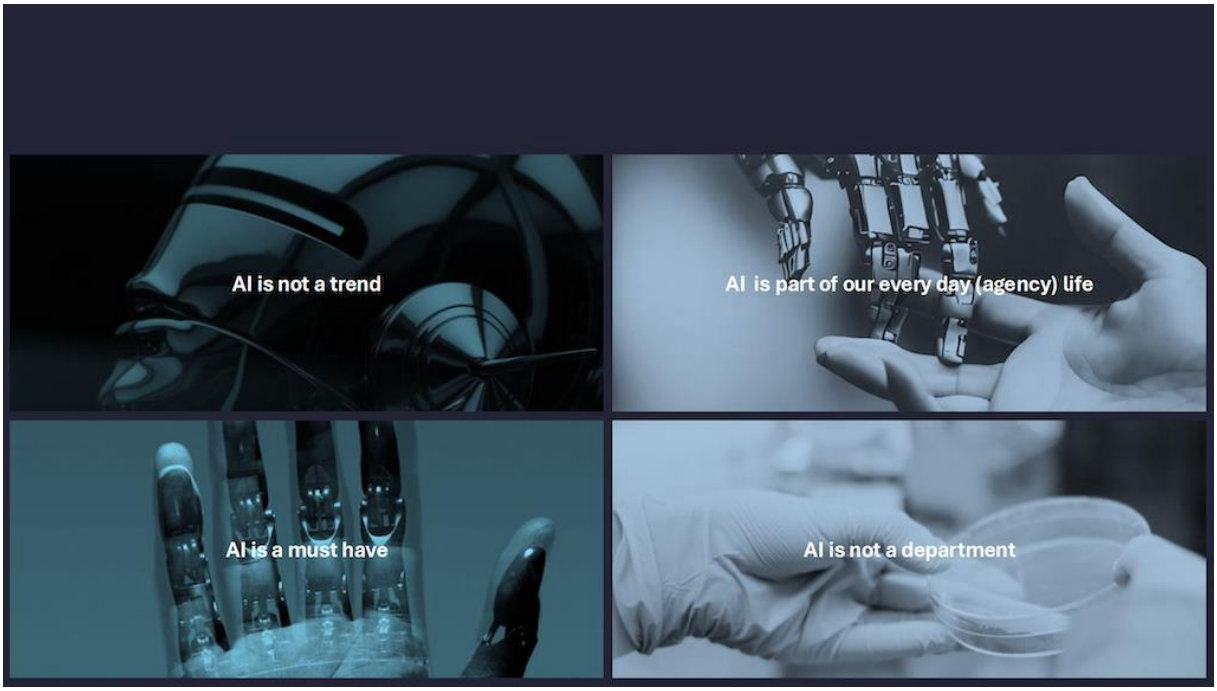
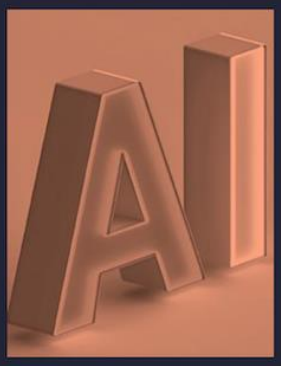
The C Square
AI Survey 2024



