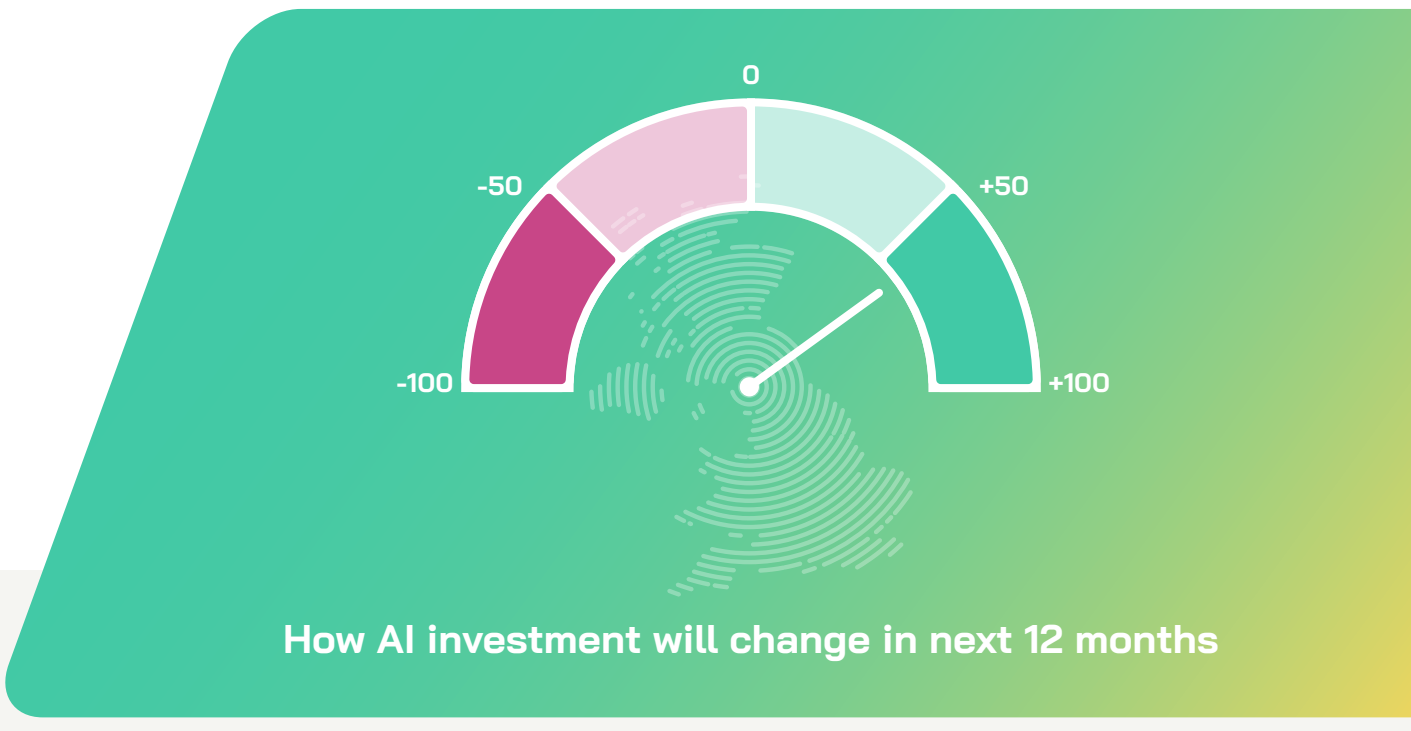


AI Barometer

July 2024

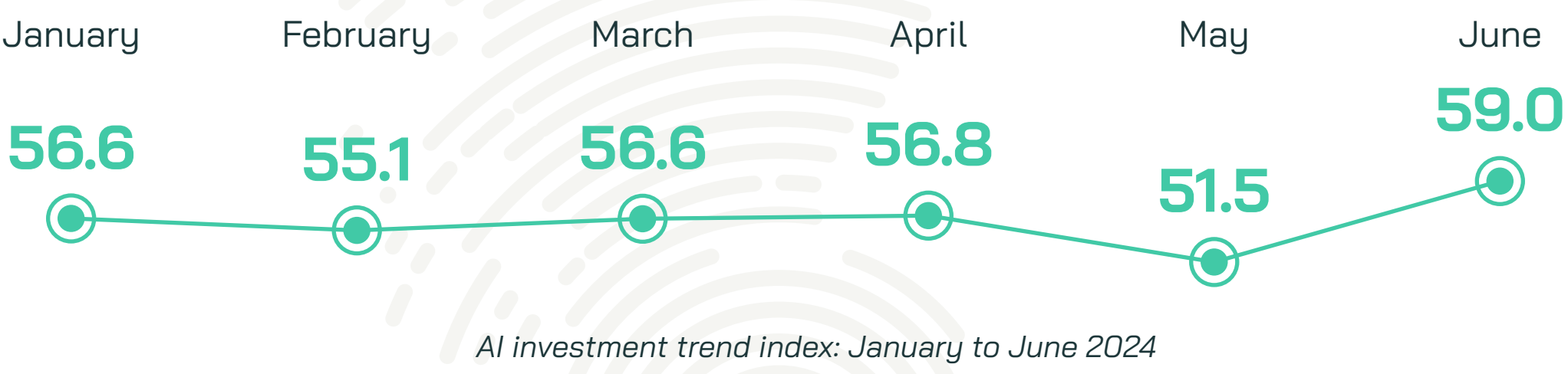


In the first half of 2024, AI has dominated the conversation, with hype and headlines constantly emerging. Dynamic situations call for regular insights, so we’ve been tracking AI adoption and attitudes over the past six months.

