AI Buyer Survey Synthesis

Learnings & considerations from user responses

May 2024

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Survey Results Synthesis

WHAT YOU'LL SEE

- Survey Population
- Key AI Insights

We sent an **AI-Readiness Survey**, which provided *mindset and behavior insights.*

General sentiment & adoption of AI tools

Exciting aspects of AI tools

Worries or deal-breakers around AI
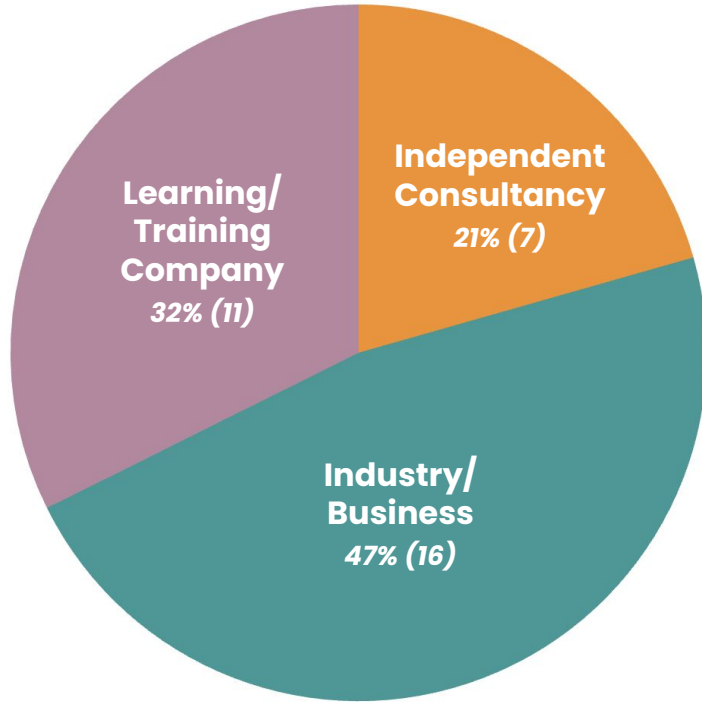
Feelings on AI tooling in Regis's platform

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Survey Population
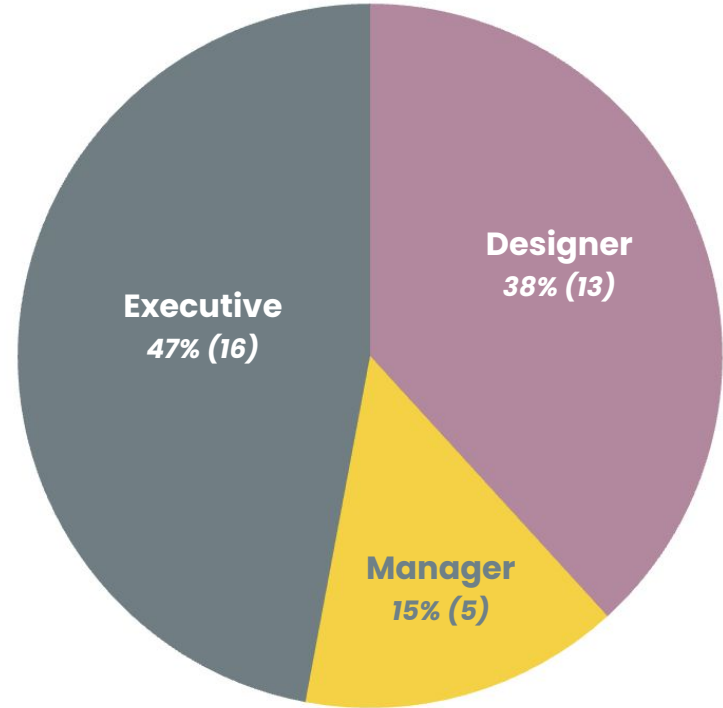
Target Population:

Learning leaders who likely play some role in evaluating the tools they use or their team uses

