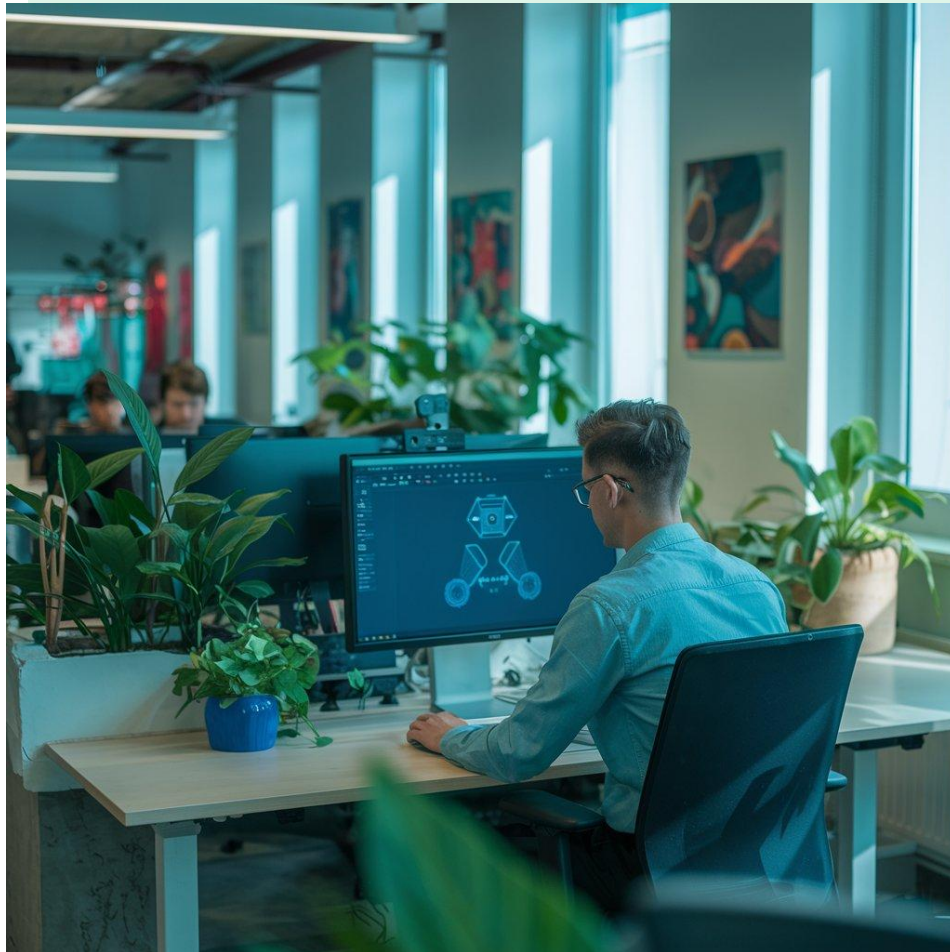




THE STATE OF PROFESSIONAL PERCEPTIONS ON AI 2024

Perspectives on the Role of Artificial Intelligence in the Workplace

In partnership with





THE TAKEOFF

Klippa's State of Professional Perceptions on AI in 2024 is a free research report exploring employee views on Artificial Intelligence use and the evolution of automation in the workplace. We have compiled hundreds of answers from three major markets, in order to shed light on current conceptions, experiences, and concerns regarding the technology.

Use it not only to expand your understanding of how workers rationalize the benefits or pitfalls of automation deployment, but also to benchmark the conclusions against data from your own organization.

While Artificial Intelligence continues to transform workplaces and professional lives, public trust and acceptance remain crucial for its widespread adoption. Understanding the nuances of AI's impact on workers will help organizations to mitigate concerns and leverage the technology's potential for transformative change.

Yeelen Knegtering
CEO, Klippa



KEY TAKEAWAYS



Seven in ten respondents prefer companies that balance the benefits of AI with job security and employee development.



More than half of surveyed employees state that their companies provided insufficient training, or none whatsoever.



The pace of AI implementation in the workplace is seen as appropriate, though some think it could be faster.



Nine in ten IT professionals agree that integrating AI and automation has proven positive for the industry.



Over time, almost all respondents developed a more positive perception with regards to AI and automation.



The biggest perceived advantages of AI include increased efficiency and productivity, more accuracy, and cost saving.

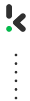


Privacy issues, job displacement, and potential biases in AI systems remain significant concerns for employees.



87.8% of respondents agree that AI and automation help them be more efficient and productive at work.

DATASET OVERVIEW



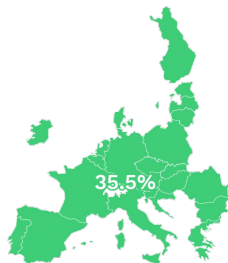
OUR DATASET AT A GLANCE

Who?

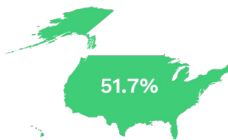
Our dataset includes responses from 485 professionals who presently use or have recently used AI-powered solutions at their workplace. We have collected data from various sources, mostly through direct outreach on social media channels and market research survey panels.

Where from?

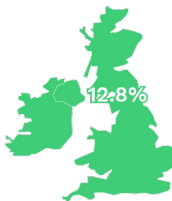
We compare insights shared by employees from companies of all sizes, headquartered in the United States of America, the European Union, and the United Kingdom. IT, Software, and Technology is the best represented industry, followed by Education, Training and Consulting, and Banking and Finance.



