Jabra GN

Great ExpectAItions

Working in an age of AI

A survey of thousands of AI decision-makers and employees to understand how AI will reshape work in 2025

Contents

Great ExpectAItions

Welcome to work in the age of AI

If 2023 was the year you could still be forgiven for not knowing about ChatGPT, then 2024 is the year when few will admit they don't know every way to use it – and even fewer know whether to admit that they're using it at all. AI technologies are creating a seismic shift in the workplace, fundamentally transforming how we communicate, collaborate, and connect with both knowledge and each other.

As we grapple with evolving work habits, engagement, generational divides, macroeconomic climates, and rising rates of stress and burnout, many seem to view AI as the silver bullet for all issues.

But if we're honest, AI is moving so fast it's hard to keep up. Businesses are not just grappling with how to adopt radically new tools; they're having to reimagine well-established workflows.

It's hard. And no one wants to admit that they don't fully understand AI.

How we access information, what we do with it when we have it, where we focus (and where we don't) – workers and leaders alike are taking a giant leap into the unknown. These changes present exciting opportunities, but right now, we're mostly caught up in challenges.

With so many unknowns about AI and where it's taking us, Jabra is taking a closer look at AI adoption across the workforce, both now and into the future. We surveyed 6,000 people across 14 countries to find out how workers feel about AI, what they want from it, how they plan to use it, and where there might be gaps in expectations.

By understanding these factors, we hope organizations can make informed decisions to invest in solutions that genuinely improve work, wellbeing, and engagement within their unique contexts.

Ultimately, this report aims to provide insights that empower businesses to navigate the complexities of AI integration while fostering a more engaged and resilient workforce.

The state of work

What does work look like in 2024?

If there's one thing that has defined the last few years of work, it's change – and 2024 is no exception. Amidst a backdrop of macroeconomic uncertainty, world-order-shifting elections, and global conflict, the landscape of work continues to evolve, shaped by the integration of AI and shifting employee expectations. It's not just the technologies that power our work that are in a state of flux – the way we work also remains a contested topic.

Employee wellbeing is a top priority in 2024, with Gallup[1] estimating that burnout-related turnover and lost productivity cost organizations over $322 billion annually. This is particularly true in the context of generative AI in the workplace, which brings both opportunities and challenges that will influence employees' work experiences and mental health. Some experts warn AI could lead to a more isolated workforce, while others argue that by automating mundane tasks, AI will free up time for collaboration and innovation. By understanding employee attitudes – both in general and toward AI – businesses can make smarter decisions on AI investments to boost overall happiness.

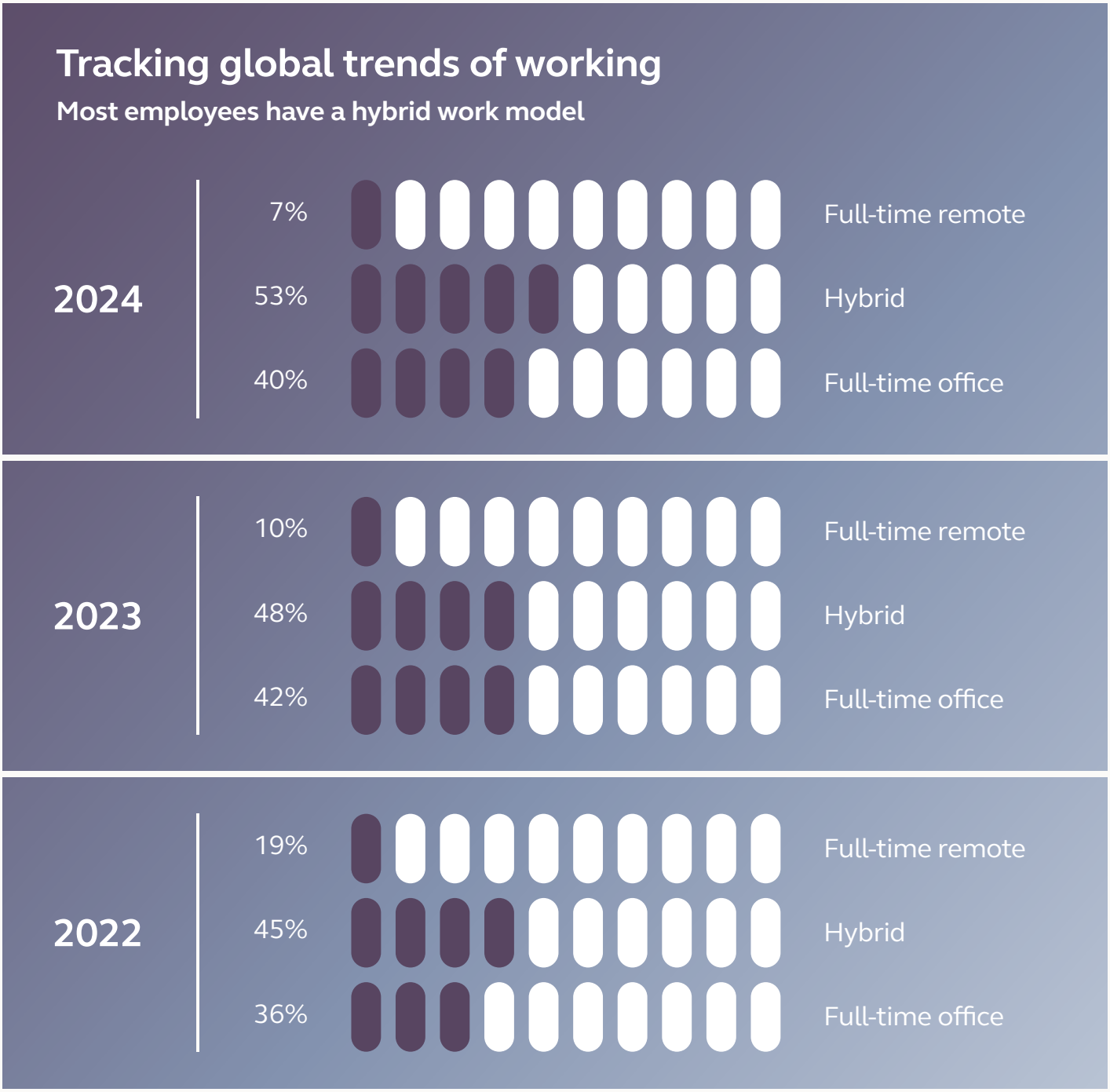
[1] Amplifying Wellbeing at Work and Beyond Through the Power of Recognition, Gallup, October 2022

01 The state of work

Why are we still talking about hybrid work?

Years after the fundamental workplace shifts induced by the pandemic, most organizations are still evolving, fine-tuning or even completely undoing their hybrid-work policies. Though the benefits and productivity gains of flexible work now have significant academic merit behind them, some still exercise location-based control, with mandated office returns continuing to make headlines.

Jabra has led the conversation around hybrid work since 2020, tracking global trends as businesses figure out how to embed more flexible ways of working. Four years down the line and – while some big businesses are mandating a full return to office – most organizations have now settled into a hybrid stride, with over half of all knowledge workers (53%) engaged in some form of hybrid set up.



02 The state of work

Work location trends

From fixed home offices to flex desks, today's workers expect work to be a thing they do, not a place they go. They need equipment that can silence noisy cafes, windy backdrops and barking dogs. Businesses are evolving with how to set employees up for success in a wider range of work environments than ever before.

Our data shows that different ages gravitate towards different spaces, highlighting that there's no one-size-fits-all when it comes to hybrid working. Personal preferences, cultural expectations and generational habits all play a huge part in how and where we work, now more than ever before.

Baby Boomers are most likely to work from home (46%), while Gen Z (15%) and Millennials (16%) frequently work on the go. Cafés are popular among younger generations, with 22% of Gen Z and 20% of Millennials working from one during their work week. In contrast, Baby Boomers more commonly work from private offices (38%), while Millennials (33%) and Gen X (31%) are more inclined to work in open-plan spaces.

Different ages gravitate towards different spaces

22%
of Gen Z work from a café during their work week

31%
of Gen X are more inclined to work in open-plan spaces

16%
of Millennials frequently work on the go

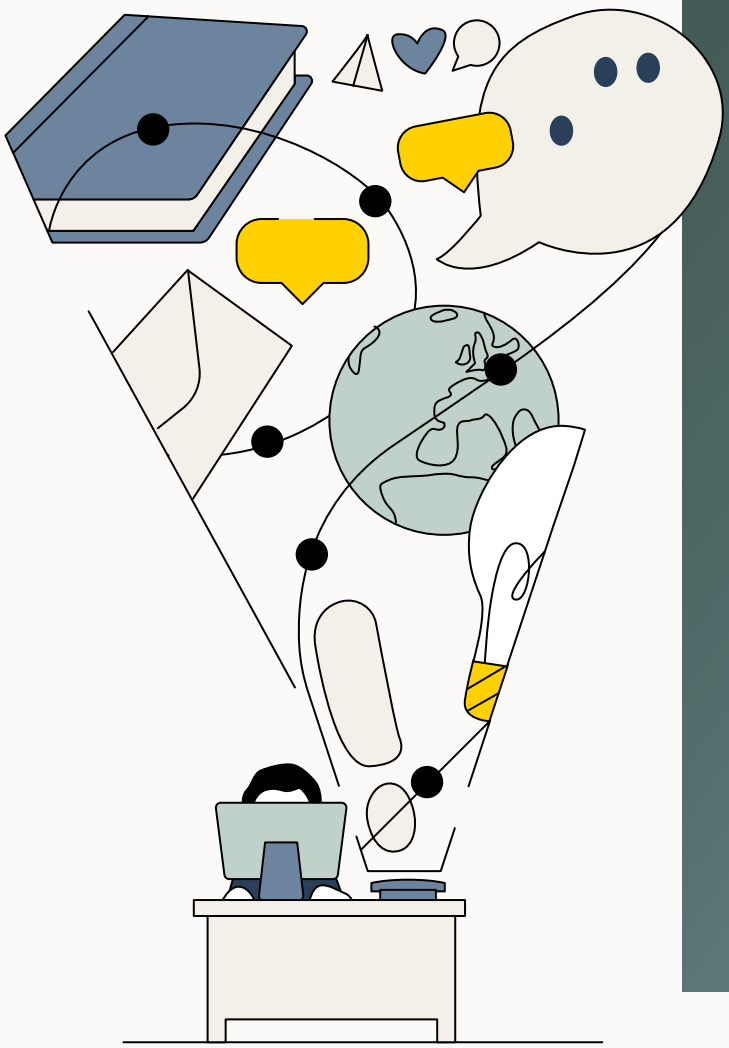
46%
of Baby Boomers are most likely to work from home

