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# THE STATE OF ARTIFICIAL INTELLIGENCE, 2017:

PUBLIC PERCEPTIONS OF THE MOST  
DISRUPTIVE TECHNOLOGY

U.K. EDITION

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# EXECUTIVE SUMMARY

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In 2016, there were 40 acquisitions of companies working to advance artificial intelligence<sup>1</sup> and the AI market was worth \$644 million<sup>2</sup>. In 2017, the market value of AI is expected to double and then grow exponentially until it reaches 38.6 billion less than 10 years from now<sup>3</sup>. Inc. Magazine called 2017<sup>4</sup> the “year of AI” and every major brand has begun fighting to enter the space. Consumer driven companies like Google have led the charge with over 11 acquisitions in the AI category to date while business-driven companies like Salesforce, who joined the race late, have quickly begun catching up by acquiring two AI based companies in the last year<sup>5</sup>. AI is here to stay and it’s not just changing the market, it’s shaping the way we live and work.

To better understand the public perception of today’s most disruptive technology, InsideSales.com asked 255 people from a variety of backgrounds and locations in the U.K. what their attitude, understanding, and expectations of this emerging technology are.

## THE STATE OF AI

More than half (57 per cent) of U.K. consumers regularly use artificial intelligence (AI) technologies in the home, with 13 per cent saying they use the self-learning technology all the time. Yet, many consumers are unaware of AI’s influence at home and in the workplace. 43 per cent claim they never use AI in the home and 56 per cent say they do not use AI in the workplace.

The survey reveals that 9 per cent of business users dislike or hate the use of AI at work, with 39 per cent claiming AI will limit their jobs prospects. Meanwhile, nearly one quarter of consumers say AI in the workplace means that they will likely be working with robots as their co-workers or their boss.

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<sup>1</sup> <https://www.cbinsights.com/blog/top-acquirers-ai-startups-ma-timeline/>

<sup>2</sup> <https://www.tractica.com/newsroom/press-releases/artificial-intelligence-revenue-to-reach-36-8-billion-worldwide-by-2025/>

<sup>3</sup> <https://www.tractica.com/newsroom/press-releases/artificial-intelligence-revenue-to-reach-36-8-billion-worldwide-by-2025/>

<sup>4</sup> <http://www.inc.com/molly-reynolds/2017-is-the-year-of-artificial-intelligence.html>

<sup>5</sup> <https://www.cbinsights.com/blog/top-acquirers-ai-startups-ma-timeline/>

## A LOVE-HATE RELATIONSHIP WITH AI

U.K. consumers have a love-hate relationship with AI technologies. While skepticism of AI remains high, with 38 per cent saying they don't trust AI, there is a growing acceptance that AI can deliver real value in several areas.

With 67 per cent of people claiming to be heavy smartphones users outside of work, it comes as no surprise that half of people regularly use navigation apps like Google Maps and Waze (50 per cent). Video streaming service such as Netflix (50 per cent) and music streaming service like Spotify (42 per cent) are also favorable amongst U.K. consumers. Other popular AI assisted technologies include smartphone assistants like Siri, Google Now and Cortana (37 per cent) and personal fitness devices like Fitbit (26 per cent).

Consumers also know the companies they trust to lead the AI transformation and deliver AI technology that really works. When asked to rank the top three technology companies, Google was named as the most trusted brand (51 per cent), followed by Microsoft (40 per cent), moving Apple to third place (38 per cent).

## UNTAPPED POTENTIAL IN ENTERPRISE AI

While most respondents (53 per cent) have no strong opinion about the use of AI in the workplace, 56 per cent claim they have never used AI at work. However, the overall business attitudes towards AI in the workplace remain positive.

For those who endorse the use of AI in the workplace (38 per cent), 38 per cent believe AI will create more job opportunities for them, while 21 per cent are confident that AI will not affect the number of jobs available. 9 percent added that they see no fundamental impact in how AI will transform the workplace in 10 years' time, while 61 per cent see the value of using AI to streamline day-to-day processes.

Yet, 15 per cent of consumers remain reluctant towards the introduction of AI in the workplace. 39 per cent of respondents believe that AI will decrease the number of jobs available to them, while 21 per cent expect to be working with robots as co-workers and 3 per cent say AI in the workplace will mean having a robot as their boss.

## HIGH POTENTIAL IN AI DESPITE LACK OF TRUST

Despite their hesitations, consumers agree that AI will have a significant impact on the future. Among those surveyed, 46 per cent believe AI will lead to taking over dangerous jobs. Other improvements can be expected in the automation of mundane tasks in work lives (37 per cent), advancements in transportation and travel (37 per cent) and medical advancements (36 per cent).

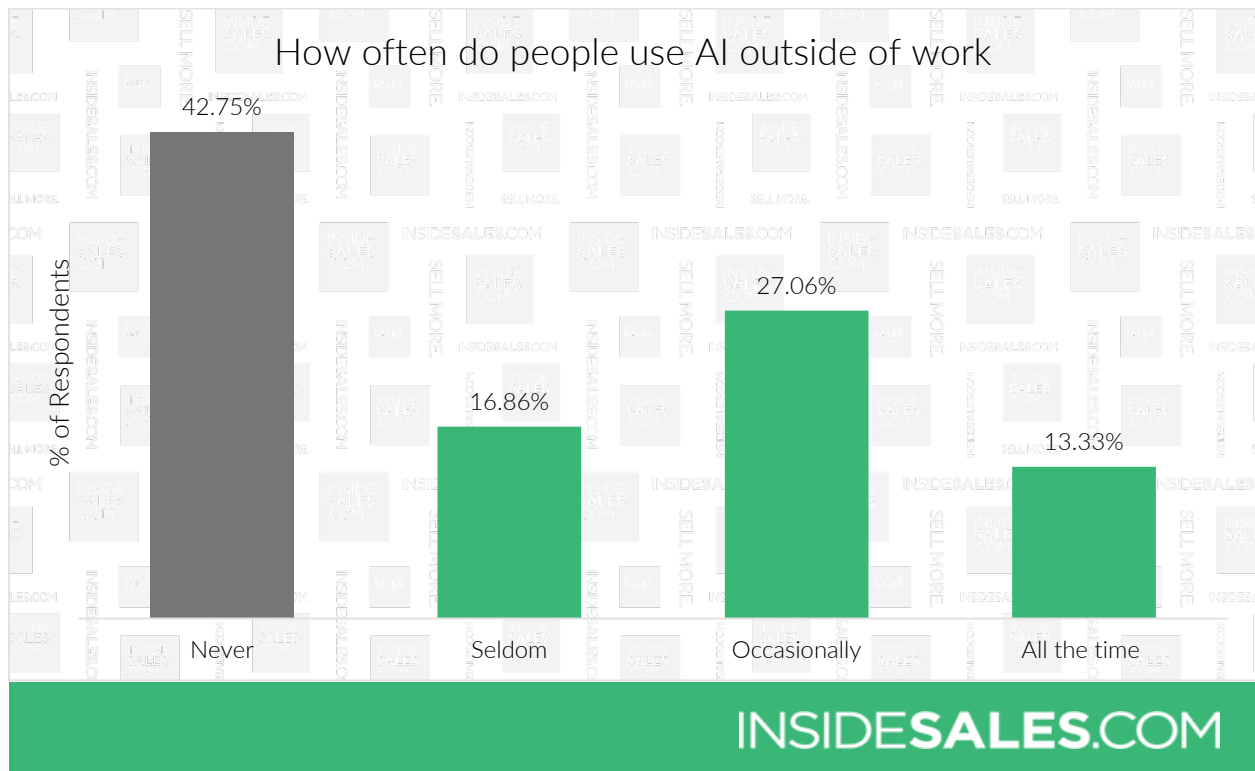
Additionally, 24 per cent say they believe AI will accelerate processes and increase revenue for businesses, while 12 per cent consider AI to be beneficial for improving elder care and social interactions (13 per cent).

When asked which business setting is most likely to benefit from AI, UK consumers believe the top three areas are engineering (45 per cent), administration (40 per cent), and customer service (31 per cent). Finance (29 per cent), sales (26 per cent) and marketing (22 per cent) follow closely as these are deemed as admin-heavy departments that could benefit from automation technologies.