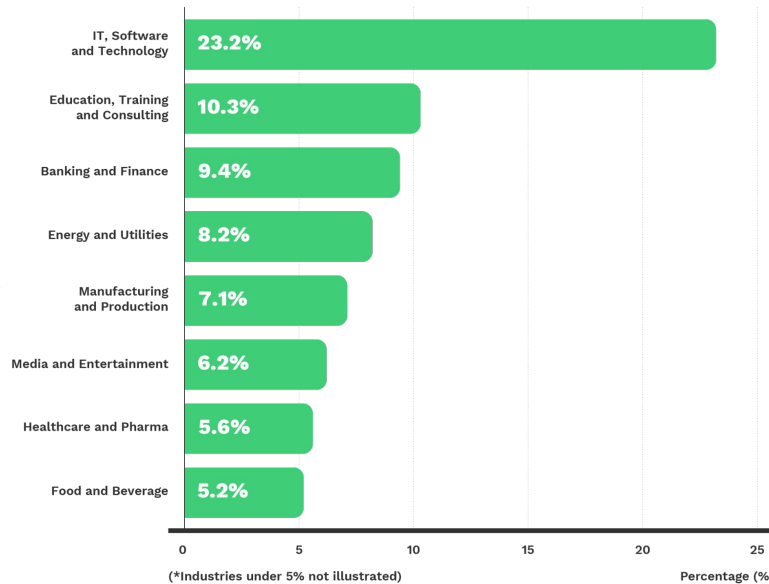
European Union



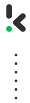
North America



UK



REPORT INSIGHTS



ALMOST NINE IN TEN PROFESSIONALS SEE AI AS A POSITIVE ADDITION TO THE WORKPLACE

Positive perceptions on the role of Artificial Intelligence at work are highly dominant, with 85.3% of respondents expressing at least some degree of positivity towards it. This is a clear signal that automation is seen as beneficial.

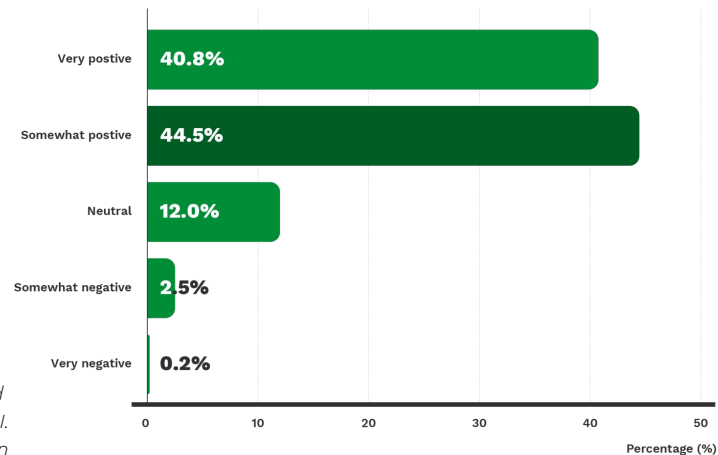
Neutral and some slightly negative perceptions are still present, pointing out at the need for mindful implementation. Ensuring that AI applications support rather than disrupt job roles is paramount.

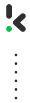


Peter Caputa
CEO
[Databox](#)

“In our research as well as what we observe from our customers and partners, many knowledge workers see the time-saving benefits of AI. Whether it's using AI as a writing assistant, automating the collection of information or automatically writing the first draft of a company's performance report, AI is a time saver. We've seen rapid adoption of our AI-powered capabilities in our product.”

How do you perceive the role of AI and automation in your current or most recent job?





AUTOMATION IS INTERPRETED IN A MUCH MORE POSITIVE MANNER THAN A YEAR AGO

Once again, the most prevalent change in perspective among surveyed professionals is highly positive. Survey responses suggest a generally optimistic shift in perception. While AI is almost unanimously seen as beneficial, there is room for improvement in execution or in managing expectations.

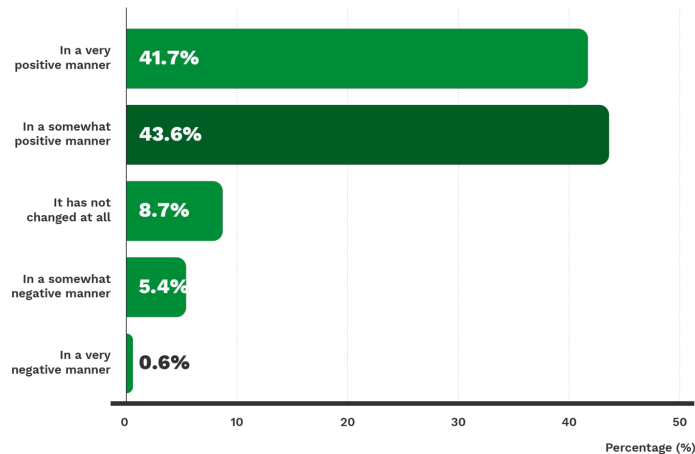
The presence of some non-perceived change and slightly negative perceptions indicates that AI adoption is not uniformly experienced across all sectors or companies. Very negative perceptions are virtually nonexistent.