03 The state of work

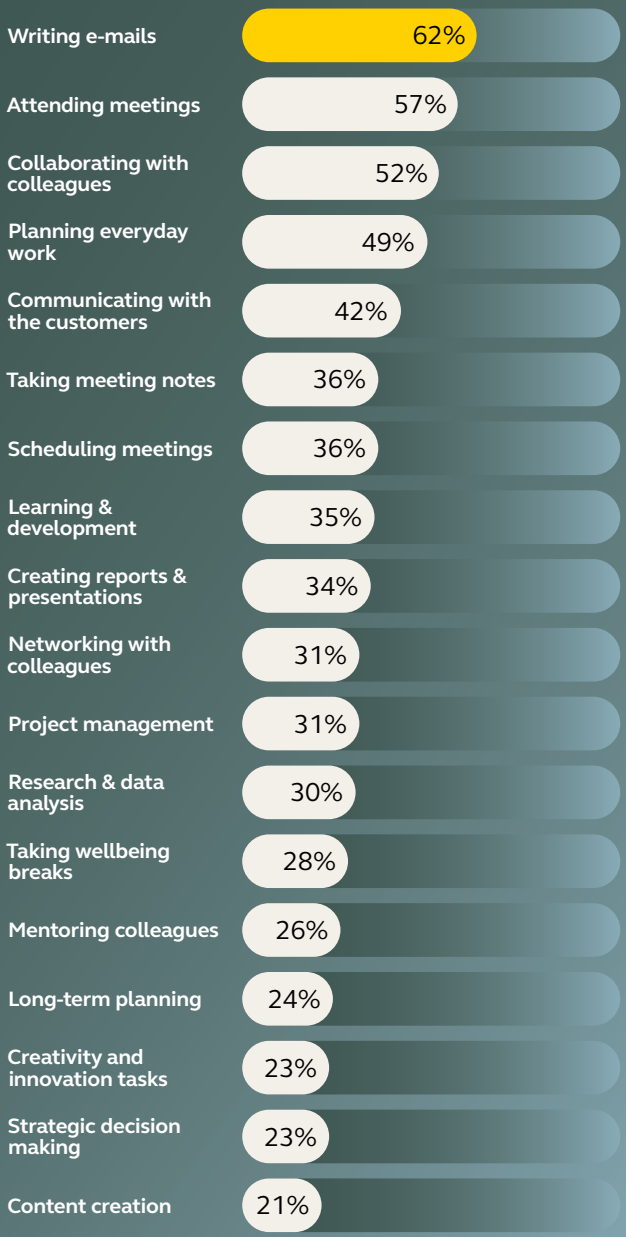
Where is all our time going?

In today's fast-paced work environment, the concept of digital debt looms large, as employees find themselves overwhelmed by busy work that takes our focus without contributing to productivity. In an era characterized by increased digital communications, it's easy to get caught up in work that doesn't drive business outcomes.

To get a better understanding of the impact of AI on our workdays, we wanted to find out which tasks employees most commonly worked on each week – as well as how they felt about these tasks in relation to productivity, wellbeing, and business impact.



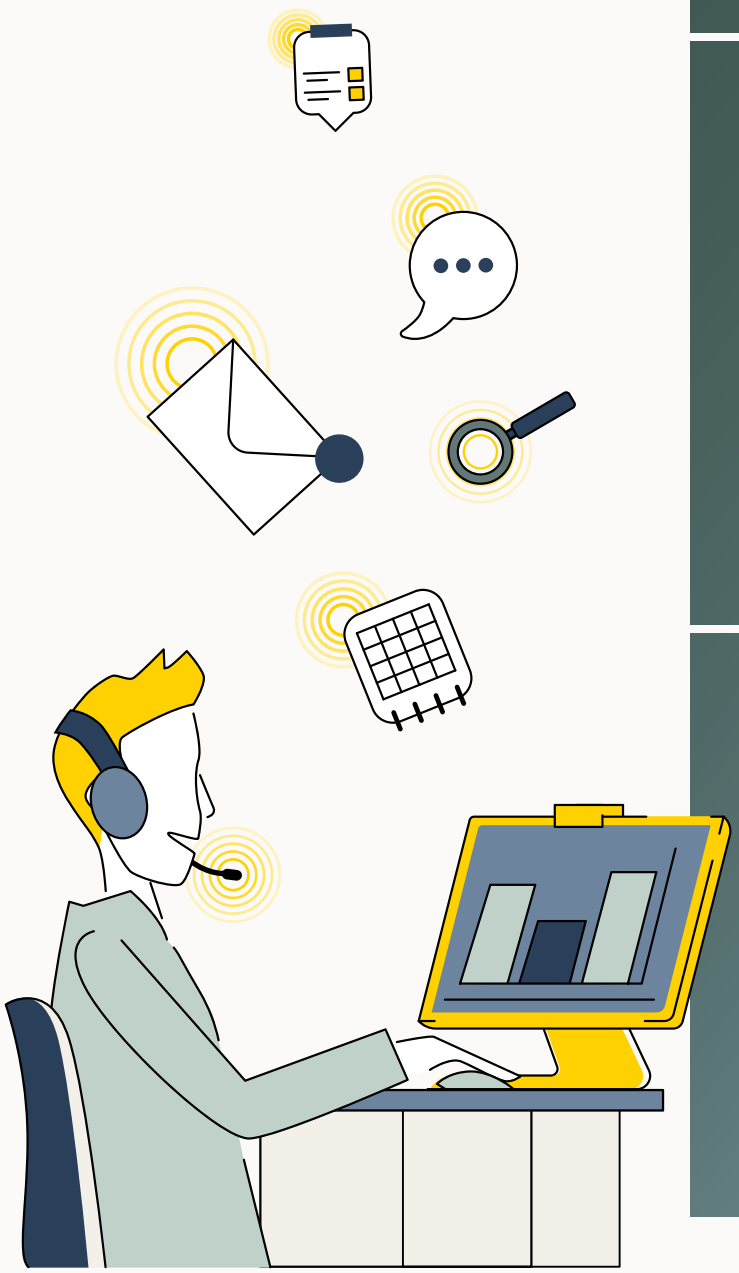
The work tasks employees most frequently spend time on



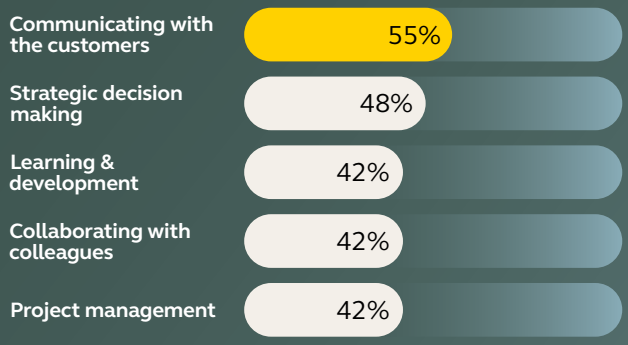
The tasks that employees engage with most often are largely driven by the rise of communication methods that define our modern work environment.

Only 23% of knowledge workers allocate time to creative or innovative tasks, or to making strategic decisions for their company.

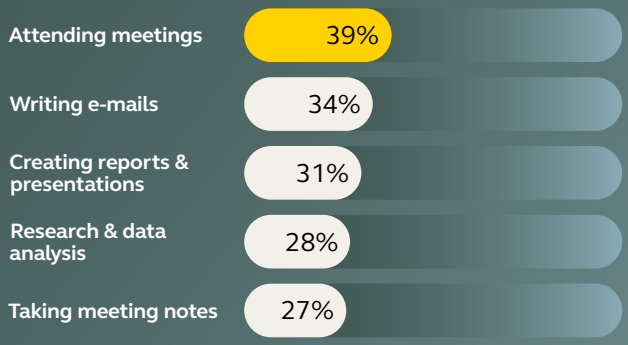
Most employees feel that the tasks they spend the most time on do not contribute significantly to business results. This indicates that most workers feel they are dedicating their time to tasks that they do not view as valuable to their employer.



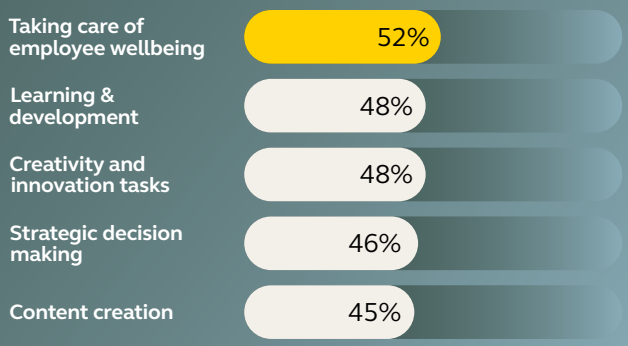
Tasks that employees think are important for the business results



Tasks on which employees think they spend too much time



Tasks on which employees think they spend not enough time



04 The state of work

What kind of work is impacting our productivity and engagement?

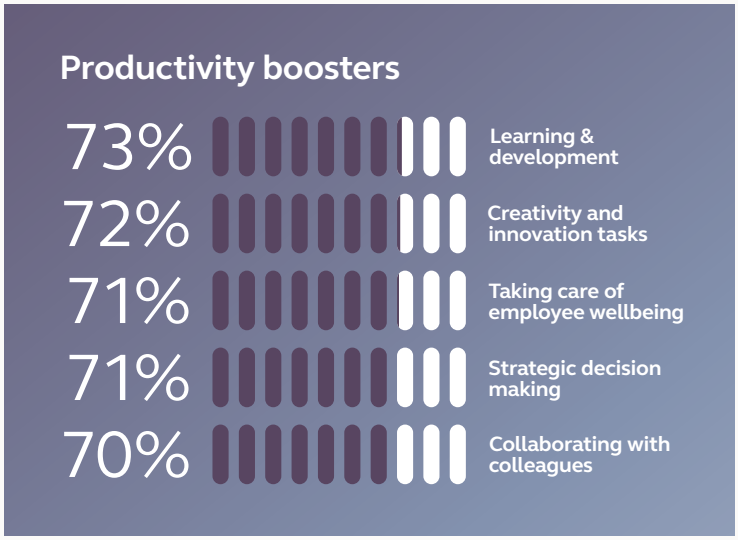
We set out to identify the tasks that employees enjoy and those they find challenging, as well as how these tasks affect their daily productivity. This understanding can help us direct AI automation toward the activities that are most draining on employee motivation.