# THE STATE OF AI

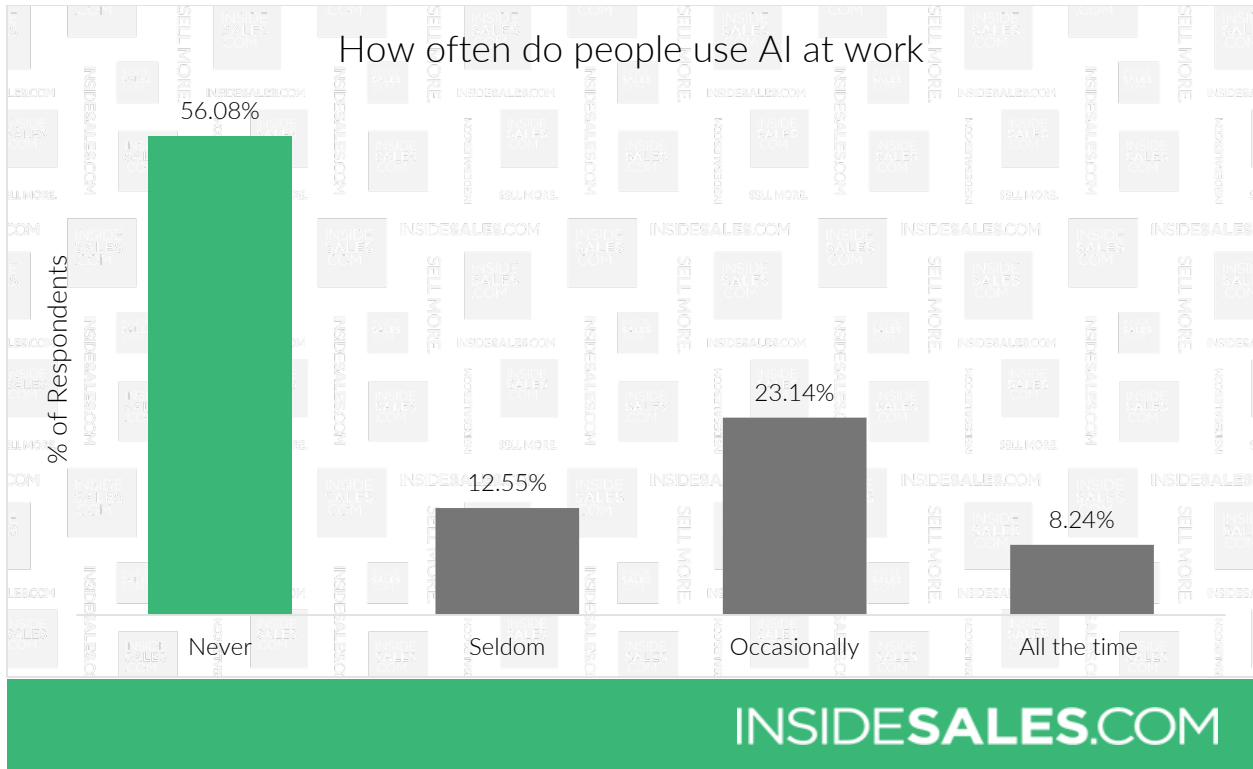
57.25 PER CENT OF PEOPLE HAVE USED AI BEFORE

Surprisingly, 42.75 per cent of people said they do not use AI outside of work, which infers that 57.25 per cent have used it at some point. Over 13 per cent report using AI all the time indicating a small group of early adopters.



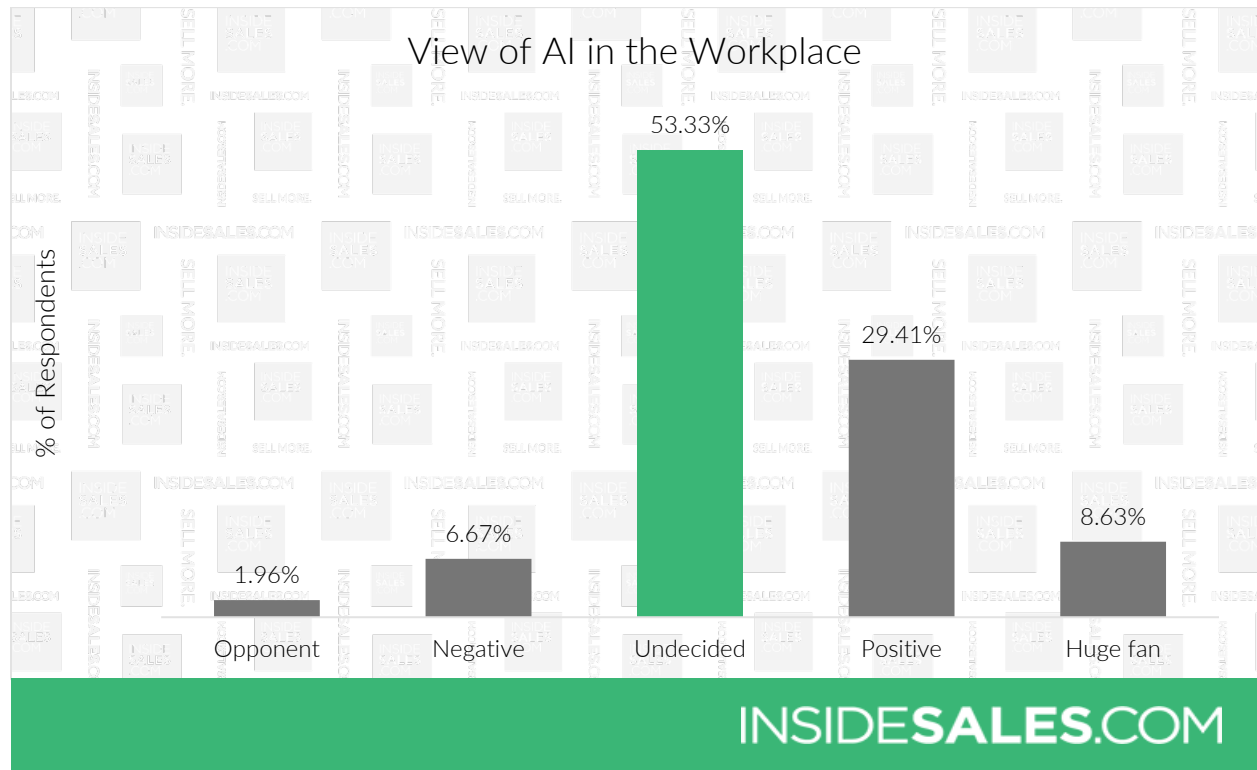
## 56.08 PER CENT OF RESPONDENTS NEVER USE AI AT WORK

The majority of workers in the U.K. do not use AI at work (56.08 per cent), this represents a large opportunity for AI to win over many business constituents in the coming years.



