

Bot.Me: A revolutionary partnership

How AI is pushing man and machine closer together

2017 Report: Executive Summary

The global impact and potential of artificial intelligence (AI), an emerging technology that includes digital assistants, chatbots and machine learning – but can also extend far beyond those basic forms – is rapidly developing. Taking the form of assisted intelligence, augmented intelligence or even autonomous intelligence, AI has the ability to break down barriers, provide personalization to the masses and solve some of our greatest global challenges.

PwC’s 2017 report surveyed consumers and business decision makers on AI’s impact in the business world, the evolution of AI acceptance by consumers and AI’s changing role in addressing socioeconomic issues.

The Survey

The 2017 report was constructed from insights gathered at a **2017 AI Expert Salon**, and a **survey of 2,500 U.S. consumers and business decision makers** on attitudes towards AI and its current and future implications on society.



Key Takeaways

63% of consumers agree AI will help solve complex problems that plague modern societies.



Consumers are rooting for AI, and believe it’s an important part of helping to solve global challenges. When respondents were asked about AI’s importance in helping to solve societal issues:



68%

highlighted AI’s importance in cybersecurity and privacy.



66%

stated its importance in helping to solve cancer and other diseases.



71%

believe AI will provide educational help to disadvantaged schoolchildren.

When it comes to solving societal issues, it’s clear that AI can play a significant role in closing the education gap.

Almost

1/3

of respondents even stated that AI can play an important role in solving gender inequality issues.

AI will impact consumers' everyday lives and shape experiences:

When asked how likely it is that people will turn to AI assistants in the next 5 years for specific roles:

 **58%**
said it would be
for a tutor

 **56%**
said it would be for
a travel agent

 **22%**
said it would be
for a doctor

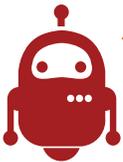


of business decision makers believe that AI can offer a "superior one-to-one experience."

And it appears that consumers are caring less and less if that experience comes from a human or a bot.



of respondents stated they would rather have instant access to quality customer service than preserve the jobs of customer service reps.



As companies continue to seek a competitive edge, increased AI adoption will be at the forefront.

Leaders are aware of the basic potential for AI to assist them in their business:



72%

believe AI will be the business advantage of the future.



agree that AI has the potential to enable humans to concentrate on meaningful work, as well as indulge in more leisure activities.



believe AI's potential to boost business productivity, inform strategy and generate growth outweighs the potential downside of employment concerns.



agree that AI solutions they have implemented have benefited productivity.



state that leveraging AI will help humans and machines work together, combining digital and human intelligences in the best ways possible.