# GenAI Impact Report

*Switzerland 2026*

adesso

**Where do Swiss companies stand when it comes to using artificial intelligence and what do their customers think of it?**

For this year's edition of the GenAI Report, we surveyed 100 Swiss executives and, for the first time, 750 end users. Earlier studies, analyses, and reports often lacked one key perspective: How does (Gen)AI actually affect the people who interact with it on a daily basis—as customers of a bank or insurance company, as citizens dealing with government agencies, or as shoppers in an online store?

**How far have companies come on their journey toward AI?**
We wanted to gain a deeper understanding of what sets companies apart from one another: Why are some already reaping the benefits of AI's potential today? Why are others still in the very early stages? Our maturity model provides an answer. It distinguishes four stages: from "Starter" to "Experimenter" and "Adopter" to "Scaler."

The key point: Each maturity level requires a different focus. Companies that attempt to scale up while still in the Experimenter phase will fail due to inadequate governance. Any Adopter that relies exclusively on technology without considering organization and data will get stuck in pilot projects. And this is precisely the trap that more than half of the Swiss companies surveyed are caught in: 53% transfer fewer than one-third of their AI pilot projects into regular operations.

**Where and how is AI used?**
A clear majority currently uses AI to make processes more efficient. That's a start. But it's not the end goal. Companies that apply AI only to existing processes fail to unlock its true potential: new business models, new revenue streams, and new value creation.

This potential is already clear to respondents: 53% of the Swiss executives surveyed report that generative AI is making a noticeable contribution to revenue growth.

Particularly striking is the productivity gain in software development, which averages around 35%. Those who are already working with agent-based AI and have moved beyond the chatbot stage achieve a productivity gain of 50% or more. The fundamental question "Is AI worth it?" is thus largely answered.

**AI at the core**
What matters most, then, is how the technology is used. After all, AI is the new foundation for companies. Or as we put it: AI is the New Core.

The data shows what makes the difference: management. Where leadership actively drives the issue forward, AI is embedded into core processes. Where this is not the case, the technology falls short of its potential.

So AI needs the will. But it also needs the budget. And this figure is encouraging: 77% of companies surveyed in Switzerland plan to increase their investments.

These are just a few of the aspects. The report also examines when pilot projects are scaled up, how personnel structures are changing, and why digital sovereignty is becoming a procurement decision. This report is intended to provide guidance. It enables companies to measure their own positioning, their own decisions, and their own level of maturity in the market.

I hope you find this an inspiring read-and we're happy to answer any questions you may have.

Michaela Gasser
CEO adesso Schweiz AG

***GenAI Report 2026***



On behalf of adesso, the market research company HEUTE UND MORGEN surveyed **100 executives and 750 end customers in Switzerland in February 2026.**

## One in five companies is *flying blind.*

*Yet 53% report that GenAI is making a noticeable contribution to their bottom line.*

## *Readiness for GenAI* has doubled —yet one-fifth is still falling behind.

*58% rate their preparedness as "good" or "very good."*

## *Many pilot projects,* little business value.

*A majority (53%) incorporate fewer than one-third of their pilot projects into regular operations.*

## Does GenAI cost jobs? The reality is *more complex.*

*In 28% of companies, jobs have been cut or are slated for cuts; in 21%, jobs are being created.*

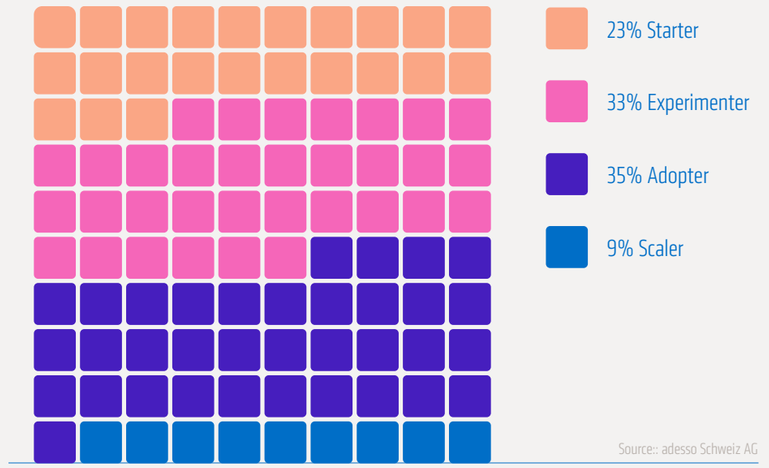
## 35% *higher productivity* in software development.

*Those already using agent-based development achieve their goals significantly faster.*

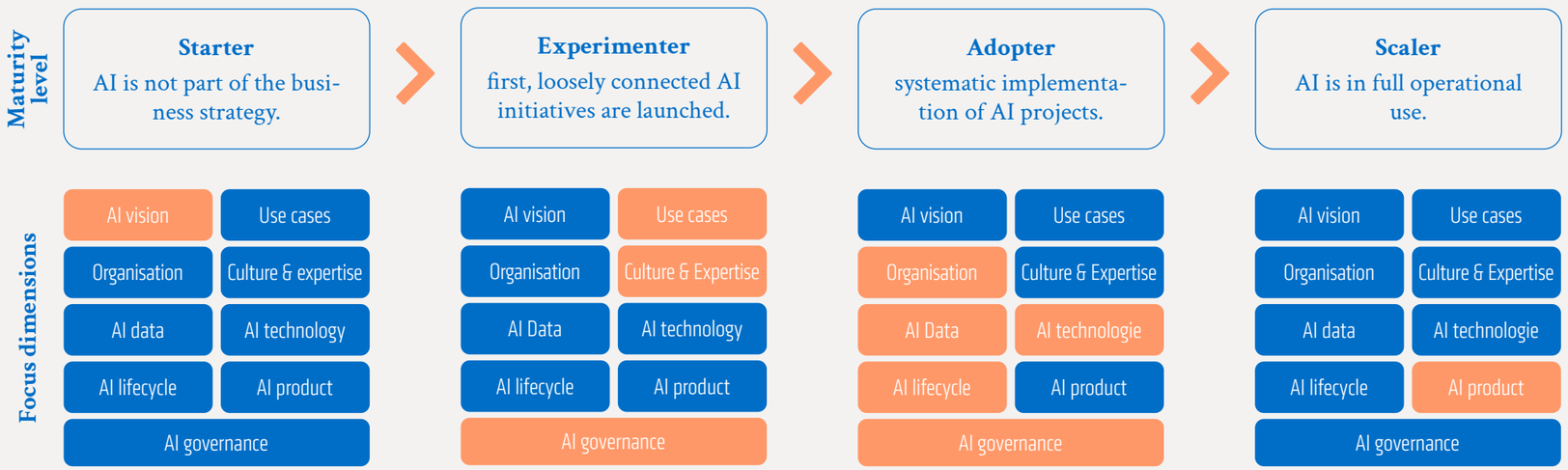
# From Starter to Scaler: *four levels of maturity* on the path to an AI organization.

Not every company starts out under the same conditions. That is why it is worth considering the maturity level: Where does an organization stand on its path toward the systematic use of AI? The adesso maturity model distinguishes four phases:

- **Starter:** AI is not yet embedded in the business strategy.
- **Experimenter:** initial initiatives are launched; the focus is on use cases and governance.
- **Adopter:** systematic implementation – organization, data, technology, and life-cycle take center stage.
- **Scaler:** to its full potential; the focus shifts to the AI product as an element of value creation.




Source:: adesso Schweiz AG




**The key point: each maturity level requires a different focus. Companies that try to scale at the Experimenter stage will fail due to insufficient governance.**
**Any company at the Adopter stage that relies solely on technology without considering organization and data will get stuck in pilot projects. The following results show where Swiss companies stand on this journey in 2026.**

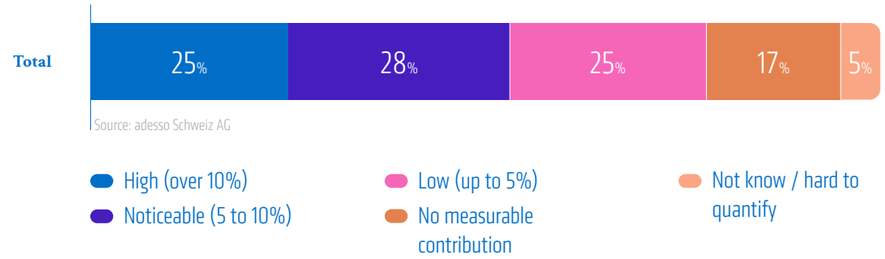
*Enterprises*

# One in five companies is *flying blind.*

A close look at the maturity levels reveals something unexpected: the numbers are clear. 53% of Swiss executives attribute a noticeable or significant contribution of generative AI to revenue or profit growth. A quarter even report a contribution of more than 10%. This largely answers the fundamental question: "Is GenAI worth it?"

**However, 17% see no measurable impact, and another 5% cannot quantify it. One in five companies is investing in GenAI without knowing the return on investment. That is a comfortable position – until the management board or the supervisory board asks for a concrete business case. One in five companies is investing in GenAI without evaluating the associated business benefits.**

How would you rate the contribution of generative AI to your company's **revenue or profit** growth?

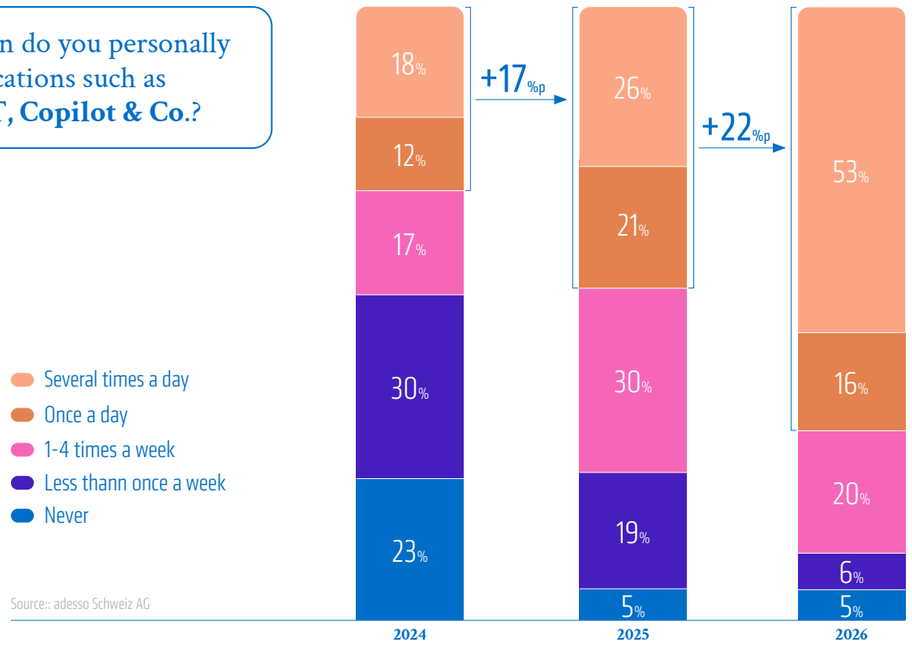


# From hype to everyday reality: for one in two executives, GenAI is now *routine.*

More than half of Swiss executives now use GenAI several times a day. In 2024, only one in six did so. When daily users are included, nearly seven in ten respondents work with this technology every day. At the other end of the spectrum: only 5% do not use GenAI at all. Two years ago, this was still the case for nearly one in four.

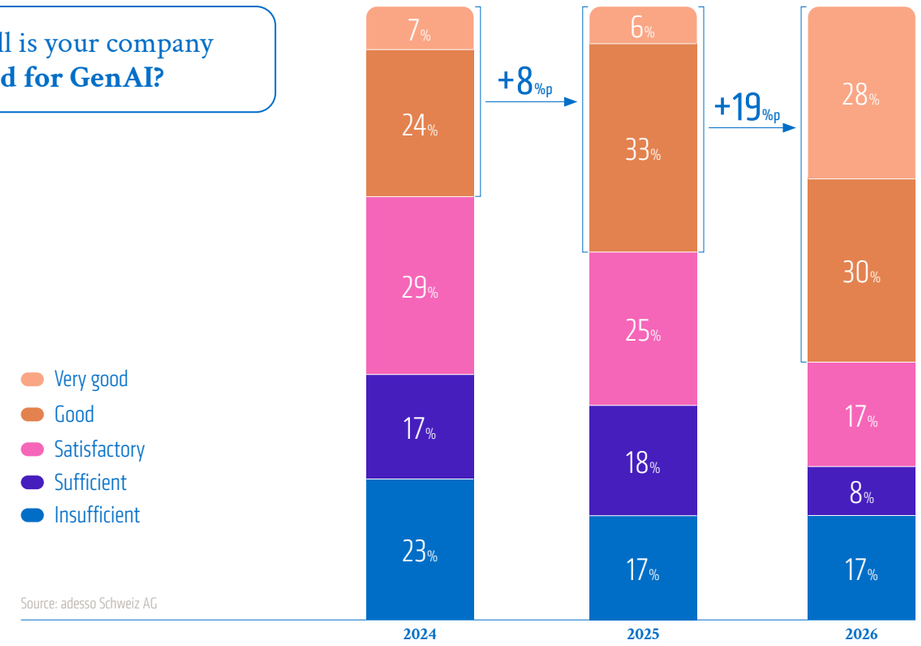
**GenAI has gone from experiment to infrastructure in just two years. The question is no longer whether employees use GenAI, but whether they do so with clear policies, approved tools, and a secure foundation. Managing this has become the core task for companies.**

How often do you personally use applications such as **ChatGPT, Copilot & Co.?**




# *GenAI readiness* has doubled – but one fifth is being left behind.

How well is your company **prepared for GenAI?**




Two years ago, barely one in three companies rated their GenAI preparedness as “good” or “very good”. In 2026 it is 58%. The share of those rating themselves as “very good” has quadrupled in this period – from 7 to 28%.

**But: the percentage of those who rate themselves as “insufficient” remains unchanged: 17%. Nearly one in five companies is lagging behind, while the rest are catching up. The gap is widening. A wait-and-see approach is no longer a neutral stance. Companies that are not ready by 2026 will fall behind the competition.**

# *The technology is ready.*
# Now it is the organization‘s turn.

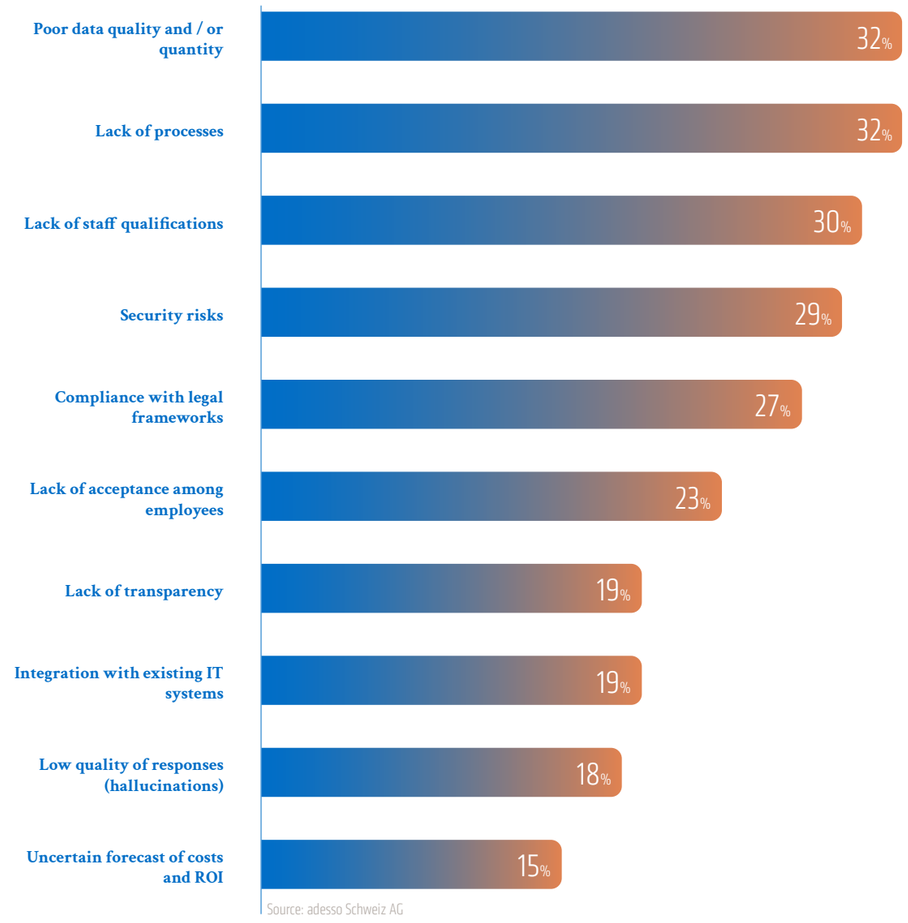
The biggest hurdles for GenAI lie in data and processes: 32% cite poor data quality; the same percentage points to a lack of processes and governance. These are followed by: a lack of staff qualifications (30%), security risks (29%), and legal frameworks (27%). None of these issues is a technological problem.
Hallucinations rank ninth at 18%. Uncertain forecasts regarding costs and ROI, at 15%, do not make it into the top 5.

**The technology works. What’s missing are the organizational foundations. The next AI budget should be allocated not only to new tools, but also to data quality, clear guidelines, and internal expertise. Those who achieve this will find that the technology is much easier to scale.**

## Your roadmap to GenAI success

Your roadmap to GenAI success
Do you lack a clear strategy for deploying generative AI? With our GenAI service portfolio, we guide you every step of the way—from identifying relevant use cases and developing a customized AI roadmap to technical implementation, integration into your system landscape, and stable operation with continuous optimization.
→ Learn more

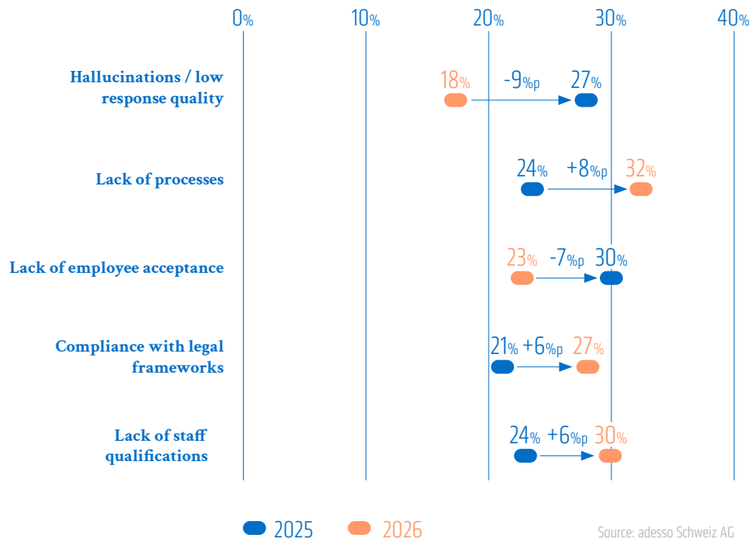
What **were** the biggest challenges when implementing **GenAI**? (Top 10)




Source: adesso Schweiz AG

# Challenges are shifting. From technology to *governance.*

The **biggest changes** in the challenge ranking (2025 vs. 2026)



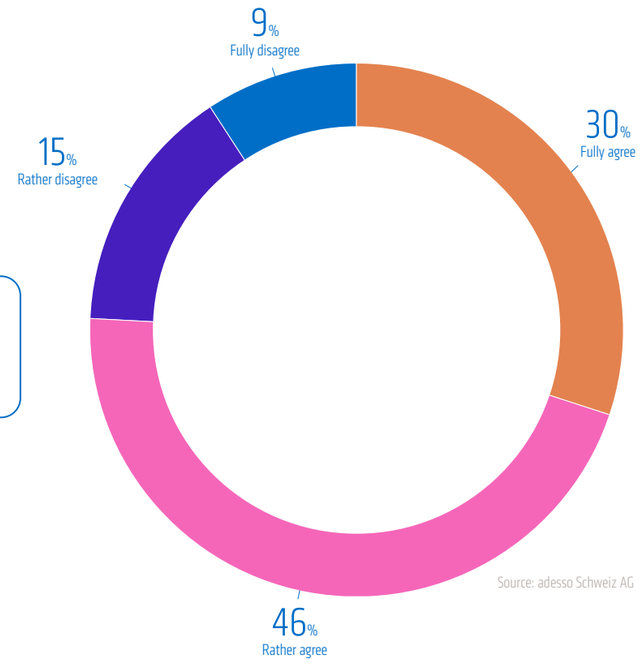

The models are getting better: hallucinations as a hurdle are down by nine percentage points. Employee acceptance is also improving: the lack of acceptance has dropped by seven points. At the same time, other problem areas are gaining prominence: lack of processes has risen by eight points, legal framework by six, and lack of qualifications also by six. What used to be a technological problem has become an organizational one by 2026.

**For decision-makers, the focus is shifting: the challenge no longer lies in the tools themselves, but in how they are used. Anyone who invests in GenAI in 2026 without also investing in processes, legal compliance, and training will be technically ready—but will face organizational hurdles.**



# Three out of four executives are driving GenAI. But is *that enough?*

Company leadership is actively driving the **adoption of GenAI**




76% of respondents confirm that company leadership is actively driving GenAI forward. 30% fully agree with this statement. The signal is clear: GenAI has become a top-level management focus. However, just under a quarter see it differently. 15% somewhat disagree, and 9% fully disagree. In these companies, the impetus from the top is lacking. And without it, AI initiatives remain what they still are in many organizations today: projects run by individual departments, without backing, without budget priority, and without a scaling plan.