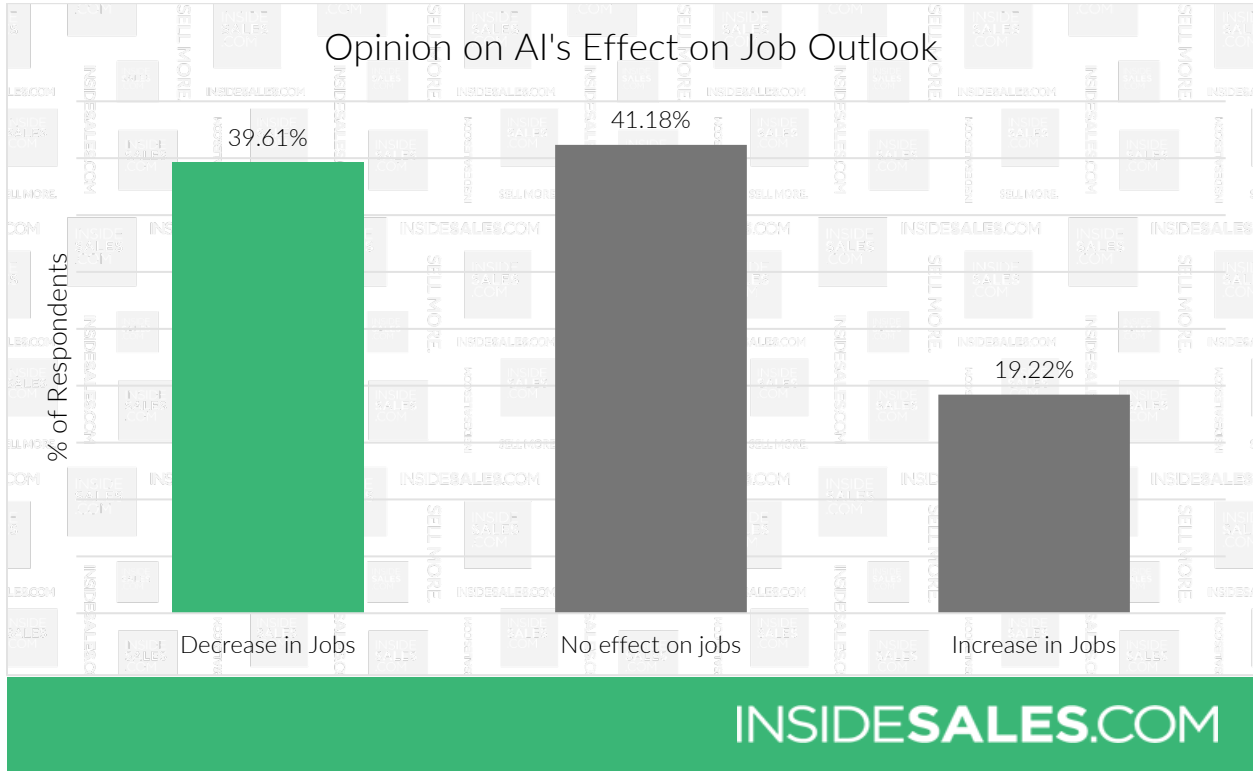
## 53.33 PER CENT OF CONSUMERS ARE UNDECIDED ABOUT AI IN THE WORKPLACE

Although 53.33 per cent are undecided about AI, 91.37 per cent are either undecided or positive about AI in the workplace. 8.63 per cent of respondents view AI negatively or are opponents of it.



## 39.61 PER CENT OF CONSUMERS BELIEVE AI WILL LIMIT THEIR JOB PROSPECTS

More than one-third or 39.61 per cent of consumers believe AI will negatively affect their future job security while 41.18 per cent believe there will be no effect on jobs.

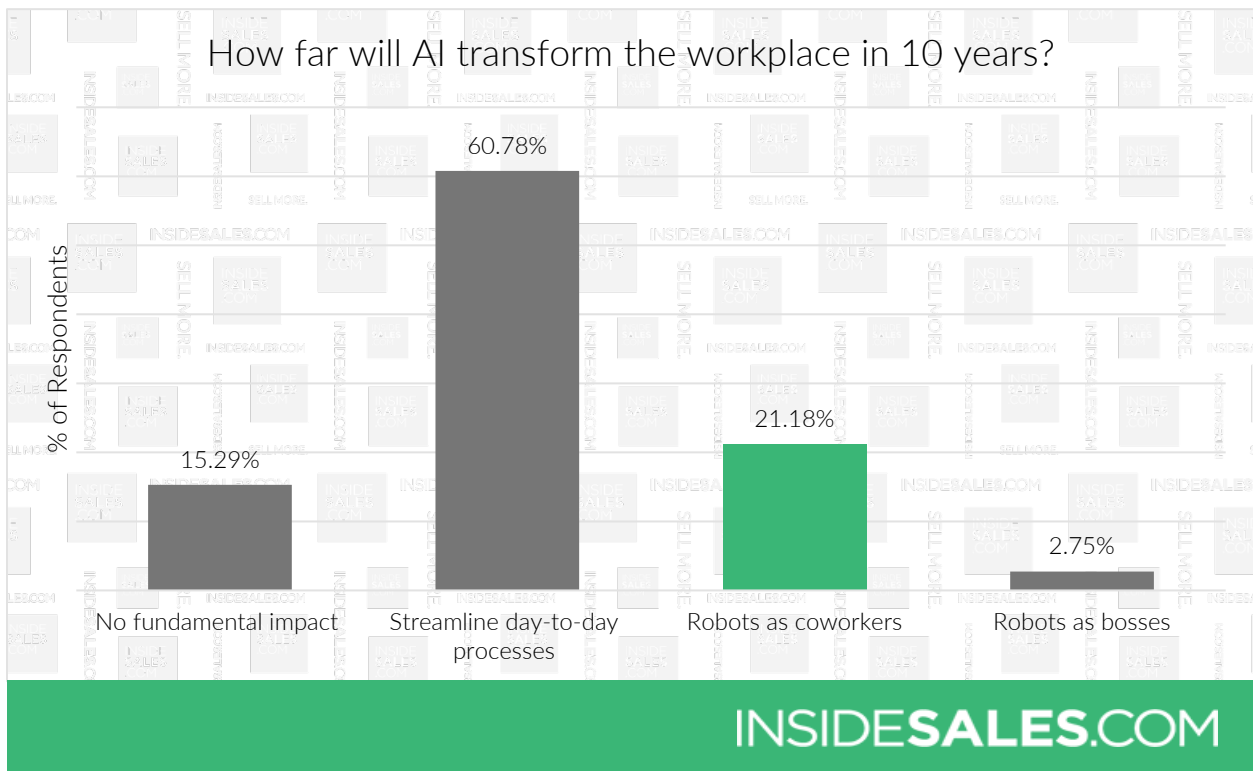




## 21.18 PER CENT OF RESPONDENTS BELIEVE ROBOTS WILL BE COWORKERS IN THE NEXT DECADE

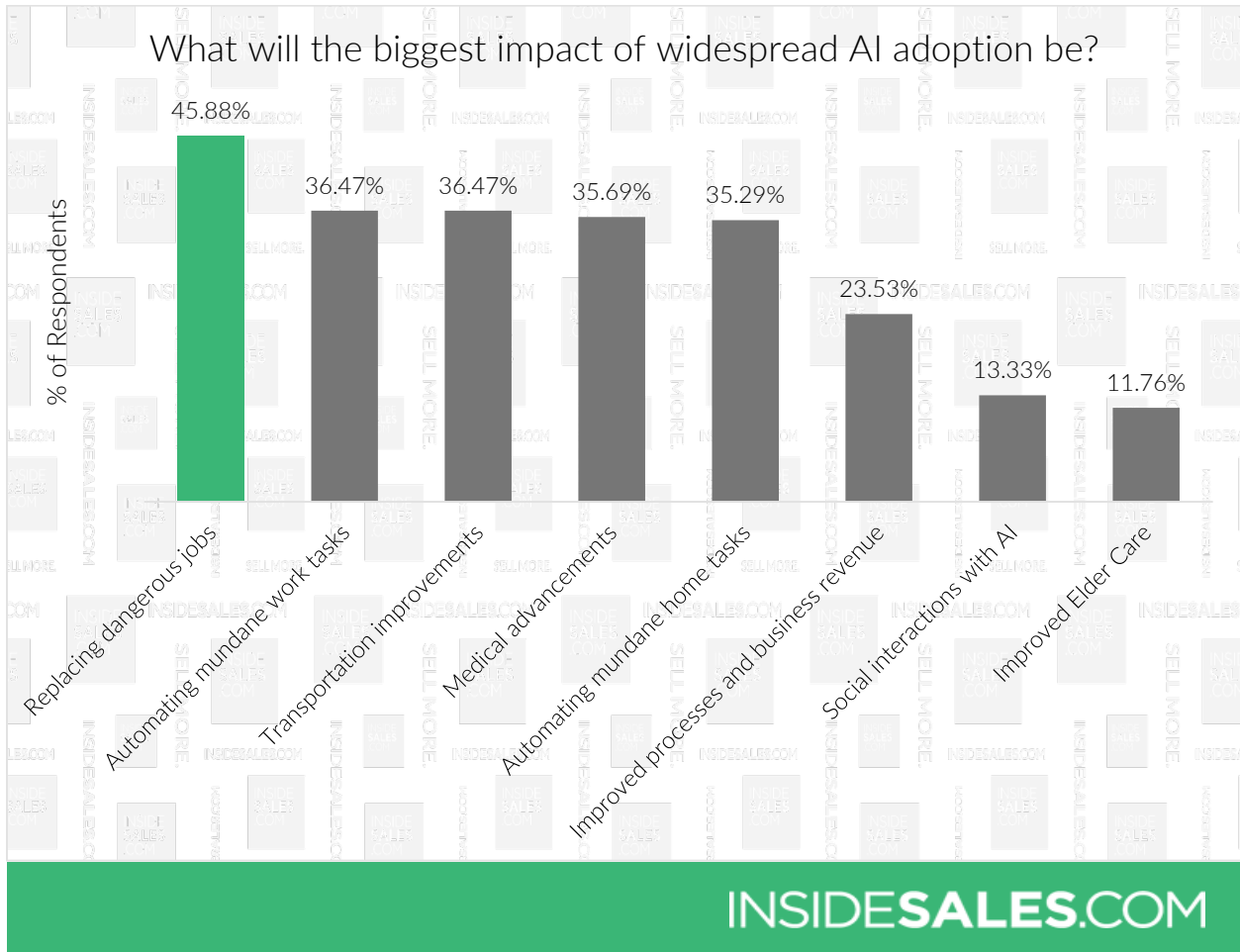
Many people believe humans should fear AI because it will take their jobs or become their future bosses but currently consumers do not believe this. In fact, only 2.75 per cent of respondents believe that in 10 years, humans will have AI bosses; however, 21.18 per cent believe in the future robots will be coworkers.

