



# **Brief "quick take" survey on the use of AI-enabled technology at work**

**Conducted November 2023**

**For the purposes of this survey, we defined AI as anything that presents itself like a human being making decisions, including GenAI, LLM, and even NMT.**

**Surveys logged as "incomplete" reflect respondents who indicated that they are not currently deploying AI-enabled technology. These respondents skipped several questions and were re-directed to Question 6 about why they are not adopting these tools.**

**Write-in answers have not been edited.**

# Report for AI at Work

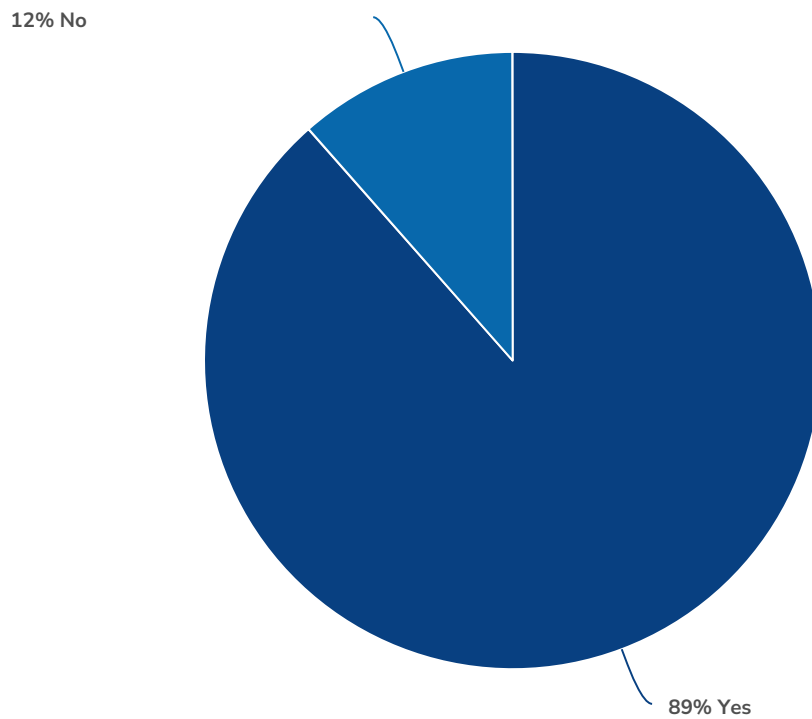
## Response Counts



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Totals: 184

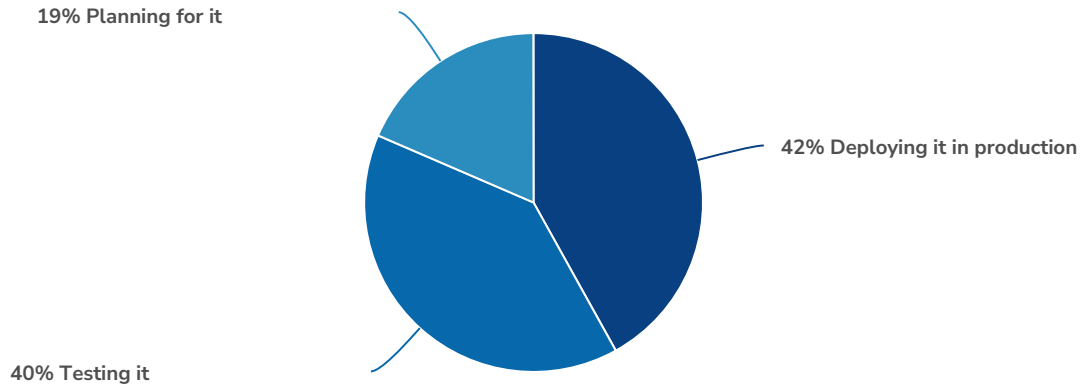
1. Is your organization currently using or planning to use AI-powered technologies in its operations in the next 6 months?