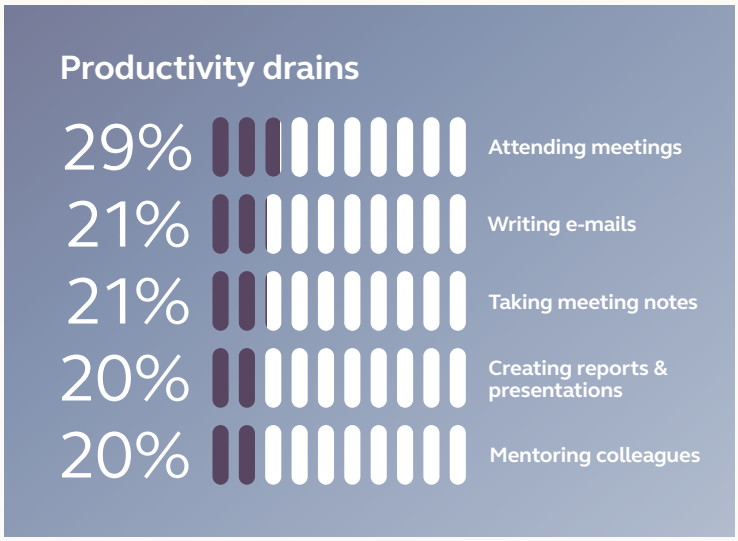
Tasks employees like the least focus on dimensions of meetings; from attending them, to creating presentations or summarizing notes afterwards, as well as writing emails and scheduling calendars.

The data paints a stark picture of how certain tasks influence employees' productivity, with some activities seen as energizing and others as draining. Tasks like learning and development (73%), creativity and innovation (72%), and taking breaks to support wellbeing (71%) are regarded as productivity boosters. It's no coincidence – these tasks tap into what psychologists call intrinsic motivation. They provide employees with a sense of personal growth, creative freedom, and autonomy. When work feels meaningful and allows some degree of control, people are more engaged and see their efforts as impactful, which naturally boosts productivity.

On the flip side, tasks like attending meetings (29%), writing emails (21%), and taking notes (21%) are perceived as the biggest productivity drains. These activities are often repetitive and disrupt deep work, leaving employees feeling they're spinning their wheels. Psychologically, the lack of visible outcomes and the constant switching between tasks can be mentally exhausting. Meetings and emails, in particular, rarely offer the same level of engagement or reward, leading to what many see as "busywork" rather than valuable contributions. In short, when work aligns with a sense of purpose and autonomy, productivity flourishes; when it feels fragmented and uninspired, it drains energy instead.

But productivity is only part of the story. With rising stress and burnout, it's essential to consider how wellbeing shapes the workplace. In the next section, we'll explore how day-to-day work is impacting wellbeing, and where AI can help.





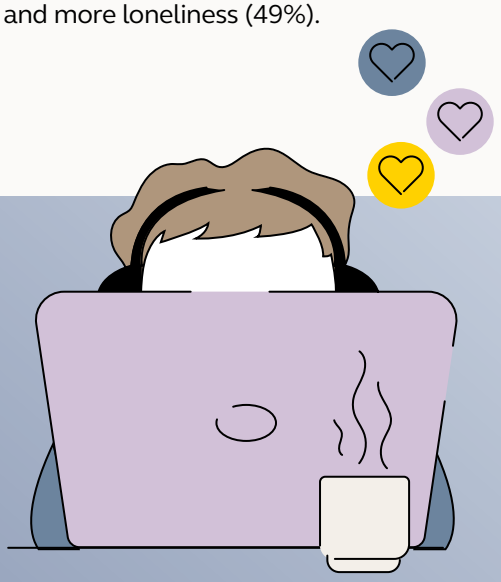
05 The state of work

So, how is everyone feeling?

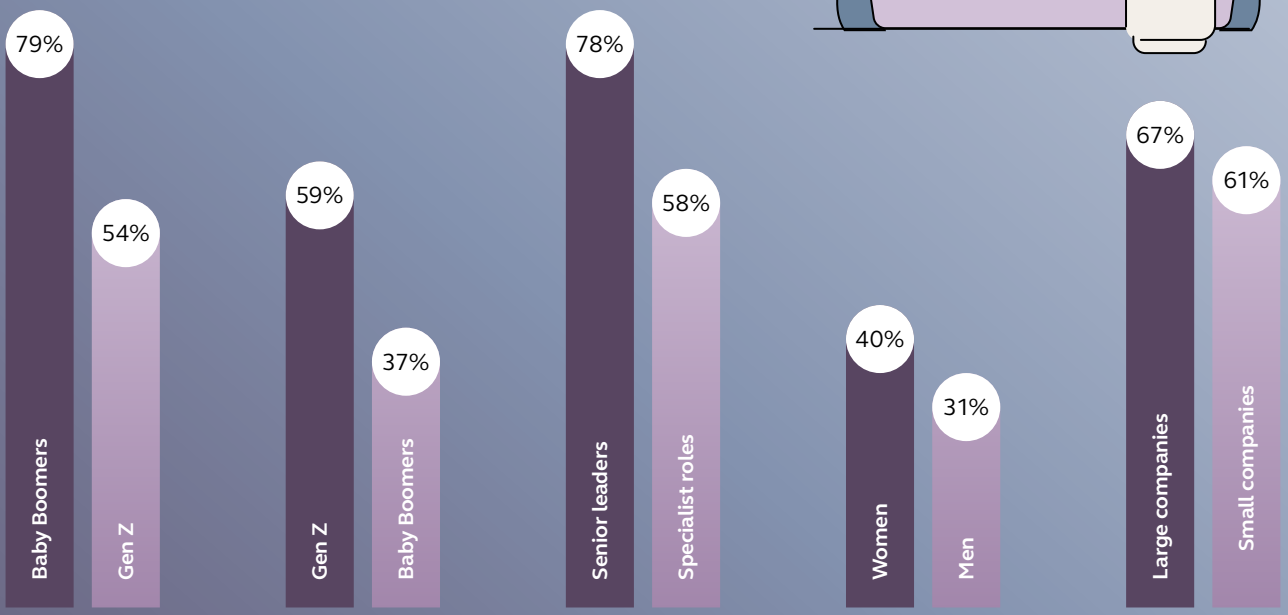
As we increasingly work across different locations, the impact of connection (or a lack thereof) at work has become more apparent. Having a best friend at work has been proven to increase employee satisfaction rates and reduce churn.

According to our 2024 Gen Z research, employees' feelings of belonging were most driven by the ability to have deeper conversations with colleagues at work. In our latest research, we surveyed employees' sentiments across a range of emotional and engagement scores to better understand how they were feeling about work in the current macro-economic climate.

The data reveals a nuanced picture of employee sentiment. The good news? Most employees are feeling productive (75%), have a sense of purpose (73%), and are engaged in their work (72%). However, these positive feelings are tempered by notable levels of stress (54%), feeling overworked (52%), and loneliness (38%). Decision-makers echo these sentiments, reporting similar levels of happiness and satisfaction, yet they experience higher stress (60%) and more loneliness (49%).



Happiness varies significantly by demographic



25% of Baby Boomers feel more purpose than Gen Z

22% of Gen Z employees feel more overworked than Baby Boomers

20% of senior leaders are happier than those in more junior roles

9% of women feel lonelier than men

6% of employees in large companies report better mental health than those in small companies

How it's going with AI

Who's using AI, what do they think, and how ready are they?

Globally, reactions to the rise of generative AI are mixed: many embrace AI's potential, while others voice concerns about job displacement and broader ethical and environmental implications.

We've seen this before. The internet's arrival in the mid-90s forced businesses into rapid digitization. Now, organizations are racing to lead a race to a destination unknown, while handling the change management with their people as they lay the tracks.

Understanding AI adoption will be crucial for companies to balance its benefits with employee concerns.

01 How it's going with AI

Will AI fix work?

Yes. Well, kind of. While there's been a mixed reception to AI, with a healthy skepticism towards the threat it poses to our jobs in the future, we see an overwhelmingly positive sentiment towards it from employees in our latest research.

Among decision makers, interest is high, with 85% expressing enthusiasm and 84% trusting AI's potential to enhance work. Knowledge workers share this optimism; those who are positive about AI outnumber those who aren't by almost 3 times.

Our data indicates a widespread belief that AI can tackle some of today's biggest work challenges, especially by saving time and speeding up time-intensive tasks.

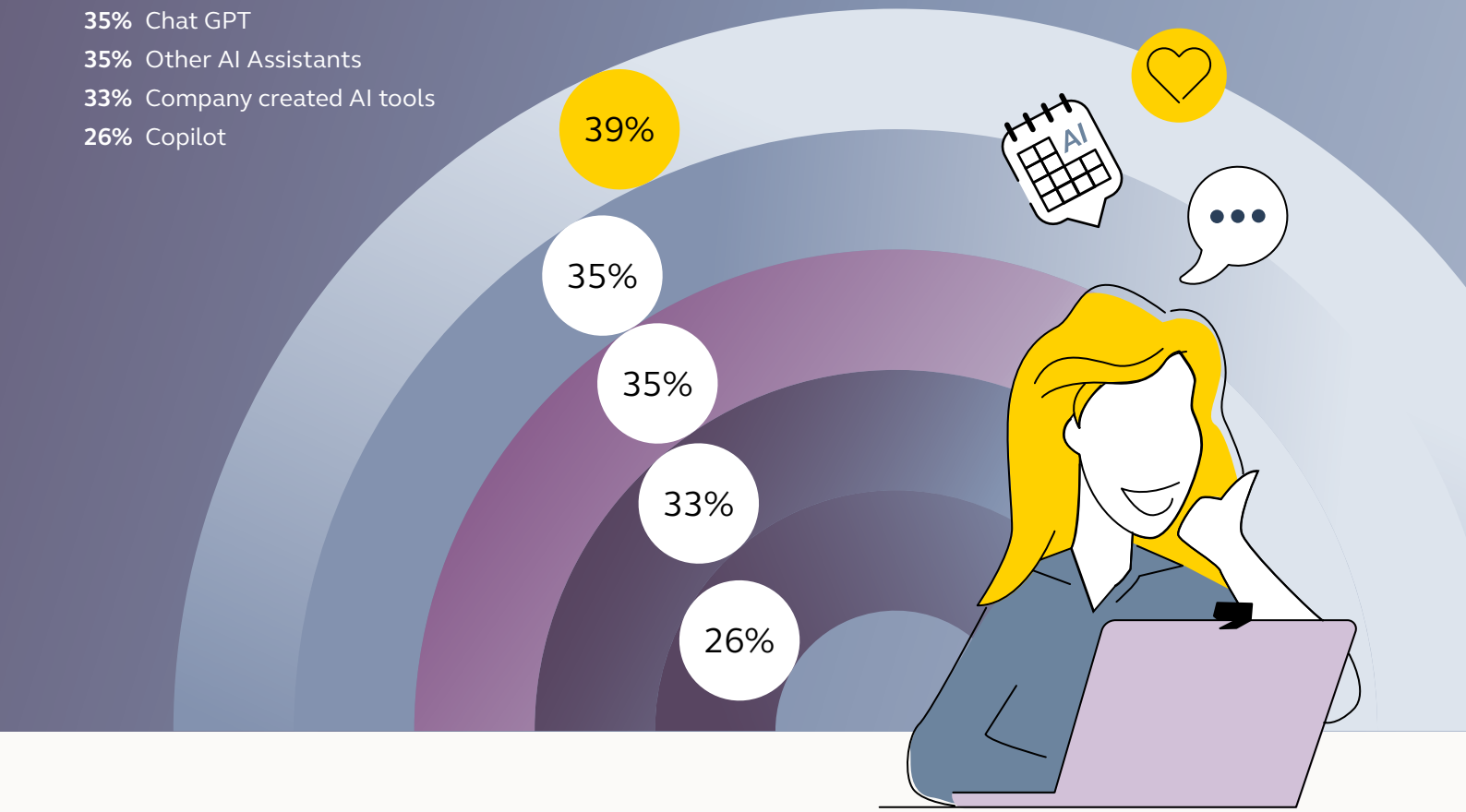
What tools do people feel positive about and what are they using?

