

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.

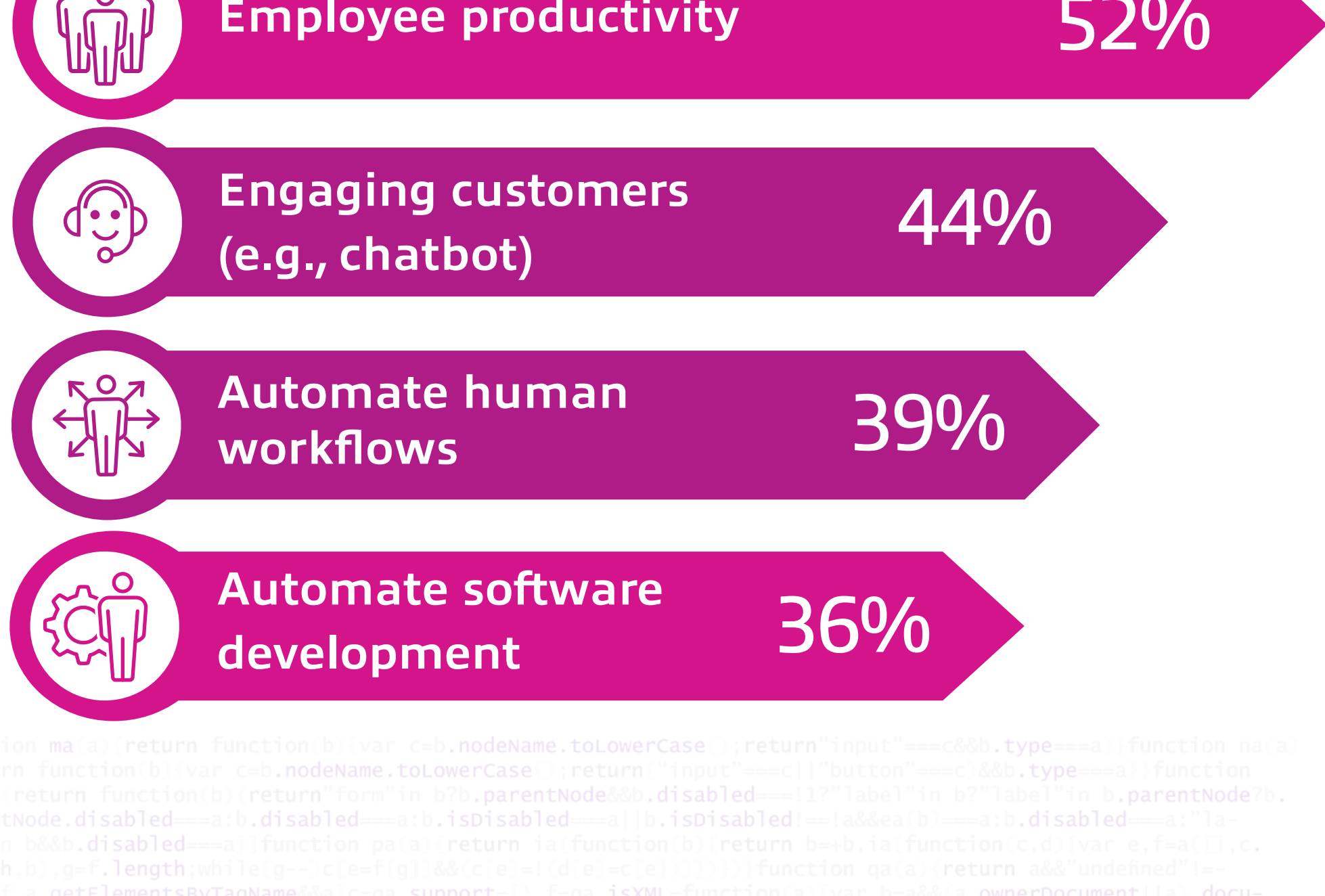
7 in 10

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



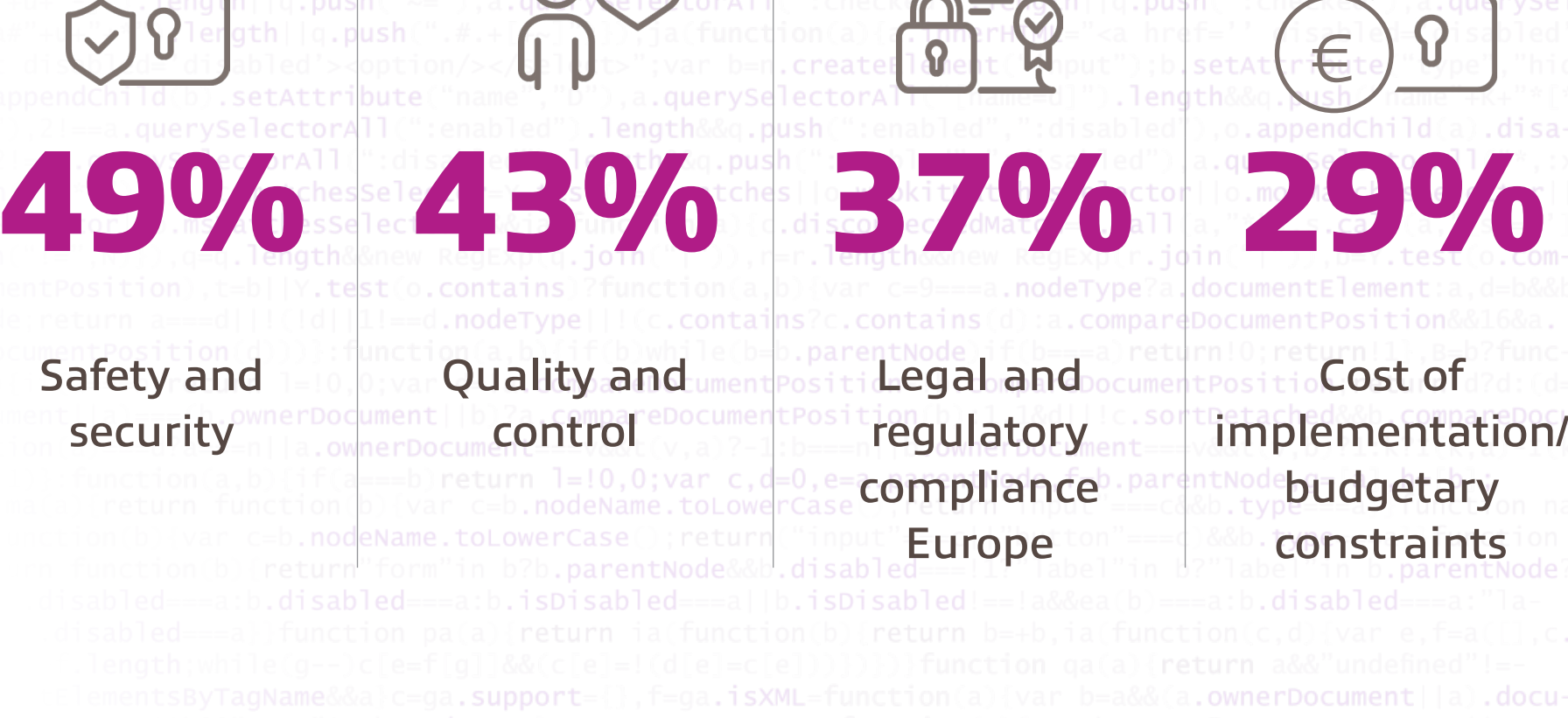
TOP REASONS

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



TOP 4 CONCERNS

professionals have about generative AI in the workplace:



Approximatively

1 in 5

professionals **(19%)** are concerned about workforce displacement

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