Respondent breakdown

Company type
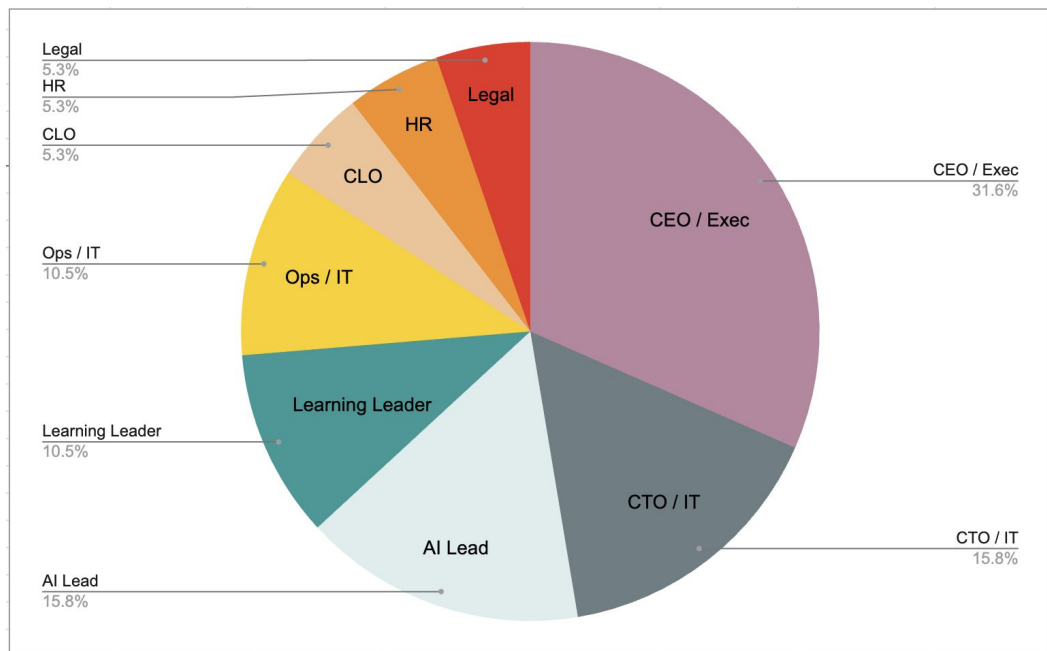

- Independent Consultancy 21% (7)
- Learning/Training Company 32% (11)
- Industry/Business 47% (16)

Respondent role

- Designer 38% (13)
- Executive 47% (16)
- Manager 15% (5)

Key AI Insights from Learning Leaders

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Overall, respondents are adopting AI tools & usage is expected to increase

- AI adoption is widespread across use cases, and usage is expected to increase

- Organizations are prioritizing frameworks for AI governance, including some who have designated AI leadership roles

Most respondents have some measure of AI org infrastructure or are actively working on it

75% identified the AI decision-maker. The chart shows the breakdown of decision-makers.

Legal
5.3%

HR
5.3%

CLO
5.3%

Ops / IT
10.5%

Learning Leader
10.5%

AI Lead
15.8%

Legal

HR

CLO

Ops / IT

Learning Leader

AI Lead

CEO / Exec

CTO / IT

CEO / Exec
31.6%

CTO / IT
15.8%

70% of respondents have an AI use policy or are working on one

*both statistics exclude independent consultants

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Wide variety of current & anticipated AI tool use cases

60% of responses

CONTENT & ASSET DEVELOPMENT

Ideating, developing, and refining learning & training content

Creating multimedia content, like videos and images

Translating content

17% of responses

WORKFLOW & PRODUCTIVITY

Productivity & workflow (i.e. Microsoft CoPilot)

Regular usage of chat-based tools (ChatGPT, Perplexity)

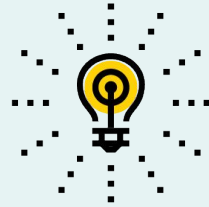Meeting summaries & email assistance

20% of responses

INTERNAL DATA & TECHNOLOGY

Development of a proprietary internal GenAI tool

Integrating GenAI in their site

Data analysis and decision-making

*Mix of individual and org-wide use cases

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Key learning:

While efficiency gains are the most exciting aspect of AI, they cannot compromise learning quality + data security.

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Quality, cost & speed are the most important to industry/business respondents