Here’s what we’ve learnt:

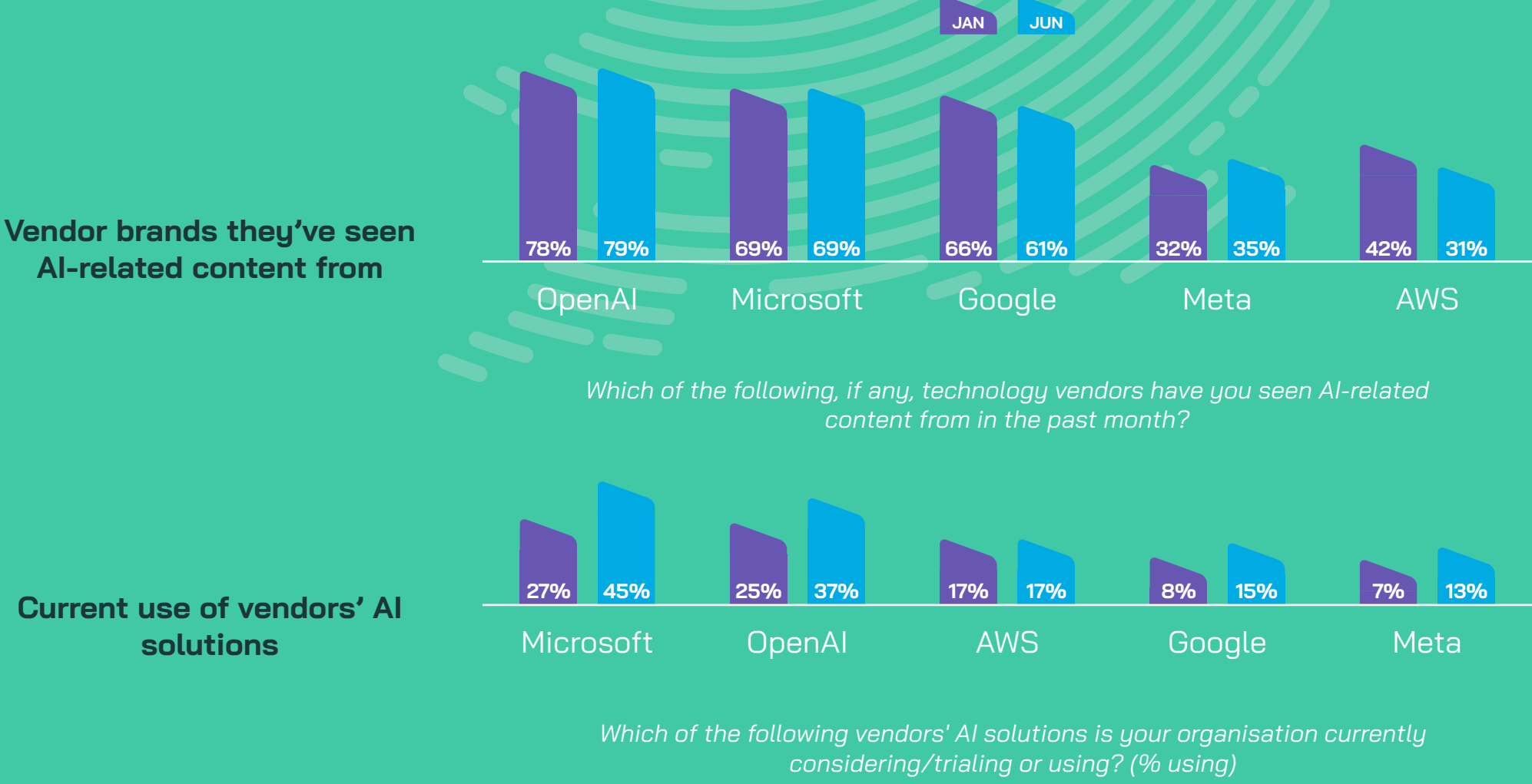
AI investment continues its upward curve

Despite an uncertain economic outlook, our monthly spend tracker highlights a consistent eagerness to invest in AI solutions over the coming 12 months.