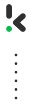


Menno Fokkema
CEO
DataNorth.ai

“ In the past, we often had to explain what AI is and its potential applications. Today, that’s no longer necessary - most people understand what AI is. However, the question of how to effectively leverage it remains a significant challenge for organizations worldwide. ”

How did your perception on AI and automation change over the last year?





OVERWHELMING SUPPORT FOR THE EFFICIENCY ENHANCING ROLE OF AUTOMATION

A great majority of respondents (almost 9 in 10) view the role of AI in a positive and very positive manner, with very few negative perceptions.

AI technologies often automate routine and time-consuming tasks, allowing employees to focus on more complex and strategic activities.

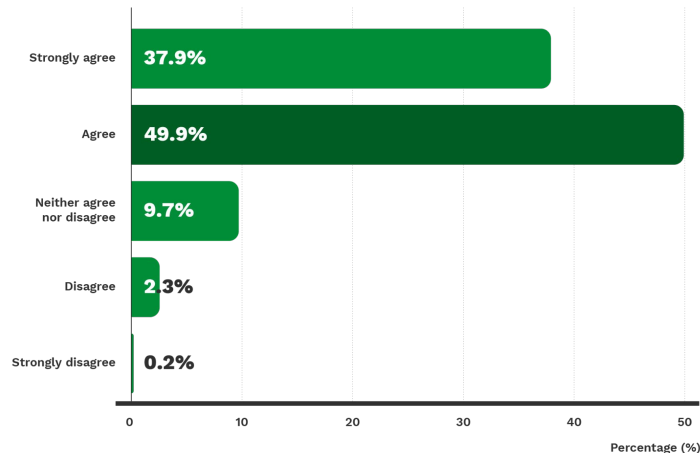
This shift not only speeds up operations, but also enhances job satisfaction and leads to more innovative solutions and improved overall business performance.

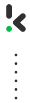


Bengt Wessborg
AI Entrepreneur
[Ghostar](#)

“The rise of generative AI is not merely technological progress; it’s a mirror reflecting how we choose to innovate responsibly and shape our shared unlimited future.”

Do you agree with the statement: “AI and automation help me be more efficient and productive at work”?



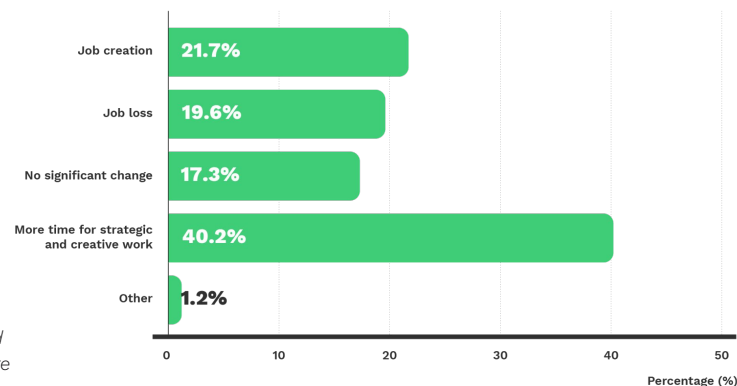


AI ENABLES 40% OF EMPLOYEES TO FOCUS ON MORE STRATEGIC AND CREATIVE ENDEAVORS

The most common response underlines that AI automation frees up significant amounts of time previously used up on routine tasks. This shift allows for enhanced work quality and a move towards higher-level thinking.

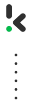
Many respondents noted no significant workplace changes from AI, possibly due to limited implementation, early stages, or underutilization. The perceived balance between job creation and job loss is nearly equal, indicating a nuanced impact across companies.

What do you believe AI and automation integration in your workplace has led to?



Peter Caputa
CEO
[Databox](#)

While almost everyone uses ChatGPT, Google Gemini, Perplexity and other AI chatbots, the real magic is happening when existing software companies integrate AI into their offerings. This is enabling the users of those software products to automate the more mundane tasks they have to do as part of their work, so they can focus on the higher-level, creative and analytical thinking. For example, when we added AI-powered performance summaries into our product, our customers could spend more of their time writing out what they're planning to do next



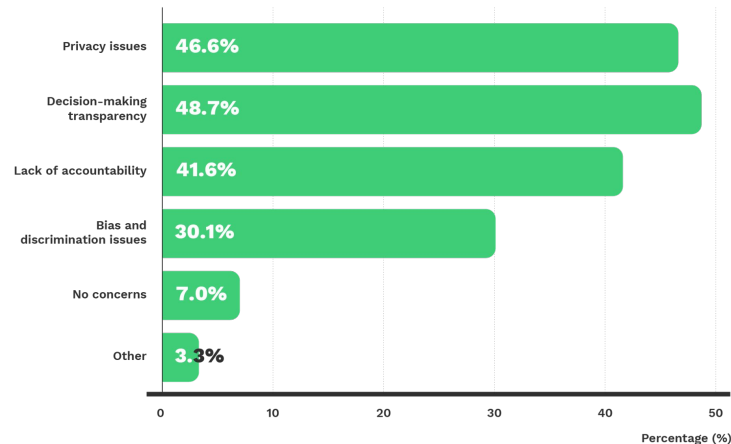
MULTIPLE ETHICAL CONCERNS STILL VOICED AS AI INTEGRATION EXPANDS IN THE WORKPLACE

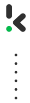
Almost one in every two employees is concerned about transparency and privacy issues in connection to Artificial Intelligence. A perceived lack of accountability and possible biases have also received significant votes.