Question: When it comes to selecting a learning platform partner, what is most important to you? Pick your top three.
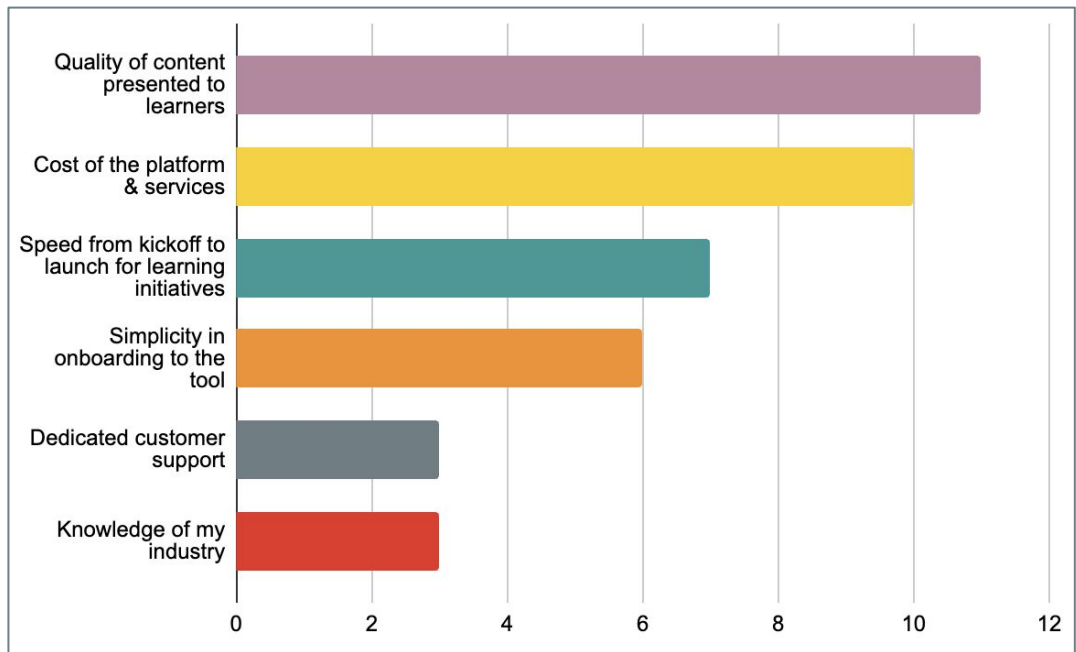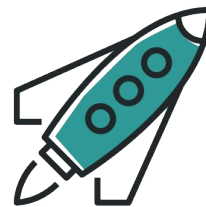

We wondered how AI tooling would support these core platform needs from the buyers' perspective.

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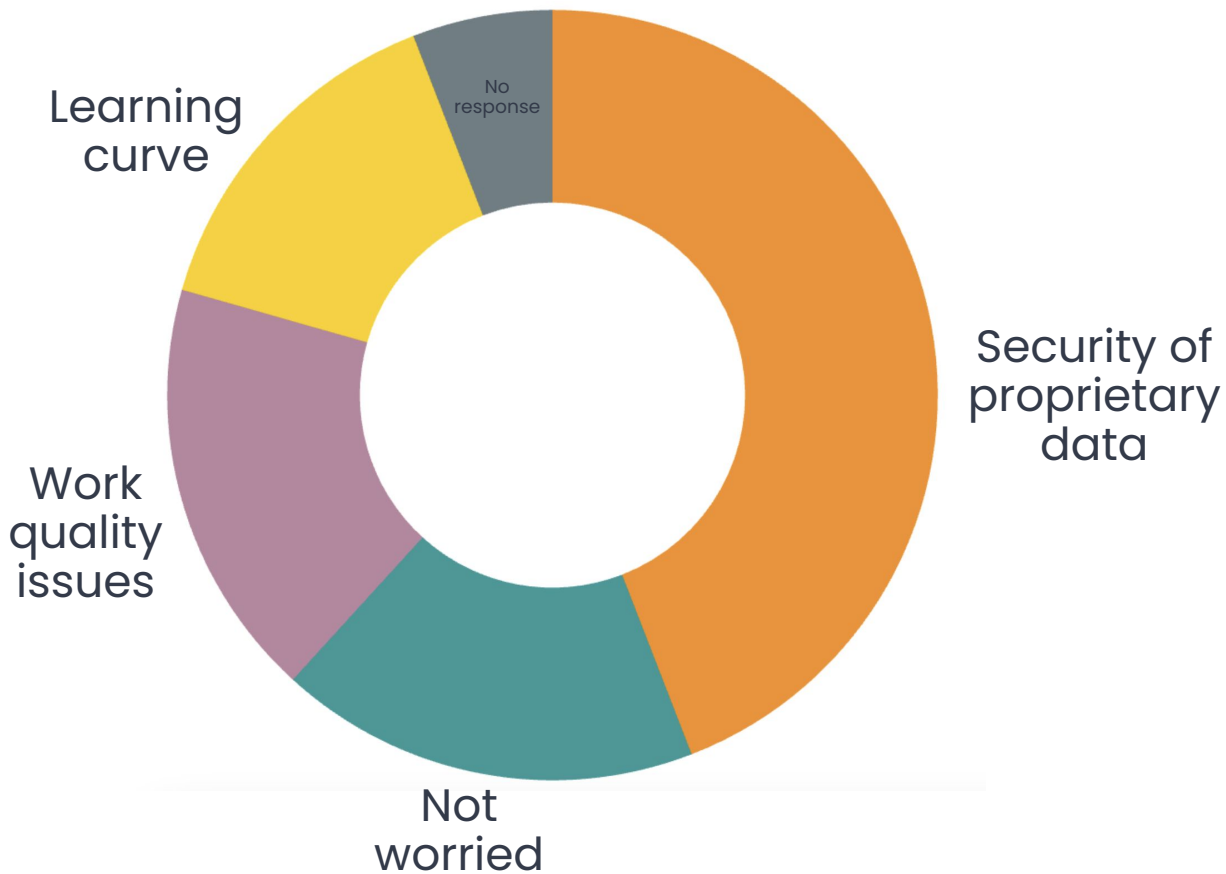
What are respondents excited about? (Or not)

Unsurprisingly, **85%** are most excited about **efficiency gains** from AI tooling.