What we have done

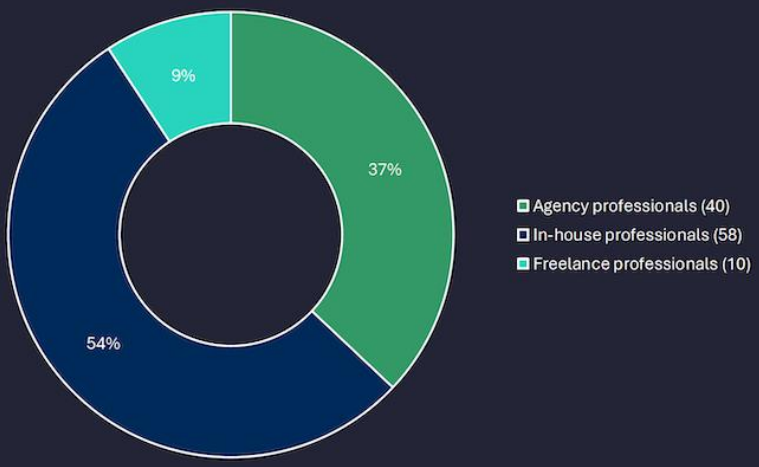
C Square Charter

Trainings

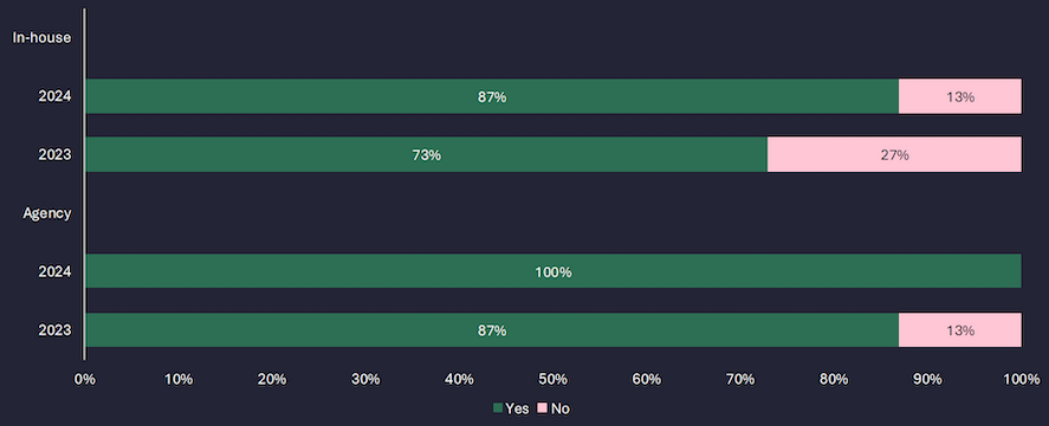


Survey

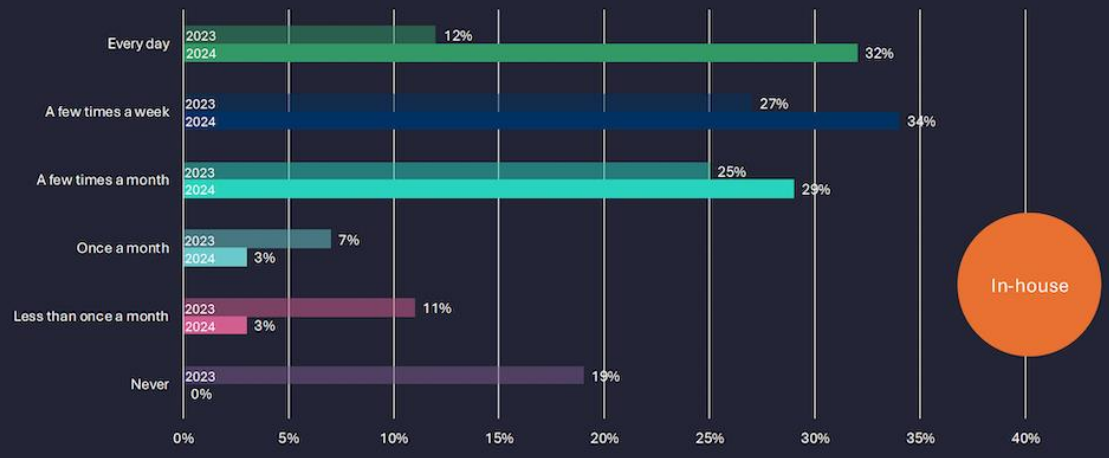
Thank you for your participation!



AI completely integrated
Have you already used AI for (client) work?



AI completely integrated
If you use AI for work, how frequently do you use it?