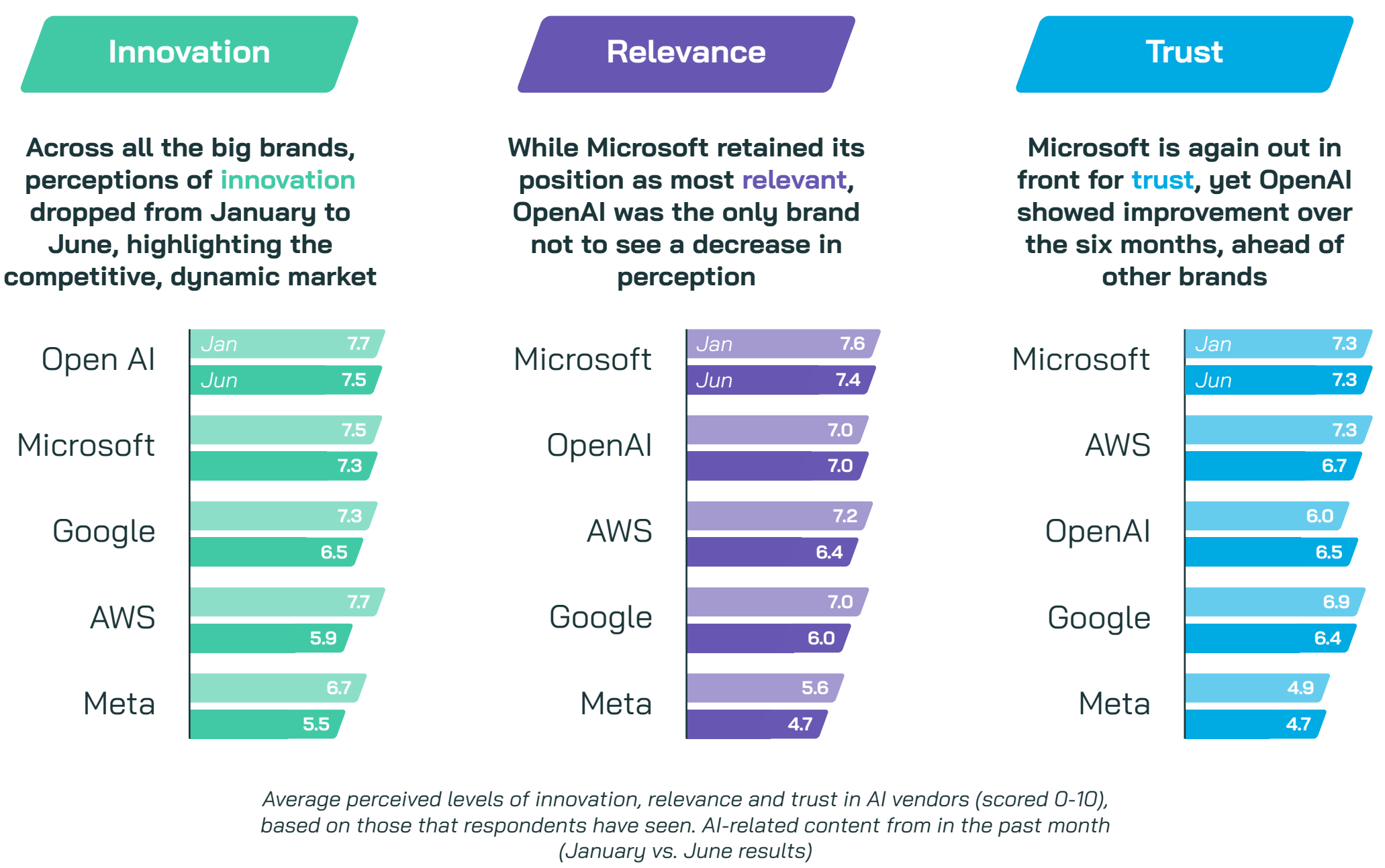
Microsoft and OpenAI establish their dominance

Since January, we’ve been asking IT and business leaders to tell us which vendors they’ve seen AI-related content from and which ones they’re using. Microsoft and OpenAI lead the way, and have seen big increases in usage of their AI solutions among UK organisations. The rest of the pack have work to do to keep up - with Google in particular having an opportunity to turn awareness into usage.



In a dynamic market like tech, brand perceptions and expectations are constantly shifting

The rate of change in AI as new competitors enter the market and new solutions are launched, means what customers expect from brands - and how they perceive them - never stands still.



A growing need for more training and skills development when it comes to AI

With JPMorgan Chase recently announcing they’re making AI training mandatory for all new employees, in June we asked our respondents about the training their organisations are providing and how effective they consider it to be. The results highlighted a need to improve:

None. Most AI usage is ad-hoc, some are able to utilize AI but we do not measure how much time is spent on AI versus the results achieved using AI, nor the results achieved by those not using AI

IT decision maker, manufacturing and production, less than 3,000 employees

The training packages on AI are not actually providing any benefit apart from familiarising people about it - they are sales training, not actual benefits

IT decision maker, retail, distribution and transport, 3,000 or more employees

The company has introduced rudimentary training. It does not fully take advantage of AI or extend the use of AI to something feasible or useful. I end up giving more feedback on the limitations than actually using it

Business decision maker, retail, distribution and transport, 3,000 or more employees

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 changing trends and engage your customers:

Get in touch

Coming soon: discover what two focus groups of IT and business leaders told us about their AI challenges and priorities