The biggest transformation AI will have in 10 years is streamlining basic processes (60.78 per cent).



## 45.88 PER CENT OF CONSUMERS BELIEVE AI WILL HAVE THE BIGGEST IMPACT IN ELIMINATING DANGEROUS JOBS

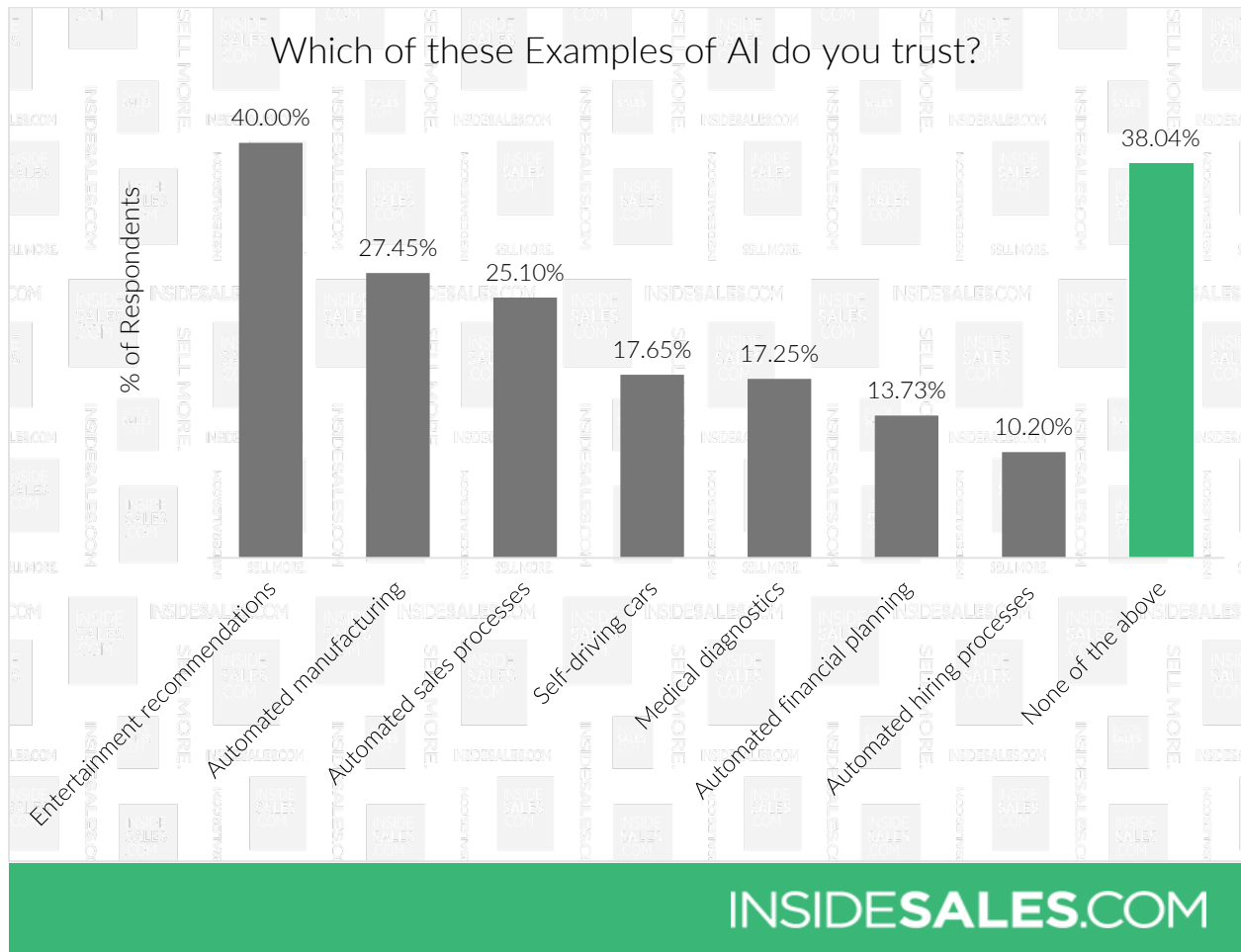
Many experts believe AI will penetrate every market and vertical. When we surveyed consumers to understand where they believe the biggest impact of AI will be, 45.88% said taking over dangerous jobs followed by the automation of mundane tasks (36.47%).



# A LOVE-HATE RELATIONSHIP WITH AI

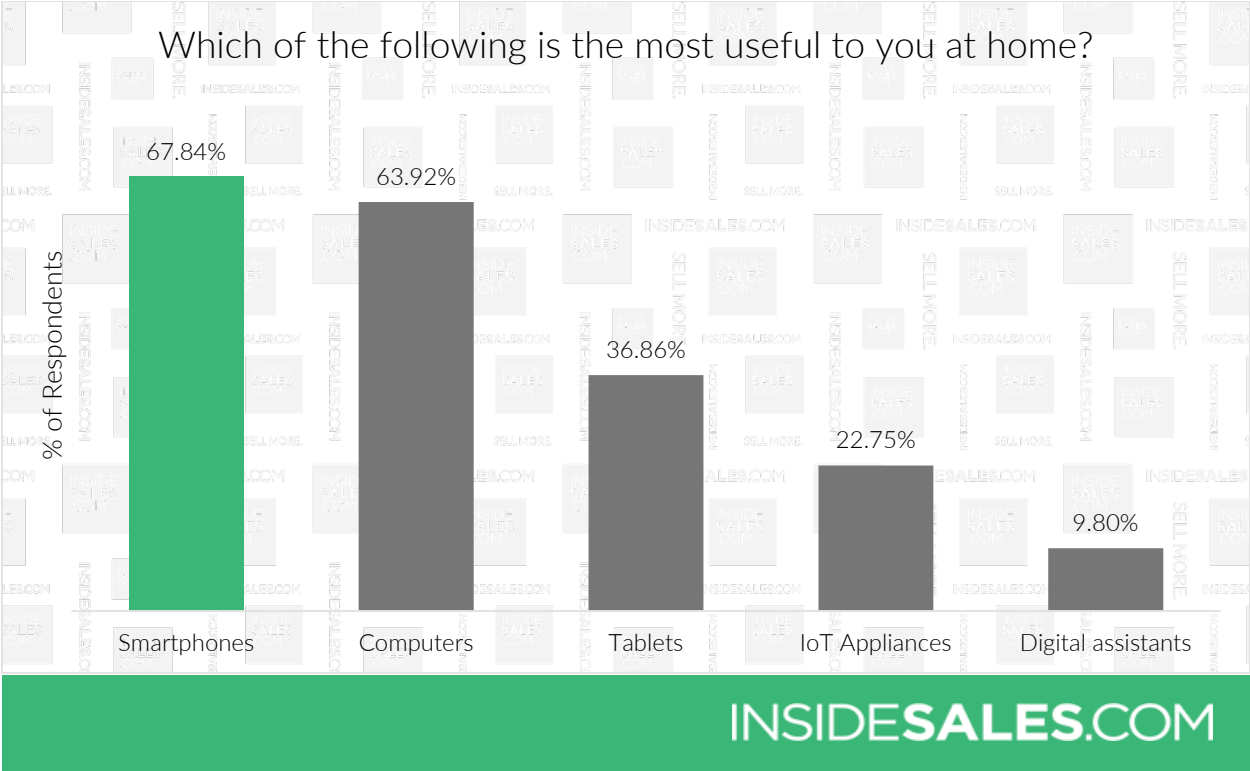
## 38.04 PER CENT OF CONSUMERS DO NOT TRUST APPLICATIONS OF AI