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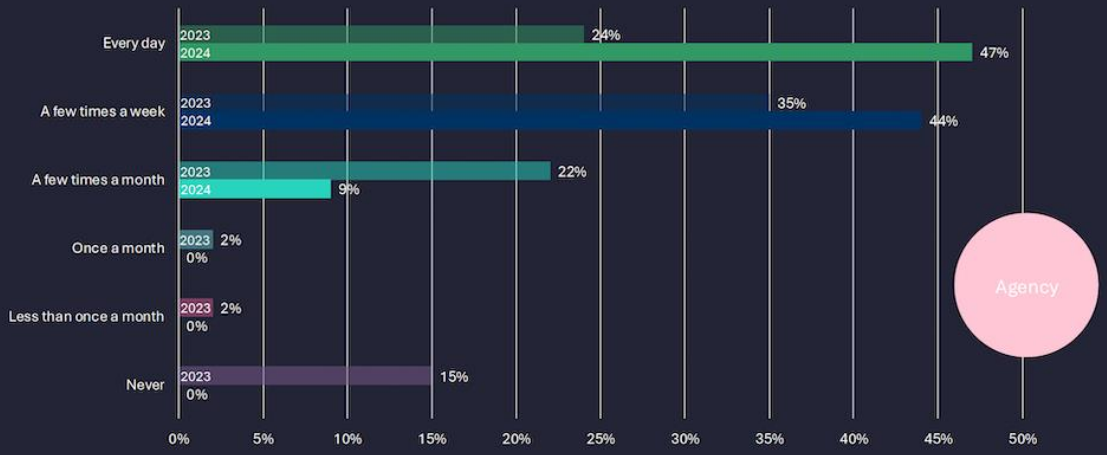
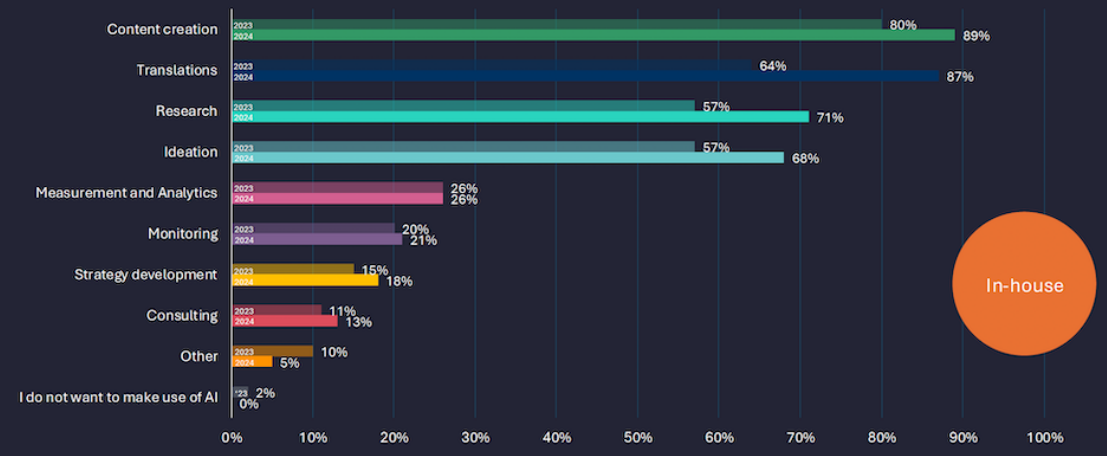


Prompting first

If you use AI for work, what would you use it for?



