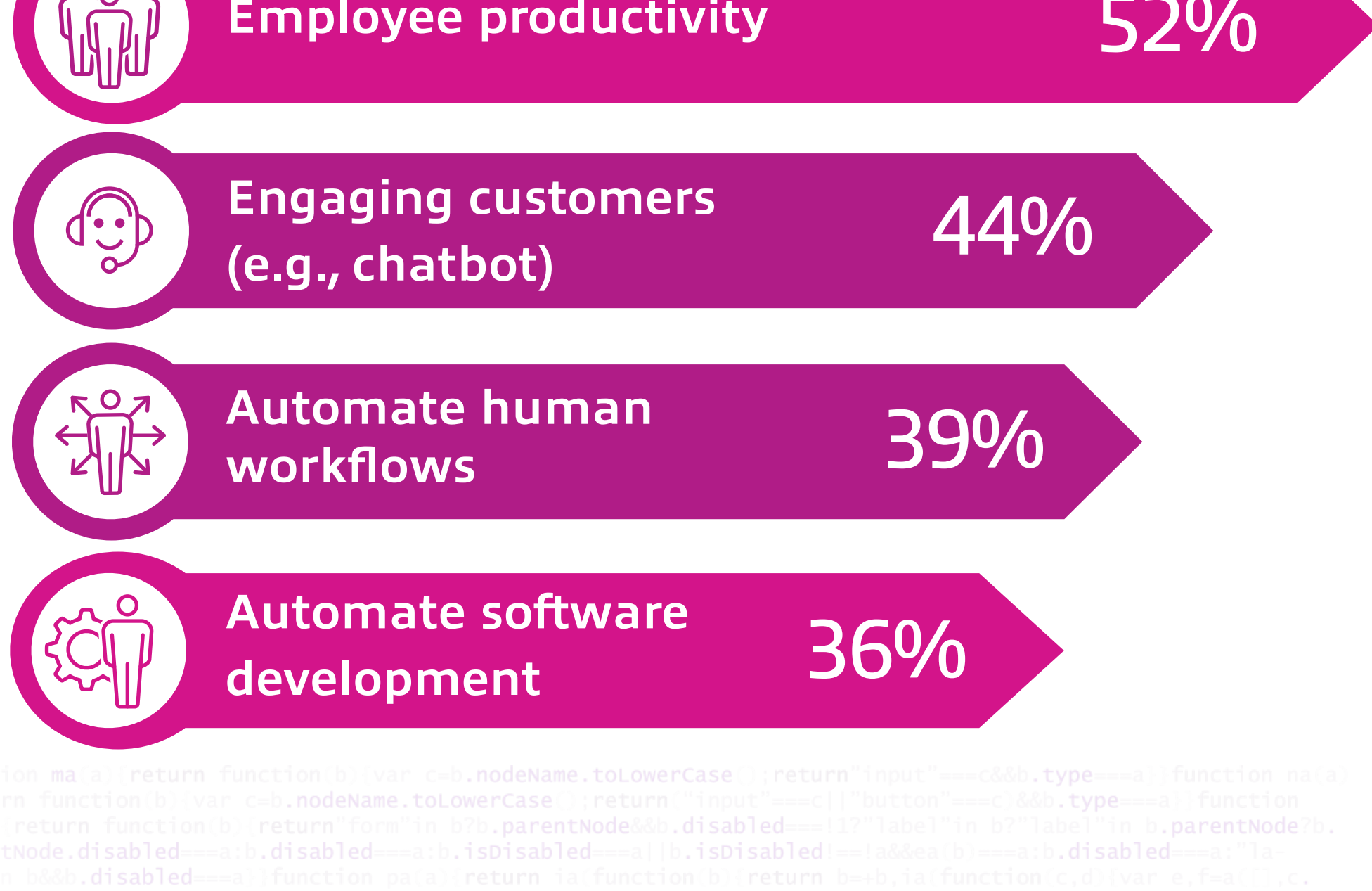
7 in 10

EMEA companies have generative AI policies and/or strategies established or in the works.

TOP REASONS

professionals say their organisation would adopt generative AI technologies within the next three years:

Employee productivity	52%
Engaging customers (e.g., chatbot)	44%
Automate human workflows	39%
Automate software development	36%

TOP 4 CONCERNS

professionals have about generative AI in the workplace:

49%	43%	37%	29%
Safety and security	Quality and control	Legal and regulatory compliance Europe	Cost of implementation/ budgetary constraints

Approximatively
1 in 5
professionals
(19%)
are concerned about workforce displacement

Companies see generative AI having the greatest impact on these roles:

28% Data analyst/data scientist

28% Communications (such as content creation, technical writing, PR marketing)

27% Office and administrative support

24% Software developer

22% Financial operations (e.g., accountants, bookkeepers, procurement)

Insight ®

Learn more