

# Generative AI

Revealing the Wild West Inside  
Your Own Organization



# Generative AI: Revealing the Wild West Inside Your Own Organization

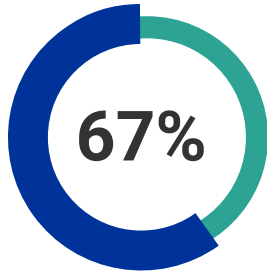
From governments to the [OECD](#), the productivity slowdown has everyone worried. In the current economic climate, companies are in the difficult position of needing to make layoffs, but also trying to retain the talent that will inject productivity back into the organization. Paradoxically though, talented workers can't deliver better results with fewer resources.

This is where generative AI comes in – with its unique ability to intelligently automate tasks and fulfill almost the same role as a junior, human employee. At SnapLogic, we wanted to understand for ourselves how the average enterprise worker views and uses gen-AI, so we commissioned a survey of over 900 mid-level office workers in the USA, UK and Australia. With the insights we've gained from the research, we've revealed a Wild West of gen-AI adoption happening under our very noses.

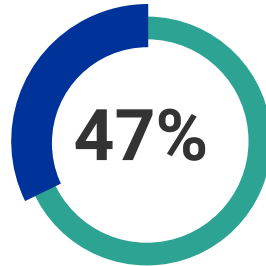
This research was conducted by Censuswide with 904 mid-level office workers working in enterprise-sized companies with 250+ employees across the UK, USA and Australia.



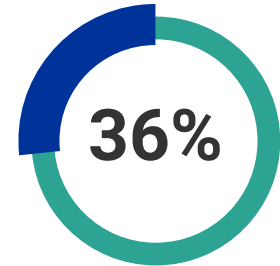
## Understanding gen-AI and worker productivity



Already use gen-AI for work think they are saving 1-5 hours of work per week with gen-A

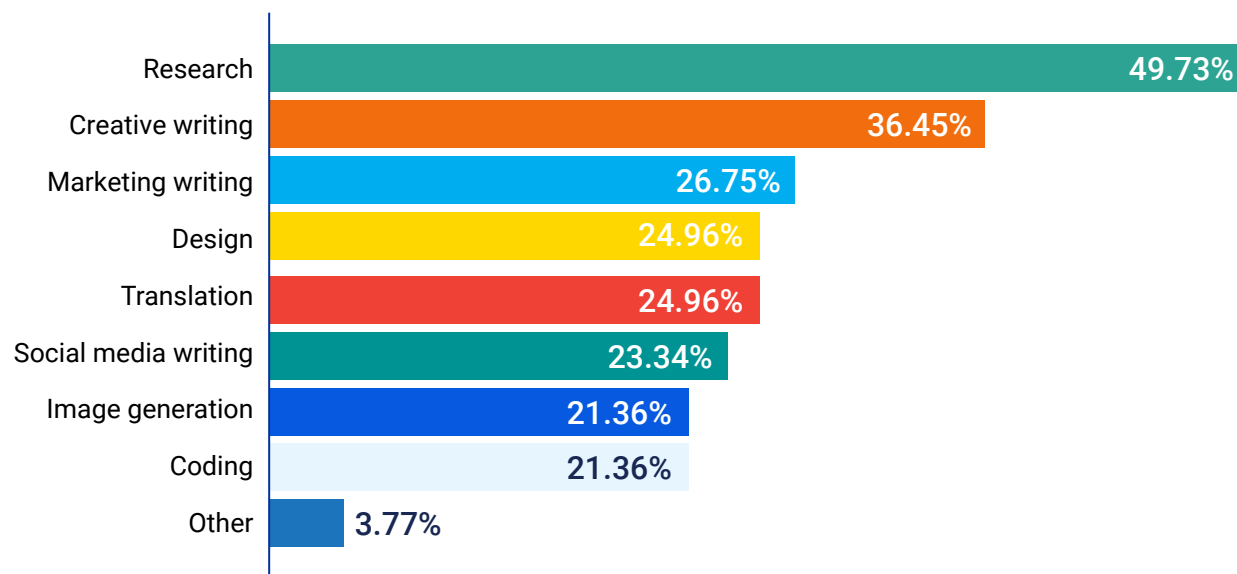


Think gen-AI could save them 6-10 hours of work per week increases from 24% now, to 47% in the future



Don't currently use gen-AI for work at all

## What is gen-AI currently being used for in the workplace?



It's interesting to see that research is the predominant use case among respondents. There's often the misconception that gen-AI is just for number-crunching — in reality, and as can be seen from our data, its abilities extend much further, if you know how to use it. We're in the second Socratic Age: the skill of asking the right kind of questions (the Socratic Method) is enjoying a renaissance in the form of gen-AI prompt engineering.