38.04 per cent of U.K. respondents do not trust any applications of AI. Of those that do have trust in AI, recommendations for entertainment top the list (40.00 per cent of total).



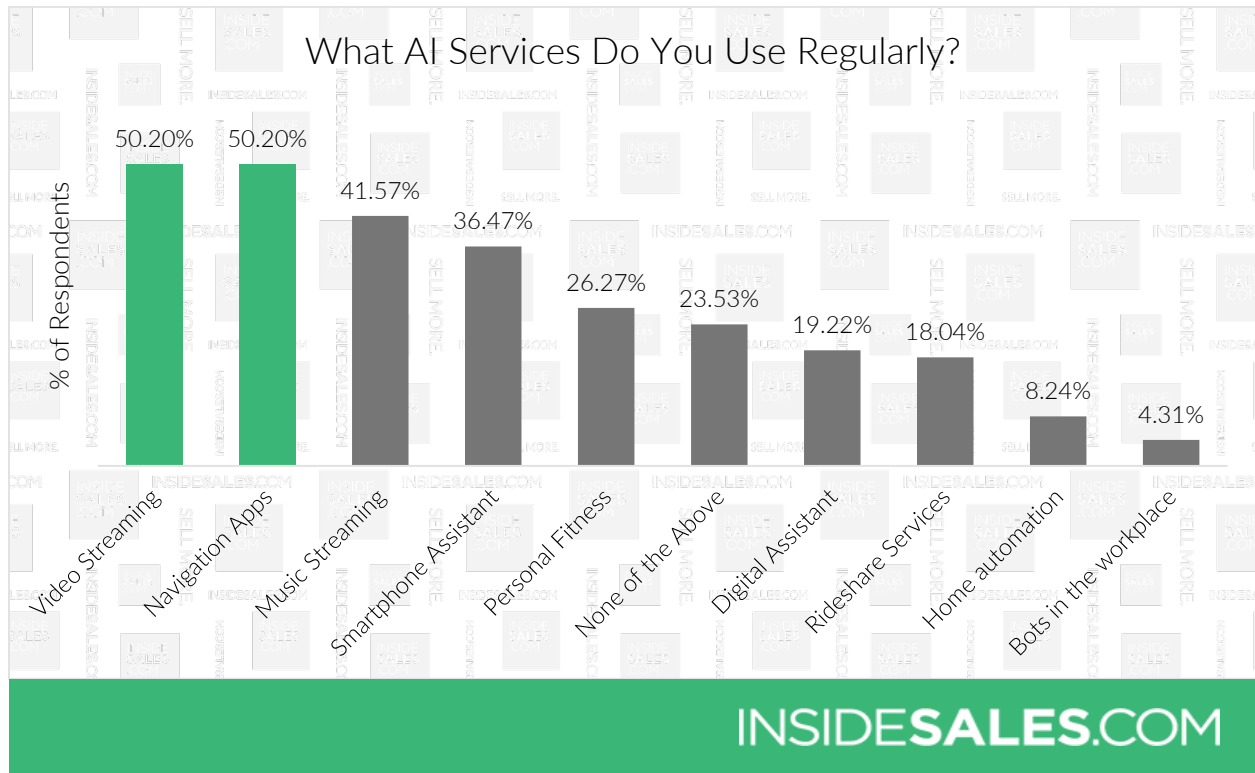
# SMARTPHONES ARE THE MOST USEFUL TECHNOLOGY AT HOME (67.84 PER CENT)

Smartphones (67.84 per cent) and computers (63.92 per cent) are the two most useful technologies utilized at home by respondents. New age technologies such as Internet-of-Things-connected appliances (22.75 per cent) and digital assistants (9.08 per cent) are just starting to be utilized.



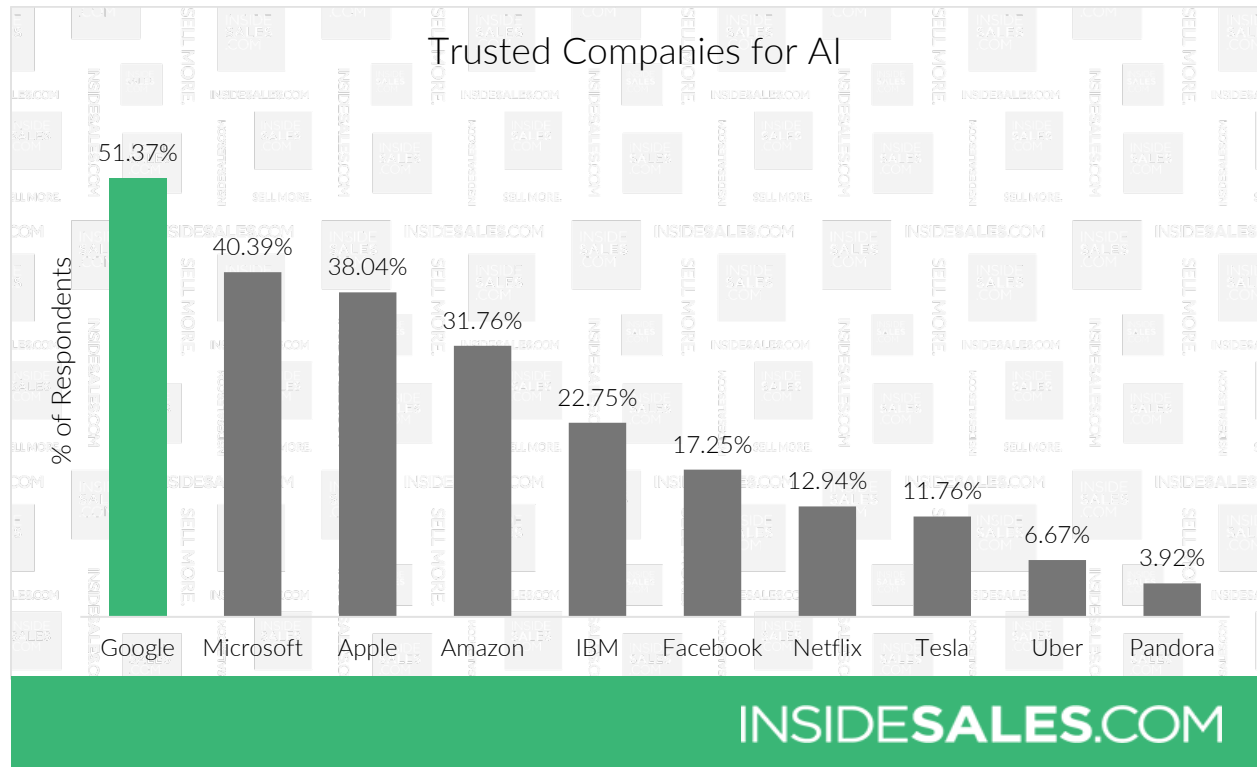
## VIDEO STREAMING AND NAVIGATION APPS ARE THE MOST UTILIZED AI-POWERED APPLICATIONS (50.20 PER CENT)

Half of respondents said they use video streaming and navigation apps, putting them at the top of the list, while home automation and bots in the workplace were the least commonly used AI services.