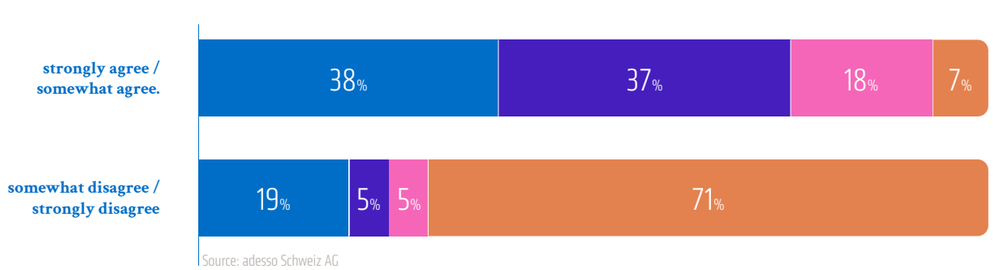
**The lesson for decision-makers: Leadership in the field of GenAI isn't just about rubber-stamping a pilot project. It means setting the direction, allocating resources, and personally championing change.**

# Tailwind from above: where *Management* sets the course, GenAI takes hold at the core.

Management's influence on the direction of GenAI is clear: in companies where leadership actively supports the topic, the technology is integrated into core value creation in 55% of cases. 38% use it in support processes. Only 7% have no clear focus. Where management does not set the direction, the picture is reversed: 71% have no process focus at all. GenAI is deployed arbitrarily, without strategic direction. In these companies, the technology falls far short of its potential.

**The difference between AI as a helper tool and AI as a competitive advantage does not lie in the technology itself. It lies in a single decision made by leadership: to place GenAI at the center of value creation. Without support from the top, technology does not become strategy. It becomes a collection of isolated solutions.**

**Top management** is driving the GenAI agenda.




Source: adesso Schweiz AG

Where exactly is GenAI deployed in your company: in **support functions** or directly in your **core value creation**?

- in support processes
- in core processes
- in core and support processes
- no process focus

# *Many pilots,* little business value

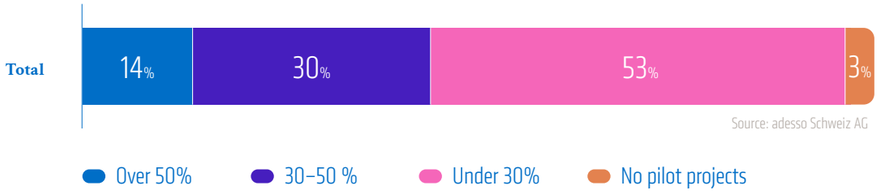
Nearly all Swiss companies have launched GenAI pilots. Only 3% have not yet done so. The transition to operational use is the hurdle: 53% are rolling out fewer than one-third of their pilot projects into production. A leading group of 14% is scaling up more than half. In between lies an undecided middle group: 30% are scaling up one in three to one in two pilot projects. The transition to production is defined but has not yet been implemented on a large scale.

**The message to decision-makers is clear: launching pilots is not the problem. Scaling them up is. Without a clear path from experimentation to full-scale operation, it's an expensive learning curve-but one that yields no business value.**

## adesso AI Strategy: from pilot to regular operation

How do you turn a successful pilot into a scalable AI product? The adesso AI Strategy Framework guides companies through four phases: from management enablement to a maturity check and use case development, all the way to a fully developed AI strategy complete with a roadmap and operating model. In projects for companies in the energy, banking, and security technology sectors, adesso has used this approach to structure the transition from experimentation to regular operations.

What percentage of your **GenAI pilot projects** have made it into operational use?

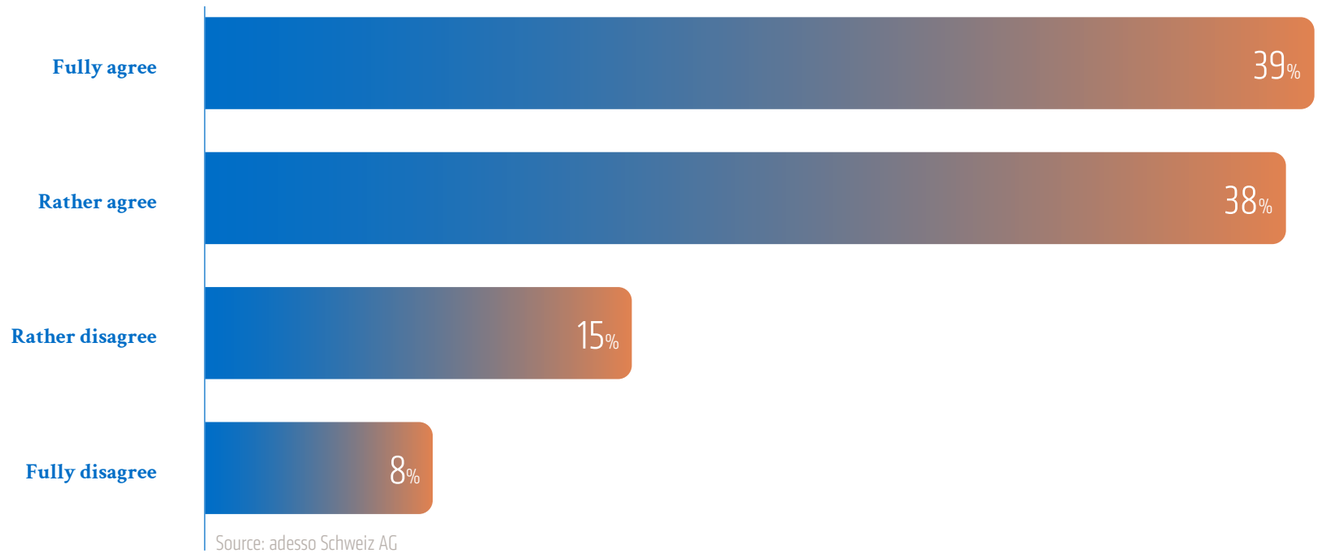


# The *rules* are set. Now it all depends on what we do with them.

77% of Swiss companies have guidelines in place for the use of generative AI. 39% fully agree with this, while 38% rather agree. Only 8% report having no guidelines at all. This puts Switzerland ahead of many of its neighboring countries. The rules of the game are set. At the same time, other data from the study show that 32% cite a lack of processes and governance as the biggest hurdle to implementation. The guidelines are in place, but they are not yet consistently integrated into everyday work.

**Decision-makers are now faced with a different question: no longer "Do we have guidelines?", but "Do our guidelines work?". Governance is no longer a bottleneck in Switzerland. Those who are still stuck in pilots cannot blame it on a lack of rules. They need to determine where rules should be put into practice: in processes, in leadership, and in enabling teams.**

My company has **guidelines** for the use of generatibe AI applications.



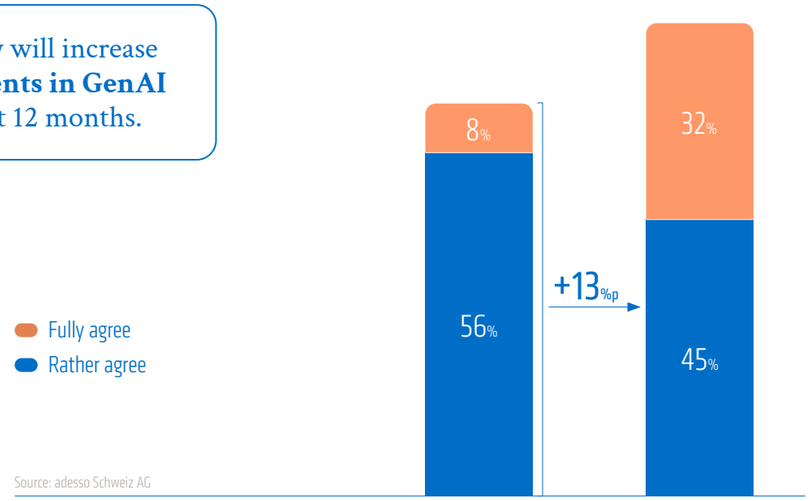

Source: adesso Schweiz AG

# From „we‘re looking into it“ to *“we‘re investing„*

77% of Swiss companies plan to increase their investments in GenAI over the next twelve months. Even more striking is the shift in conviction: the percentage of those who fully agree has quadrupled since 2025—from 8% to 32%. A look at budget allocations confirms the trend: 15% are pursuing an “AI First” strategy, with more than one-fifth of their IT budget going toward GenAI. Another 14% allocate between 11% and 20%. For half of the companies, GenAI remains at 5% to 10%.

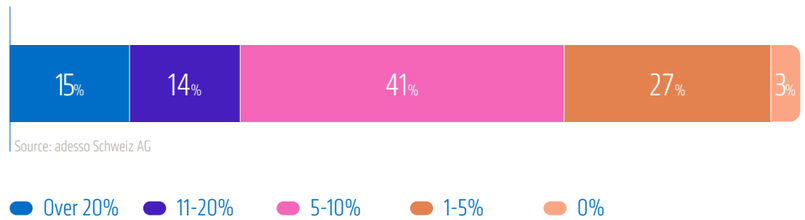
**Swiss companies are increasingly diverging in their AI investment strategies: for one third of companies, GenAI is a strategic investment priority; for half, it is just one of many IT topics. The divide is growing wider. The year 2026 will separate those who use GenAI as a lever for creating new value from those who view it merely as a peripheral efficiency tool.**

My company will increase its **investments in GenAI** over the next 12 months.




Source: adesso Schweiz AG

**AI share of the IT budget - 2026**




Source: adesso Schweiz AG

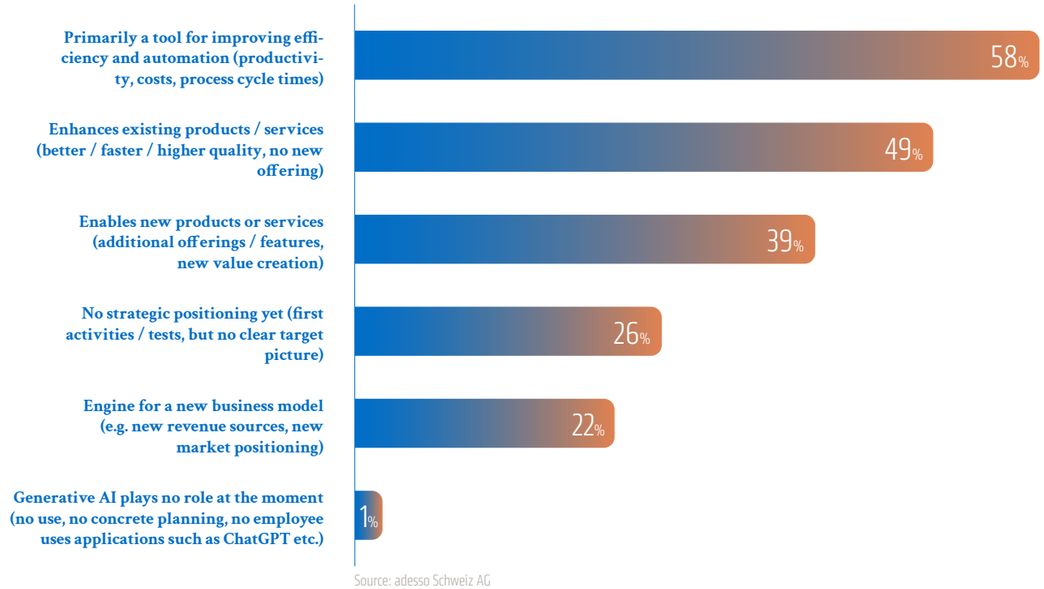
What percentage of **your total IT budget** do you estimate GenAI spending will account for in 2026?

# Most companies are optimizing the past. Only one in five is building *the future.*

58% of Swiss companies view GenAI primarily as a tool for improving efficiency and automation. 49% use it to enhance existing products. The focus is internal: faster, cheaper, leaner. 39% are using GenAI to develop new products or services. Only 22% are taking it a step further: for them, GenAI is the engine for a new business model—new revenue streams and a new market position.

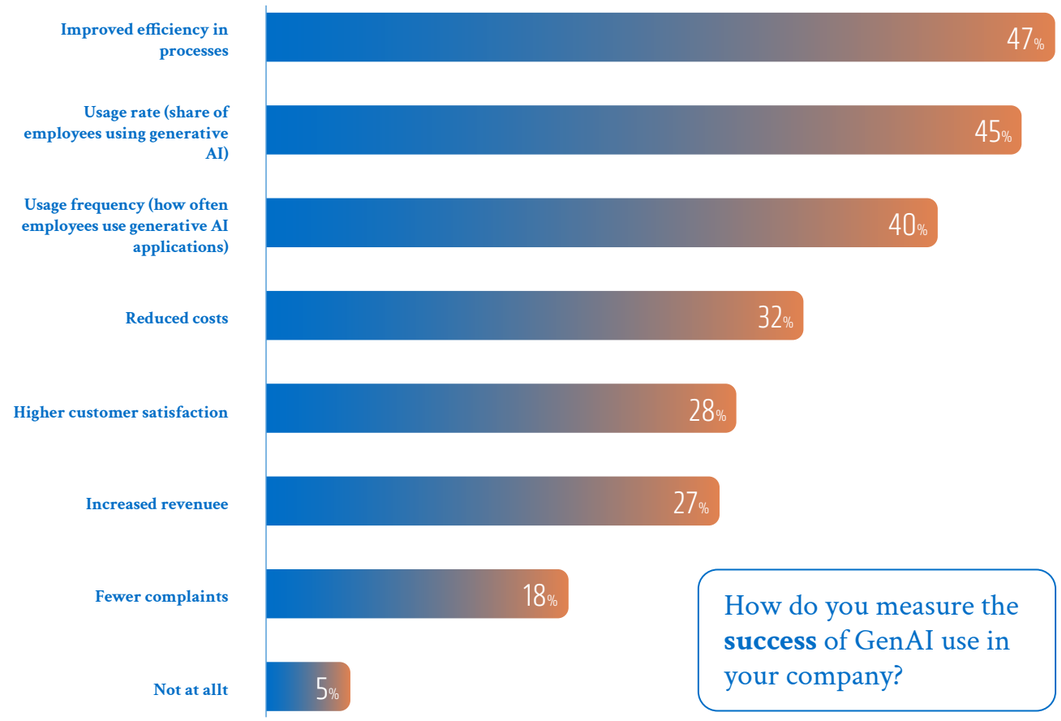
**Decision-makers must decide: Will GenAI remain a tool that makes existing processes more cost-effective and faster? Or will it become a catalyst for new business models, products, and revenue streams? Currently, the first option is the dominant one. Only one in five companies is already demonstrating what the second option can achieve.**

What **strategic role** does GenAI currently play in your company?




Source: adesso Schweiz AG

# Companies measure what's easy- *not what works.*




How do you measure the **success** of GenAI use in your company?

Source: adesso Schweiz AG

47% of Swiss companies measure the success of GenAI based on process efficiency. Behind this lies a striking finding: 45% measure it based on usage rate, and 40% based on frequency of use. The most commonly used KPIs indicate whether employees are using GenAI—not whether the technology is fulfilling its purpose. Business KPIs come next: costs (32%), customer satisfaction (28%), revenue growth (27%), and fewer complaints (18%). Five percent do not measure anything at all.

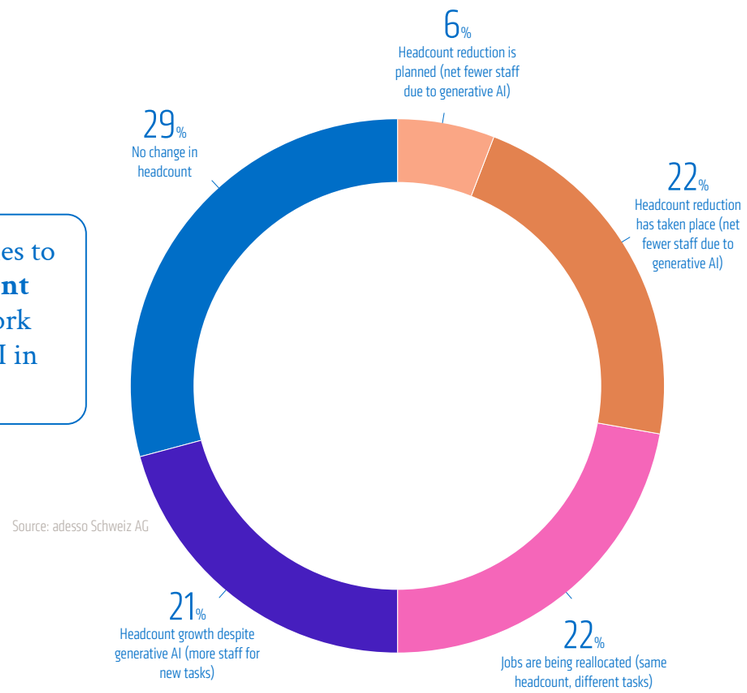
**The picture is clear: GenAI is judged by its own usage, not by its value to customers. Decision-makers know who is clicking. But they have less of a grasp on what those clicks are worth. Yet success without a customer perspective is simply optimization on autopilot.**

# GenAI and jobs. There is *no clear direction.*

The figures present a mixed picture. In 28% of companies job reductions have been carried out or are planned. 22% reshuffle: same headcount, different tasks. 21% even add jobs for new tasks around GenAI. 29% do not change their staffing structure at all. Taken together, reallocation and growth outweigh reductions.

**The debate "AI destroys jobs" is too short-sighted. The reality is more nuanced: in a quarter of companies, jobs are disappearing. In another quarter, they are changing. In one in five, new ones are being added.**

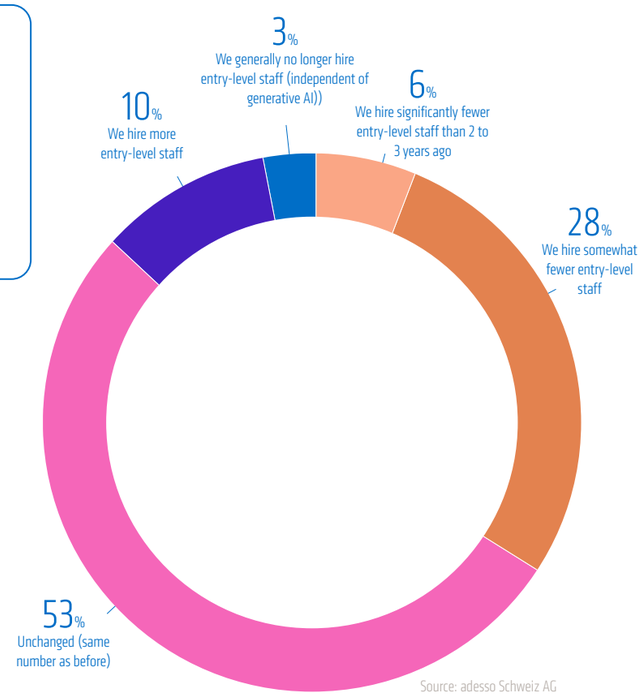
Which statement applies to **employee development** in departments that work intensively with GenAI in your company??




Source: adesso Schweiz AG

# Limited entry, limited future: *GenAI and tomorrow's talent.*

How has the hiring of **entry-level and junior staff** (zero to two years of professional experience) changed in your company through the use of GenAI?




Source: adesso Schweiz AG

53% of companies hire entry-level and junior staff in the same numbers as before. At first glance, this appears unproblematic. On closer inspection it is not: one in three companies has reduced hiring, 6% even significantly. A further 3% no longer hire entry-level staff at all. Only 10% have stepped up. The net result is negative: where GenAI takes over routine tasks, the traditional entry route shrinks.

**The consequence reaches beyond the individual company: anyone who hires fewer junior staff today will have fewer experienced specialists tomorrow. GenAI can replace tasks, but not the learning curve that entry-level employees go through. Companies need new entry models that build AI competence instead of eliminating entry-level pathways.**

# Origin plays a role - *data control* is more important.

Both the origin and the storage of data play a central role—with one key difference: While 74% of companies consider it important that GenAI be developed in their own country, this figure rises to 86% when it comes to data storage. This makes one thing clear: sovereignty is not an abstract concept—it is very concretely linked to how data is handled. Although the country where the AI is developed plays a role, what is decisive is where the data is located.

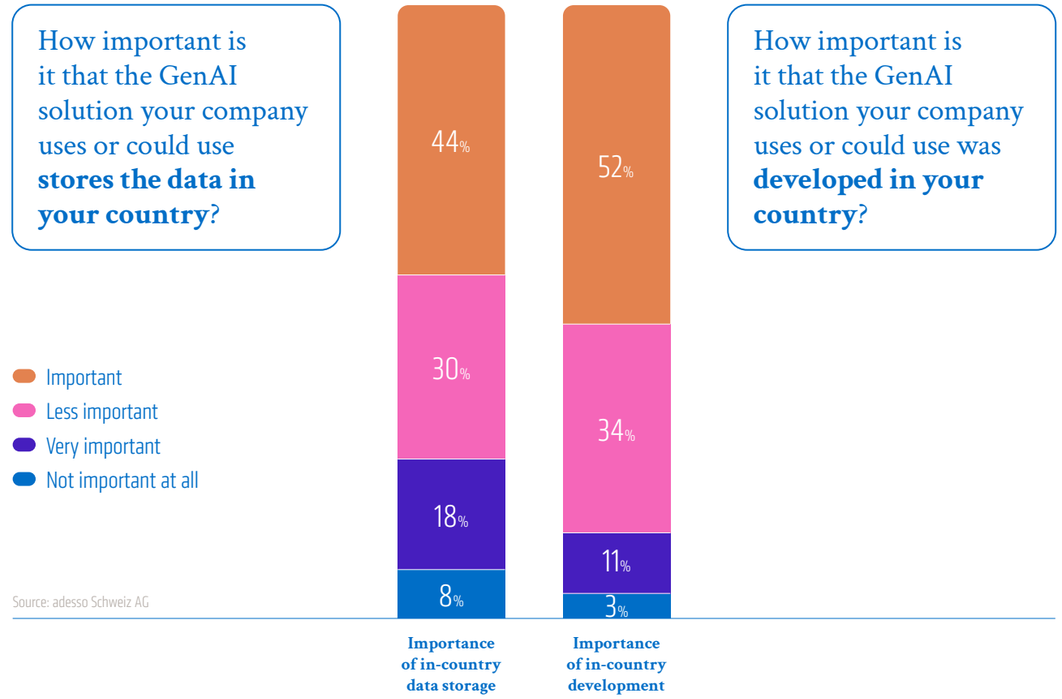
**For decision-makers, this means: trust is not primarily built on the basis of origin, but rather on the basis of control. Those who use GenAI must, above all, ensure that data flows are traceable and stored locally. The storage location therefore becomes a key criterion in the selection and evaluation of solutions. While origin remains a factor, trust ultimately depends on where the data is processed.**

## Related IT-Tacheles podcast: AI Made in Europe – how the EU AI Act is setting new standards

For many companies, digital sovereignty has long been a key factor in procurement decisions. This episode explores what the EU AI Act actually means and how regulation can become a competitive advantage rather than a barrier to innovation.
→ Listen now

How important is it that the GenAI solution your company uses or could use **stores the data in your country**?

How important is it that the GenAI solution your company uses or could use was **developed in your country**?




Source: adesso Schweiz AG

# The turbo: a 35% increase in *productivity* in software development.

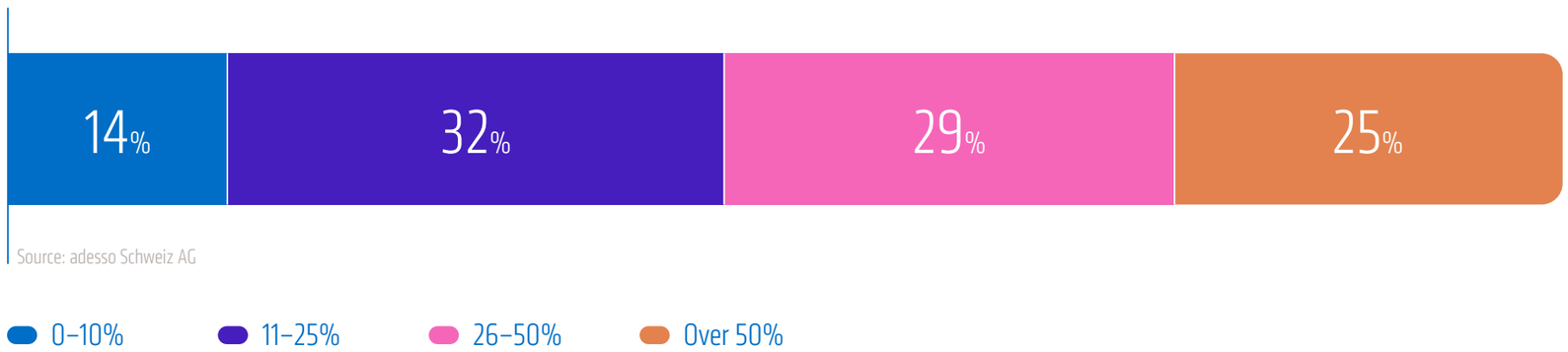
The average productivity gain in software development attributable to GenAI is around 35%. 32% report a gain of 11% to 25%, and 29% report a gain of 26% to 50%. A quarter report gains of more than 50%. Only 3% report no gain. Not a single company is unable to quantify the effect. Switzerland measures consistently. The figures are based on the February 2026 survey. Given the rapid development in the GenAI sector, both productivity figures and adoption rates have likely risen further since then.

**This is not a marginal gain – it is a structural advantage. Organizations already using agent-based workflows achieve significantly more. Those still at the chatbot stage achieve significantly less. The productivity gains are not a result of using AI per se, but rather of the maturity of its implementation.**

**Related IT-Tacheles podcast: "AI first" – how we will develop software in 2030**

AI doesn't just boost productivity—it's also fundamentally changing job requirements. "AI Guy" Nate Jones and Benedikt Bonnmann discuss how agent-based work is transforming software development and which skills will be most in demand by 2030.
→Listen now

By how much has GenAI **increased the software development team's productivity** so far?



# The AI wants *to code.* It just cannot reach the code.

Compliance and the complexity of the toolchain tie for first place, each at 30%. Next comes something typically Swiss: 27% cite a lack of data access to code repositories. The models are supposed to evolve, but cannot access the company's own code. A lack of expertise and outdated architectures follow, each at 23%. Budget is not a top concern, at 13%. And: not a single company reports that there are no obstacles at all.

**The pattern is different from what one might expect: it is not people that are the biggest hurdle, but the architecture. Anyone who wants to empower development teams needs not only better tools and training, but access. Access to their own code, their own documentation, their own history. Without that, GenAI remains an external assistant rather than an internal colleague.**

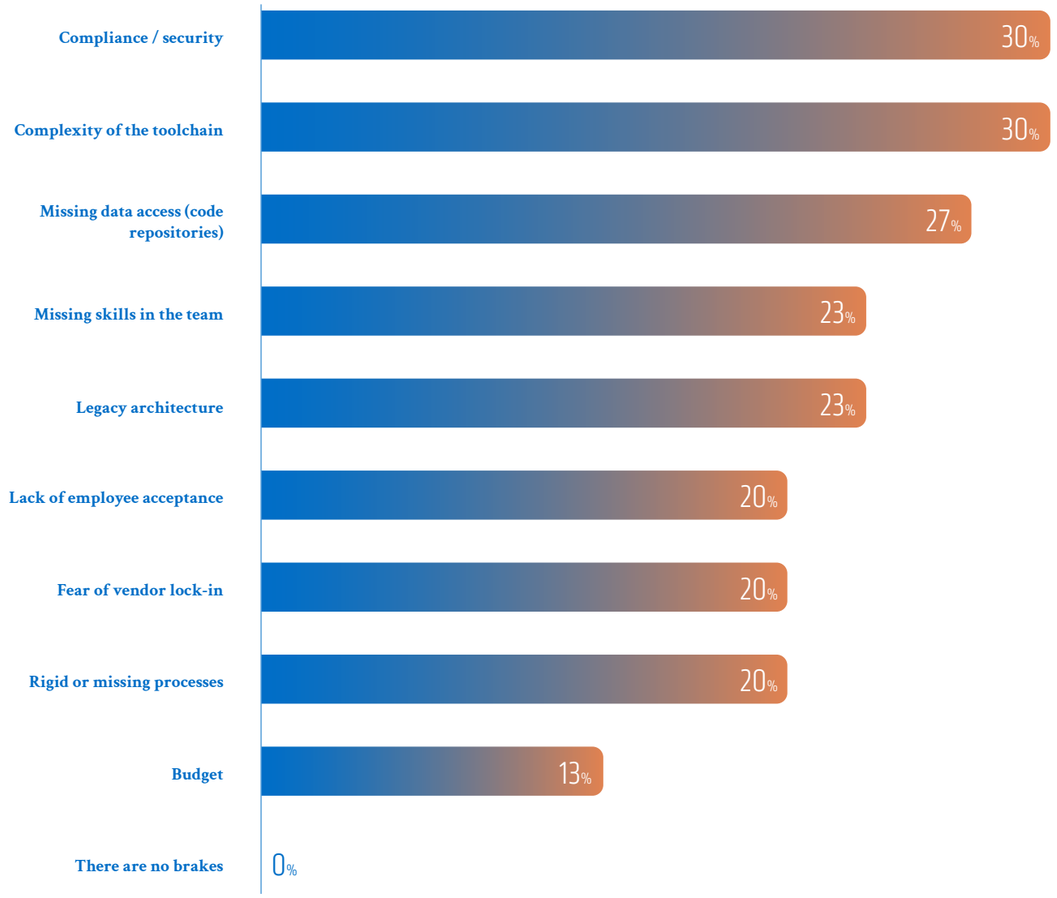
## adSCAILE: the future of software development is agentic!

adesso is establishing an end-to-end AI-supported framework for the entire software development cycle. In two- to four-day sprints, autonomous AI agents take over direct implementation and testing. Our experienced software developers orchestrate the process, steer the architecture and ensure quality. Seamless traceability guarantees that business requirements and technical code always meet all requirements.

This new form of collaboration between humans and AI guarantees a drastically shortened time-to-market and the highest code quality.