Possible solutions:

- Policy Development: establish company-wide policies addressing privacy, accountability, transparency, and bias.
- Employee Training: educate employees about AI ethics, data privacy, and their role in maintaining these standards.
- Technology Investments: invest in advanced AI tools and technologies that enhance explainability, transparency, and bias detection.

What are your main ethical concerns regarding the use of AI and automation in the workplace?
(multiple choice)





ALMOST 50% OF RESPONDENTS FEEL THEY HAVE NOT RECEIVED SUFFICIENT COMPANY-PROVIDED TRAINING

Only one in two surveyed professionals consider that their companies are providing adequate training programs in order for them to use AI and automation technologies effectively.

Essential

points:

- There is a clear opportunity for companies to invest in more robust training programs
- Ensuring that employees are well-trained will not only enhance productivity and efficiency, but also mitigate the risks associated with the improper use of advanced technologies

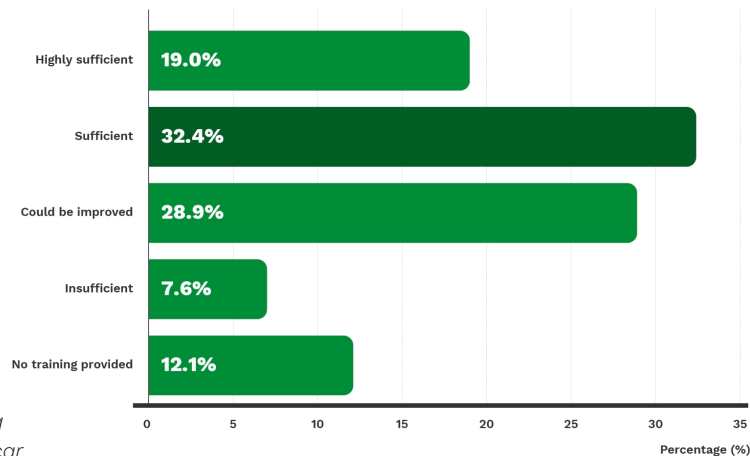


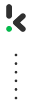
Mike Allton
Founder

[The Social Media Hat](#)

“The report’s findings on AI training are concerning. Ignoring employee training is like building a high-performance race car and then expecting someone to win a race with no driving experience. Companies must invest in thorough AI training to empower their employees and unlock AI’s full potential.”

How would you rate the training provided by your company to help with the effective use of AI and automation technologies?



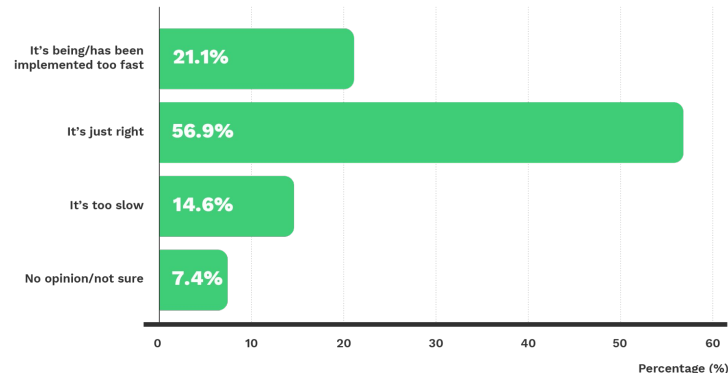


THE PACE OF AUTOMATION IS PERCEIVED AS APPROPRIATE BY MOST PROFESSIONALS

More than half of survey participants see the pace of AI implementation as 'just right'. This indicates a sense of satisfaction with how their organizations are integrating the technology, in line with the generally positive perspectives on the benefits of automation.

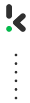
The two other significant respondent segments would like to either see a slower rhythm of adoption (21.1%), or faster implementation of AI technologies (14.6%), likely perceiving that slower integration could hinder competitive advantages.

How do you feel about the pace of AI and automation implementation in your current or previous workplace?



Bengt Wessborg
AI Entrepreneur
[Ghostar](#)

Generative AI evolves at a pace that challenges our ability to adapt, but within this rapid transformation lies the key to unlocking unprecedented human potential.

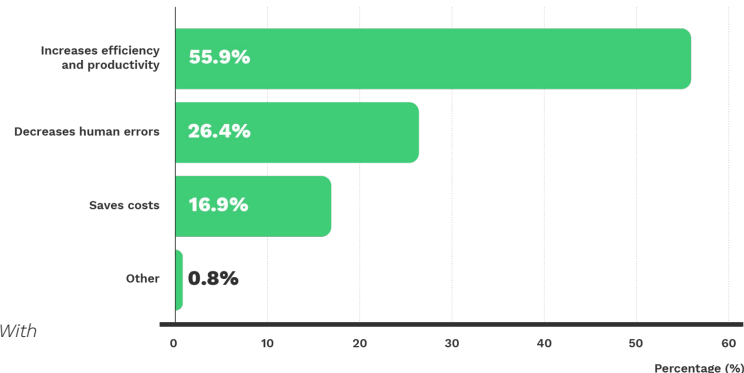


MOST EMPLOYEES CITE IMPROVED EFFICIENCY AND PRODUCTIVITY AS MAJOR AI BENEFITS AND PRODUCTIVITY AS MAJOR AI BENEFITS

A majority of respondents perceive increased efficiency and productivity as the biggest advantage of AI and automation. This is consistent across various age groups, countries, and industries, indicating broad agreement on benefits.

