

# 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.

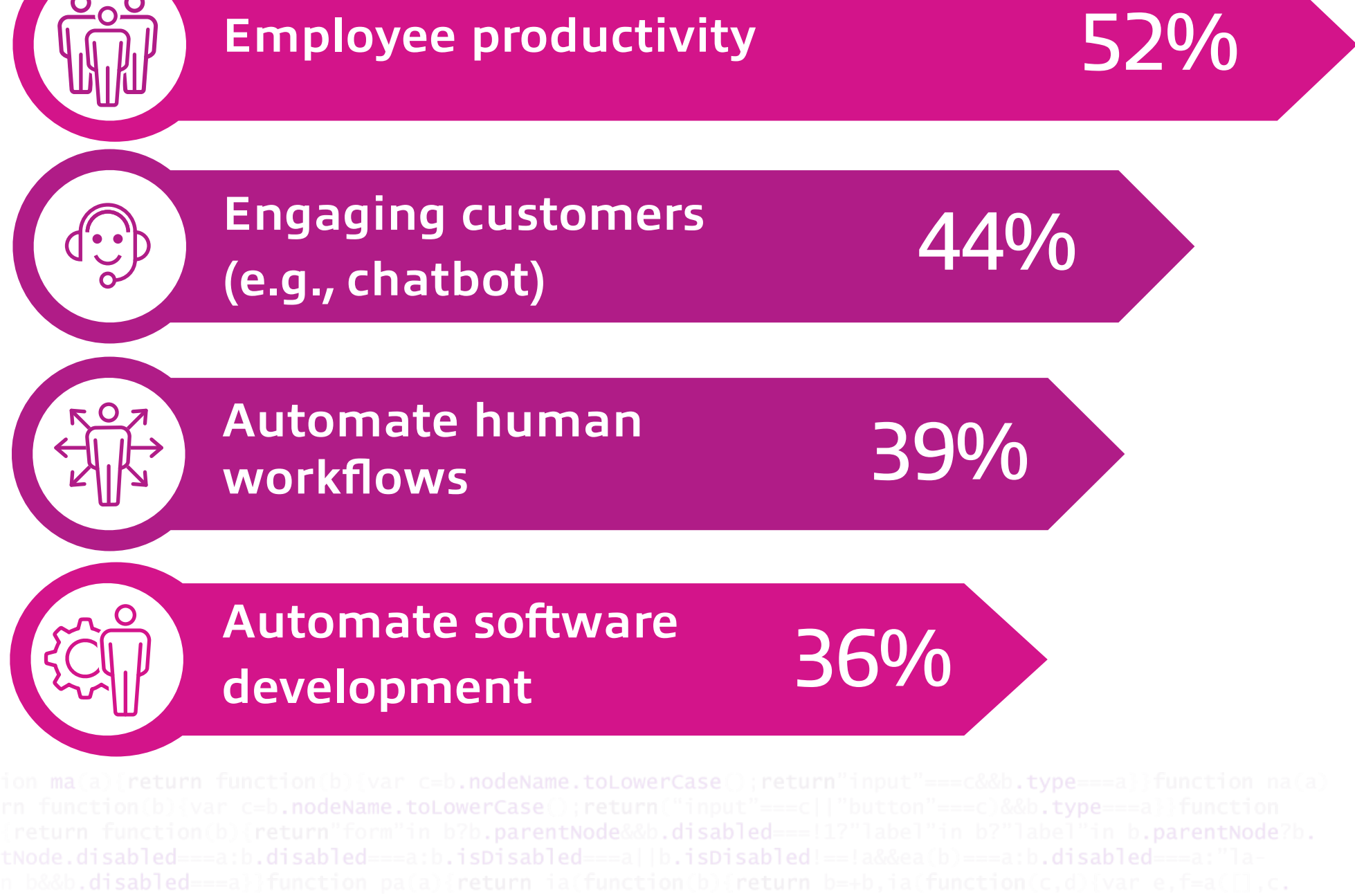
## 7 in 10

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:

