

# Infusing Ethics into AI (India)

Prepared for:

salesforce

30 October, 2020

**YouGov**<sup>®</sup>

# Methodology

# Methodology

- This study was conducted online between 20-22 October 2020.
- The sample comprised a national sample 1,088 middle managers and above from businesses with 1 to 1,000+ employees across a diverse range of industries and includes private, public and NFP organisations.

# Key findings

# Key findings

Nine in ten of the managers surveyed report their organisations are currently using AI in business processes and systems or planning to implement AI in the next 12 months (Q1)

- Nine in ten (88%) of the managers surveyed report their organisations are currently using (58%) or planning to implement (30%) AI in business processes and systems in the next 12 months.
- The prevalence of using AI is higher amongst larger businesses with managers from organisations with 1000+ employees (65%) and 100-999 employees (63%) more likely than those from organisations with 20-99 employees (47%) and less than 20 employees (42%) to say their organisations are currently using AI in business systems and processes.
- Managers in technology services (72%) are more likely to say their organisations are currently using AI in business systems and processes.

# Key findings

The majority of managers whose organisations are using or planning to implement AI in business processes and systems report their organisation has already or is planning to implement AI applications in the next 12 months (Q2)

- More than nine in ten (97%) managers whose organisations are currently using or planning to use AI in business systems and processes in the next 12 months report that their organisations have already implemented AI applications (44%) or are planning to implement them in the next 12 months (53%).
- Managers from organisations who are currently using AI or planning to implement AI in business systems and processes with 100-999 employees (46%) and 1000+ employees (51%) are more likely than those from organisations with 20-99 employees (31%) and less than 20 employees (36%) to report that their organisations have already implemented AI applications.
- Managers from organisations who are currently using AI or planning to implement AI in business systems and processes working in financial services (53%) and technology services (55%) are more likely to report their organisations have already implemented AI applications.

## Key findings (continued...)

The vast majority of managers believe embracing AI is important to their organisation's ability to survive and stay competitive in the future (Q3)

- The vast majority (96%) of managers believe embracing AI is important to their organisation's ability to survive and stay competitive in the future with three quarters (75%) saying it is very important for this reason. Of the remainder, only 2% believe it is not at all important and 2% are unsure.
- Managers who are university educated (97%) are more likely than those who are not (85%) to believe embracing AI is important to their organisation's ability to survive and stay competitive in the future.
- Managers from larger organisations with 1000+ employees (84%) and 100-999 employees (80%) are more likely than those from organisations with 20-99 employees (63%) and less than 20 employees (57%) to believe embracing AI is very important to their organisation's ability to survive and stay competitive in the future.
- Managers working in technology services (86%) are more likely to believe embracing AI is very important to their organisation's ability to survive and stay competitive in the future.

## Key findings (continued...)

- Not surprisingly, managers from organisations that have already implemented AI in their business systems and processes (87%) are more likely than those who are planning to implement AI in the next 12 months (71%) or who have no plans to implement AI in the next 12 months (26%) to believe that embracing AI is very important to their organisation's ability to survive and stay competitive in the future.

### Two thirds of managers say they are very confident of their/ their organisation's ability to implement AI processes and systems responsibly (Q4)

- Two thirds (67%) of managers are very confident of their/ their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers, while 28% are somewhat confident and 2% are not at all confident.
- Managers from larger organisations with 1000+ employees (73%) and 100-999 employees (73%) are more likely than those from organisations with 20-99 employees (59%) and less than 20 employees (52%) to be very confident of their/ their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers.
- Managers working in technology services (76%) are more likely to say they are very confident of their/their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers.

## Key findings (continued...)

Two thirds of managers are very confident that they/ their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be implemented (Q5)

- Two thirds (65%) managers from organisations who have implemented AI in business systems and processes or are planning to implement AI in the next 12 months are very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be implemented, while 33% are somewhat confident and just 1% are not at all confident.
- Managers from larger organisations with 1000+ employees (71%) and 100-999 employees (66%) are more likely than those from organisations with less than 20 employees (55%) to be very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be implemented.
- Similarly, managers working in business services (74%) and technology services (73%) are more likely to be very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be implemented.
- Managers from organisations that have already implemented AI in business systems and processes are also more likely than those who are planning to implement AI in the next 12 months to feel very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be implemented (73% compared to 50%).