Value	Percent	Responses
Yes	88.5%	146
No	11.5%	19

Totals: 165

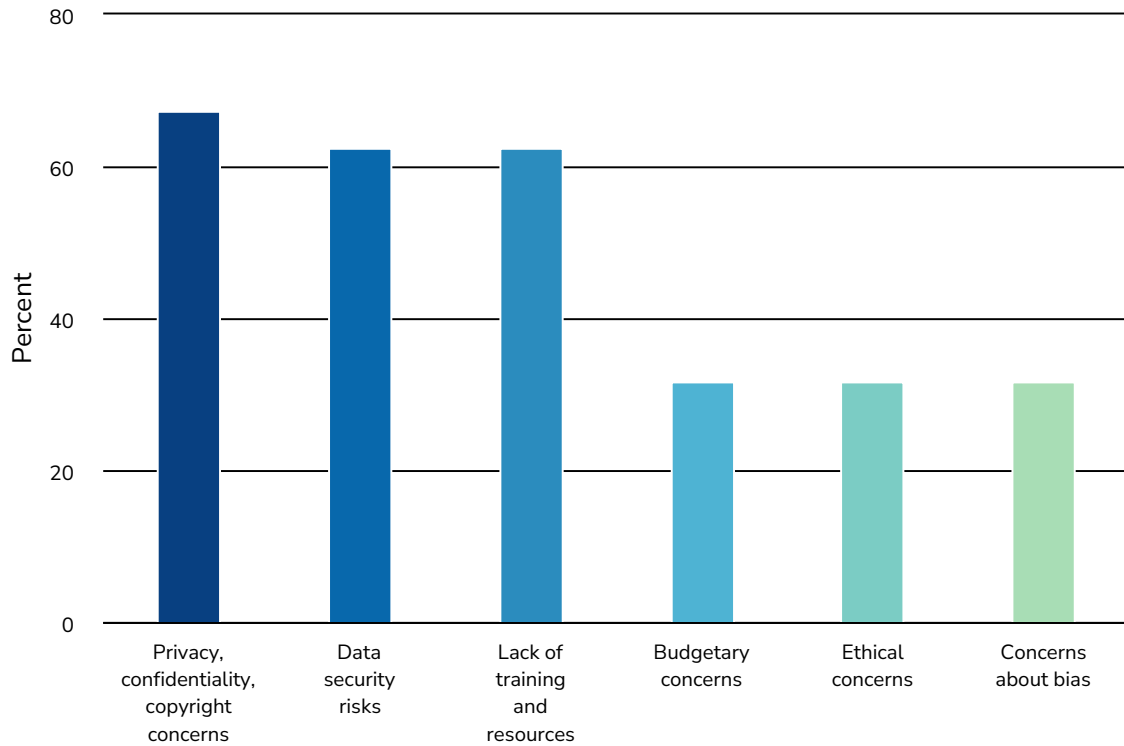
2. Which best describes your organization's stage of adoption of AI-powered technologies? (Select one)



Value	Percent	Responses
Deploying it in production	41.9%	52
Testing it	39.5%	49
Planning for it	18.5%	23

