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GENERATIVE AI IN BUSINESS:
A Snapshot of Enterprise Use, Risk, and Regulation

AN ACROLINX REPORT ON TRENDS AND BEST PRACTICES

Are enterprises equipped to handle the risks of generative AI?

Generative Artificial Intelligence (AI) has revolutionized content creation — and it's here to stay. But as our understanding of how best to use AI evolves, so does our understanding of its risks and limitations.

This report seeks to discover enterprise attitudes towards AI. What motivates enterprises to use it? Should AI development be paused until more regulation is established? And what are the main risks associated with AI?

We're interested in this information because it's important to show a well-planned approach to adopting AI, managing risks, and complying with regulations. Insights from this survey may assist organizations with integrating AI into their operations in a safe, sustainable way. While this technology continues to evolve, companies need data to benchmark their strategies against their peers, better assess business opportunities, and mitigate AI-related risks.

Our survey was taken by a mix of Acrolinx Forbes Global 2000 customers from a variety of industries. The 162 respondents include Amazon, Broadcom, Autodesk, Sandvik, Rohde & Schwarz, ServiceNow, Nokia, Genetec, Cognizant, Cisco, NXP Semiconductors, Kone, Roche, Varian Medical Systems, Adobe, Philips, Infosys, Konica Minolta, Siemens, and other enterprises.

Let's explore the findings.

AI and trust

ASSESSING TRUST IN BUYING AI PRODUCTS

Firstly, we wanted to understand if enterprises are prioritizing using AI technology over other available options. Research by the [Washington State University](#) suggests that product descriptions that mention AI may lead to lower emotional trust, which may decrease purchase intentions. So we first wanted to understand respondents' trust in AI products.

ARE YOU MORE LIKELY TO BUY A PRODUCT THAT USES AI?

54.3%	23.5%	22.2%
YES	UNSURE	NO
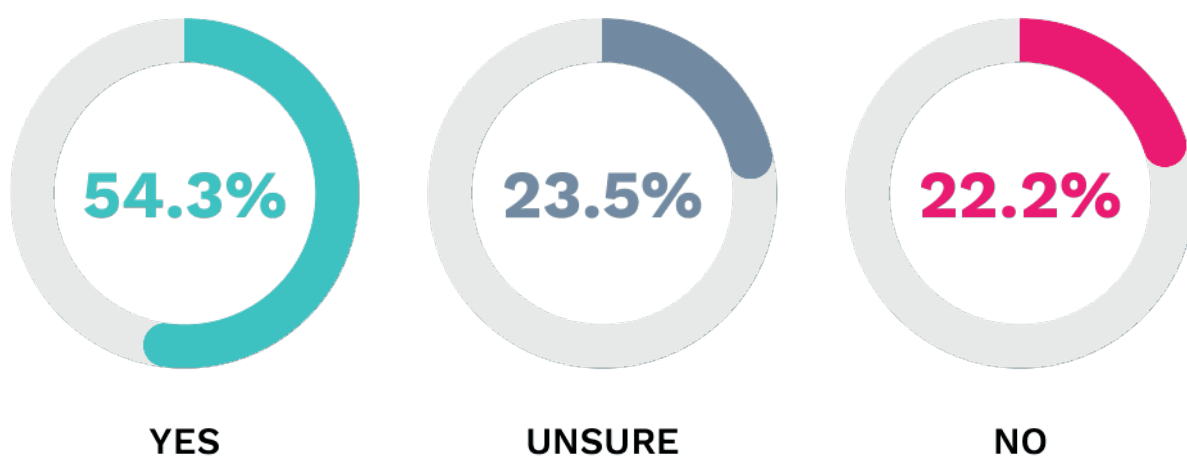
Over 54 percent of respondents said they're more likely to buy a product that uses AI compared to 22 percent saying that they wouldn't. Just over 23 percent of respondents are unsure if they're more likely to buy a product that uses AI.