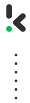
Another significant group of respondents see error reduction as the key benefit. This view is notably prevalent in industries where precision is crucial, such as healthcare, where a third of respondents pointed it out.

Which of the following do you think is the biggest advantage of AI and automation at work?



Peter Caputa
CEO
[Databox](#)

“
AI is way better at analyzing and interpreting data than most humans are. With AI, data analysis can be done not just faster, but more thoroughly and accurately. It can do things that are really hard for most humans to do: automatically compare one company's performance with others, determine cause and effect between activities in a business and the outcomes those activities produce, predict future performance, identify performance issues, etc. We see business executives are excited about this because it'll enable more analysis with lower cost and less errors. But, employees are equally excited about it as it frees up their time to take action based on the analysis.
 ”



HUGE MAJORITY FAVORS COMPANIES WHICH BALANCE AI BENEFITS WITH HUMAN TOUCH

An overwhelming majority of respondents prefer to work in a company that balances AI benefits with job security and employee development. This preference underlines the need for a mindful approach when integrating the technology, to ensure that human judgment and control are maintained.

Workers with more conservative views on AI use are as well present in significant proportions. Around one in four employees would still prefer to work in a company that either chooses not to, or does not need to employ the technology.

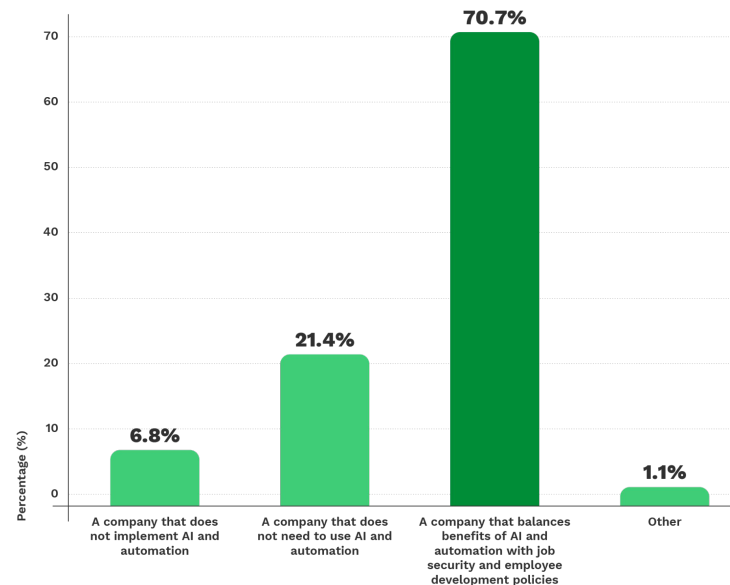


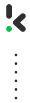
Kauna Malgwi
Chairperson

Content Moderators Union Nigeria
[Time Magazine - Top 100/AI 2024](#)

The future of work must strike a balance between AI and the human touch. As AI continues to disrupt job security, the resulting fears of displacement contribute to growing mental health issues like anxiety and depression. Since humans created AI, it's essential that technology complements, rather than replaces, human input. Regular reviews of AI systems and datasets are crucial to ensure they are fit for purpose and do not undermine worker well-being.

In which type of company would you hypothetically be more inclined to work?





JOB LOSS FEARS PERSIST ACROSS WESTERN ECONOMIES

Concerns about job loss due to AI and automation remain significant across regions. In the UK, almost a third of all respondents expressed fears about job displacement, the highest among surveyed markets. The perception is similar in the US, where close to a quarter of professionals concur.

In contrast, the EU shows a markedly lower level of concern, with only 10.5% citing job loss as outcome. Europeans signal a more optimistic or adaptive view of AI in the workplace and perceive it as less of a threat to employment.

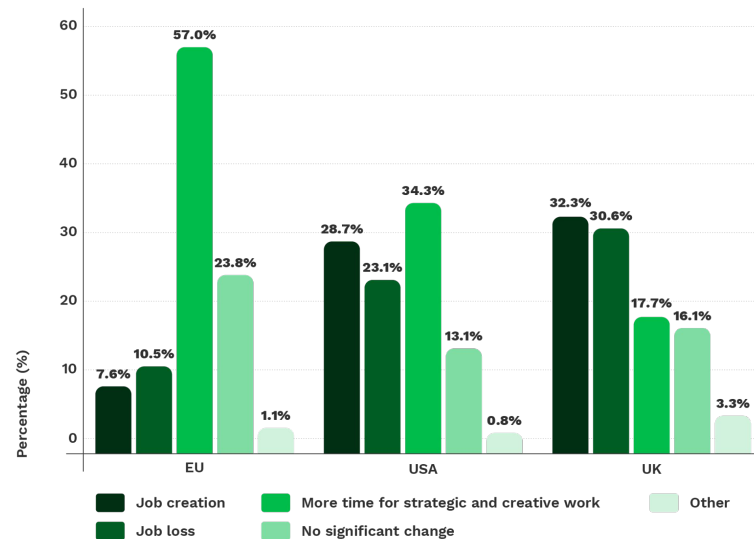


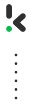
Kauna Malgwi
Chairperson

Content Moderators Union Nigeria
[Time Magazine - Top 100/AI 2024](#)

“As AI and automation reshape the job landscape in digitalization, the mental health toll on workers is undeniable and evident. With nearly a third of workers in the UK and a quarter in the US fearing job displacement, it is crucial that we address the psychological impact of these uncertainties and prioritize mental health support for those facing an increasingly precarious future in the workforce.”

