

AI Barometer May 2024



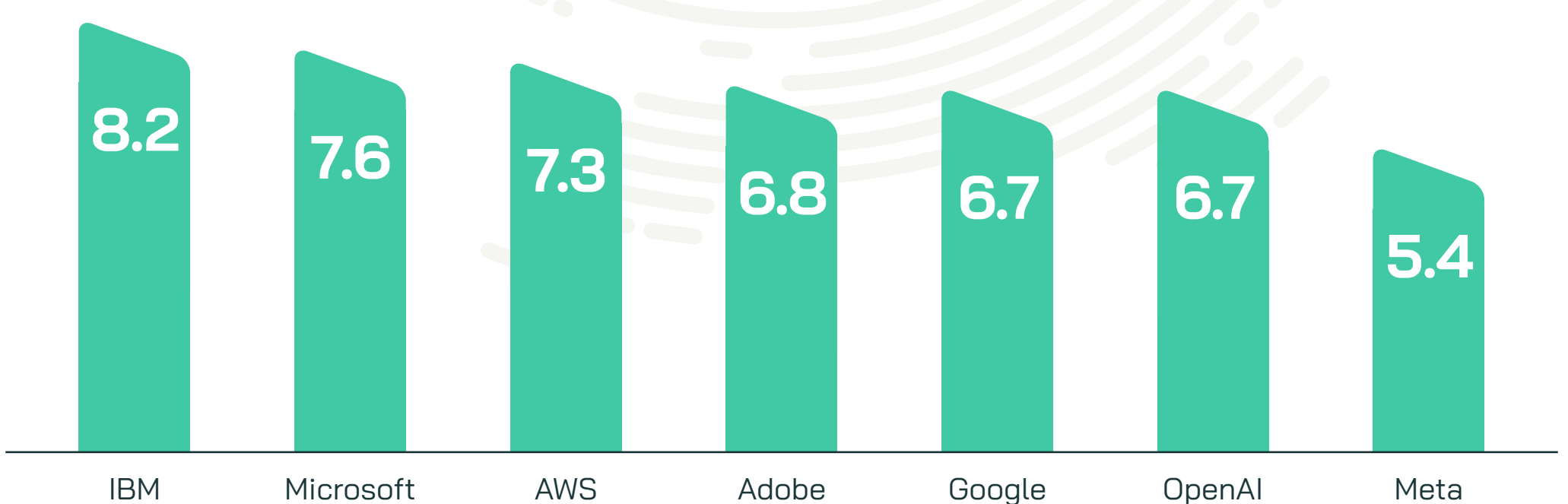
For brands, AI investment is headed one way: upwards

The results for 2024 so far show a steady anticipated growth in AI investment over the next 12 months. We expect our AI barometer to be reading those growth intentions at very high levels for some time to come.



AI investment trend index: January to April 2024

AI is a fast-evolving technology with the potential for disruption on an almost unprecedented scale. When selecting a vendor under these circumstances, trust is vital. But which AI vendors have it?



Level of trust (0-10) in AI vendors, based on those that respondents have seen AI-related content from in the past month (April 2024 results)

So where are organisations looking to deploy AI? Front-line activities such as customer service and content creation are leading use cases

To help prepare press releases and complex text about sensitive issues

BDM, Construction and property, less than 3,000 employees

Currently we are looking at AI as personalised recommendations, fake reviews detection, automated customer service and chatbots

ITDM, Retail, 3,000 or more employees

Reducing administrative tasks, for example to do lists, meeting transcription, as part of embedded Microsoft tools