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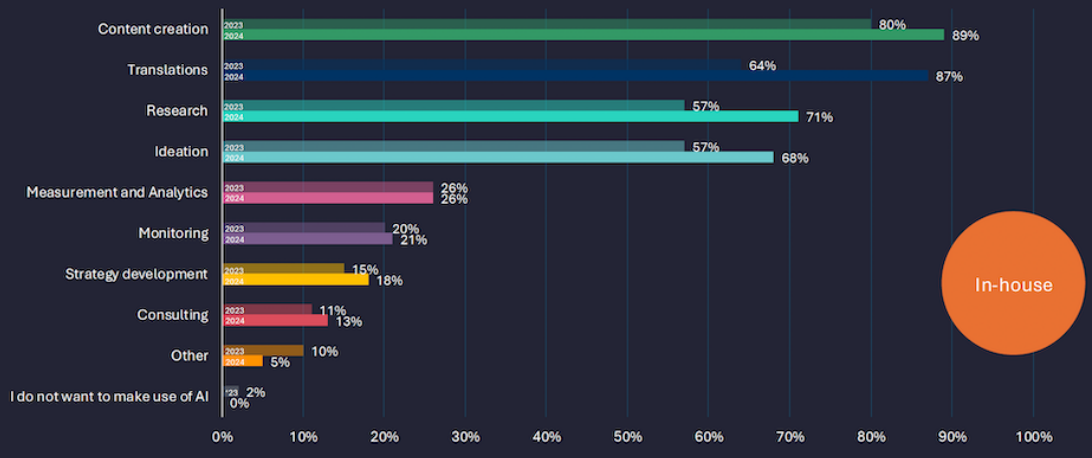
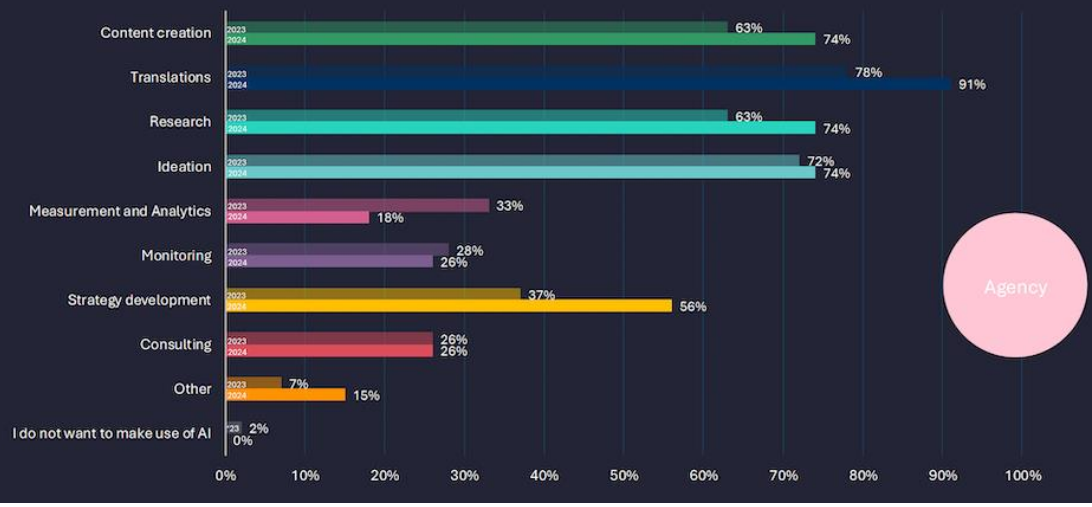


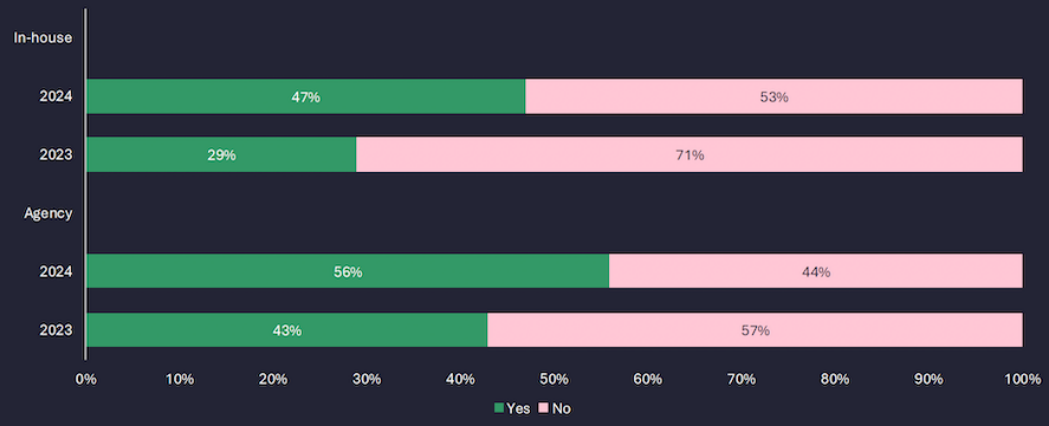
More diverse use

If you use AI for client work, what would you use it for?