These results offer a contrasting statement to previous research. One hypothesis is that the efficiency and productivity gains promised by AI are compelling enterprises to invest in it. Another is that the innovative nature and buzz surrounding AI is still sweeping buyers off their feet and trust in these products comes second to curiosity to explore their benefits. With our next question we sought to gain an understanding as to why enterprises are investing in AI.

## GAUGING EMPLOYEE TRUST AROUND AI TECHNOLOGY AND JOB SECURITY

It's one thing to be comfortable interacting with AI as a consumer, but what about interacting with AI as a fellow colleague? Existing statistics show that 30% of workers worldwide fear that AI might replace their jobs within the next three years, all the while still citing its benefits to their work.

Why would anyone that fears losing their job to AI use it? Job security is one potential reason. We wanted to deepen our understanding of existing claims that suggest there's three times higher growth in hiring for jobs that require specialized AI skills. So we asked:

DO YOU VIEW AI PROFICIENCY AS CRITICAL TO YOUR JOB SECURITY?

17.9%	45.1%	25.9%	7.4%	3.7%
STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
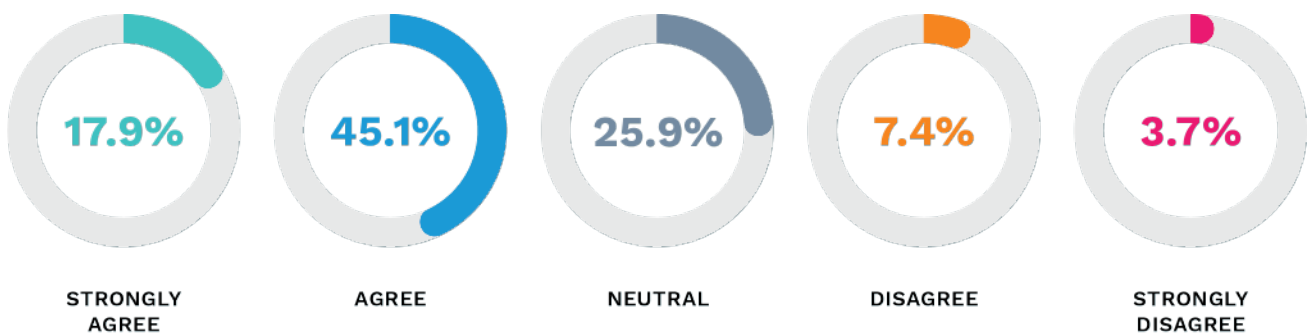
17.9 percent strongly agree, and another 45.1 percent agree that AI proficiency is critical to their job security. But a significant portion of respondents had a neutral (25.9 percent) response with 11.1 percent either disagreeing (7.4 percent) or strongly disagreeing (3.7 percent) that becoming proficient in AI is essential to stay employed in the future.
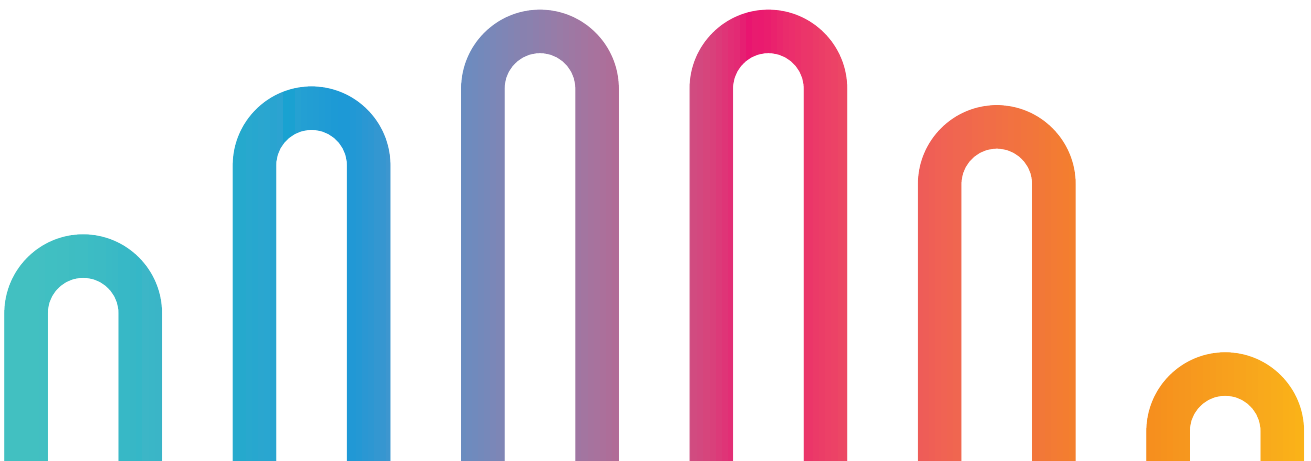
Why use AI?