The data reveals a gap between awareness, sentiment and usage of AI tools. While 91% of employees are aware of AI in general as well as ChatGPT, awareness for other specific tools like Copilot is slightly lower at 66%. Despite high awareness, only 17% of employees are using Copilot at work, and 28% using ChatGPT. Only 8-14% view these tools as beneficial for work, suggesting that many have yet to see their full impact.

In the absence of a defined deployment strategy, employees are proactively exploring AI on their own, but in silos. While people feel generally confident that AI will help make their work better, adoption is bottom up, driven unofficially by younger demographics who are more experimentational and confident with new technologies.

How positive do you feel about it?

39% AI in general
35% Chat GPT
35% Other AI Assistants
33% Company created AI tools
26% Copilot



02 How it's going with AI

The generational divide

Gen Z and Millennials are using AI twice as much as their older colleagues. Find, train, and nurture your superusers, so that they can become internal advocates and lead the change.

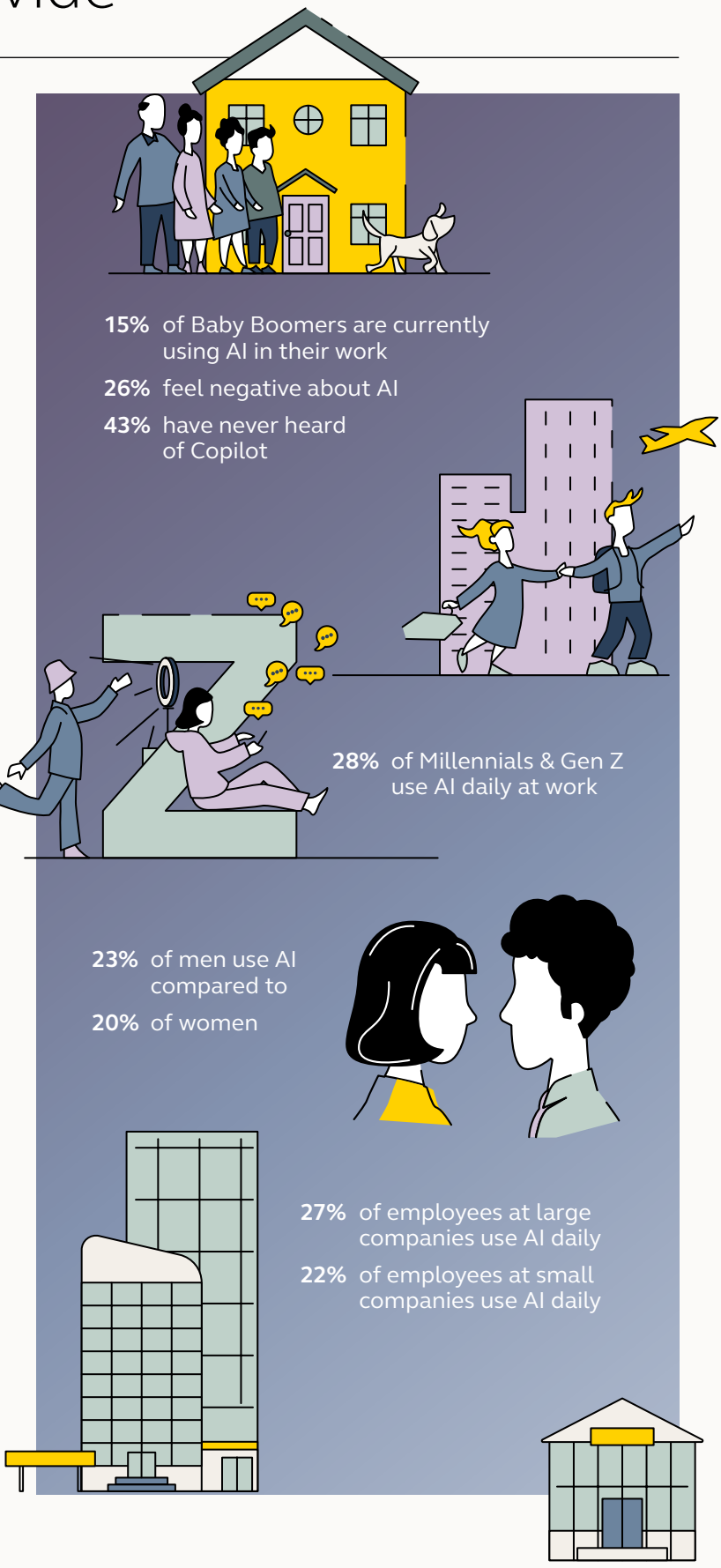
Our findings show that 28% of Millennials and Gen Z use AI daily at work, and they express a positive outlook, with 42% of Millennials and 37% of Gen Z feeling optimistic about AI.

In contrast, only 15% of Baby Boomers are currently using AI in their work, with 26% expressing negative feelings towards it. Interestingly, 43% of Boomers have never even heard of Copilot, indicating a significant knowledge gap.

Gender dynamics also influence AI usage. Men are slightly more likely to use AI than women, with 23% of men using it compared to 20% of women. Men also show a 10% greater awareness of Copilot (38% vs. 29%).

Industry and company size further shape AI adoption. Technology and manufacturing sectors report the highest usage rates at 32% and 29% respectively, while only 20% of employees in healthcare are using AI, possibly due to privacy concerns. Additionally, larger, and medium-sized companies are more likely to use AI daily (27% vs. 22% in small companies).

While excitement about AI is widespread, actual usage remains low, particularly among older generations. This gap underscores the need for effective leadership and training to bridge the divide. To not do so risks having a two-tier workforce: the AI haves and have nots.



03 How it's going with AI

A future of collaboration, not competition

In the past, conversations about AI in the workplace often centered around fear and uncertainty, with bold predictions suggesting that up to 80% of jobs could be automated in the coming decades[1].

However, our data paints a more hopeful picture.

Both decision-makers and knowledge workers are showing more optimism than concern when it comes to AI in the workplace. In fact, over half of both groups are confident that AI will improve their work-life balance. Many employees feel confident in their ability to work alongside AI, with 60% of decision makers and 54% of knowledge workers believing they can collaborate effectively with these tools.

For decision makers, AI represents a way to enhance leadership and drive strategic outcomes, with 53% believing it could make them better leaders. Knowledge workers, meanwhile, view AI as a tool that could simplify daily tasks and enable them to focus on more meaningful work. This vision of AI as a supportive partner rather than a replacement marks a shift from the fear of job displacement to a future where AI helps people perform their best work.

Decision makers

AI can save my time at work
64%

I need to learn new skills related AI
63%

I believe that AI can make my work better
60%

I believe that I can successfully collaborate with AI
60%

AI can help me to be a better leader at work
53%

Knowledge workers

AI can save my time at work
64%

I need to learn new skills related AI
62%

I believe that AI can make my work better
54%

I believe that I can successfully collaborate with AI
54%

AI is a buzzword used by every company at the moment
52%

[1] United Nations – Department of Economics and Social Affairs: Will robots and AI cause mass unemployment? Not necessarily, but they do bring other threats

04 How it's going with AI

Understanding employee apprehension about AI

Let's be honest: no one wants to embrace a technology they fear might take their job. As AI's potential becomes increasingly evident, it's natural to question what it means for long-term job security.

This uncertainty is reflected in our survey data. About 1 in 3 workers – 34% of decision-makers and knowledge workers – express concern that AI could replace their jobs. These concerns vary across different demographic groups, adding further layers to the conversation.

Many also worry that those who lack AI skills may be left behind, creating a divide in the workforce. Ethical and environmental considerations add another layer to this cautious sentiment, with 28% of knowledge workers concerned about AI's environmental impact.

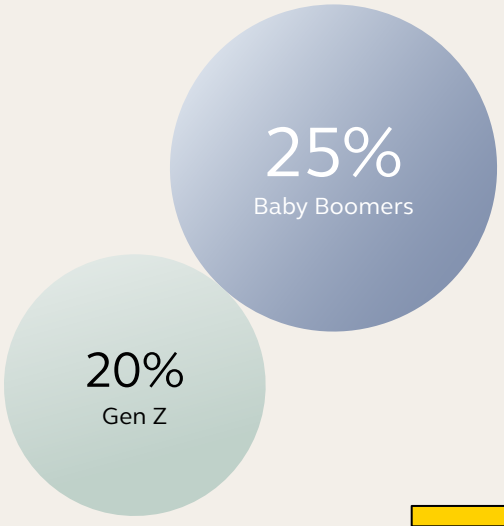
Fear of Job Replacement

- Overall, 34% of decision makers and 33% of knowledge workers express concern that AI might replace their jobs.
- Women report slightly higher fears of job loss (35%) compared to men (32%).
- Baby Boomers show the highest level of concern, with 25% fearing job loss, compared to 20% of Gen Z.
- Employees in small companies express markedly more fear of job loss (37%) compared to those in large companies (25%).
- Specialists and analysts show greater concern about AI job replacement (38%) than decision makers (31%).