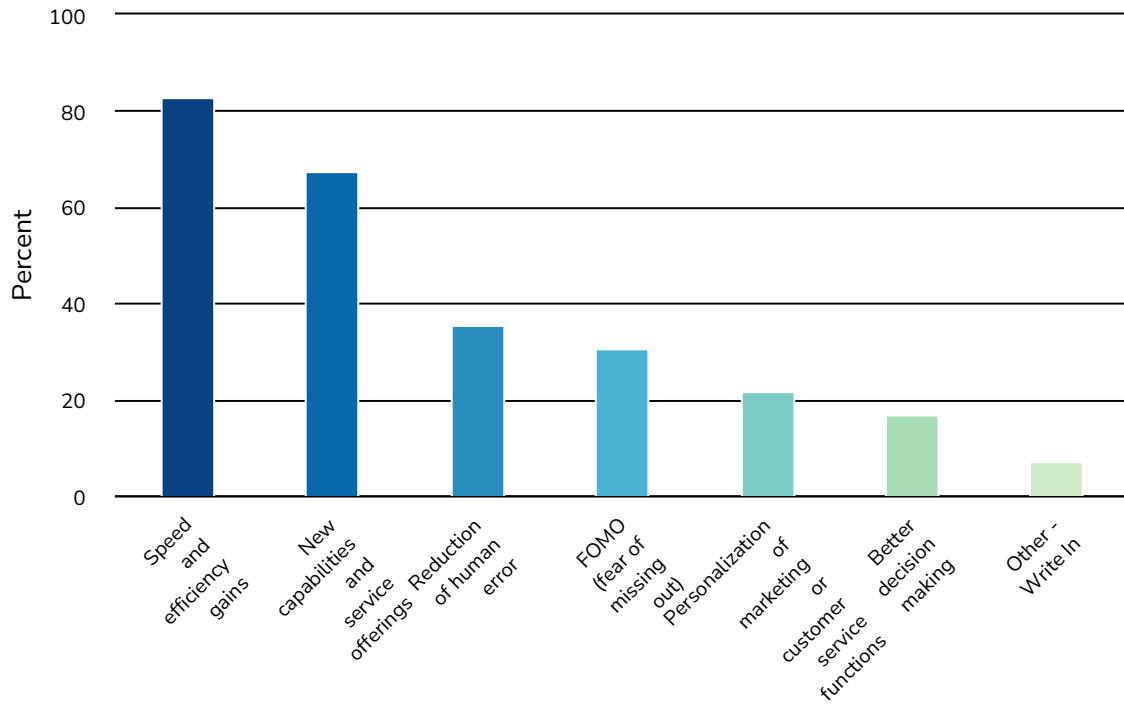
Totals: 124

### 3. What are the obstacles or challenges that you are most concerned about? (Check all that apply)



Value	Percent	Responses
Privacy, confidentiality, copyright concerns	67.5%	83
Data security risks	62.6%	77
Lack of training and resources	62.6%	77
Budgetary concerns	31.7%	39
Ethical concerns	31.7%	39
Concerns about bias	31.7%	39

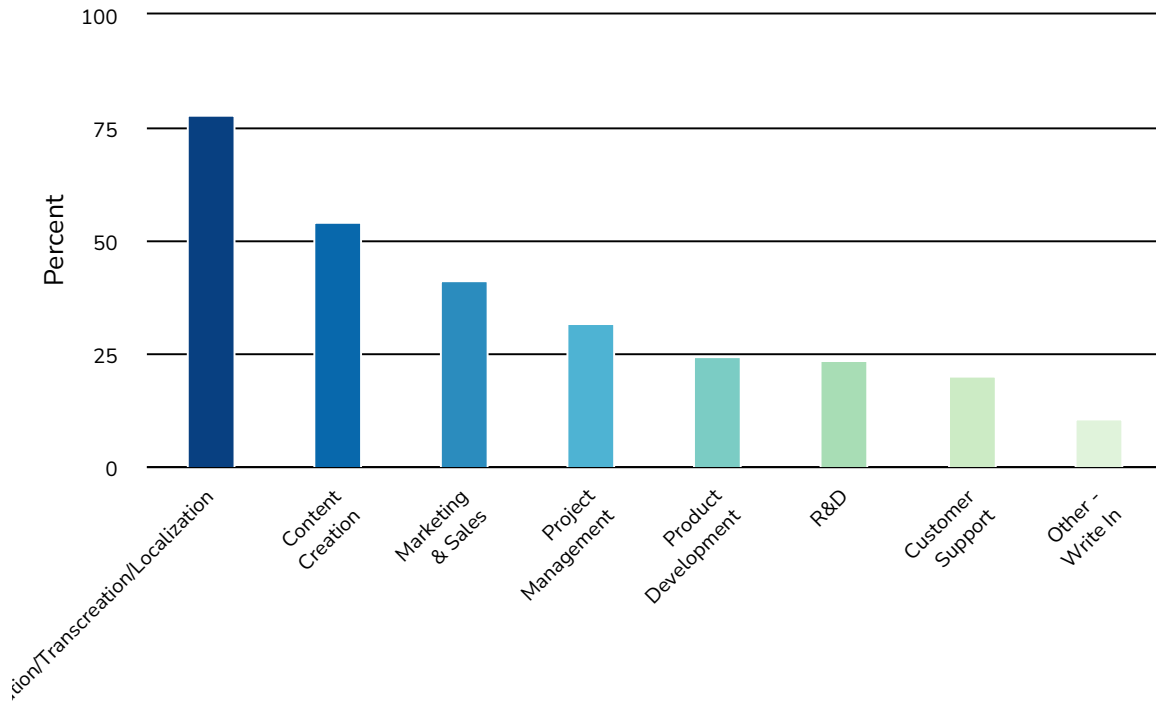
#### 4. What are the main reasons your organization is deploying AI-powered technologies? (Check all that apply)



Value	Percent	Responses
Speed and efficiency gains	82.9%	102
New capabilities and service offerings	67.5%	83
Reduction of human error	35.8%	44
FOMO (fear of missing out)	30.9%	38
Personalization of marketing or customer service functions	22.0%	27
Better decision making	17.1%	21
Other - Write In	7.3%	9

Other - Write In	Count
Cost savings	1
If you are not using AI, you're not going to be here in 10 years.	1
Preparing the industry for the next level	1
Reduction of translatio cost	1
To get ahead of data security / privacy issues, my organization deployed their own Gen AI instance	1
We want to keep up with innovation and new technologies as always.	1
cost reduction	1
cost savings	1
you snooze you lose	1
Totals	9