What do you believe AI and automation integration in your workplace has led to?





AI BRINGS POSITIVE CHANGE ACROSS EU, UK, AND US WORKPLACES

Almost eight in ten EU professionals reported a positive change in the workplace due to AI automation, while only 12.8% saw no change. Less than 1 in 10 pointed out a somewhat negative impact, and under 1 in 100 noted a very negative change.

Most respondents from the US experienced a positive shift, with only 7.6% seeing no change. Only 4% found the impact to be in any way negative.

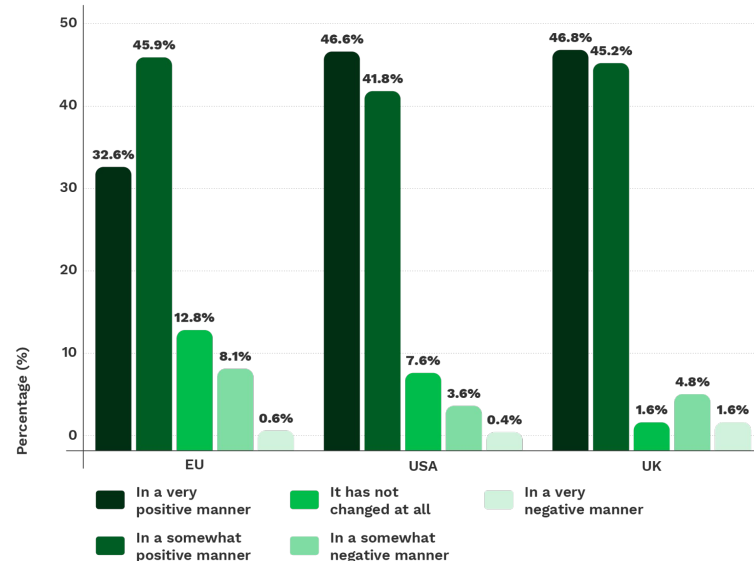
In the UK, a whopping 92% reported positive change, with only 1.6% seeing no impact. The island did record slightly more negativity than elsewhere, reported however by only 6.4%.

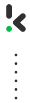


Rutger van Faassen
CEO & Founder
[informationbanker](https://www.informationbanker.com)

“AI will in some cases replace jobs, but in most cases it will redefine the work we do and how we do it. In the future work will combine human creativity with agentic efficiency.”

How did your perception on AI and automation change over the last year?





EU TRAILS BEHIND IN EXTENT AND QUALITY OF TRAINING

While 26.7% of EU respondents indicated receiving no AI training whatsoever, only 6.5% of UK, and 3.2% of US participants reported the same.

Another 32% of surveyed professionals from the European Union felt the training they received could still be improved, and an extended 12.8% consider it insufficient.

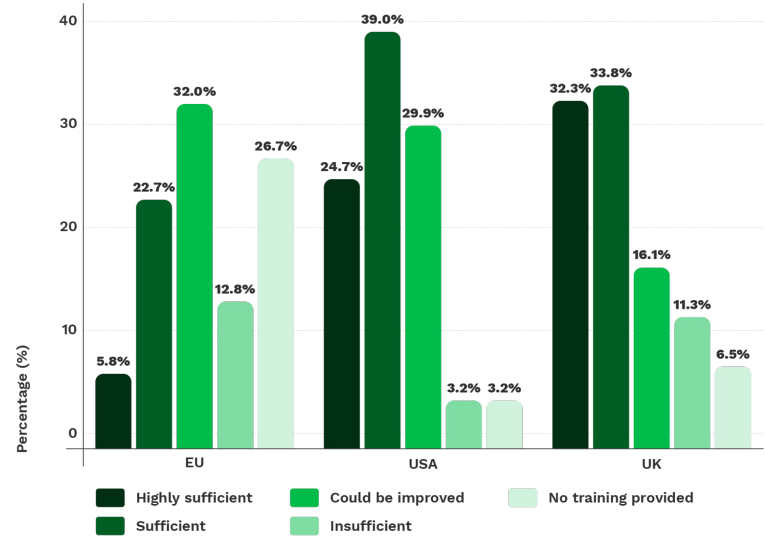
A total of 33.1% of US participants and 27.4% in the UK did however report that their training could be improved.

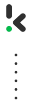


Menno Fokkema
CEO
DataNorth.ai

“Training and upskilling employees is essential to ensure they fully benefit from the available AI tools. Providing structured training not only enhances their capabilities but also ensures the safe and effective use of AI, supporting a smooth and secure implementation process.”

How would you rate the training provided by your company to help with the effective use of AI and automation technologies?





BANKING AND FINANCE EMPLOYEES UNANIMOUSLY AGREE ON POSITIVE AI IMPACT

Nine in ten responses coming from the IT, software, and technology industry (which encompasses 23.2% of all respondents) agreed that integrating AI and automation has proven positive for their line of work.

In the Education, training, and consulting sector (10.3% of total participants), positive perception on the role of the technology adds up to 82.8%.