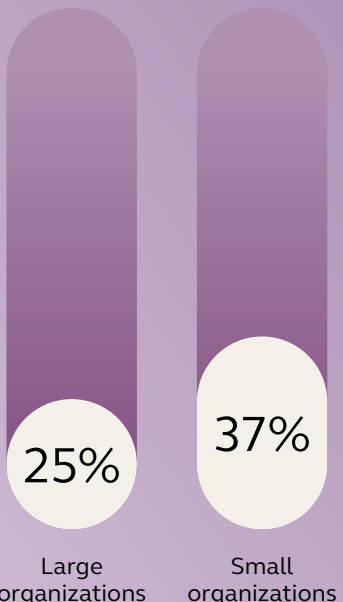
Monitoring Concerns

- 13% of all respondents are concerned about AI monitoring their work performance. This fear is higher among remote workers (27%) compared to those in hybrid (23%) or office settings (22%).

Fear of job loss



Fear of job loss by company size



05 How it's going with AI

Shifting to a keyboard-free future?

Voice interaction is driven by three main factors: speed, ease, and freedom of expression. Nearly half of respondents (48%) report that speaking to AI is faster, and 33% find it requires less effort. Additionally, 31% feel that voice allows them to express ideas more freely, and 30% value the natural, conversational experience that speaking provides. Voice input also offers practical advantages for employees who need hands-free operation, with 29% finding it more convenient when their hands are occupied and 27% preferring it when they're on the go.

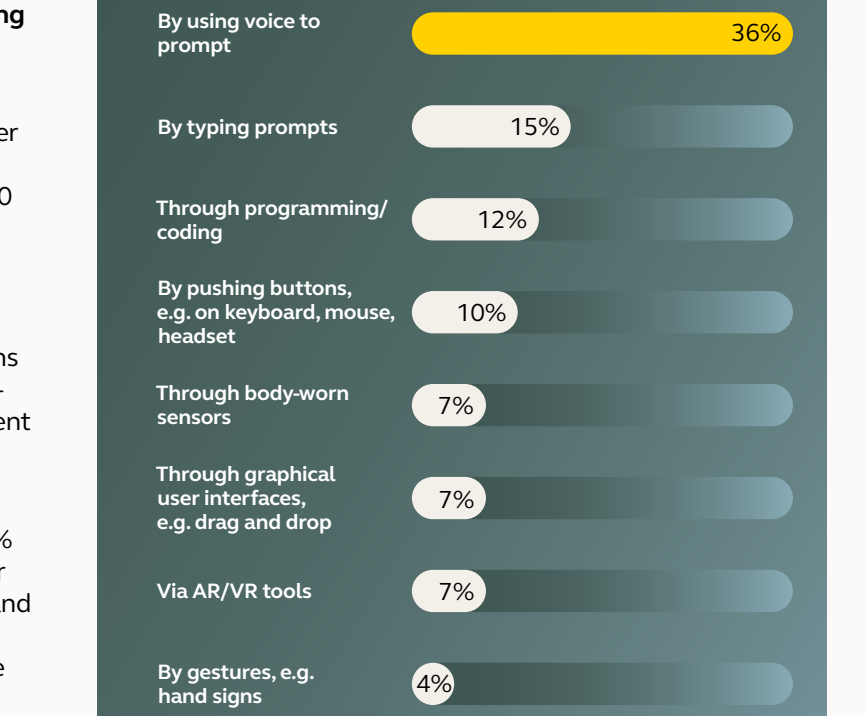
Beyond convenience, voice interaction brings psychological benefits. Speaking is inherently faster than typing – most people speak at around 125-150 words per minute, while typing averages 40-50 words per minute. Voice communication allows employees to interact with AI at the natural pace of thought, maintaining the flow of ideas without disruption, while hearing agentic responses also adds a conversational element, making interactions feel more like a dialogue and less like a command-response sequence, which can enhance engagement and reduce cognitive load.

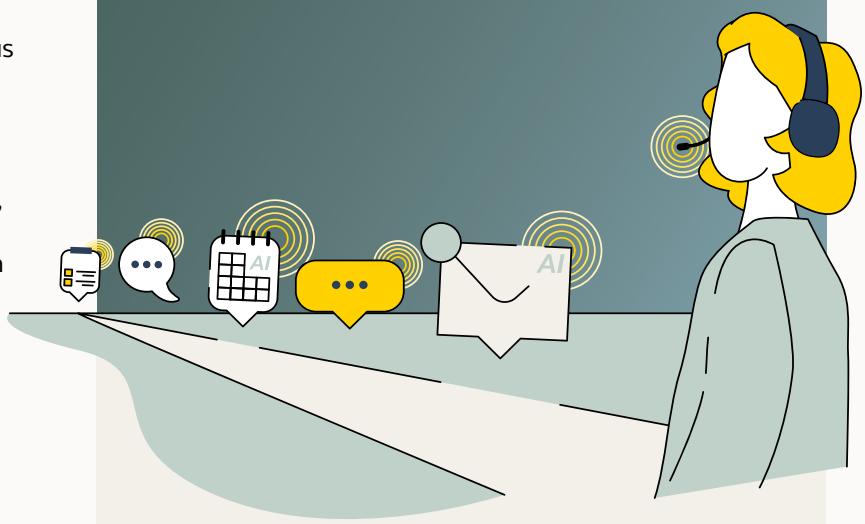
Despite the advantages of voice, some employees remain more comfortable with typing. For the 35% of respondents who had indicated a preference for typing with AI, typing is simply more convenient, and 30% feel it allows them to express their thoughts more clearly. Typing can also feel quicker for those who are accustomed to written communication (26%), and 25% prefer it as a more familiar form of interaction. Social factors play a role as well, with 21% of respondents noting they feel self-conscious speaking to their devices around others, and 20% concerned about disturbing colleagues.

The growing preference for voice input reflects a shift toward a workplace where AI is an accessible, intuitive partner. By balancing psychological benefits, efficiency, and flexibility, voice interaction has the potential to boost both productivity and job satisfaction. For organizations looking to support a forward-thinking, adaptable workforce, embracing voice-driven AI interactions represents a strategic move toward a more human-centered approach to technology. It turns out that while silence is golden, it's soon going to be outdated.

Which way would be the best to communicate with AI?

If you & other employees in your company were to work with AI on work tasks, which way would be the best to communicate with AI?





Working smarter, not harder: rethinking expectations

How to adopt AI thoughtfully

As AI becomes more integrated into the workplace, we wanted to understand how employees view task delegation. We surveyed employees to learn which tasks they would most readily delegate to AI, pass on to colleagues, or prefer to handle themselves – and, why. In this section, we'll look at a thoughtful approach to AI adoption – one that boosts productivity while keeping the personal, creative, and human connections that make work meaningful.

01 Working smarter, not harder: rethinking expectations

In an AI world, what separates doing from delegating?

Employees show a strong preference for delegating routine and data-intensive tasks to AI, especially those that are repetitive or require considerable time but not necessarily complex judgment. The top three tasks employees are most willing to fully delegate to AI include summarizing meetings, scheduling meetings, and conducting data analysis.

For repetitive tasks like meeting scheduling or summarizing meetings, the primary motivations are time saving (36%) and AI's speed advantage (27%). For research and data analysis, employees are drawn to AI's ability to manage large datasets and generate detailed insights, with 24% citing AI's speed and 23% valuing its thoroughness.

Beyond full delegation, employees also see value in collaborating with AI on tasks that require a mix of automation and human input, such as content creation and more nuanced data analysis. In these cases, AI serves as a support tool, enhancing productivity while allowing employees to maintain oversight and ensure alignment with strategic goals. This approach highlights a balanced view where AI is leveraged to streamline workflows and handle data-heavy tasks, while employees retain control over the final output and maintain quality.

Employees prefer to manage tasks that require interpersonal skills, moral judgment, or a human touch themselves, especially collaborating with colleagues, networking, and managing personal wellbeing. This preference reflects the view that tasks involving empathy, authenticity, and discretion are best managed by people.

When tasks require additional support or specialized expertise, employees are comfortable delegating within their teams or outsourcing to third parties. Routine tasks, such as note-taking, scheduling, and project management, are often handed off to junior colleagues, while mentoring, advanced project management, and client communication are usually assigned to more experienced team members. For tasks like content creation or detailed research, employees are open to outsourcing to external vendors, recognizing that some tasks benefit from specific expertise without the need for ongoing internal oversight. This selective delegation ensures efficient use of resources, balancing workload across AI, team members, and external partners.

Top 5 tasks employees most want to delegate to AI

1. Taking notes & summarizing meetings
2. Planning calendars & scheduling meetings
3. Research & data analysis
4. Creating reports & presentations
5. Planning everyday work

02 Working smarter, not harder: rethinking expectations

From burnout to balance: AI's role in employee wellbeing

Employees in our survey were twice as likely to report feeling stressed and overworked than those who aren't, which points to the larger issue of digital debt. A recent Microsoft survey found that 68% of respondents lack sufficient uninterrupted time during the workday. Nearly 60% of their time spent in 365 Apps is spent communicating with tools like Outlook or Teams[1].

To get a clearer picture of how daily tasks impact employee wellbeing, we asked employees to assess the tasks they handle each week, identifying which ones contribute positively and which ones have a draining effect. Could AI take over some of the repetitive, time-consuming tasks, freeing employees to focus on more rewarding work?

Balancing efficiency with engagement

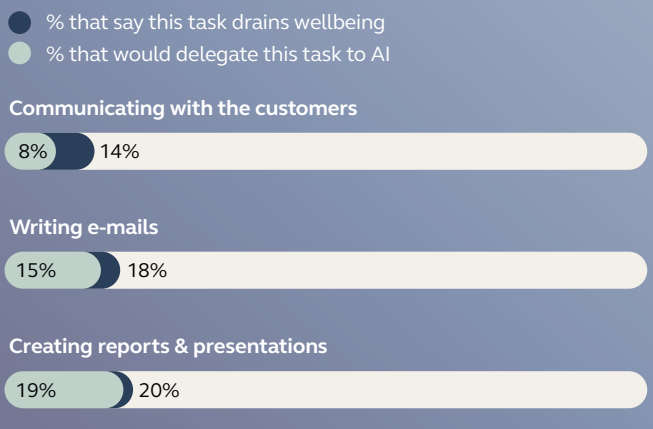
Employees identify creativity, learning, networking, and collaboration as top wellbeing boosters, with ratings between 72% and 82%. They prefer to keep control over these tasks, with only 4–10% open to fully delegating them to AI, and slightly more willing to collaborate. This reluctance suggests we still value meaningful engagement in our work and are skeptical of AI's capacity to handle higher-function critical thinking tasks.