→Learn more

What are the biggest hurdles to the use of **GenAI in software development?**

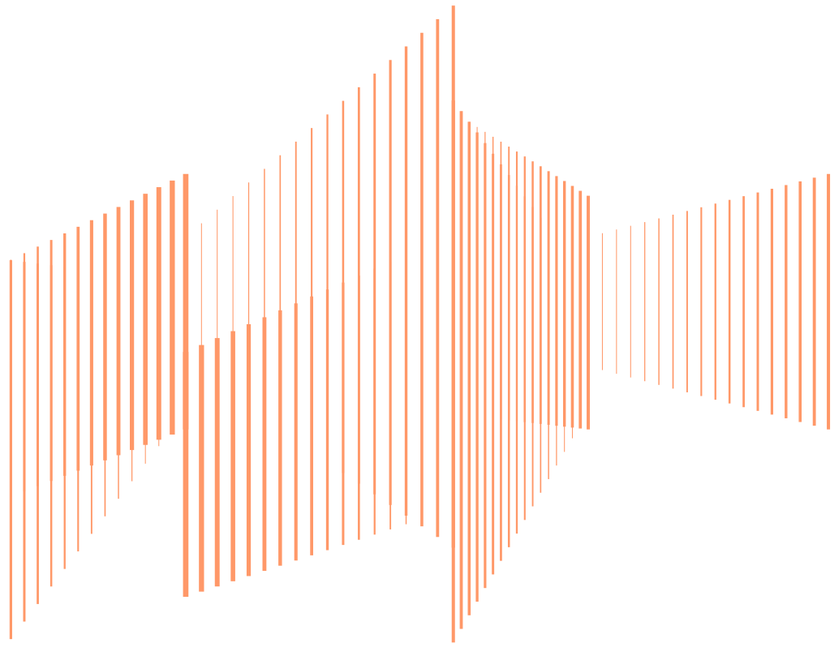



Source: adesso Schweiz AG

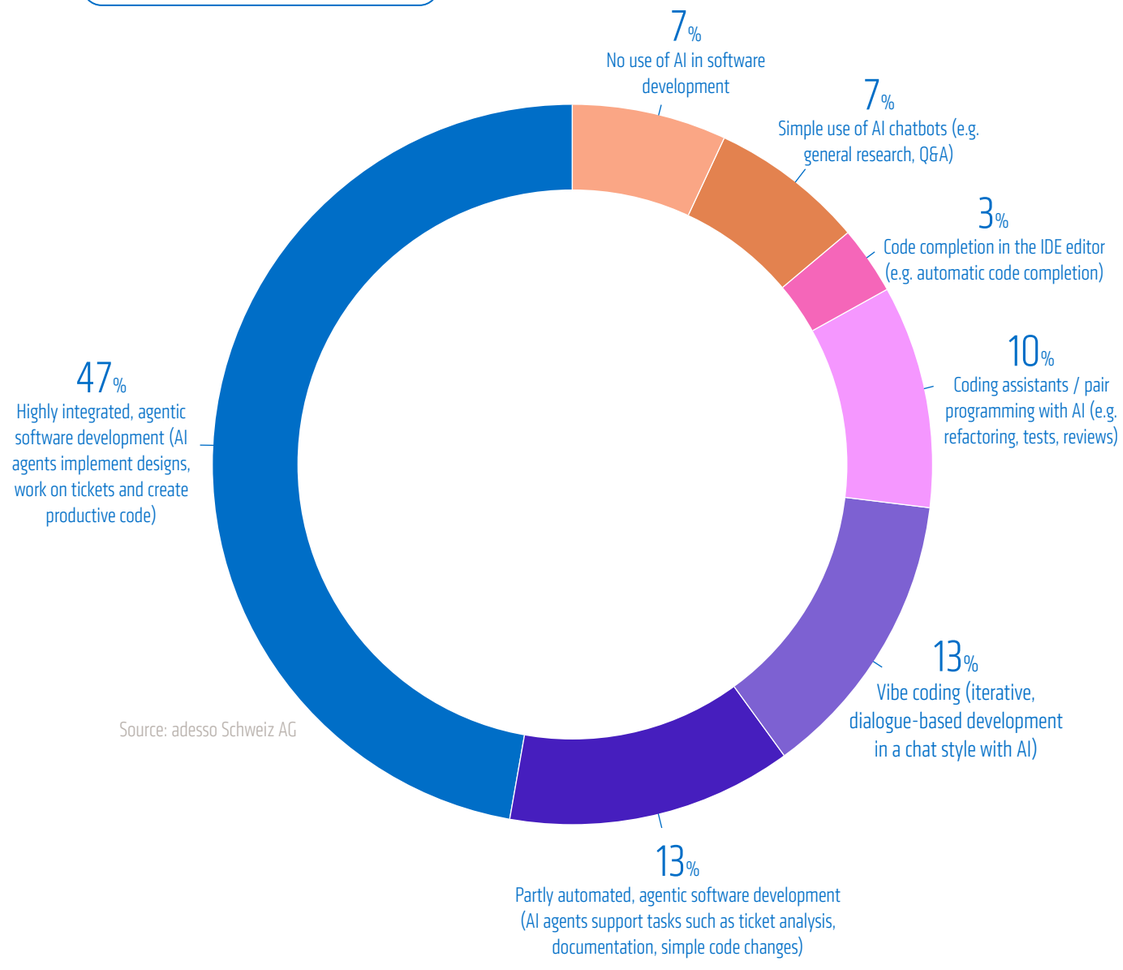
# Nearly half already have *code agents* on their team.

Seven percent of companies do not yet use AI in software development at all. At the other end of the spectrum, 60% are already working in an agent-based manner: 13% are partially automated, and 47% are highly integrated. The bottom line: When companies work in an agent-based manner, they do so consistently. Hardly anyone uses intermediate solutions: programming assistants (10%), vibe coding (13%), simple chatbots, and code completion (10% combined). The majority have skipped the phase of using helper tools.

**The maturity in software development is racing ahead of the rest of the organization. Nearly half of all companies use systems that generate code autonomously. Those still in the chatbot phase face two problems: the gap itself and the speed at which the leaders are pulling further and further ahead.**



How advanced is your company in the **use of AI in software development**?




Source: adesso Schweiz AG

## Customers are open to AI - as long as the *quality* is right.

*45% say it depends on how it is implemented.*

## *Transparency* and the duty to inform.

*70% want to be informed when AI is involved.*

## From brush-offs to real support: How AI can improve customer *service.*

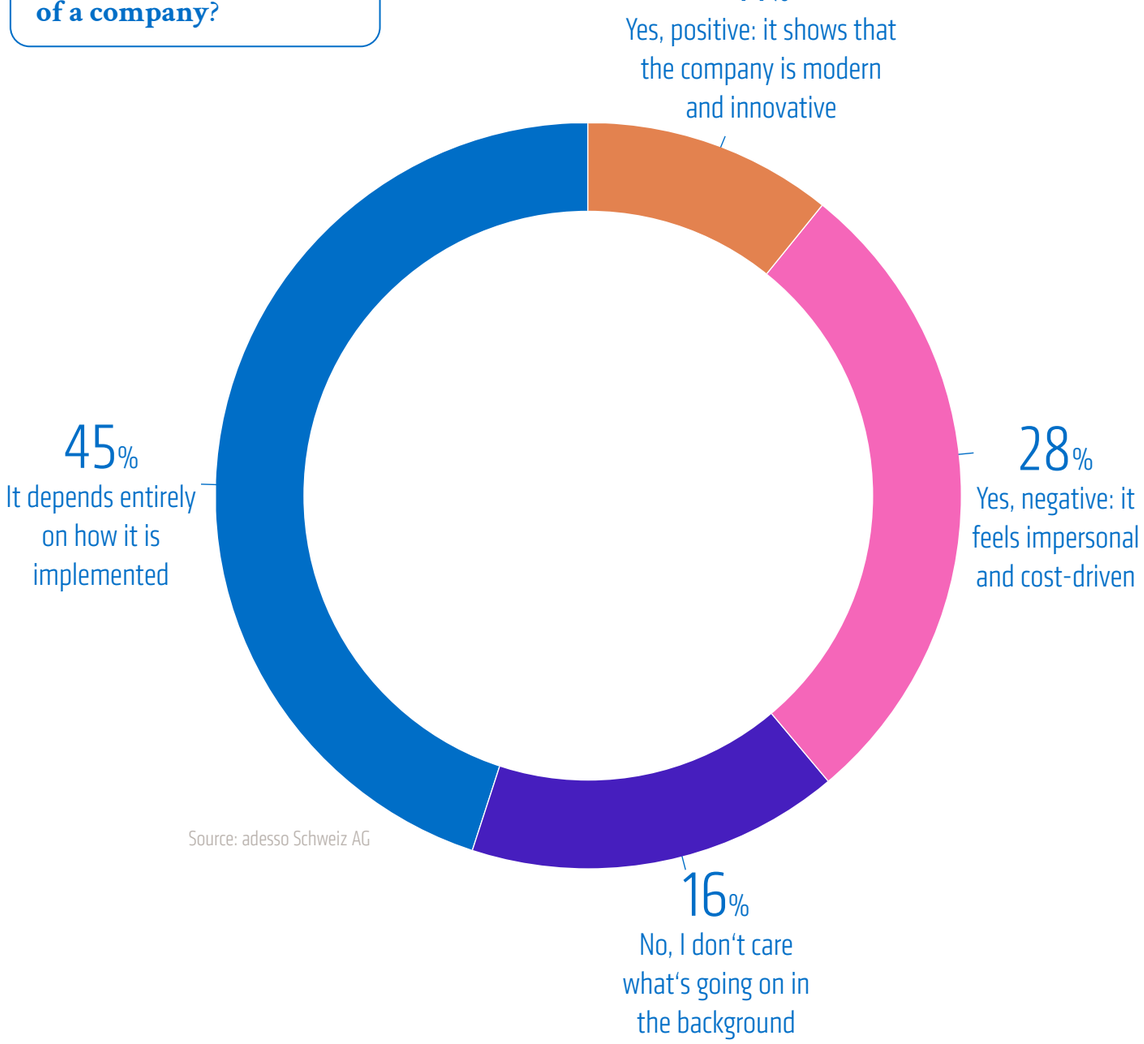
*59% felt they had been brushed off by AI in customer service over the past 12 months.*

## What customers expect from *AI-powered* communication.

*38% trust content less when it comes from AI.*

## Each *age group* reacts differently. An opportunity for differentiated AI services.

Does the use of AI influence **your opinion of a company**?




Source: adesso Schweiz AG

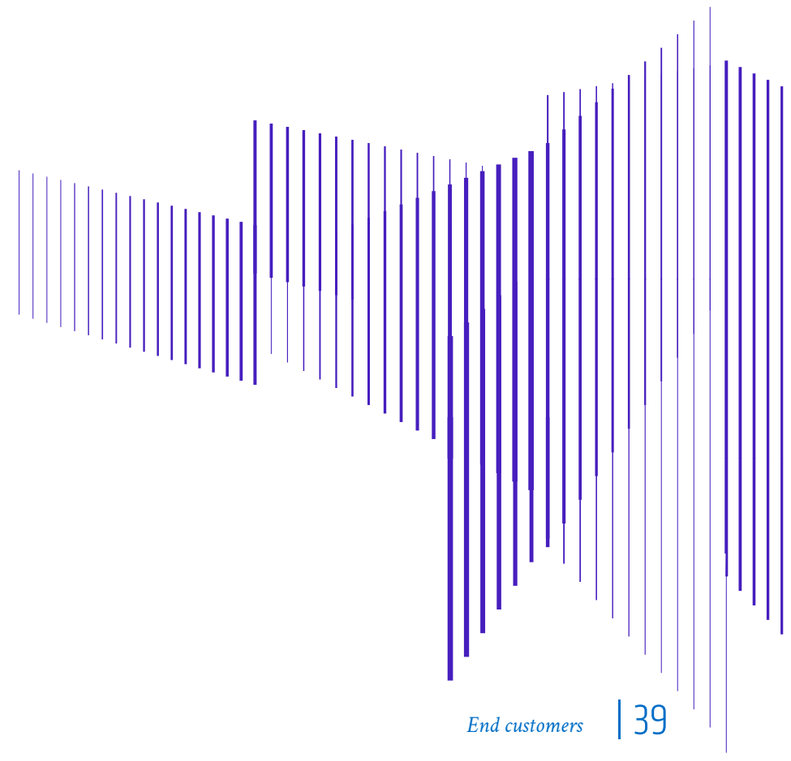


*End customers*

# Customers are open to AI - if the *quality* is right.

28% of respondents view companies' use of AI negatively overall. Only 11% view it positively. The real message lies in the middle: 45% say it depends on how it is implemented. Another 16% have no objection as long as the results are good. Together, that's 61% who are neither enthusiastic about nor opposed to it. For them, AI is not a controversial topic—it is a tool that is judged by its results.