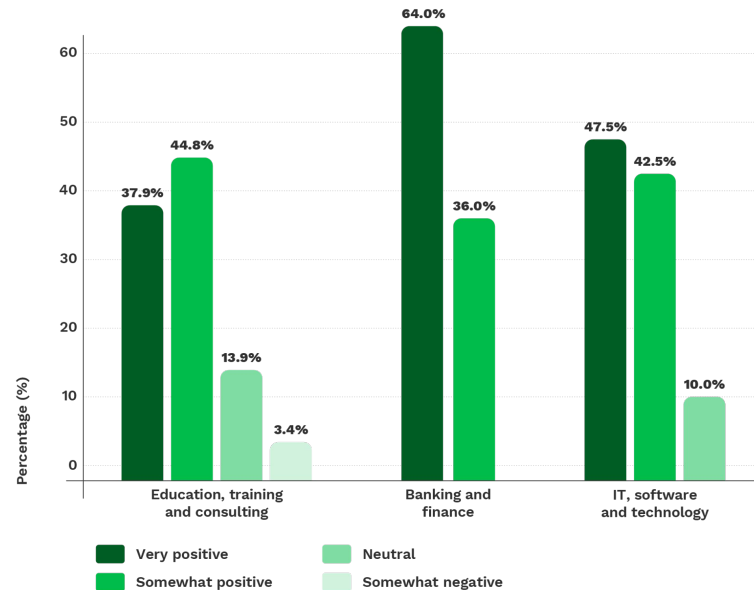
A flawless 100% of surveyed banking and finance employees - who represent 9.4% of all respondents - acknowledged the positive role of AI and Automation in their sector.

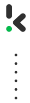


Rutger van Faassen
CEO & Founder
[Informationbanker](#)

“As people get more familiar with how Gen AI can help them they are realizing it is great at taking over long and boring tasks but leaves the fun and important decisions to the human in the loop.”

How do you perceive the role of AI and automation in your current or most recent job?





SHOCKING LACK OF SUFFICIENT TRAINING IN THE IT, SOFTWARE, AND TECHNOLOGY INDUSTRY

Somewhat paradoxically, the sector most structurally connected with technology has registered worst out of the three most represented industries in our survey. No less than 51.4% of these respondents reported having received insufficient, lacking in quality, or no training at all.

A great degree of need for quality AI training also exists in the banking and finance industry, where almost 45% of surveyed professionals indicated it. Most positivity towards received training was registered, perhaps not surprisingly, in the education, training and consulting sector.

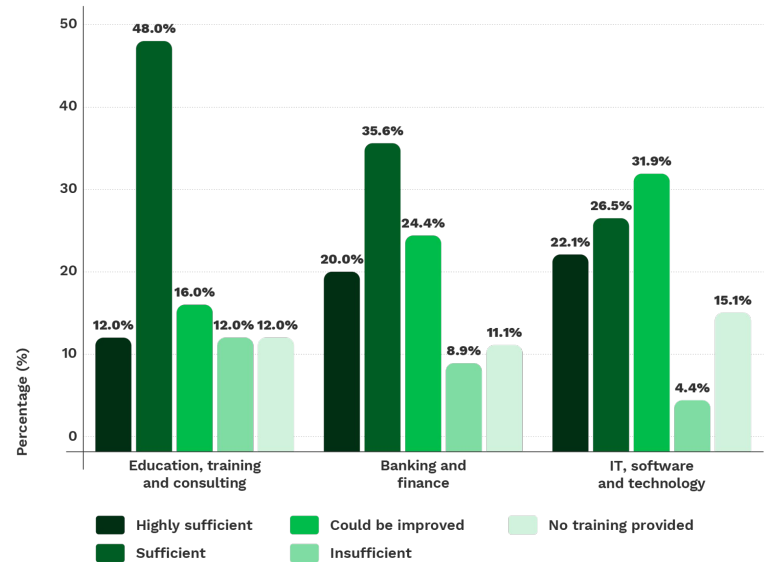


Mike Allton
Founder

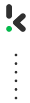
[The Social Media Hat](#)

History shows us that technological advancements often lead to new and unforeseen opportunities. Now is the time for proactive upskilling and reskilling initiatives to empower workers to embrace the evolving landscape.

How would you rate the training provided by your company to help with the effective use of AI and automation technologies?