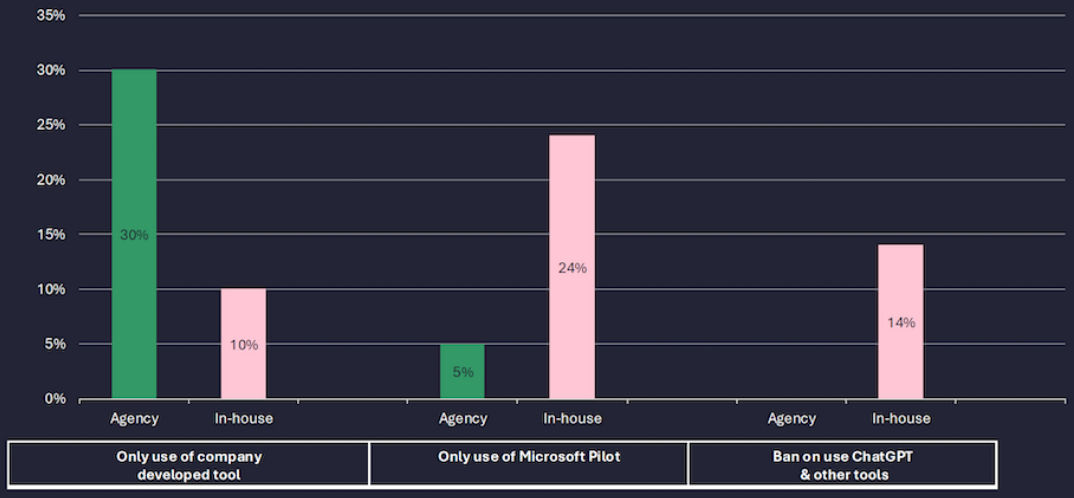
More and more restrictions

Has your employer imposed any conditions or restrictions regarding the use of AI?



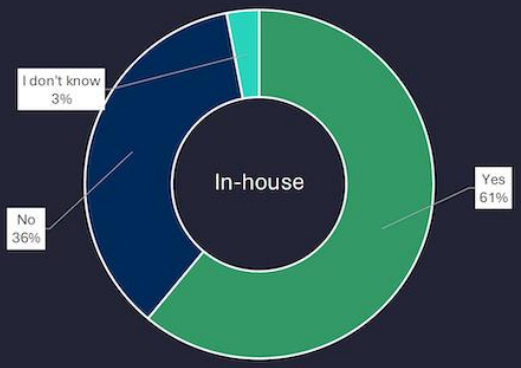
More and more restrictions

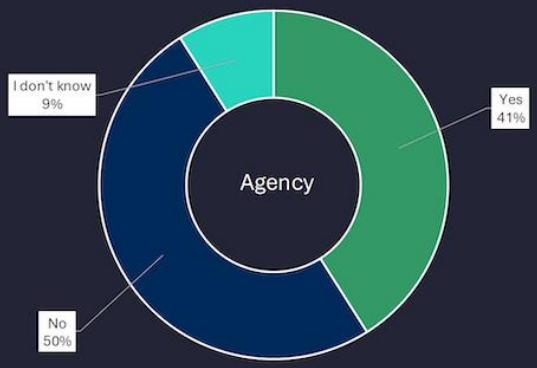
If yes, which conditions or restrictions?