The initial hype around AI products was largely driven by sheer curiosity and rumors it would change or even end humanity. Generative AI, like many emerging technologies, tends to follow what's known as the [Gartner hype cycle](#), a concept first introduced by the tech research firm Gartner.

This model outlines a common pattern where a new technology initially generates a lot of excitement and inflated expectations. However, this is usually followed by a period of disappointment when the technology doesn't meet those high hopes. Eventually, as the technology matures, it moves into a phase where its practical benefits become clearer, leading to stable and productive use.

Which is why we found it the perfect time to ask: **What are your current motivations for using AI?**

Our survey provided multiple motivations for using AI tools including: Competitive pressure, gain insights for product development, interest in the AI innovation trend, improve productivity, personal concern about job security, streamline processes, and other. Also included was a "I don't use AI tools" answer. Respondents were allowed to select as many motivations as they liked.

The following page a breakdown of the most to least common motivations for enterprises to use AI tools:

WHAT ARE YOUR CURRENT MOTIVATIONS FOR USING AI?

67.3%
IMPROVE
PRODUCTIVITY

49.4%
INTEREST IN AI
INNOVATION TREND

47.5%
STREAMLINE
PROCESS

28.4%
GAIN INSIGHTS FOR
PRODUCT DEVELOPMENT

24.7%
COMPETITIVE
PRESSURE

17.9%
PERSONAL CONCERN
ABOUT JOB SECURITY