## 51.37 PER CENT OF RESPONDENTS SAID GOOGLE IS THE MOST TRUSTED AI BRAND

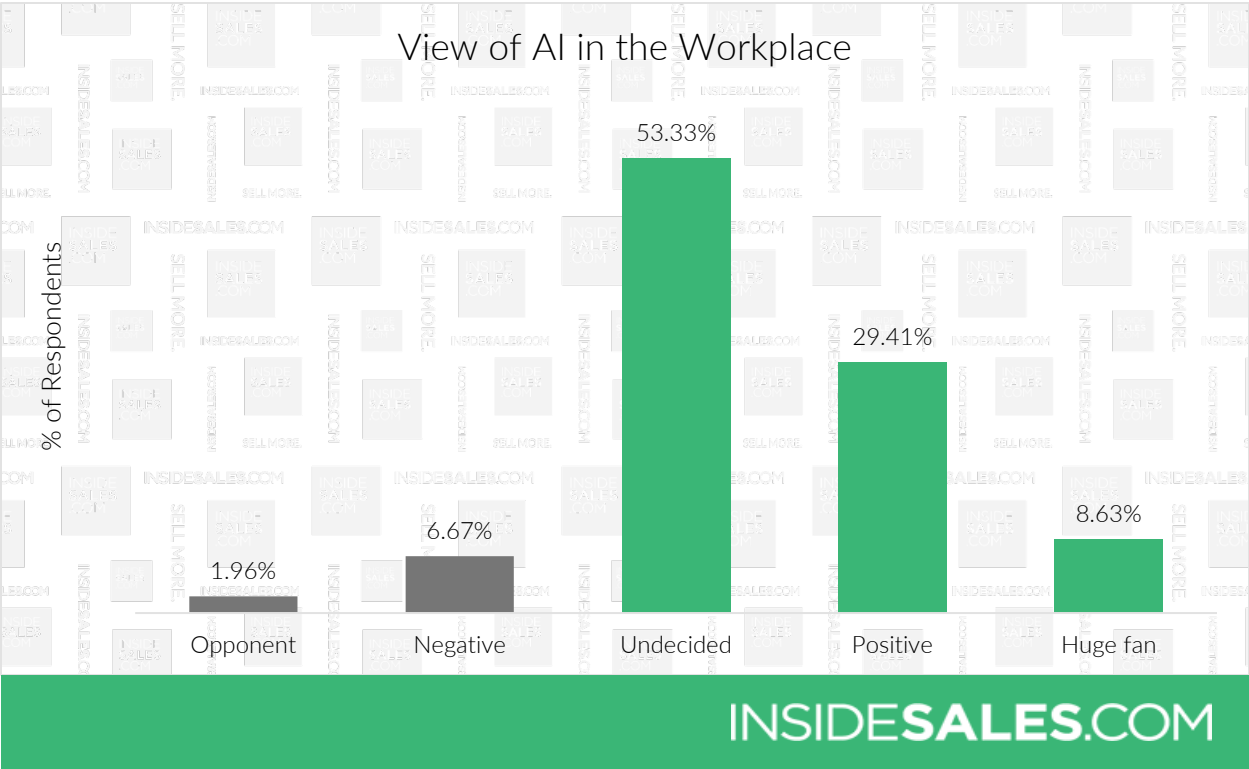
Google dominated the public's perception of trusted AI brands which is not surprising due to the number of acquisitions Google has made in this space. Microsoft (40.39 per cent) was the closest challenger followed by Apple (38.04 per cent). After the top three there is a significant drop-off in the level of trust but brands like IBM (22.75 per cent) with its focus on building a business unit around Watson and Tesla with its self-driving cars are making strong progress.



# UNTAPPED POTENTIAL IN ENTERPRISE AI

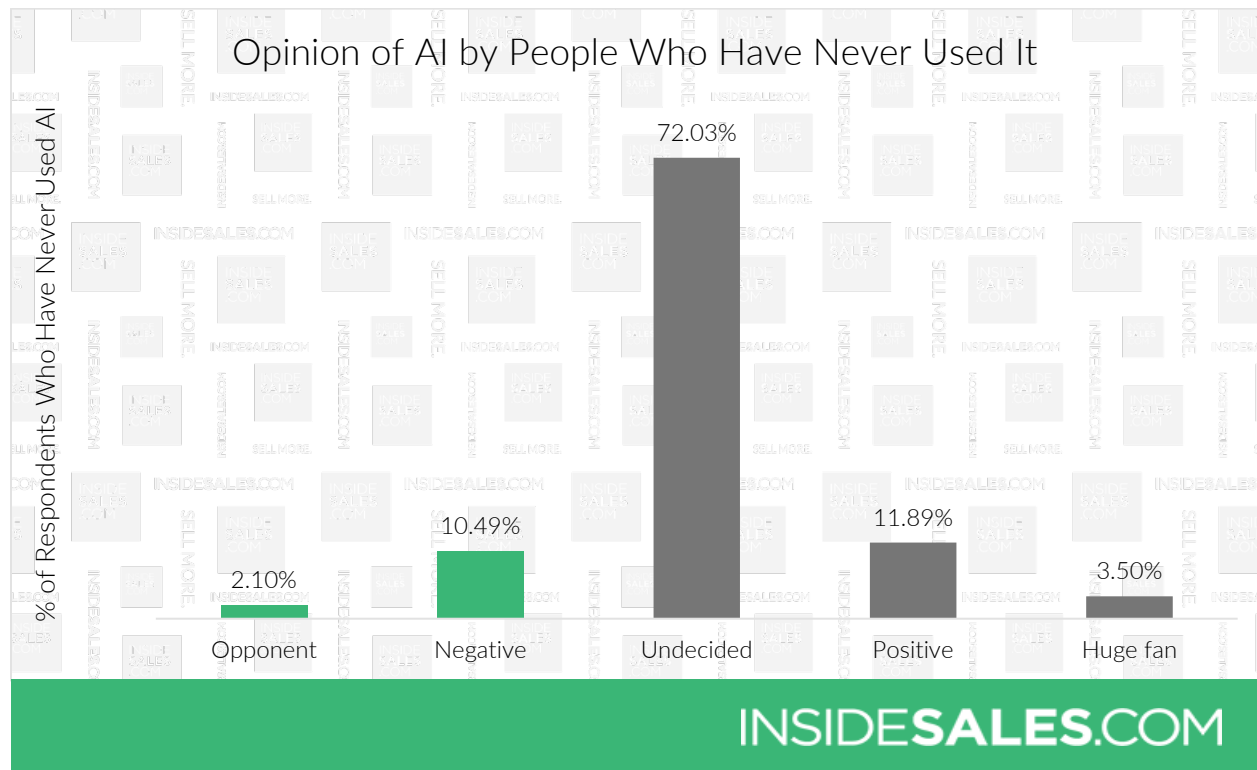
82.74% OF THE PUBLIC ARE EITHER UNDECIDED OR POSITIVE ABOUT HOW THEY VIEW AI IN THE WORKPLACE

Respondents are mostly undecided about AI in the workplace as 53.33% indicated they have no strong opinion. Interestingly, 29.41% reported they are positive about AI in the workplace leaving room for opportunity to have the usage of AI continue to progress.