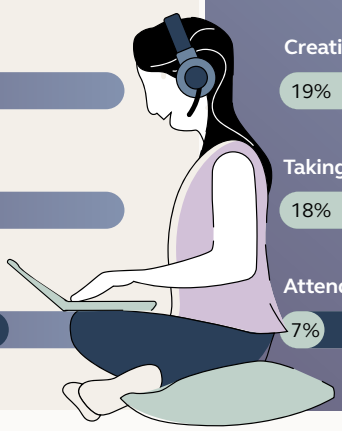
In contrast, tasks like attending meetings, note-taking, report creation, email writing, and client communication are seen as drains, with between 14% and 26% of employees saying it decreases their and other employees' wellbeing. Employees are more willing to delegate these tasks to AI, especially repetitive or low-impact work, allowing them to focus on more meaningful responsibilities. This approach highlights a desire to offload "busy work" and preserve time for higher-value activities.

By aligning AI strategies with employee preferences, companies can create a more engaged, empowered workforce – boosting both productivity and wellbeing.

Top wellbeing drivers

Top wellbeing drains





[1] Microsoft, Work Trend Index Annual Report, Will AI Fix Work, 2023

03 Working smarter, not harder: rethinking expectations

Unlocking potential: where AI has the biggest impact on productivity

For many years, psychologists have pointed to the fact that fostering growth, innovation, and balance contribute to both personal satisfaction and productivity. It is perhaps unsurprising then that our data reveals that employees often see tasks that support their wellbeing as also being valuable for productivity. Activities like learning and development, creativity, strategic decision-making, and taking care of personal wellbeing score highly as both productivity and wellbeing boosters.

That said, some differences stand out. If we look at networking with colleagues, it's rated as a stronger wellbeing booster than a productivity booster, hinting that while social interactions boost morale and engagement, employees may not always see them as productivity drivers. In contrast, project management scores higher for productivity than for wellbeing. Great for a sense of efficiency, but less so for stress.

One standout insight is that taking care of wellbeing (through breaks and relaxation) is widely viewed as a productivity booster, reflecting a shift in perspective that wellbeing practices are essential to maintaining focus and sustained performance. This suggests a cultural shift among employees from considering productivity solely from the perspective of their output. Employees in 2024 want to take care of themselves, and they recognize that this will ultimately have a positive impact on a business' bottom line.

Top productivity boosters

- % that say this task boosts productivity
- % that would delegate this task to AI

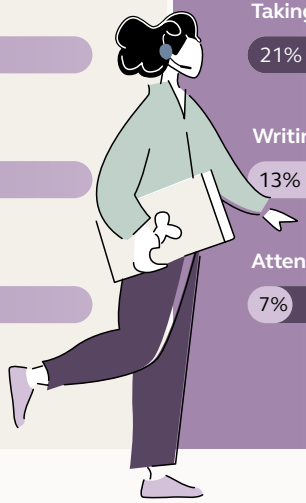
Collaborating with colleagues
4% 70%

Taking wellbeing breaks
26% 70%

Strategic decision making
9% 70%

Creativity and innovation tasks
10% 72%

Learning & development
8% 79%



Top productivity drains

- % that say this task drains productivity
- % that would delegate this task to AI

Mentoring colleagues
3% 20%

Creating reports & presentations
18% 20%

Taking meeting notes
21% 23%

Writing e-mails
13% 22%

Attending meetings
7% 30%

04 Working smarter, not harder: rethinking expectations

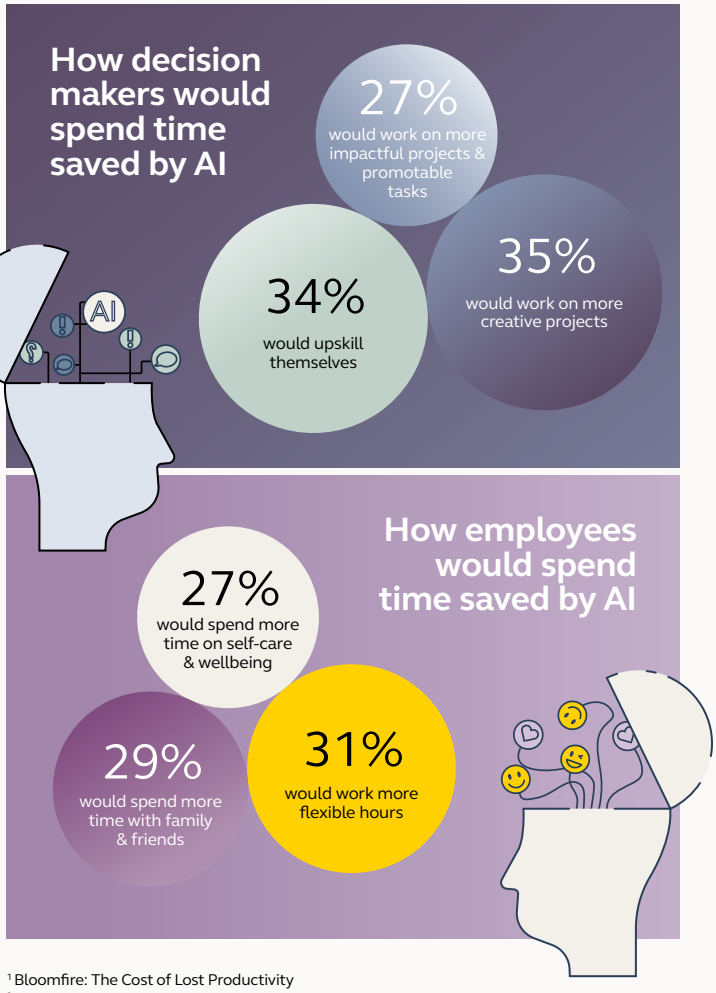
Time saved from AI tasks

Lost productivity has significant financial implications. One study shows that even a 20% boost in productivity could save businesses with 1,500 employees nearly $250,000 each month.[1]

AI offers a glimpse of a new reality – one where we're no longer consumed by low-impact tasks. In fact, research suggests that automating menial activities could help workers reclaim up to 40% of their working hours.[2]

But what happens when we can complete high-impact work in a fraction of the time? What will we do with all 'that extra time?

The answer varies between knowledge workers and decision makers. Knowledge workers are eager to reclaim time for themselves, while decision makers plan to use it to boost output and productivity. This disconnect raises important questions for the AI-driven future: just because technology enables greater efficiency, it doesn't mean employees have unlimited capacity – or the desire – to take on more work.



How we would spend time saved from AI

Overall, decision makers envision a future where the time saved through AI translates directly into enhanced productivity.

35% plan to channel time saved into more creative projects, while 34% plan to develop new work-related skills. Additionally, 27% intend to focus on more promotable tasks. Only 19% would use saved time to sleep longer, and 16% would seek more time for dating.

Female decision makers seek wellbeing over workload

Female decision makers seem to be in the business of reclaiming time for themselves with the help of AI.

Women are more likely to engage in innovative and creative projects, with 39% expressing this intention compared to 31% of men. Overall, women tend to prioritize activities that enhance their wellbeing, such as reducing meetings and enjoying a more flexible schedule.

Knowledge workers will focus on family

In contrast, knowledge workers have a different vision for their reclaimed time: they are more likely to dedicate it to family and self-care activities.

31% would choose to work more flexible hours, with women leading the charge at 23% compared to 19% of men who would consider a four-day workweek. Additionally, 29% of knowledge workers would spend more time with family and friends, while 27% would focus on self-care and wellbeing.

The leaders' challenge: balancing productivity and personal time

This divergence underscores the need for leaders to manage expectations carefully. While AI holds the promise of efficiency, it is essential to recognize that employees are not just resources to be optimized. Balancing the desire for productivity with personal needs time will be crucial in fostering a sustainable and engaged workforce in the future.

[1] Bloomfire: The Cost of Lost Productivity
[2] Forbes: How generative AI could give us back at least 40% of our time

We have Copilot, but who is the captain?

Understanding the real AI decision makers

As new AI-focused roles continue to be created, the conversation is no longer just about enthusiasm, it's about execution. While the existing profile of AI decision maker in organizations is diverse, and interest in deploying these tools is positive, there is a big gap between interest and adoption. As the saying goes, "to a hammer, everything looks like a nail", but leaders need to create structure and frameworks with questions like: who should use AI? What tasks can it transform and how to we manage this change without disruption?

This section explores the trends amongst decision makers, from licensing trends and trust in AI tools to workforce training and budget allocation, we uncover how businesses are preparing to make AI an integral part of their operations.

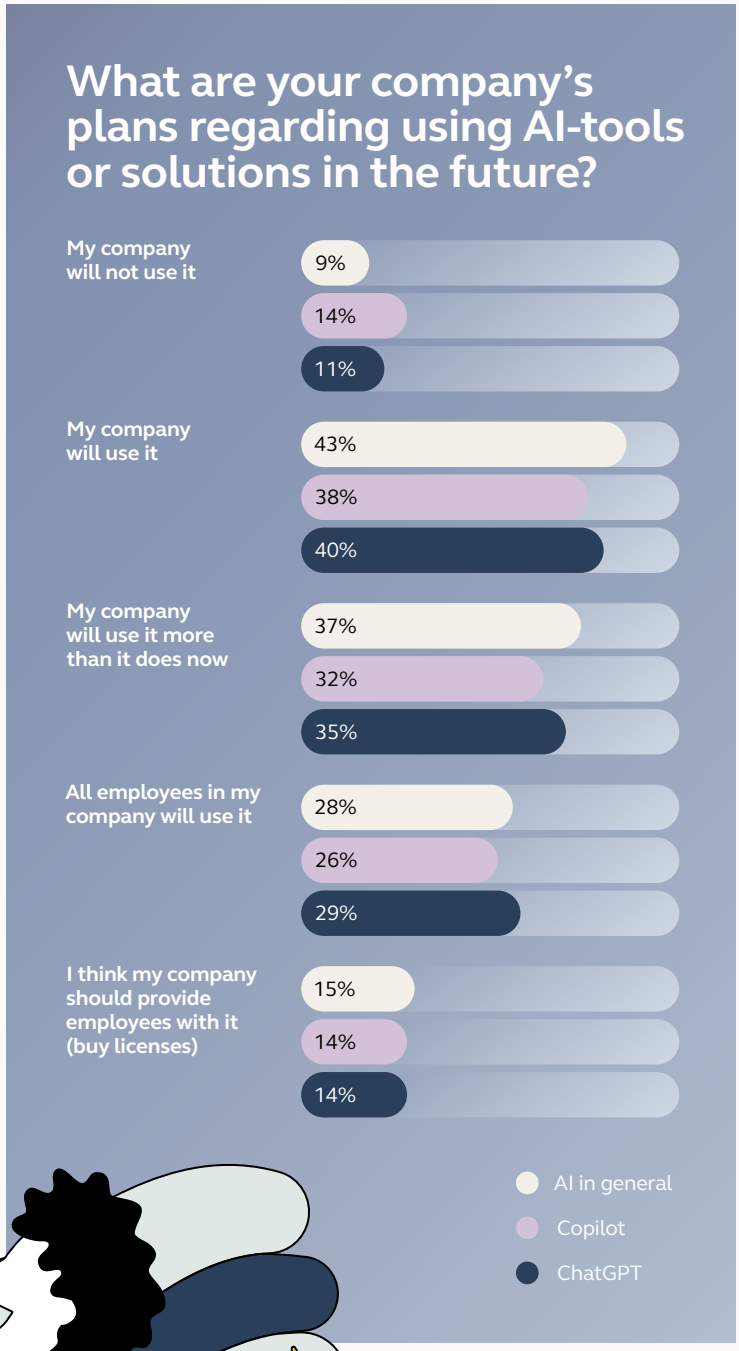
01 We have Copilot, but who is the captain?