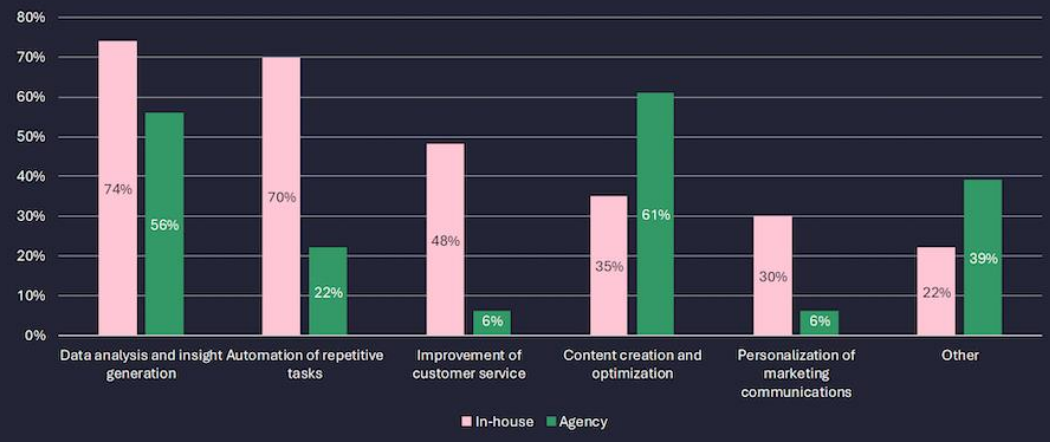
Tailor made solutions

Does your company develop (or co-develop) its own AI solutions?





If yes, for what purposes are these AI tools developed or implemented?



What are the biggest obstacles or challenges when using AI?

Training is key!

Did your company already organize trainings on AI (or is planning it soon)?

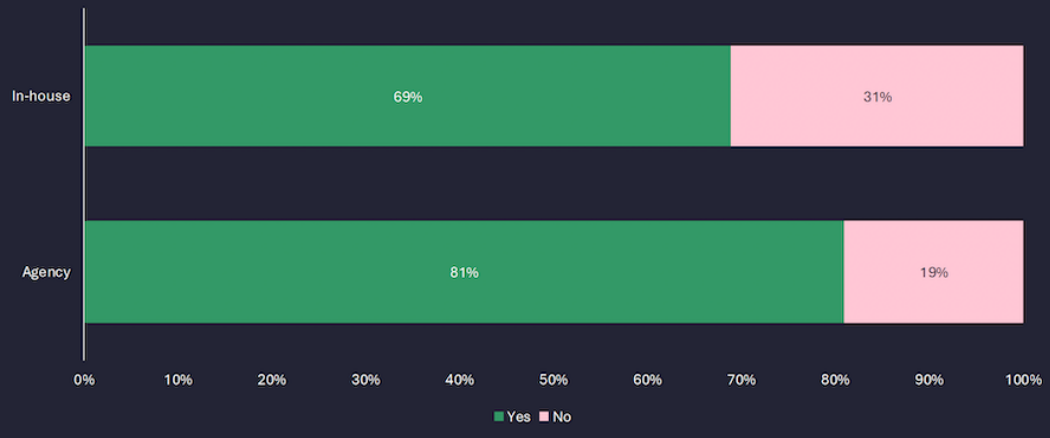
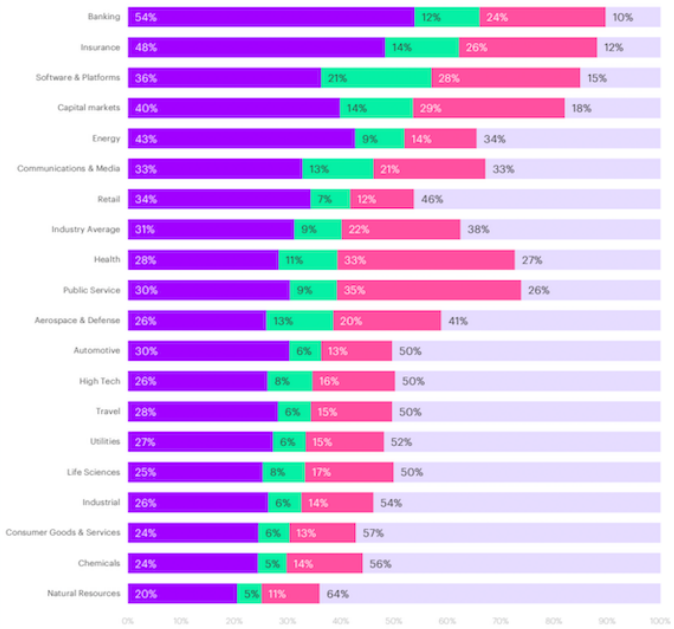


Figure 3: Generative AI will transform work across industries



Work time distribution by industry and potential AI impact

Based on their employment levels in the US in 2021

40% of working hours across industries can be impacted by Large Language Models (LLMs)