## ONLY 12.59 PER CENT WHO HAVEN'T USED AI BEFORE HAVE A NEGATIVE OPINION OF IT

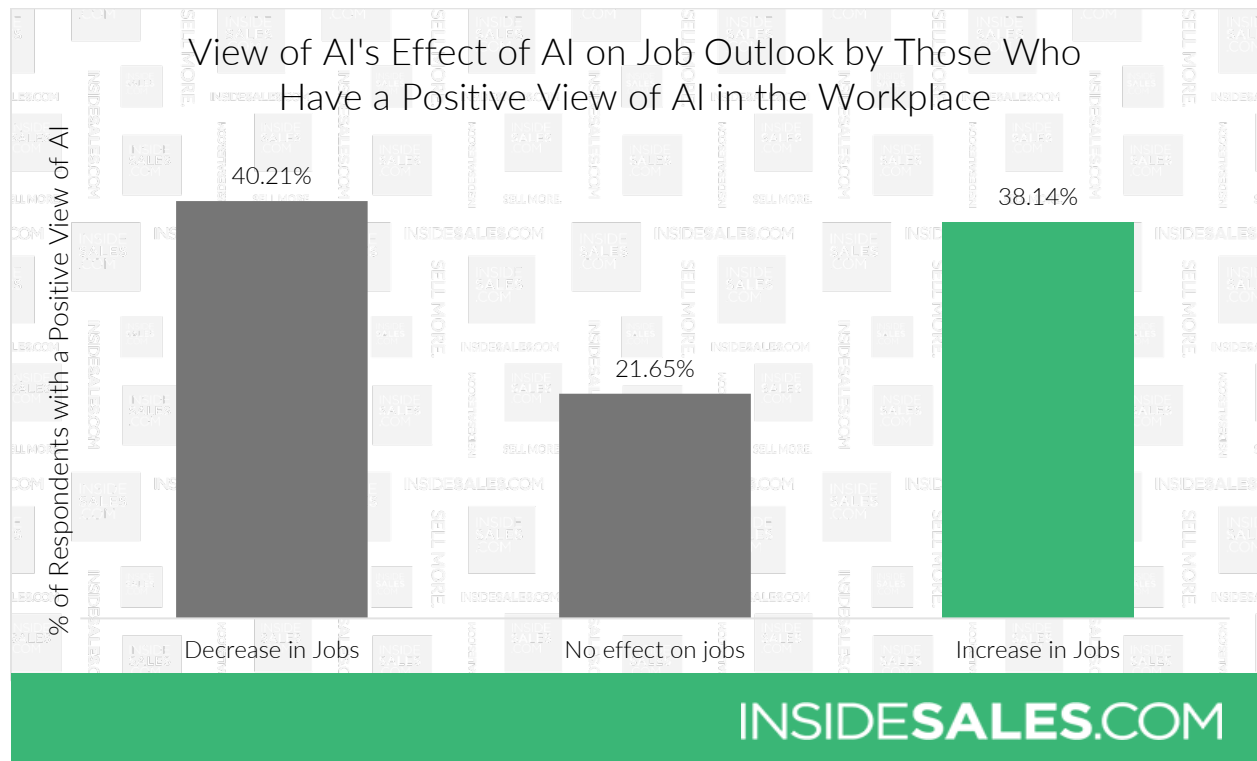
Of respondents who have never used AI (or think they have never used AI), only 12.59 per cent have a negative opinion of its use in the workplace. This suggests that the reason they haven't used it isn't because they don't want to. 15.39 had positive opinions about it despite the fact that they've never used it. A large majority of people (72.03 per cent) who have never used AI have not formed an opinion of it either way. As AI is introduced into the workplace more widely, more people will start to form opinions one way or the other.





## 38.14 PER CENT OF RESPONDENTS WITH FAVORABLE VIEWS OF AI BELIEVE THAT IT WILL BE A SOURCE OF NEW JOBS

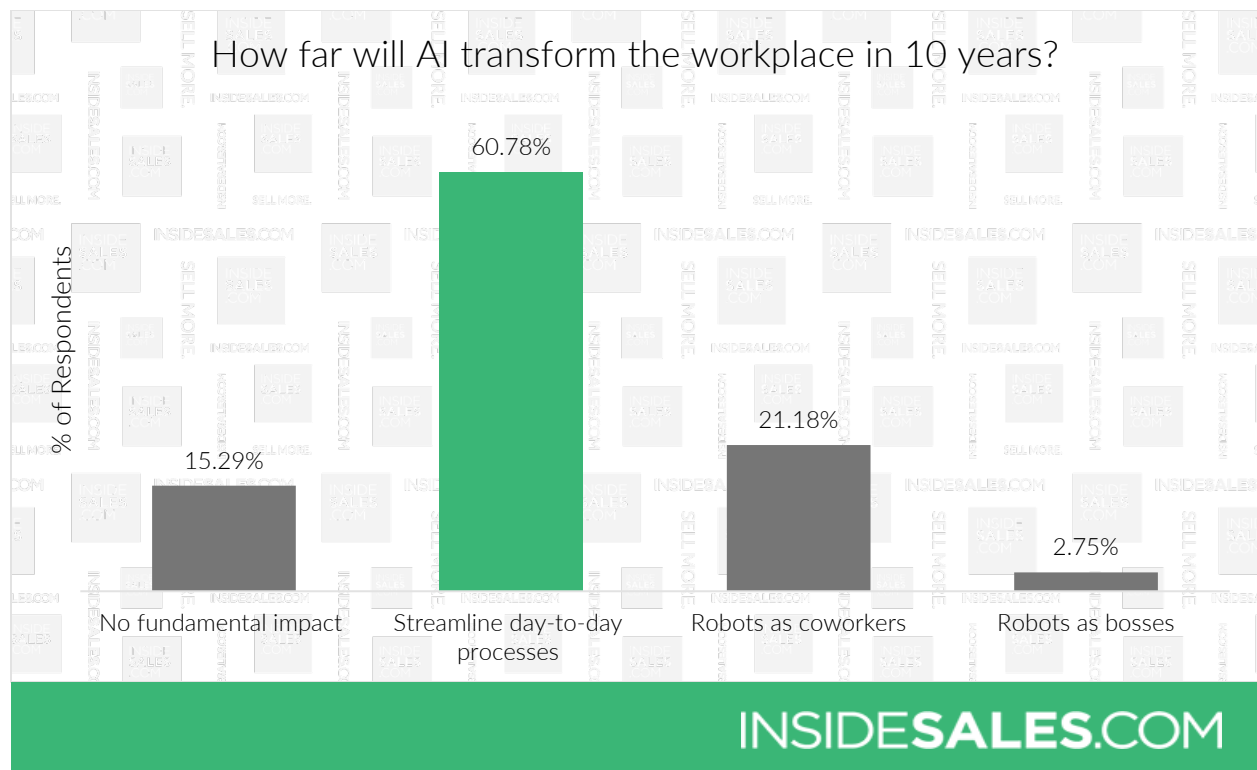
In order to identify the potential AI has to grow, we analyzed the 38 per cent of respondents who had a favorable view of AI and how they responded to other questions. Of that subgroup, 40.21 per cent still had concerns about AI destroying human jobs—not much different from the general population. They were different, however, in that 38.14 per cent saw AI as an opportunity to create more jobs, double the percentage of the whole population.



## MOST PEOPLE HAVE A MODEST BUT HOPEFUL VIEW OF AI'S IMPACT ON THE WORKPLACE IN THE NEXT DECADE

Most people don't believe we'll be seeing a robotic future within the next decade. Only 21.18 per cent believe AI will develop to the point that we'll see robots as coworkers with unique personalities. Even fewer (2.75 per cent) believe we'll see robots in leadership positions.

Most respondents (60.78 per cent) believe that AI will continue to further streamline day-to-day processes.