Interest in AI vs. predicted usage

If there's anything we've learned, it's that interest doesn't equal usage. While ChatGPT and Copilot have 91% and 87% overall positive interest, only 30% expect all employees to have access to these AI tools, begging the question on whether this is seen as a core resource or specialist tool.

The data indicates that while there is a general inclination toward increasing AI adoption, specific tools vary in anticipated integration. A significant portion of employees believe their companies will continue to invest in AI, with 43% expecting to use AI more in the future. The data reveals a cautious optimism around expanding AI usage, especially for general-purpose tools. While AI tools are valued, companies may still be navigating practical and strategic considerations in making them widely available.

Regarding Microsoft Copilot, 58% of companies have already purchased licenses for their employees, indicating strong early interest. Among those who have purchased licenses, 42% plan to buy more within the next 12 months, with the intention to expand access. Additionally, 24% are still considering Copilot licenses as a trial or initial purchase for selected employees, reflecting ongoing interest but cautious engagement. In contrast, 12% of companies have no plans to purchase Copilot licenses, and 6% are uncertain about their future plans.



02 We have Copilot, but who is the captain?

Trusting AI, doesn't mean knowing how to use it

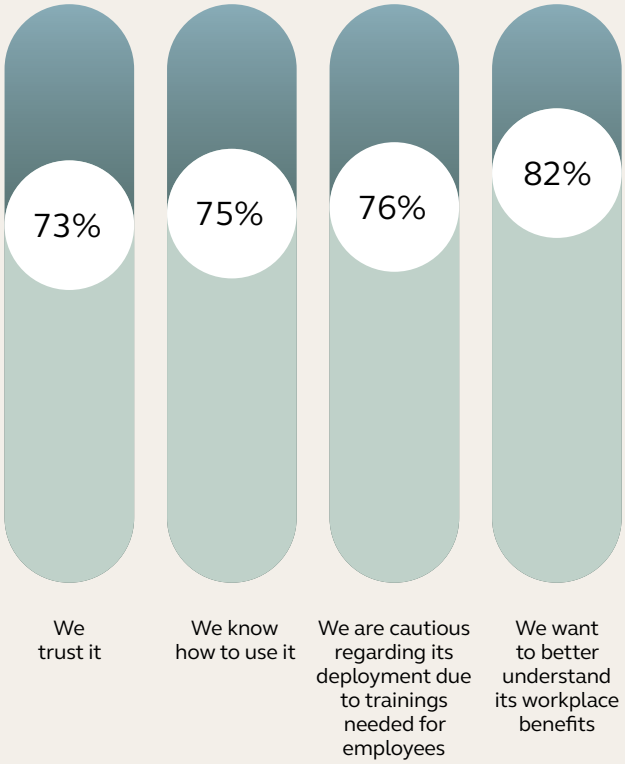
Companies are leaning into AI with a mix of optimism and caution. There's trust, with around 3 in 4 businesses feeling confident in tools like Copilot and ChatGPT. On top of this, 75% of companies feel they know how to use these tools.

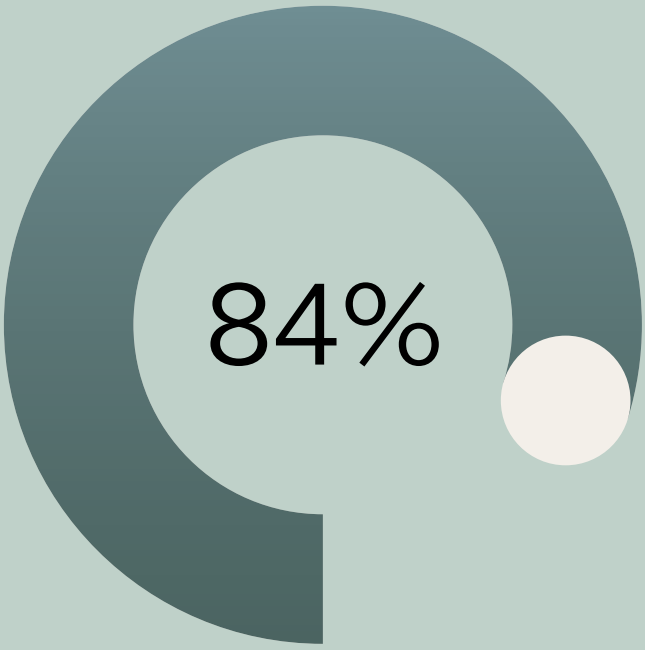
But here's the catch: knowing how to use AI and knowing why to use it are two different things. A full 84% say they want a clearer sense of what these tools are actually useful for, who will benefit, where they'll fit in the organization, and what sort of work they can transform. It's like having a new appliance in your kitchen, but not quite knowing what recipes to make with it. But the desire is there, with around 80% of decision makers eager to see how these tools will make work easier, smarter, or better.

Then there's the caution around deployment, with approximately 75% of companies mindful about rolling out AI solutions, aware of the training and preparation needed to avoid chaos or confusion. It's not hesitation; it's thoughtful planning. They know that scaling AI without the groundwork is like putting on a show without rehearsals. The success of the near future with AI rests on how successfully businesses cannot just craft, but communicate, a clear vision for the path ahead, one that is closely aligned with the actual needs of their workforce as well as the strategic direction of their C-suite. This alignment is crucial.

Perhaps even more importantly, successful deployment of AI rests in a strategic investment in both people (training) and tech (tools); one without the other simply won't work.

Trust & understanding of AI in general





We want to better understand what and who it will be useful for

03 We have Copilot, but who is the captain?

Re-allocating budgets to drive the AI revolution

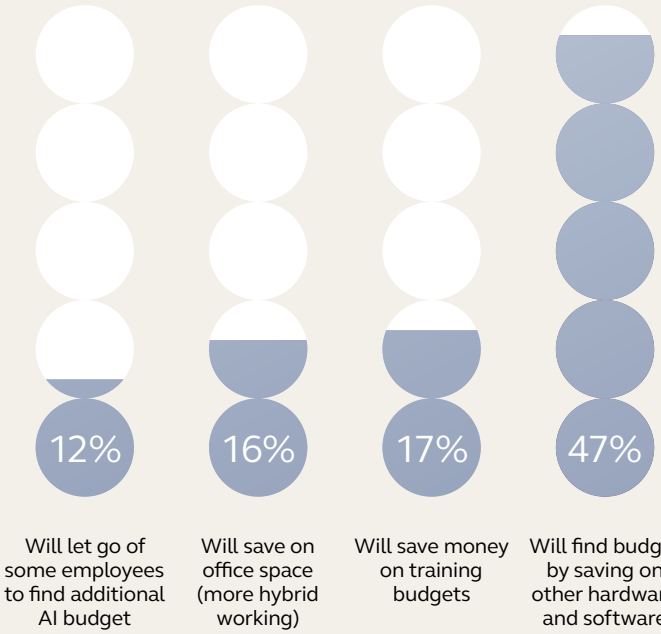
While there are many things required to successfully deploy AI, it's hard to pass "go" without the budgets set aside. Despite around 1 in 3 employees are worried that AI is coming for their job, the reality of company budgets tells a different story. Only 12% of companies that we surveyed are considering letting go of employees to fund AI. This suggests that while fears exist, the actual use of AI may not lead to widespread job losses. Instead, organizations are focused on internal upskilling, as well as using AI to improve efficiency without drastically reducing their workforce.

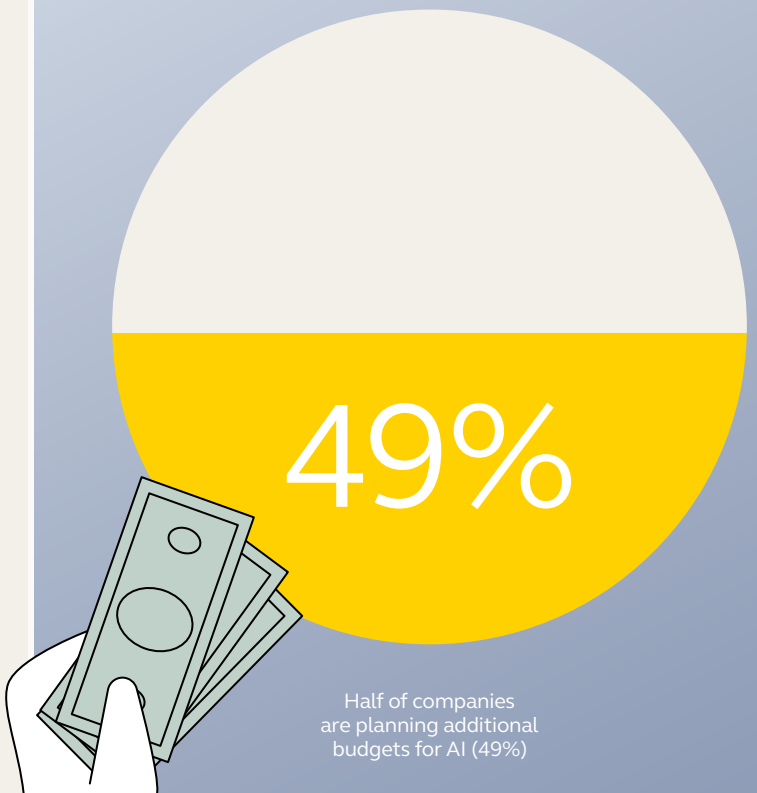
While funding avenues and sentiments differ across ages, company sizes, genders and a range of factors, the majority of businesses are baking in specific AI budgets to their planning. Only 8% of companies are not investing and do not plan to in the future.