6.8%
I DON'T USE
AI TOOLS

6.8%
OTHER
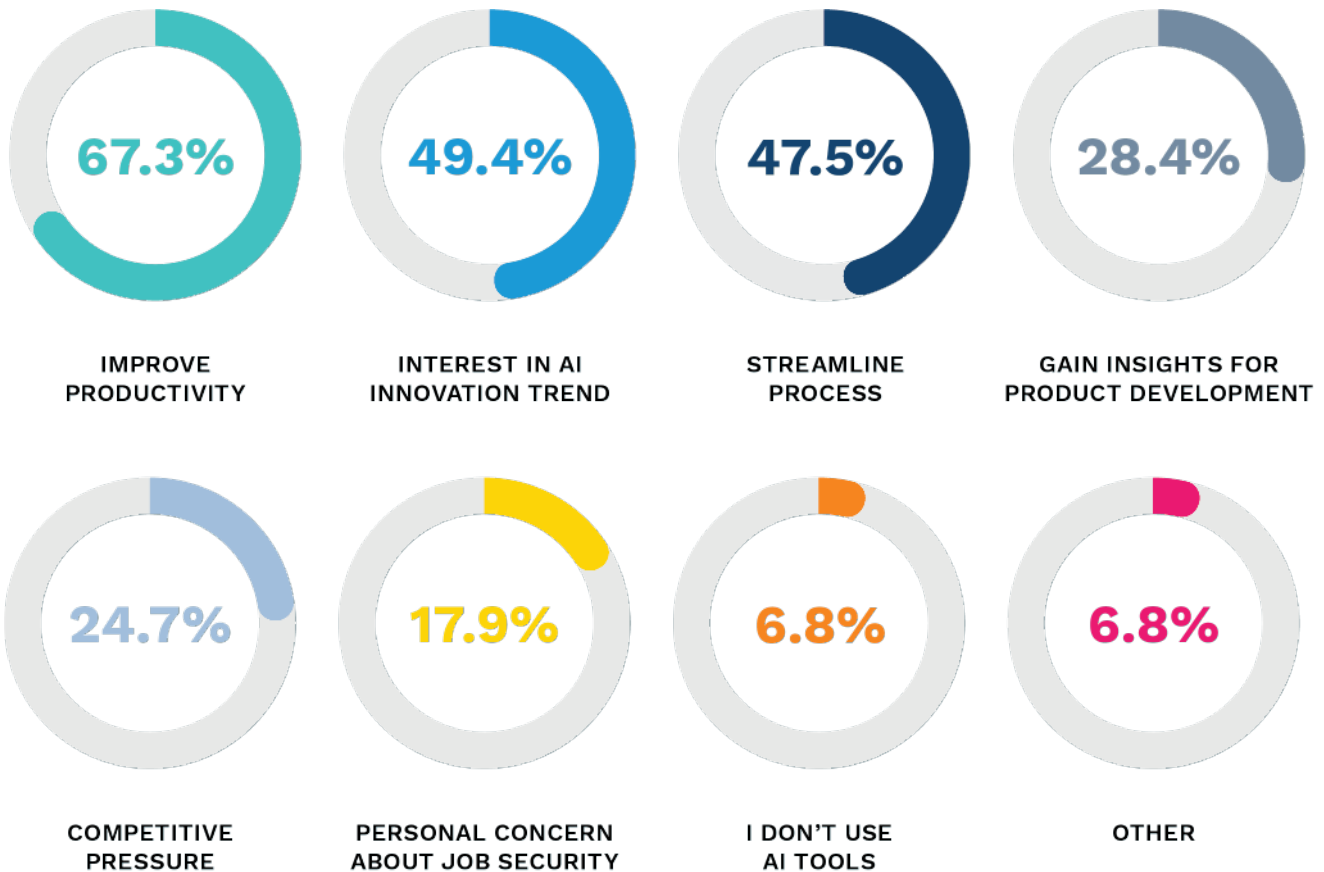
Unsurprisingly, to "improve productivity" is the biggest motivation for using AI tools, with 67.3 percent of respondents citing it. Just under 50 percent of respondents cite interest in the AI innovation trend as a motivation and similarly 47.5 percent cite streamlining processes as another motivation.

What does this tell us? That the productivity and efficiency power of AI is a driving force behind its enterprise adoption. Likewise, the interest and buzz around AI innovation is leading enterprises to explore its potential. We acknowledge there's room for further analysis that takes a deeper dive into productivity and what enterprises hope to achieve, as a recent Microsoft study says that 59 percent of leaders worry about quantifying the productivity gains of AI.

It's worth noting that only 6.8 percent of respondents don't use AI tools, which demonstrates the vast adoption of AI technology among enterprises. Yet interestingly, only 24.7 percent of respondents cite competitive pressure as a reason for using AI tools.

Assessing comfort levels with AI-powered business interactions

How comfortable are you knowing when you're engaging with AI? It's rumored that by 2025, AI is projected to power a staggering 95 percent of customer interactions! Considering how widely adopted AI is among enterprises, we wanted to gain insight into:

HOW COMFORTABLE ARE YOU WITH BUSINESSES USING AI-POWERED TECHNOLOGY WHEN INTERACTING WITH CUSTOMERS.