ABOUT US



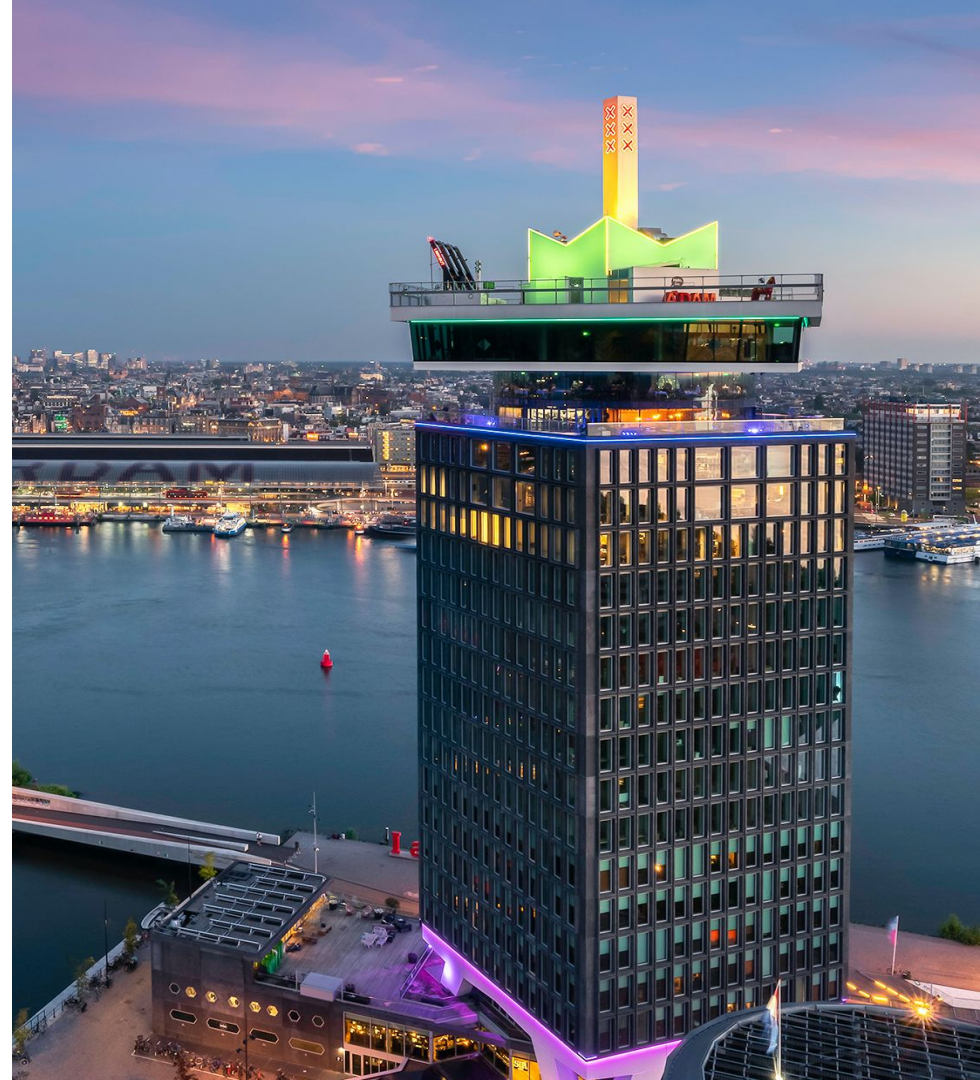
OUR STORY

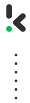
KLIPPA

Founded in 2015, Klippa is on a mission to digitize and automate tedious and costly administrative workflows.

Our solutions leverage [AI and Optical Character Recognition](#) to automate tasks like reading, sorting, extracting, approving, and verifying information. This automation helps businesses effectively manage workflows with fewer office staff, directly addressing labor shortage issues.

Klippa has expanded globally, now serving over 1,000 clients across the world, with offices in Amsterdam, Groningen, Hamburg, and Brasov (Romania). Our rapid growth was recognized in 2022, 2023, and 2024 when we were included in Deloitte's Technology Fast 50.





OUR PARTNER

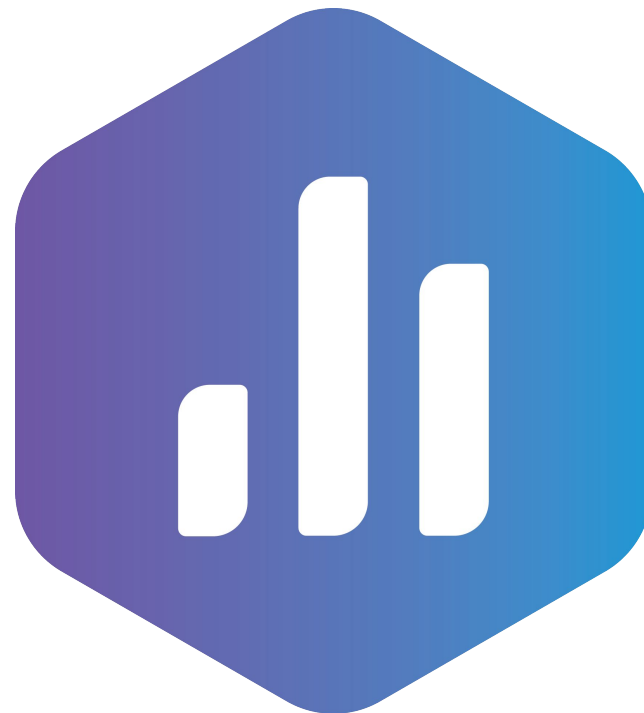
DATABOX

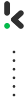
In partnership with



[Databox](#) is an easy-to-use analytics platform for growing businesses. By connecting all your tools, you can centralize your data in one place and then visualize, track, analyze, and report on key metrics across your entire organization. We've taken powerful analytics features, normally found in complex enterprise tools, and made them accessible for growing businesses. Now, anyone on your team can use data to make better decisions and improve performance.

- Build custom dashboards without code, so you always know how you're performing.
- Create automated reports to share updates, dashboards, and context with your team or clients.
- Set goals for every team, and track their progress automatically.
- Use Benchmarks to see how you compare to companies like yours, and find opportunities to improve.
- And, use Forecasts to predict future performance and plan better now.





BRANDS THAT TRUST US

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VAN DER VALK



Rabobank





Want to learn more about us? Visit our website!



www.klippa.com