Regional and demographic insights

- India (57%), Japan (56%), and Germany & the UK (53%) show the highest interest in adding AI budgets.
- Male AI decision-makers are more inclined to secure additional budget for AI, while female decision-makers focus on reallocating budget from elsewhere.
- Gen Z and Millennials prioritize cost savings on hardware and software, while Gen X and Boomers are more likely to report no current or future AI investments.
- Managers and high-level decision makers are more focused on securing additional AI budget for AI than specialists or analysts.

Reallocating budgets for AI





04 We have Copilot, but who is the captain?

Hiring AI talent or upskilling your workforce?

Deployment of new technologies across a business is typically long road to launch.

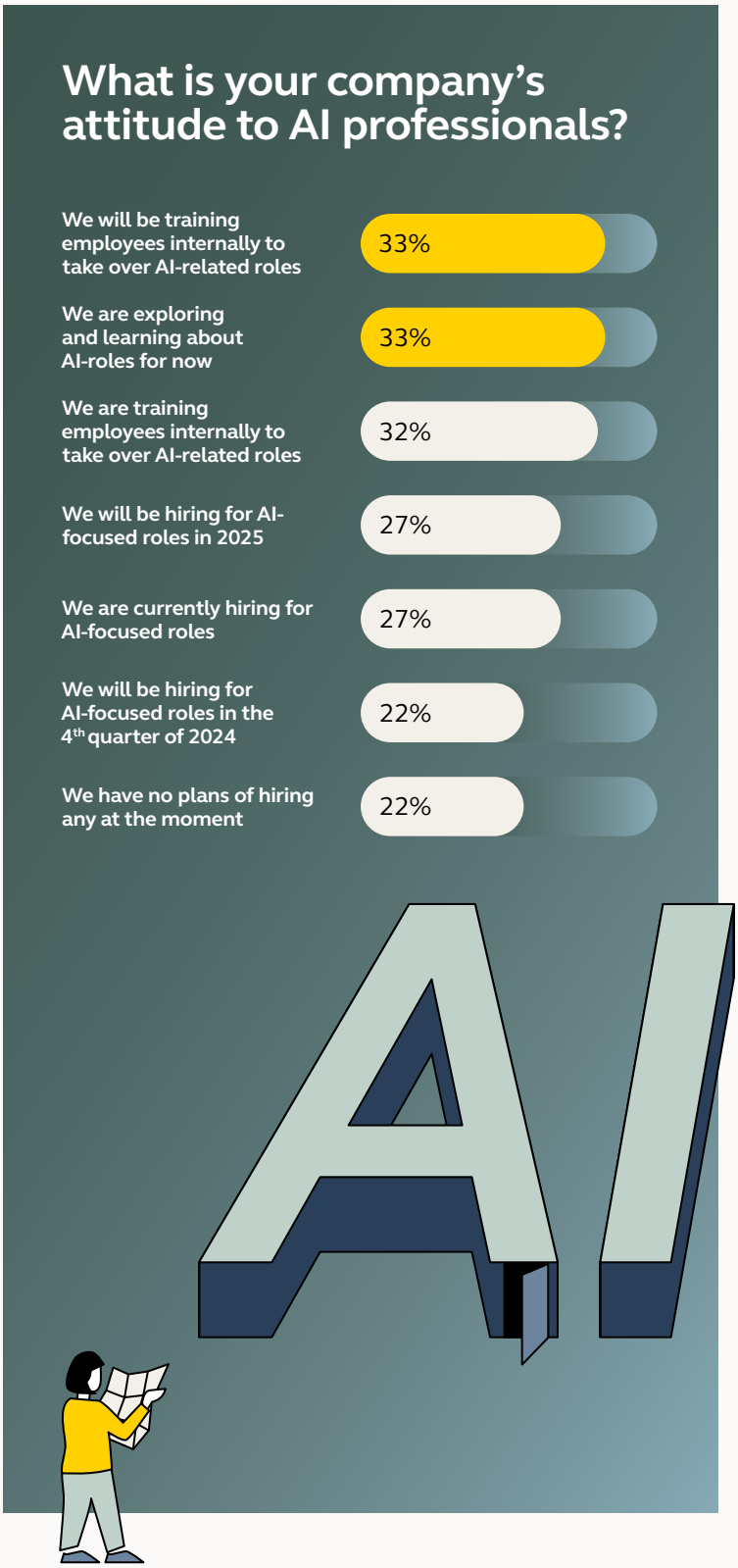
However, the pace of AI's development is outpacing our capacity to understand, train and set norms with it. We're all largely self-taught, trying to grasp the fundamentals of new core skills like prompting, training models and more. We haven't yet had time to institutionalize the way we learn about AI, and that's causing not just nervousness, but also inertia amongst those in leadership roles.

Over two thirds of decision makers are cautious about deploying AI, with 76% saying a lack of training and skills among their workforce is a major barrier. Nonetheless, it's clear that decision makers believe strongly that training is going to be an essential building block of AI deployment. In fact, 49% believe that employees who know how to use AI will replace those who don't. Knowledge workers share this view, with 62% feeling they need to learn new skills related to AI.

Rather than hiring external experts, many companies are focusing on developing skills internally through training programs (33%) while others are actively upskilling (32%). Countries like India are leading in this area, with 45% of decision makers planning to hire AI specialists and 38% prioritizing training. Germany is also making strides, with 44% and 35%, respectively.

33% of companies are exploring and learning about AI roles, while 27% plan to hire for AI-focused roles by 2025, and 22% expect to hire in Q4 2024. However, 22% of companies have no immediate plans for exploring or hiring AI roles, more cautious in their application of innovative technologies or still needing to identify the right use cases and budgets.

Gen Z and Millennial AI decision makers are more likely to report hiring and upskilling for AI, suggesting that younger generations are driving AI adoption. Leaning into AI is more pronounced in larger companies and among younger generations. However, a notable portion of companies still lack concrete plans for AI roles, possibly due to resource limitations or a wait-and-see approach.



Summary

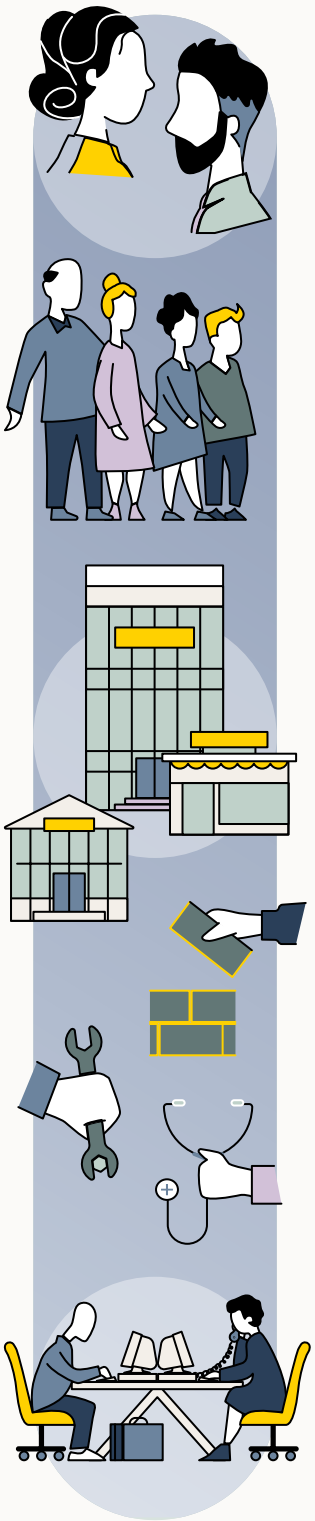
Turning excitement into reality

The buzz around AI is palpable, bringing both exciting opportunities and some challenges. While decision makers and knowledge workers are eager to embrace AI, actual usage still lags, especially among older generations. This gap shows us just how important it is to have strong leadership and training to make the most of AI's potential.

To truly harness the excitement of AI, organizations need a clear vision and a solid deployment strategy. When decision makers align with their teams' needs, they create a collaborative culture where everyone can thrive. In this fast-paced environment, those who listen and adapt will not only keep up but lead the way, enhancing productivity and making work a better place for everyone.

Ultimately, AI offers the workforce efficiency, and what efficiency provides us is time: time to focus on truly innovative, industry-defining work that impacts the bottom line.

Who we surveyed?



	Knowledge workers	AI decision makers
Participants		
Number of respondents	4,200	1,800
Conducted in		
Countries	USA, UK, France, Germany, Poland, UAE, Italy, Spain, the Netherlands, Japan, India, Singapore, Australia, and Hong Kong	USA, UK, France, Germany, Japan and India
Gender		
Female	52%	43%
Male	48%	57%
Generational breakdown		
Gen Z (18–28 years old)	10%	10%
Millennials (29–44 years old)	55%	63%
Gen X (45–58 years old)	22%	17%
Boomers (59–65 years old)	13%	11%
Company size		
Small & SOHO (up to 99 employees)	34%	26%
Medium (100–499 employees)	28%	27%
Large (500–4,999 employees)	23%	32%
Very Large (5,000+ employees)	12%	13%
Department		
IT Department (with 85%/71% from non-IT departments) Key non-IT departments include:	15%	29%
Operations	17%	14%
Finance	12%	11%
Marketing	7%	7%
HR	7%	6%
General Management	6%	6%
Industry		
Technology Industry (with 85%/75% across other industries), including:	15%	25%
Finance and Banking	12%	13%
Manufacturing	11%	12%
Healthcare	10%	10%
Retail	10%	8%
Construction	6%	7%
Seniority Levels		
High-level management	11%	21%
CEOs	5%	13%
Managers	16%	7%
Team Managers	15%	16%
Department Heads	10%	14%
Specialists	18%	6%
Analysts	9%	3%

Methodology

This report is generated by insights from two quantitative surveys was conducted online by Toluna on behalf of Jabra in August 2024, among 1,800 Decision Makers across 6 countries (within the United States, United Kingdom, France, Germany, Japan and India – 300 per country) and 4,200 Knowledge Workers across 14 countries (United Kingdom, France, Germany, Poland, UAE, Italy, Spain, the Netherlands, Japan, India, Singapore, Australia and Hong Kong – 300 per country). Decision makers are defined as full- or part-time employees who make decisions about AI within an organization. Knowledge workers are defined as full- or part-time employees who mostly work in front of a computer and have online meetings at least a few times per month. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Find out more

If you have any questions about Jabra products, please contact your Jabra representative or visit Jabra.com

Who we are

At Jabra, we engineer for those who care more about 'knowing the best' than following the 'crowd'. We engineer to bring you technology you can trust, wherever and however you work. Whether you're taking meetings on the move, running conference calls from the office, or catching up from the couch – we engineer for every version of you, so you're free to work your way.

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