## Gen-AI, career progression and skills



Say they don't have enough of an understanding of gen-AI for their current role



Want to learn more about using generative AI



Said gen-AI could do between 10-50% of their current job

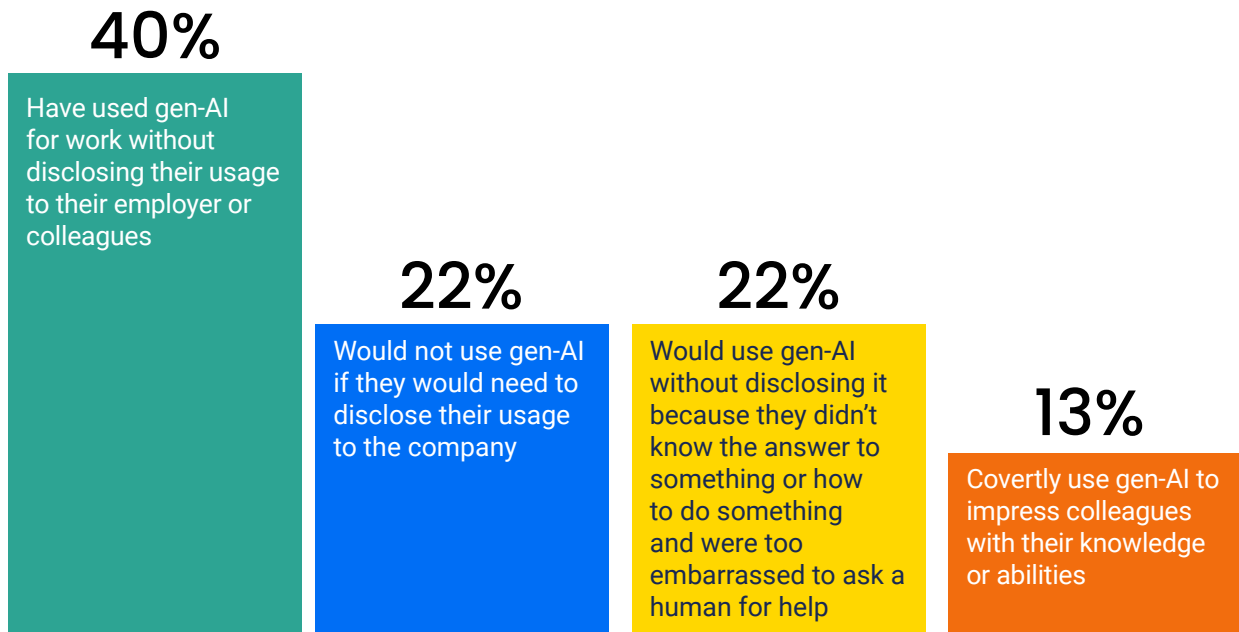
Enterprises looking to retain talented, ambitious workers need to ensure that they are offering gen-AI training and support, otherwise there is a risk that employees will either take their talents elsewhere, or make avoidable mistakes.



81% of respondents believe using gen-AI or growing their understanding of gen-AI will be essential in progressing their career

- ▶ Men were more likely than women to believe gen-AI knowledge was essential to progressing their career.
- ▶ 69% of respondents feel that AI can replicate the quality of some of their work to the same or a similar standard.
- ▶ The younger a respondent was, the more likely they were to have this concern.
- ▶ Men (75%) were more likely than women (65%) to have this concern.

## Going undercover: covert use (and misuse) of gen-AI in the workplace



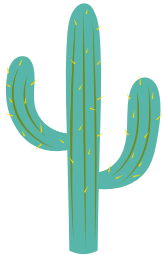
Let's start by saying there's no evidence from our survey that people are widely and deliberately misusing gen-AI in the workplace. However, what we can see is evidence that, perhaps through lack of guidance or training, some workers are using gen-AI in ways that could inadvertently create a risk for their employer.

For example, if almost half the workforce is happily using gen-AI without the company's knowledge, what risk does that pose?

When asked about situations in which they would avoid using gen-AI, **54%** said they would avoid it if they needed to share confidential information with the AI program (e.g. product sales data).

Even when employees are correctly recognising security risks such as sharing confidential information, it indicates that their company is failing to provide security-vetted closed systems that remove this issue — and are consequently losing out on gen-AI productivity gains.

## How the West (will be) won, with or without your knowledge



Our research shows that gen-AI is broadly used across departments, for a multitude of use cases, and that employees want to improve their gen-AI skills. In other words, it's gone mainstream. That's the good news. The bad news is that everyone has hitched their wagon to the horse, without really knowing how to steer the horse. The smarter ones will figure it out along the way, but the knowledge could be hard-won, at the expense of a few broken wheels. This slows down the productivity boom that enterprises so desperately need right now.

To ensure that they are the ones driving the wagon, enterprises need to do three things:

- 1 Recognize you can't prevent gen-AI usage so provide (more) training to ensure staff have the skills and knowledge they need to use gen-AI productively and safely
- 2 Embrace gen-AI but add guardrails: create sandbox environments where employees can experiment and test out gen-AI tools and services in a risk-free zone
- 3 Create clear usage rules and guidance to ensure that employees know when they can and cannot use gen-AI



When employees can experiment with gen-AI in safe, structured contexts, they will unleash far more creativity and potential. Certainly from our own experience with customers, the number of gen-AI use cases seems limitless, especially when employees are given the license to play.

Learn more about how SnapLogic AI is built to help you integrate, automate, and orchestrate 100X faster.

[snaplogic.com/ai](https://snaplogic.com/ai)



### About the survey

The research was conducted by Censuswide with 904 Mid-Level office workers working in enterprise-sized companies defined as 250+ employees across the UK, USA and Australia between 22.09.2023 - 27.09.2023. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles and are members of The British Polling Council.

### Footnotes

1. A day's worth of work being defined as those who answered 6-10 hours of savings per week.

SnapLogic is the leader in **generative integration**. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier. Whether automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business. Join the **generative integration** movement at [snaplogic.com](https://snaplogic.com).