**This is an invitation to companies. The following data shows that when it comes to transparency, service, and communication, customers have very specific expectations. Those who master the user experience—through clear processes, "human-in-the-loop" approaches, and consistent quality—will win over this silent majority. Those who ignore them will quietly lose them.**



# *Transparency* and the duty to inform

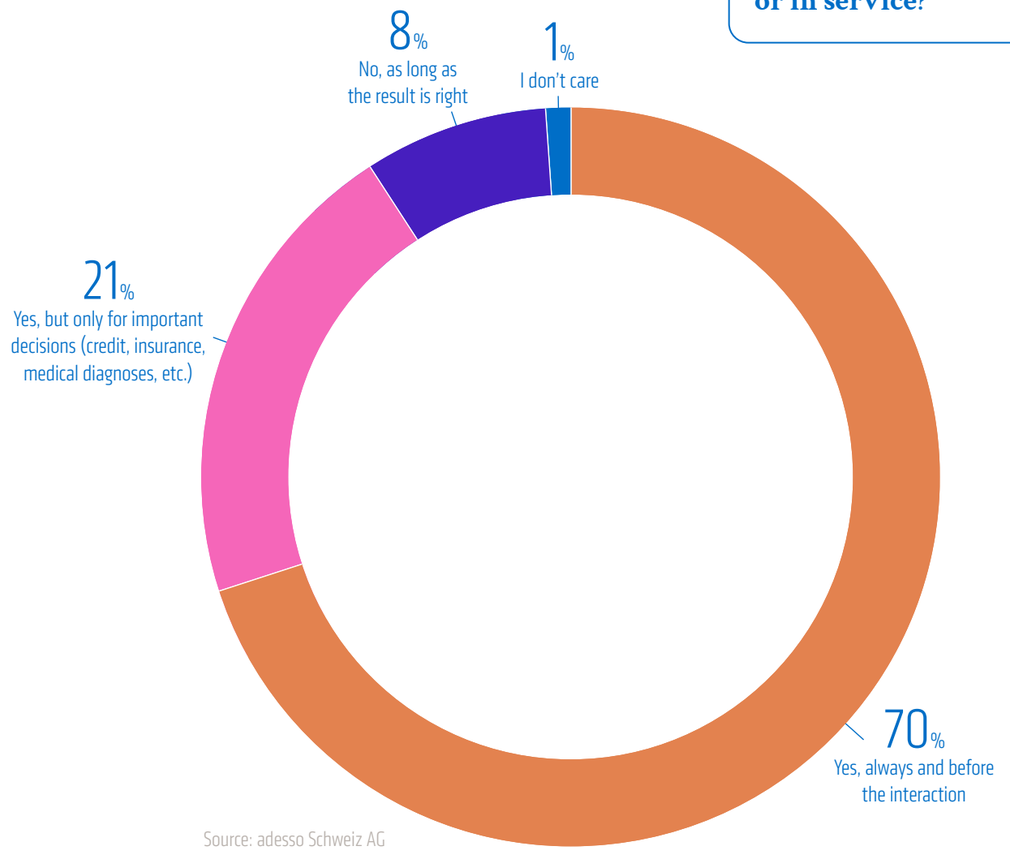
More than two-thirds of end customers (70%) want to be informed in advance whenever AI is used in a process or service, simply as a matter of principle. Another 21% expect this at least for important decisions such as credit approvals, insurance, or medical diagnoses. Together, that adds up to 91%. Only 1% don't care at all.

**For companies, the message is clear: transparency in the use of AI is not a "nice-to-have"—it is an explicit expectation. Any company that uses AI "secretly" and gets caught risks a loss of trust that outweighs any efficiency gains. Those who communicate proactively signal self-confidence and respect. Transparency does not belong in the fine print, but in the governance strategy**

## Related IT-Tacheles podcast: GenAI at the customer interface

Digital agents, chatbots, human in the loop: How does AI work in customer interactions? And when is a human irreplaceable? Experts from adesso discuss specific use cases, business cases, and the question of which inquiries AI can handle and which it cannot.
Listen now

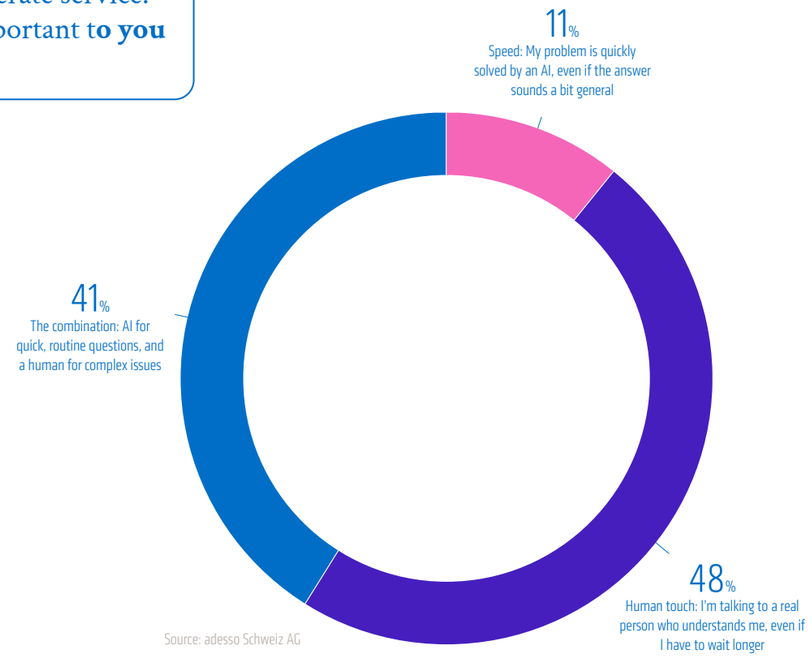
Should companies **inform** you **when AI is used in a process or in service**?




Source: adesso Schweiz AG

# 89% want humans in service areas - an opportunity for *hybrid models.*

Many companies use AI to automate or accelerate service. What is more important t**o you in service**?




Only 11% of end customers prioritize AI speed alone when it comes to customer service. Nearly half (48%) prefer to speak with a real person, even if that means longer waiting times. Another 41% accept AI for simple inquiries but expect to be transferred to a human agent for more complex issues. Overall, 89% of customers want human contact—at least as an option.

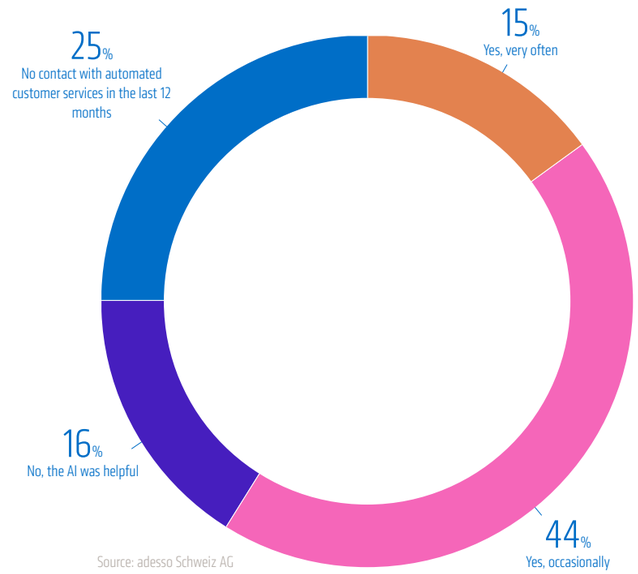
**The takeaway for companies: Full automation in the service sector is not a goal, but a risk. Those who position AI as a replacement for humans rather than a complement will find themselves facing a customer base that wants exactly the opposite. The model for success in 2026 is hybrid: AI handles the initial screening, while humans remain accessible, visible, and crucial.**

# From brushing off to winning over: how AI can improve *Service.*

59% of customers felt that they had been deliberately brushed off by AI in customer service over the past 12 months. 15% felt this way on a very frequent basis. 16% found the AI to be genuinely helpful. The ratio is clear: for every satisfied customer, there are nearly four frustrated ones.

**What companies internally celebrate as the "containment rate"—that is, the percentage of inquiries resolved without being escalated to a human agent—is perceived by customers as a roadblock. This is where finesse is required: AI must not block access to customer service, but rather improve it. Customers must always feel that the path to a human agent remains open. Anything else will damage the relationship in the long run.**

In the past 12 months, have you ever felt like an **AI was deliberately brushing** you off in a queue or chat to prevent you from speaking with a human?

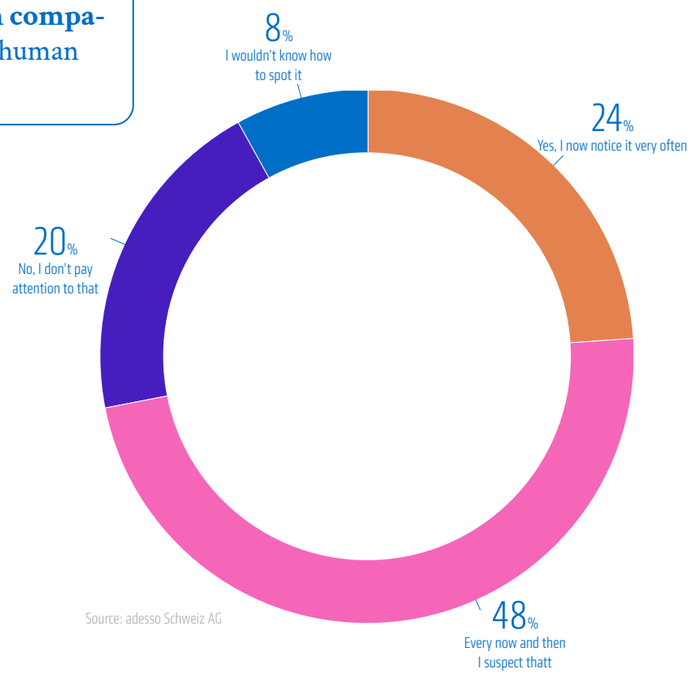


# *AI texts?* No one notices. Actually – three out of four do.

72% of respondents can now tell when corporate communications are generated by AI—or at least suspect as much. Nearly one in four recognizes this on a regular basis. Attempts to slip AI-generated content into communications unnoticed are failing. And with every additional standardized email, the detection rate rises. Only 8% say they don't know how to recognize texts written by AI. This group is shrinking rather than growing. Customers are developing a keen sense for uniform phrasing, generic salutations, and a lack of individuality.