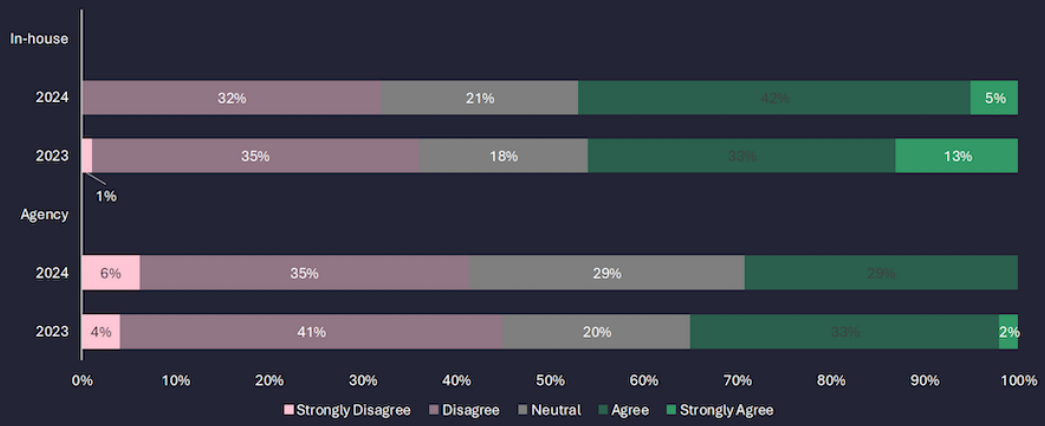
Why is this the case? Language tasks account for 62% of total worked time in the US. Of the overall share of language tasks, 65% have high potential to be automated or augmented by LLMs.

Source: Accenture Research based on analysis of Occupational Information Network (O*NET), US Dept. of Labor; US Bureau of Labor Statistics.

Notes: We manually identified 200 tasks related to language (out of 332 included in BLS), which were linked to industries using their share in each occupation and the occupations' employment level in each industry. Tasks with higher potential for automation can be transformed by LLMs with reduced involvement from a human worker. Tasks with higher potential for augmentation are those in which LLMs would need more involvement from human workers.

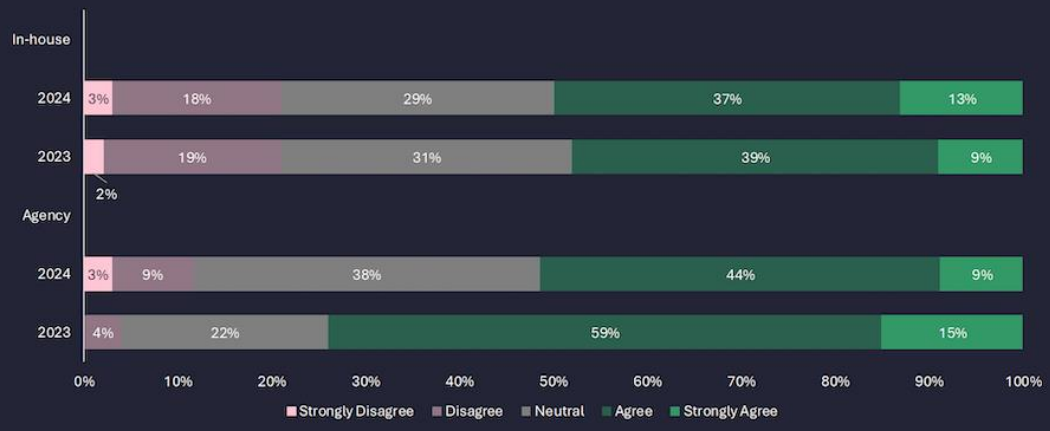
Statement #1

AI will allow clients to cut budgets and spend less on agencies and freelancers.



Statement #2

Agencies and freelancers who invest heavily in AI tools and training may incorporate this in the pricing of their services.



Conclusions

- Rapid adoption
- Conservative use
- We are not afraid of AI and know its restrictions
- More and more specific tools are being developed
- Training