Major Survey Shows Growing Interest in and Usage of GenAI, by Gerald Trites

A recent survey by ITWC of 100 corporate leaders across Canada showed considerable interest in AI and growing usage. More than 80% of respondents stated they are very familiar with Gen AI and are actively using it. Also, 80% indicated that the technology is "a high priority" for their organization's leadership. 65% said a "significant" amount of their budget was dedicated to Gen AI in 2024.

It's being used mainly for Content generation, customer service and marketing. Indeed content generation has been a visibly prominent use of GenAI in many sectors. For example, Gartner Research predicts that, by 2025, 30% of all outbound marketing messages created by large organizations will be produced by generative AI. That's up from less than 2% in 2022.

For the future, ITWC recommends that corporate leaders should identify the "high-impact use cases" in key areas in their organization where generative AI could help streamline and optimize processes or tasks, such as supply chain, advertising, and call centre operations.

For more, check it out here.