19.8%	34%	25.3%	17.3%	3.7%
EXTREMELY COMFORTABLE	COMFORTABLE	NEUTRAL	UNCOMFORTABLE	EXTREMELY UNCOMFORTABLE
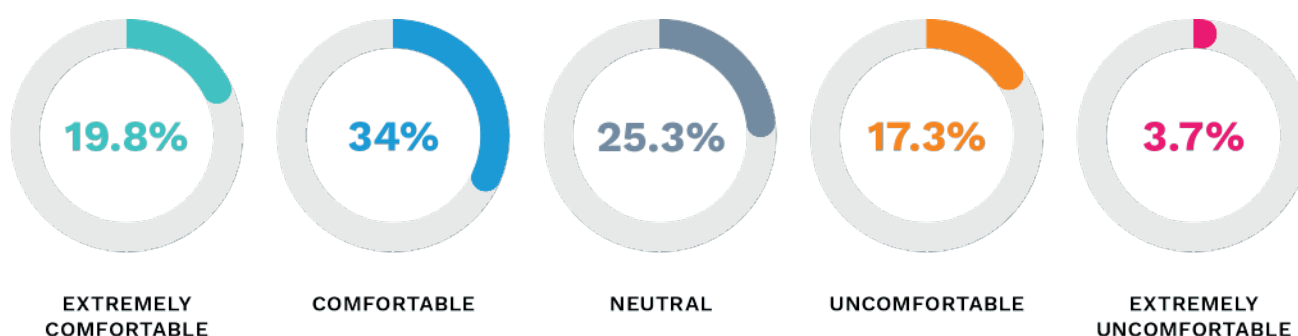
With **53.8 percent either "comfortable" or "extremely comfortable"** and 25.3 percent of respondents "neutral" with businesses using AI technology in their interactions with customers, those that aren't comfortable are in the minority.

What can we learn from this? Not only are enterprises invested in using AI to fuel productivity and efficiency, but also that customers are willing and generally comfortable with businesses doing so.

AI, risk, and legislation

ATTITUDES AROUND PAUSING AI DEVELOPMENTS UNTIL NATIONAL REGULATIONS ARE ESTABLISHED

After establishing how likely enterprises are to invest in AI tools, their motivations, and how respondents feel about enterprises using AI tools in their interactions, the next set of questions are about AI regulation and risk. AI regulations vary widely across countries, reflecting different approaches to balancing innovation with oversight.