Somewhat surprisingly, **0%** of respondents said they were **not excited at all**.

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Security was the biggest worry, but **not the overwhelming majority** we might have thought.

Learning curve

No response

Security of proprietary data

Work quality issues

Not worried

Respondents shared three main "must-haves" when it comes to AI tooling:

Robust data security & protection

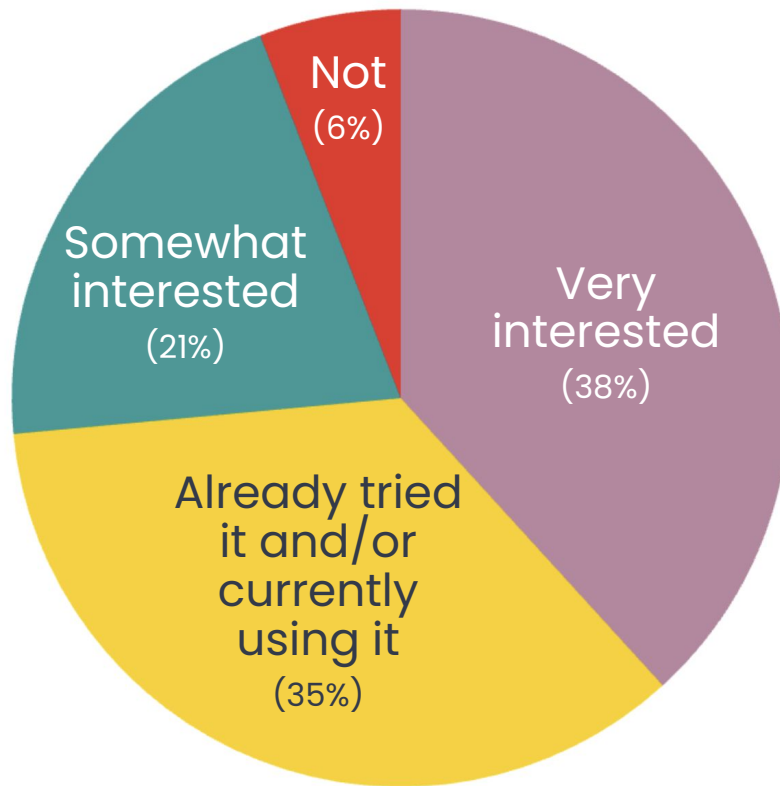**69%**

Clear AI usage policies and compliance

31%

Trust & proof of effectiveness

31%

*Percentages account for multiple answers in a single response

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Almost all respondents indicated interest in ReX AI

Pie chart showing interest in ReX AI:
- Very interested (38%)
- Already tried it and/or currently using it (35%)
- Somewhat interested (21%)
- Not (6%)

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AI Vendor Expectations

1

Robust data security & protection

Privacy & security that meets international and organizational standards

I would not sign a contract with a vendor who offers AI tooling, unless they:

> have **demonstrated, rigorous security** in place to protect our information.

> could ensure **security and privacy of my data and IP**.

> pass our **security and AI audits**.

> are compliant with **data privacy laws**.

> meet our **organization's strict data security and usage standards**

> could show they **meet SOC1 and 2 requirements.**

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2

Clear AI usage policies and compliance

Clearly stated policies and disclosures governing the usage of proprietary data

I would not sign a contract with a vendor who offers AI tooling, unless they:

had a **policy in place** that included **protection for clients' data**.

disclosed if final production **notifies clients of use of AI** specifically for **content development** and the **parameters** for that.

clearly state IP rights of content.

agreed to the terms set by **our legal and compliance** for use of AI

provide **clear terms/guardrails** for **how proprietary data will be used**.

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3

Trust & proof of effectiveness

Measurable quality of output with success stories to back it

I would not sign a contract with a vendor who offers AI tooling, unless they:

" can create **learning solutions that are going to be effective**.

" disclosed their processes for **ensuring accuracy** w/respect to **AI generated statements**.

" have had **proven success stories** to share.

" could **lessen** the occurence of **"made up" information**.

" have **already proven** they are **worthy of trust.**

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Thank You!

Want to learn more about Regis?
Set up a call with our expert team.

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