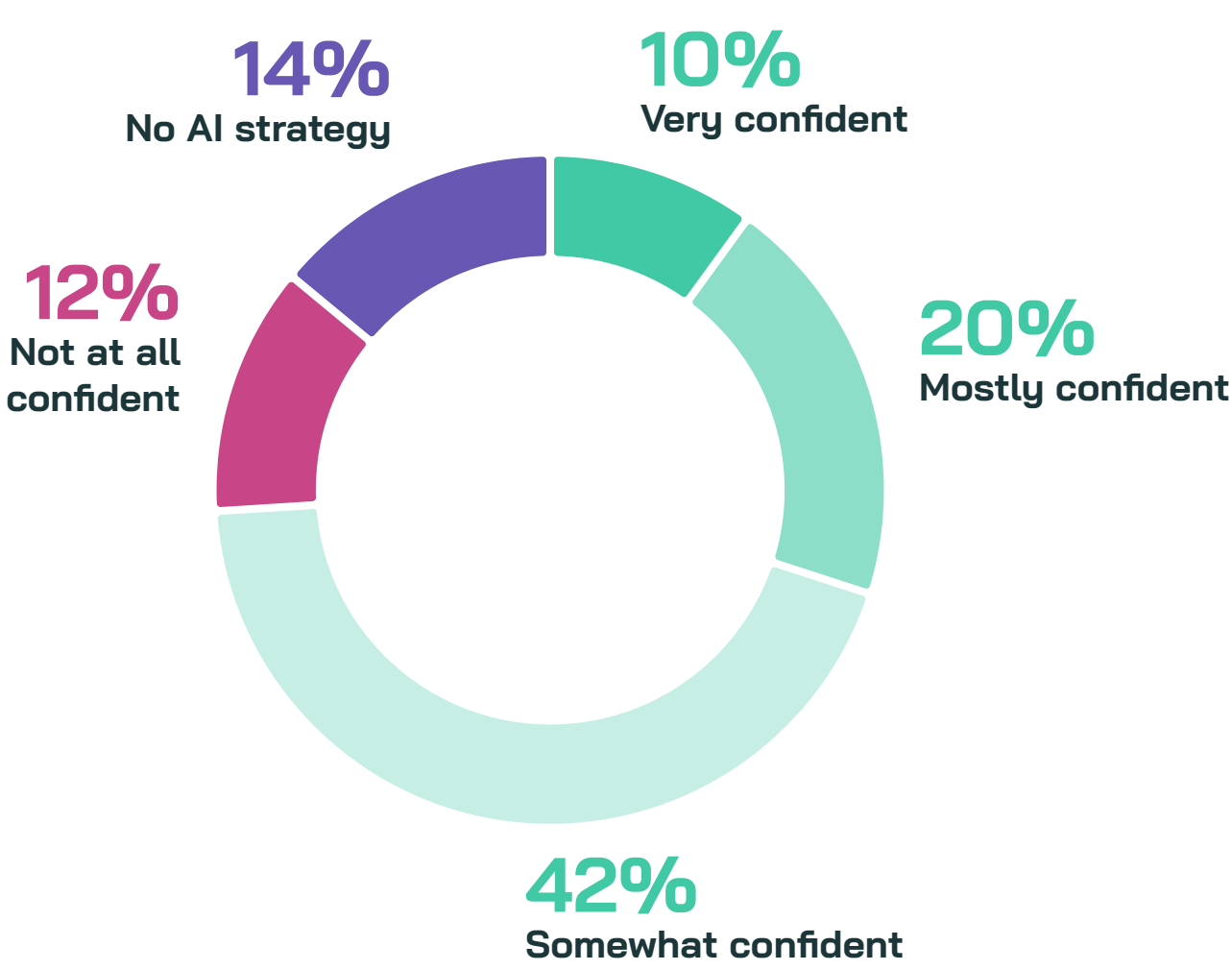
BDM, Public sector, less than 3,000 employees

Microsoft Copilot and ChatGPT have increased our productivity when it comes to developing software and automating tests

ITDM, Retail, 3,000 or more employees

What are the principal applications or use cases that your organisation is considering trailing or using AI for? (ITDM = IT decision maker, BDM = business decision maker)

Despite the adoption and investment positivity, many are yet to build confidence in utilising AI effectively, with a strong reliance on external service providers for strategy and governance



69%

are using external service providers to help develop and implement their AI strategy

Look out for more in our AI Barometer series

Each month we survey 100 UK IT and business decision makers to get their views on AI investment and adoption plans.

For more insights from the results or to discuss how research can help your organisation understand trends and engage your customers:

Get in touch