# Key findings

## Seven in ten managers claim that ethical considerations in AI are given 'High' importance within their organisation (Q6)

- Seven in ten (68%) managers claim that ethical considerations in AI are given high importance within their organisation, while 27% say it is given moderate importance, 2% low importance and 3% say they are unsure what importance it has within their organisation.
- Managers from larger organisations with 1000+ employees (78%) and 100-999 employees (72%) are more likely than those from organisations with 20-99 employees (57%) and less than 20 employees (52%) to claim that ethical considerations in AI are given high importance within their organisation.
- Similarly, managers from technology services organisations (82%) are more likely to claim that ethical considerations in AI are given high importance within their organisation.
- Managers from organisations who have already implemented AI in business systems and processes (77%) and managers from organisations who believe embracing AI is very important to their organisations survival and staying competitive in the future (80%) are more likely to say ethical considerations in AI are given high importance within their organisation.

# Key findings

More than nine in ten managers currently using or planning to implement AI in business systems and processes are concerned that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance (Q7)

- More than nine in ten (93%) managers from organisations who are currently using AI in its business systems and processes or are planning to implement AI in the next 12 months are concerned that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance, with 55% being very concerned.
- Managers from accounting organisations who are currently using AI in its business systems and processes or are planning to implement AI in the next 12 months are more likely to be very concerned (67%) that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance.

Managers believe the most important benefits of AI for their organisation are efficiency improvements and that it will help them grow and maintain profitability into the future (Q8)

- The vast majority (98%) of managers believe there are benefits of AI for their organisation.
- The most important benefits of AI for organisations are thought by managers to be efficiency improvements in operations (19%), that it will help them grow and maintain profitability into the future (17%), identifying new business opportunities through data analytics (14%) and improved customer communications through automated chat functions (14%).

## Key findings (continued...)

- Managers from larger organisations with 1000+ employees (22%), 100-999 employees (20%) and 20-99 employees (20%) are more likely than those with less than 20 employees (12%) to believe that a benefit of AI for their organisation is efficiency improvements in operations. In contrast, managers from organisations with 20-99 employees (12%) and 100-999 employees (14%) are more likely than those with 1000+ employees (6%) to believe that a benefit of AI for their organisation is increased customer loyalty through personalised marketing.
- Managers in construction (28%) and technology services (25%) are more likely to say a benefit of AI for their organisation is efficiency improvements in operations while managers in health or medical services and accounting are more likely to say it is improved customer communications through automated chat functions (23% and 22% respectively) and managers in retail are more likely to say a benefit of AI for their organisation is new business opportunities through data analytics (29%).

## Key findings (continued...)

### More than eight in ten managers believe organisations using AI should have a designated person responsible for ethical use of AI (Q9)

- More than eight in ten (85%) managers believe organisations using AI should have a designated person responsible for ethical use of AI.
- Managers with university qualifications (86%) are more likely than those without university qualifications (68%) to believe organisations using AI should have a designated person responsible for ethical use of AI.
- Managers from larger organisations with 1000+ employees (89%) and 100-999 employees (89%) are more likely than those with 20-99 employees (77%) and less than 20 employees (75%) to believe that organisations using AI should have a designated person responsible for ethical use of AI.
- Managers from public sector organisations (96%) are more likely than those from private sector organisations (84%) to believe organisations using AI should have a designated person responsible for ethical use of AI.
- Interestingly, 92% of managers from organisations who currently use AI in their business systems and processes believe that organisations using AI should have a designated person responsible for ethical use of AI.

## Key findings (continued...)

Despite 92% of managers from organisations currently using AI believing they should have a designated person responsible for ethical use of AI, just 80% report their organisation has someone in such a role (Q10)

- Despite 92% of managers from organisations currently using AI believing they should have a designated person responsible for ethical use of AI, just 80% say their organisation has someone in such a role.
- The prevalence of having an officer responsible for ethical use of AI in organisations planning to implement AI in business systems and processes in the next 12 months was much lower at just 46%.
- Even amongst managers who say that high importance is given to ethics in AI in their organisations just 75% report their organisation has an officer responsible for the ethical use of AI.
- Not surprisingly, among managers who say they are very confident in their/ their organisations ability to implement AI responsibly, 75% report their organisation has an officer responsible for the ethical use of AI compared to just 51% amongst managers who are only somewhat confident of this.

Thank you for your attention!

**The best panel,  
the best data,  
the best tools**

**YouGov<sup>®</sup>**