5. In which areas is your organization deploying AI-powered technologies (or planning to deploy soon)? (Check all that apply)

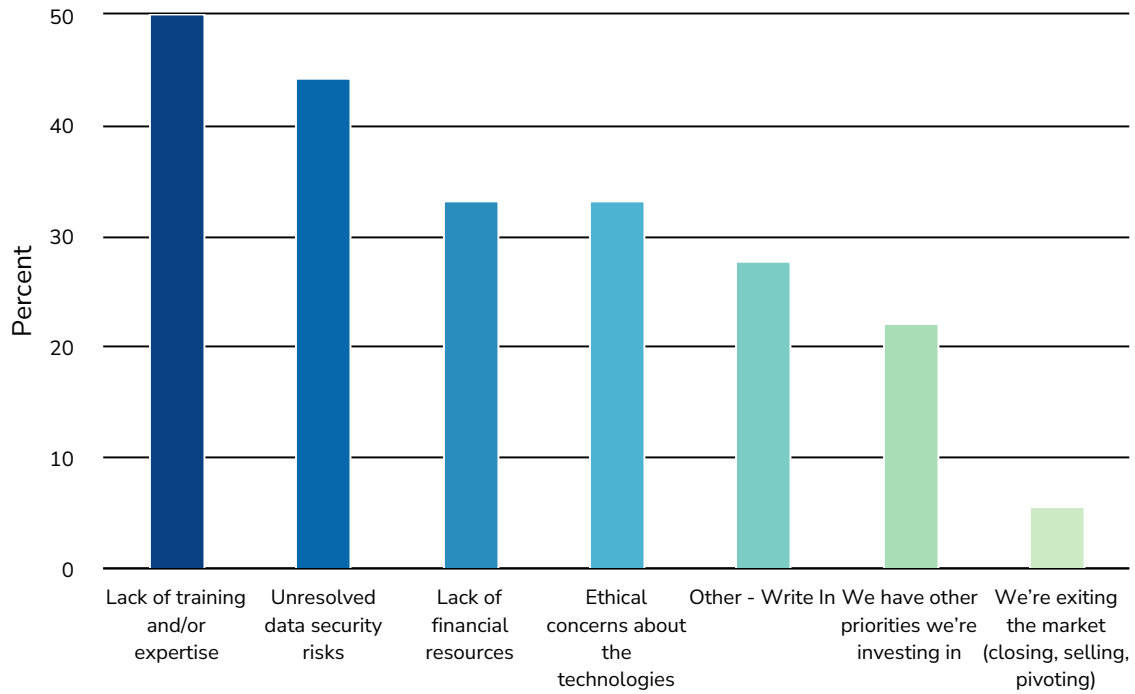


Value	Percent	Responses
Translation/Transcreation/Localization	78.0%	96
Content Creation	54.5%	67
Marketing & Sales	41.5%	51
Project Management	31.7%	39
Product Development	24.4%	30
R&D	23.6%	29
Customer Support	20.3%	25
Other - Write In	10.6%	13



<b>Other - Write In</b>	<b>Count</b>
AI is a core part of the Notion product now, we also use AI/MT in product localization workflows	1
Content comprehension, data conversion (speech-to-text)	1
Desktop Publishing	1
Graphic Design and Video production	1
Human resources, Talent	1
Interpretation	1
Knowledge harvesting / Client-specific chat robots	1
Quality Assurance	1
Reporting	1
Software	1
Systems troubleshooting	1
We are using our own Chat GPT instance for the same purposes	1
terminology mining	1
<b>Totals</b>	<b>13</b>

## 6. Why isn't your organization planning on deploying AI-powered technologies in its operations in the near term? (Check all that apply)



Value	Percent	Responses
Lack of training and/or expertise	50.0%	9
Unresolved data security risks	44.4%	8
Lack of financial resources	33.3%	6
Ethical concerns about the technologies	33.3%	6
Other - Write In	27.8%	5
We have other priorities we're investing in	22.2%	4
We're exiting the market (closing, selling, pivoting)	5.6%	1

Other - Write In	Count
AI will kill all translators and freelancers dont you see that?!!!	1
Just another technology. It has to offer obvious benefits to be integrated. We must not simply adopt it and hope to get benefits. Top of the market will investigate before smaller companies. There will be many desillusions.	1
The quality of AI translations is appalling.	1
We don't think we need it for now	1
We're an academic institution and are planning to integrate AI tech into teaching programmes.	1
Totals	5