

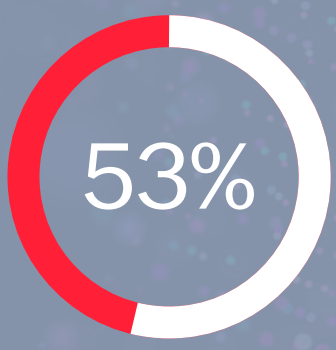
FOMO fuels AI adoption amid strong global business trust

Recent research revealed that 58% of UK business leaders **worry that they'll be left behind if they don't use AI**, with the vast majority trusting it to bring benefits to their organisations.

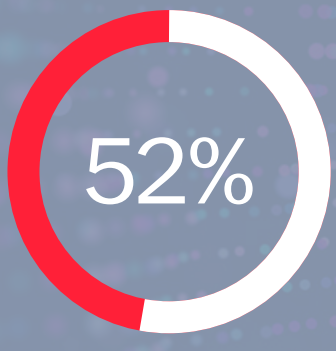


What are the main factors driving investment and trust in AI for UK businesses?

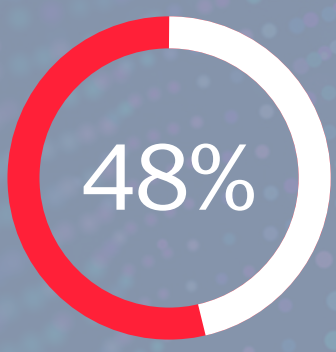
Reasons for AI Investment



Boost efficiency/
customer service



Improve service quality



Build on successful
results

85%

of organisations trust AI tools; SLMs are most trusted (92%).

44%

of organisations use purpose-built AI tools like Intelligent Document Processing; 88% see positive results.

23%

have a clear plan for using purpose-built AI.

93%

plan to increase their AI budget in the next 12 months.

23%

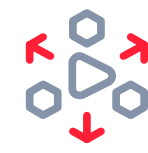
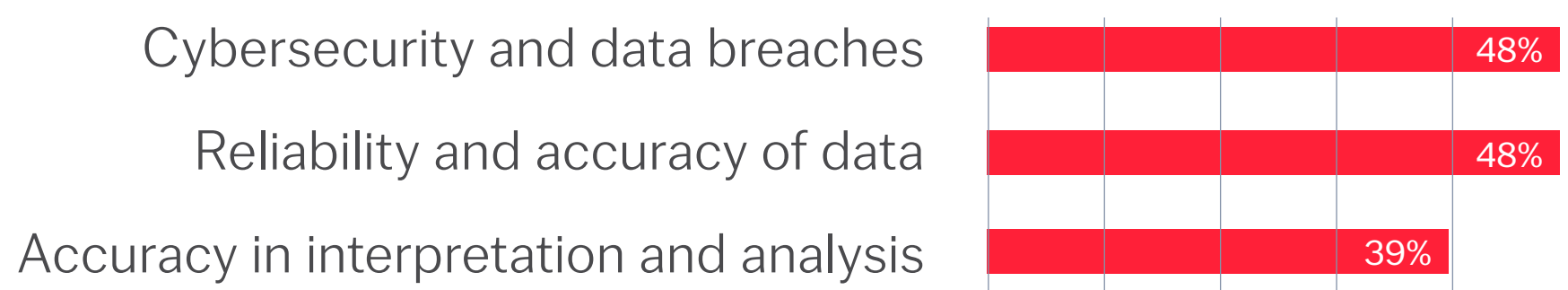
plan to increase AI investment by 16-20%.

24%

are adopting retrieval-augmented generation (RAG).



Main concerns for AI distrust



Concerns about the use of AI



Responsible AI measures