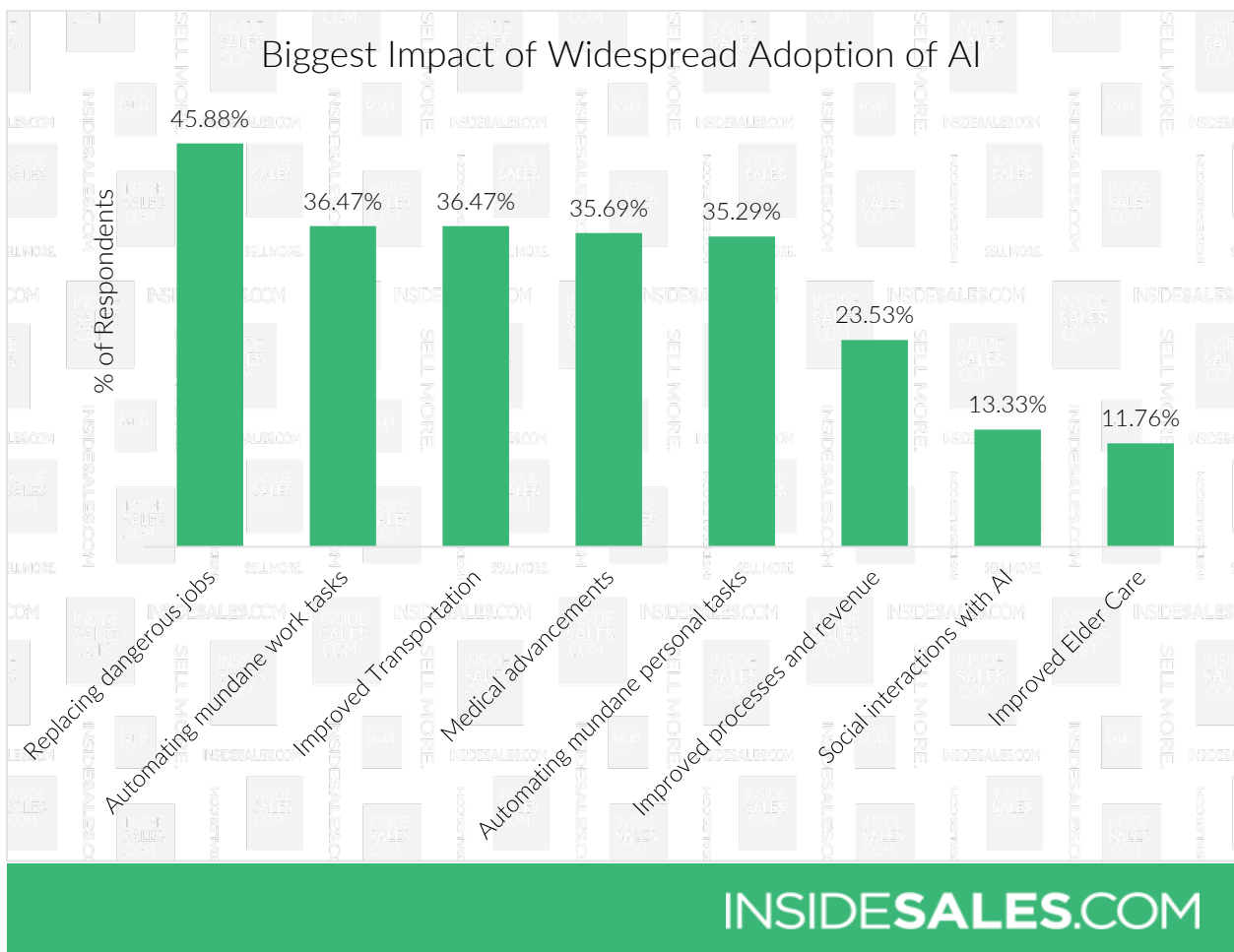


# HIGH POTENTIAL IN AI DESPITE LACK OF TRUST

DESPITE HESITATIONS, CONSUMERS AGREE THAT AI WILL HAVE A SIGNIFICANT IMPACT ON THE FUTURE

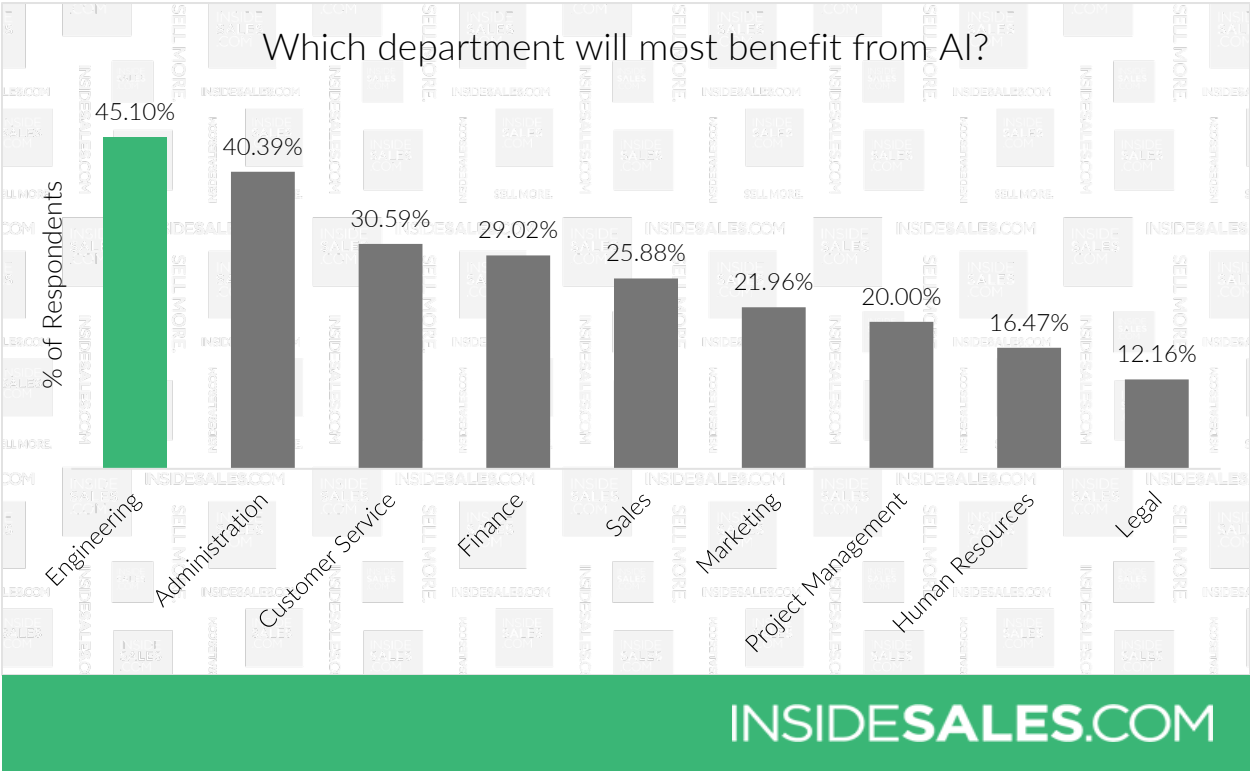
Among those surveyed, 45.88 per cent believe AI will lead to taking over dangerous jobs. Other improvements can be expected in the automation of mundane tasks in work lives (36.47 per cent), advancements in transportation and travel (36.47 per cent) and medical advancements (35.69 per cent).

Additionally, 23.53 per cent say they believe AI will accelerate processes and increase revenue for businesses, while 11.76 per cent consider AI to be beneficial for improving elder care and social interactions (13.33 per cent).



# 45.10 PER CENT OF RESPONDENTS BELIEVE ENGINEERING IS THE DEPARTMENT OF A BUSINESS MOST LIKELY TO BENEFIT FROM ADOPTION OF AI

Engineering and administration departments were seen as the ones that AI could help the most—engineering likely due to the technical nature of the task. Respondents didn't see more people-related departments such as project management, human resources, and legal as benefitting from AI.



# ABOUT THE RESEARCH TEAM

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## KEN KROGUE

Ken Krogue is the Founder and President of InsideSales. Ken has been intimately involved in the research performed by InsideSales.com since the first landmark speed-to-response study done with Dr. James Oldroyd while he was at MIT in 2007 and again with Harvard Business Review in 2011. Ken is a prominent thought leader in the inside sales space and second ranking person nationally in social selling strategies. Ken has been out of the research role for over a year with health concerns due to an automobile accident, but prior to that was a weekly columnist for Forbes.com and an international speaker. Ken has two new books due out.

## GABE LARSEN

Gabe joined InsideSales with over 15 years of experience in revenue generation, from helping financial clients price and trade complex derivatives at Goldman Sachs to helping multinational organizations penetrate new markets at Accenture and Gallup. Gabe co-hosts the award-winning Sales Acceleration podcast and acts as Director of InsideSales Labs, where his expertise and research have helped more than 200 clients solve their biggest problems in the sales acceleration space.

## BRYAN PARRY

Bryan Parry joined InsideSales in January 2016 as a Research Analyst. In this role, he is responsible for performing analysis to discover insights related to sales acceleration and the sales industry in general in order to support InsideSales' position of innovation. Bryan earned a bachelor of science in statistics from Brigham Young University.