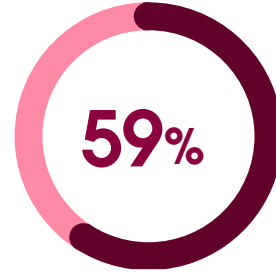


Generative AI Snapshot Research Service



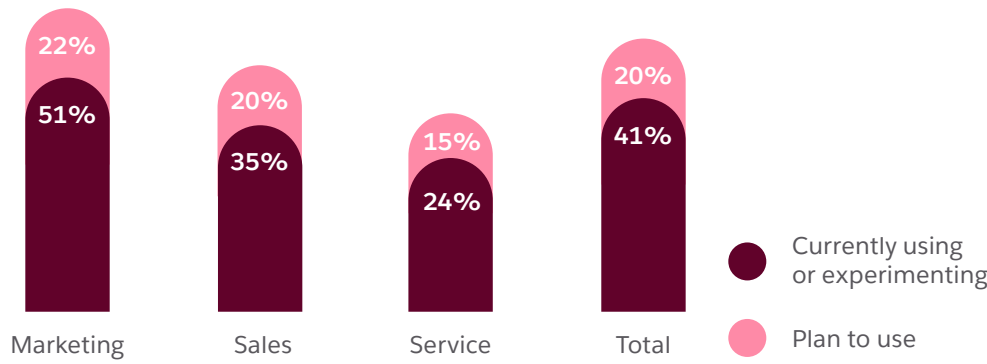
Trust and skills gap hinders generative AI adoption from service teams

New research among over 1,000 service professionals reveals while service professionals believe generative has the potential to transform customer relationships, few are leveraging the technology.



of service professionals say they don't have the skills to effectively and safely use generative AI

Service professionals report low generative AI adoption



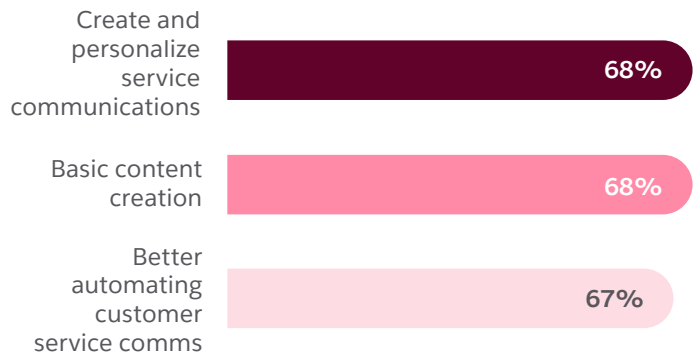
Service teams report clear benefits of generative AI to the customer experience

62% of service professionals say generative AI will help them **better** serve their customers

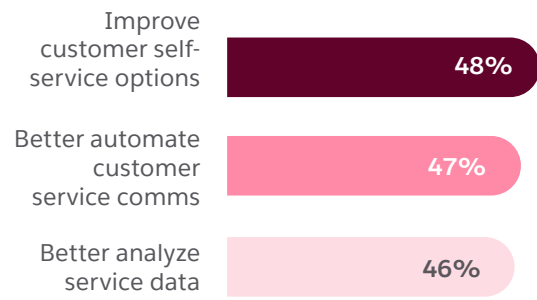
63% of service professionals say the technology will help them serve their customers **faster**

Service professionals who do report using generative AI leverage it for basic tasks such as content creation and automating communications, though they believe the technology would be most transformative around more dynamic, complex use cases like sales reporting and improving self-service.

Service Professionals Use Generative AI For



Service Professionals Believe Generative AI Transforms How They Do The Following



But these teams worry about the impact of generative AI on their role - expressing little knowledge on how to successfully use the technology

60% of service professionals **do not know how to get the most value** out of generative AI at work

54% of service professionals **don't know how to safely use** generative AI at work (i.e., using trusted data sources and keeping first-party data secure)

55% of service professionals say they **don't know how to effectively use** generative AI.

48% of service **professionals worry they will lose their job if they don't learn how to use generative AI** at work.

For customer-facing teams to successfully work alongside generative AI, businesses must close the trust and skills gap

Skills gap

57% expect their employer to provide them with opportunities to learn how to use generative AI

64% say their employer doesn't provide training of the technology

Trust gap

56% say human oversight is critical in successfully using generative AI in their role

55% say enhanced security measures are critical in successfully using generative AI in their role

55% say trusted customer data is critical in successfully using generative AI in their role

Methodology
Salesforce conducted a generative AI survey in partnership with YouGov May 18 - 25, 2023. It included over 4,135 full-time employees across sales, service, marketing and commerce. The data above reflects responses from 1,023 full-time service professionals representing companies of a variety of sizes and sectors in the United States, UK, and Australia. The survey took place online. The figures have been weighted and are representative of all US, UK and Australian full-time employees (aged 18+).