In Europe, the EU is advancing a comprehensive AI Act expected to be fully effective by mid-2026, while the UK and Switzerland prefer modifying existing laws rather than creating new ones. In the Americas, the US lacks a unified AI policy but has multiple guidelines and proposed bills, whereas Canada is introducing the AI and Data Act to address high-risk AI uses. Brazil is developing a detailed AI Bill, and in Asia-Pacific, China is actively setting up AI rules, while Japan and Australia rely on existing regulations and guidelines. India is preparing to address AI through the Digital India Act. SOURCE
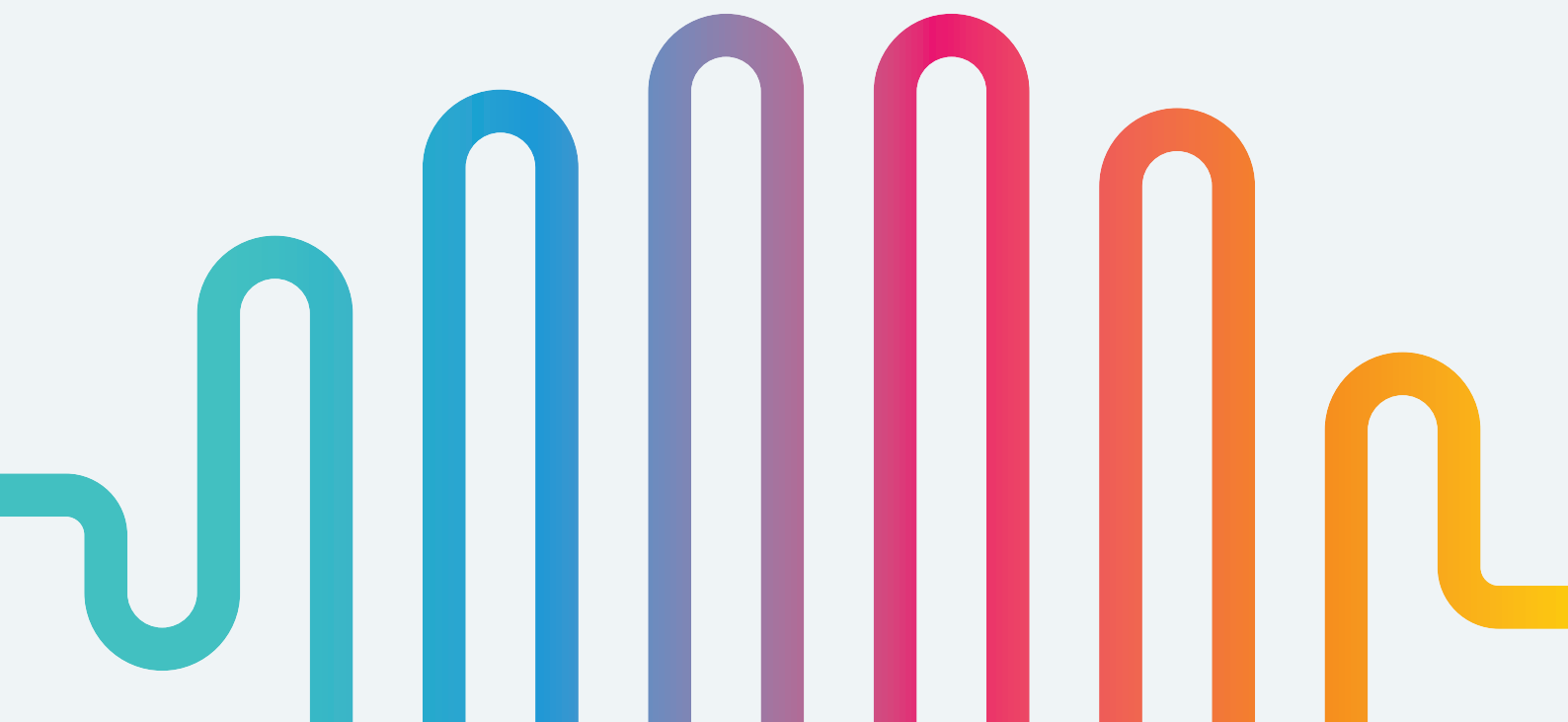
SHOULD AI INNOVATION SHOULD BE PAUSED UNTIL NATIONAL REGULATION IS ESTABLISHED?

37% YES

30.9% UNSURE

32.1% NO
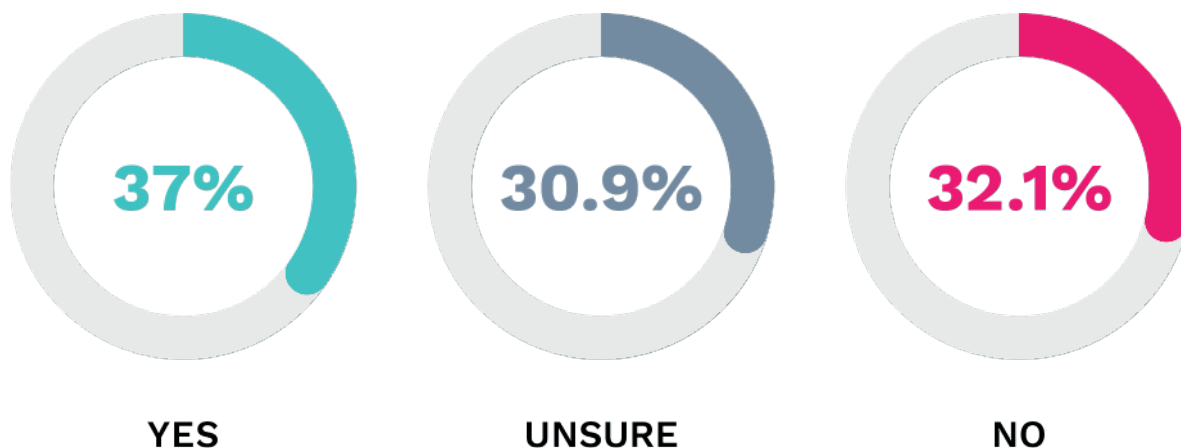
With 37 percent wanting innovation to be paused until more regulation is established, just over 32 percent not wanting innovation to be paused, and almost 31 percent unsure, **attitudes are mixed.**

