

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

Are organizations 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.

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



TOP REASONS professionals say their organization would

adopt generative AI technologies within the next three years:



Engaging customers

Employee productivity

72%



Research &

53%

66%



Automate software development

Development

(e.g., chatbot)

the workplace:

professionals have about generative AI in









Quality and control

(e.g., the risk of

losing control over the content, misinformation and/or deep fakes)

Safety and security risks (e.g., cyber

attacks and data

breaches)

Limiting human innovation

heavily on generative Al technologies)

(e.g., workforce

relying too

error (e.g., lack of understanding

how to use

the tool and

accidental

human-driven data breaches)



370/0 Software developer 370/o Software tester

Financial operations

Communications (such as content creation, technical writing, PR

32%

(such as accountants, bookkeepers or procurement)

or marketing)



Learn more at insight.com/generativeAl