**The consequence for companies is not less AI, but better AI. AI delivers the draft, the human adds character, tone, and relevance. In 2026, content management requires the "human touch" more than ever as editorial quality control.**

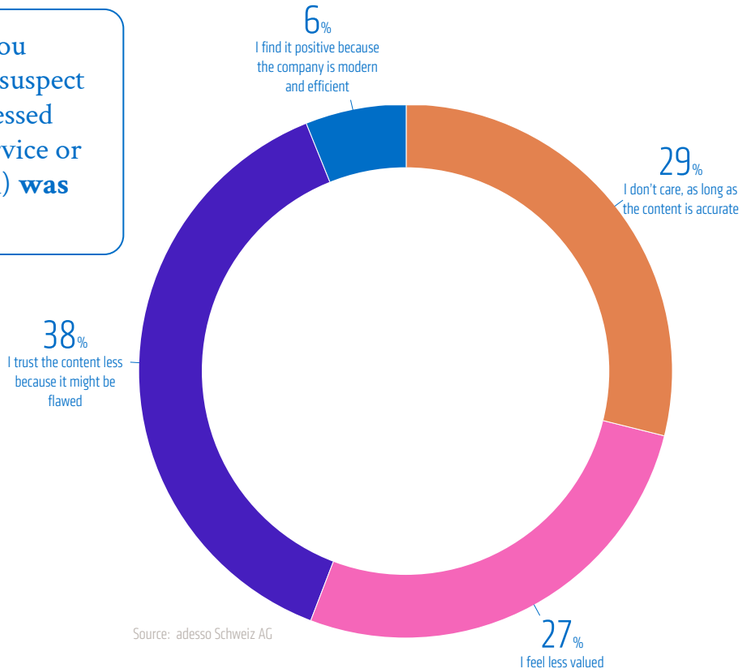
Have you recently read any **emails, newsletters, or articles from companies** that made you think, "No human wrote this—it was AI"?






# Seen and judged: what customers expect from *AI-powered communication*

How does it affect you when you notice or suspect that a message addressed to you (e.g. from service or a promotional email) **was written by an AI?**




When consumers recognize AI-generated communication, the reaction is predominantly negative. 38% trust the content less because it might be flawed. 27% feel less valued. Only 6% view it positively because it suggests a modern company. Overall, critical voices outweigh the positive ones. At least: 29% say it doesn't bother them as long as the content is accurate. That's not a free pass, but a condition. "As long as the content is accurate" means: quality is key. Anyone who sends out AI-generated texts without checking them—and thereby falls into clichés or makes mistakes—loses precisely this pragmatic middle ground.

**For businesses, this means that AI in communications cannot be taken for granted. Every piece of text that leaves the company must undergo human quality control—not as a hindrance, but as a mark of quality.**

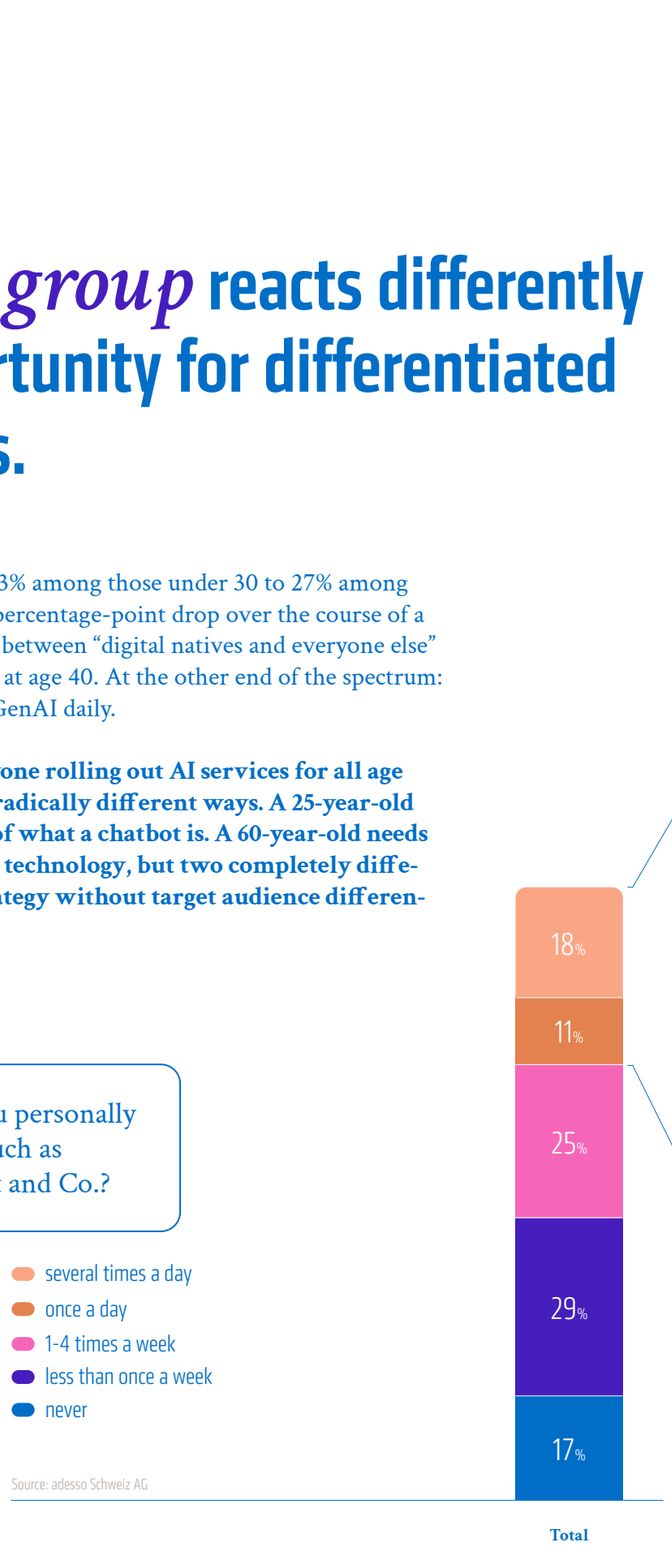
*End customers*

# Each *age group* reacts differently - an opportunity for differentiated AI services.

Daily use of GenAI drops from 53% among those under 30 to 27% among those aged 40 to 49. That's a 26-percentage-point drop over the course of a decade. So the often-cited divide between "digital natives and everyone else" doesn't start at age 50, but rather at age 40. At the other end of the spectrum: Only 10% of people over 60 use GenAI daily.

**For companies this means: anyone rolling out AI services for all age groups must communicate in radically different ways. A 25-year-old does not need an explanation of what a chatbot is. A 60-year-old needs trust before using it. The same technology, but two completely different starting points. An AI strategy without target audience differentiation is not a strategy.**

**How often** do you personally use applications such as ChatGPT, Copilot and Co.?

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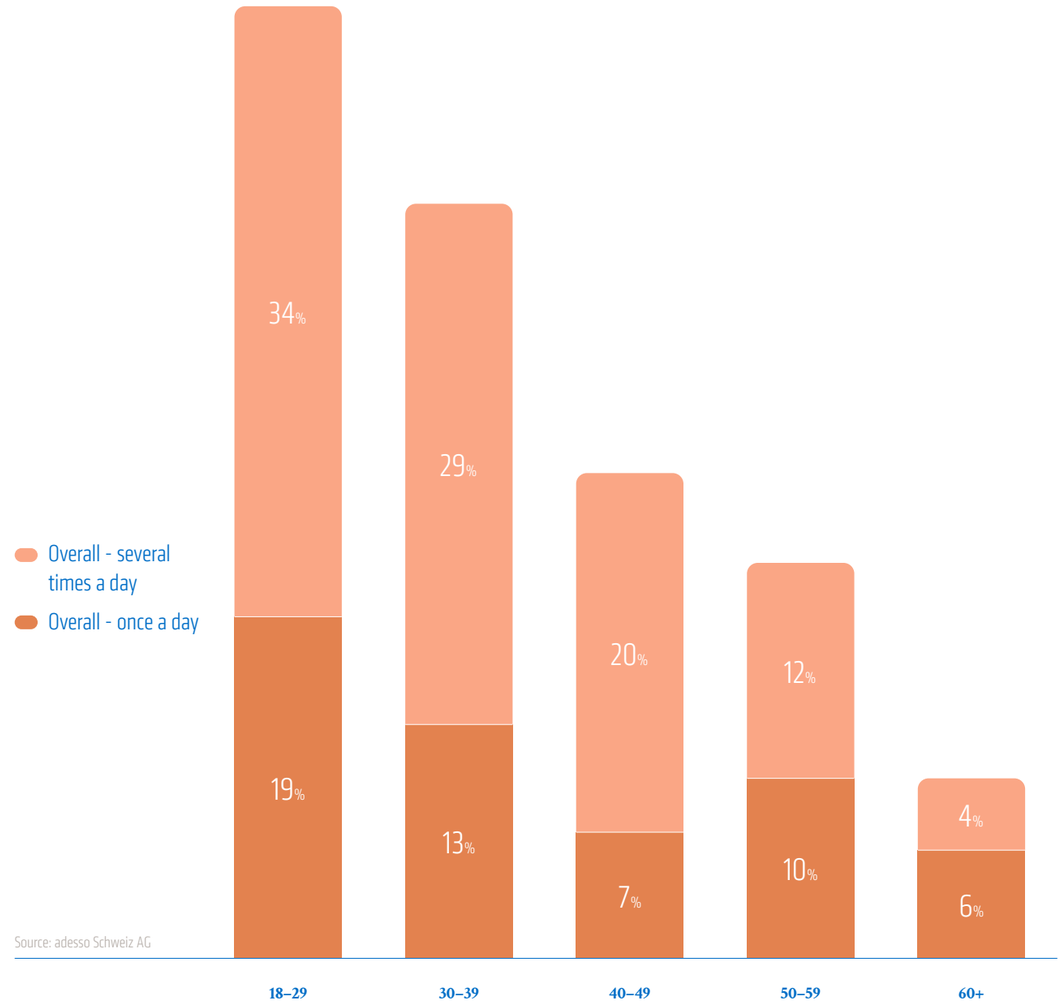



Source: adesso Schweiz AG

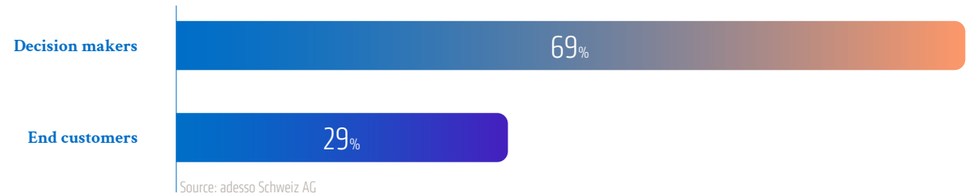
*End customers*

# Closer to the target group: why AI needs an *empathy roadmap*

69% of decision-makers use generative AI daily. Among end customers it is just 29%.

**AI-powered offerings require not only a technical roadmap but also an empathy roadmap. Those who base their AI strategy solely on their own user experience run the risk of missing the mark with their target audience. The key question is not, "What can our AI do?" but rather, "What do customers expect, given that their experience with AI is very different from ours?" This is particularly evident in customer service. Only 21% of respondents see an improvement through the use of AI.**

**How often** do you personally use applications such as ChatGPT, Copilot and Co.?




Percentage of respondents who answer "I use GenAI applications daily."

Does the use of AI improve **customer service**?


Percentage of end customers who answer "yes" to: has the use of AI in customer service improved the service overall?

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