Those advocating for a pause likely fear that rapid AI advancements might overtake existing regulations — risking privacy, bias, or misuse. Meanwhile, supporters of ongoing development argue that halting progress could hinder economic growth and technological benefits. The undecided group may reflect the challenge of balancing governance and ethical use with the benefits of AI.

These differing views highlight the importance of balanced AI policies that promote innovation while ensuring adequate regulation. Which leads us to getting curious about whether the intermediate solution is internal regulation within the enterprise, until national regulations emerge. We'll explore this idea later in the report.

ATTITUDES AROUND CREATING LEGAL DISTINCTIONS BETWEEN HUMAN AND AI-GENERATED CONTENT

Despite attitudes towards innovation and regulation being mixed, attitudes towards whether there should be a legal distinction between content created by humans and AI weren't mixed at all.

SHOULD THERE BE A LEGAL DISTINCTION BETWEEN CONTENT CREATED BY HUMANS AND AI?

- YES
- UNSURE
- NO

6.8%

13.6%

79.6%
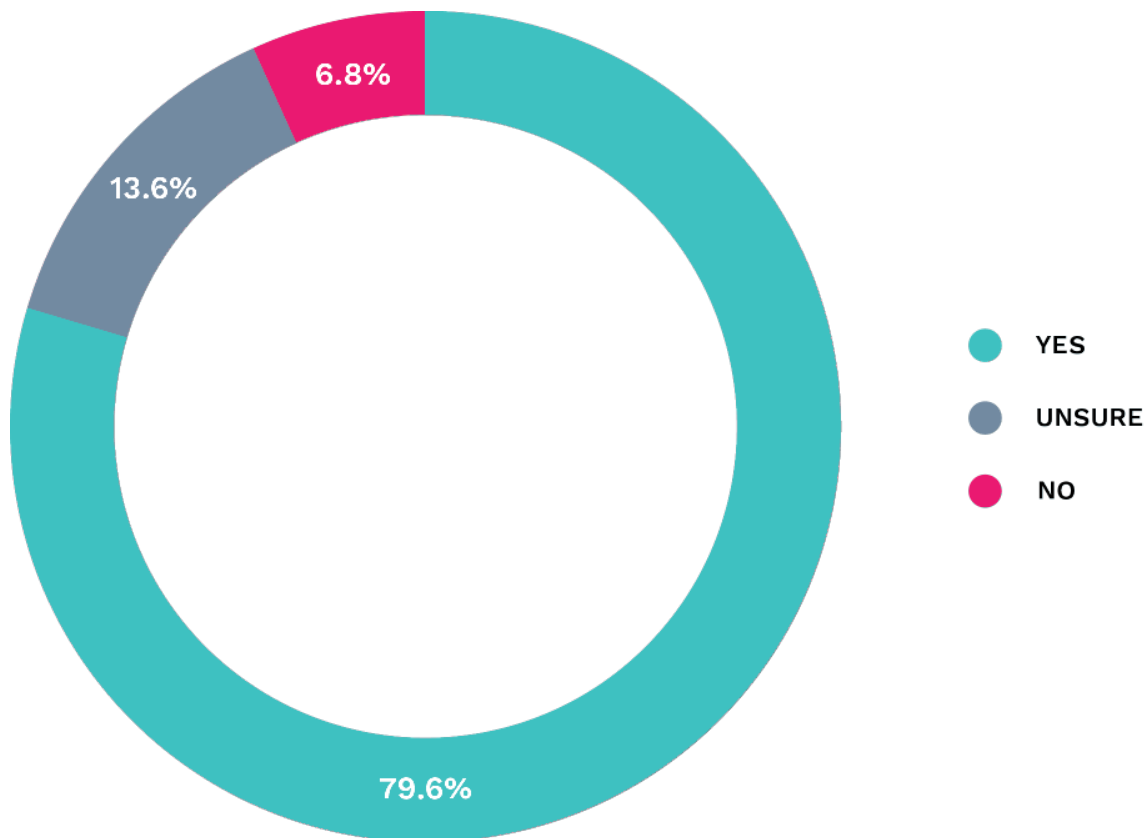
**Almost 80 percent of respondents think there should be a legal distinction between content created by humans and AI**, compared to the 6.8 percent who don't think a legal distinction is required. With only 13.6 percent of respondents unsure, it's clear that even though respondents embrace the use and benefits of AI tools, they think they should be clearly labeled as such when it comes to content creation.
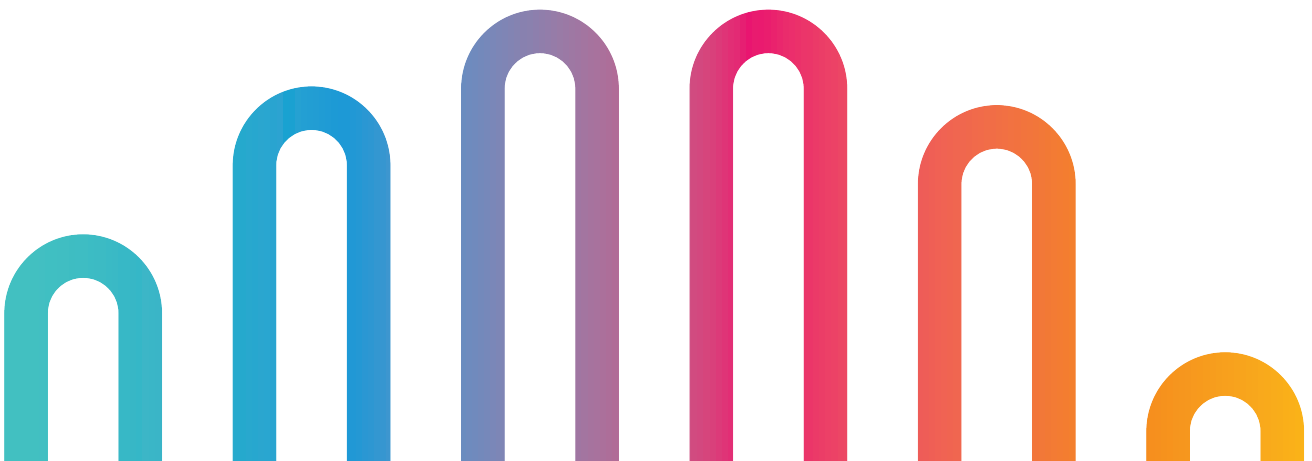
PERCEPTION OF RISKS ASSOCIATED WITH AI TECHNOLOGY

Do respondents view using AI tools as a risk? Well, 56.8 percent certainly think so, compared to the 25.3 percent that don't think it's risky. Interestingly, almost 18 percent of respondents are unsure as to whether using AI technology is risky.

DO YOU VIEW USING AI TOOLS AS A RISK?

56.8%	17.9%	25.3%
YES	UNSURE	NO
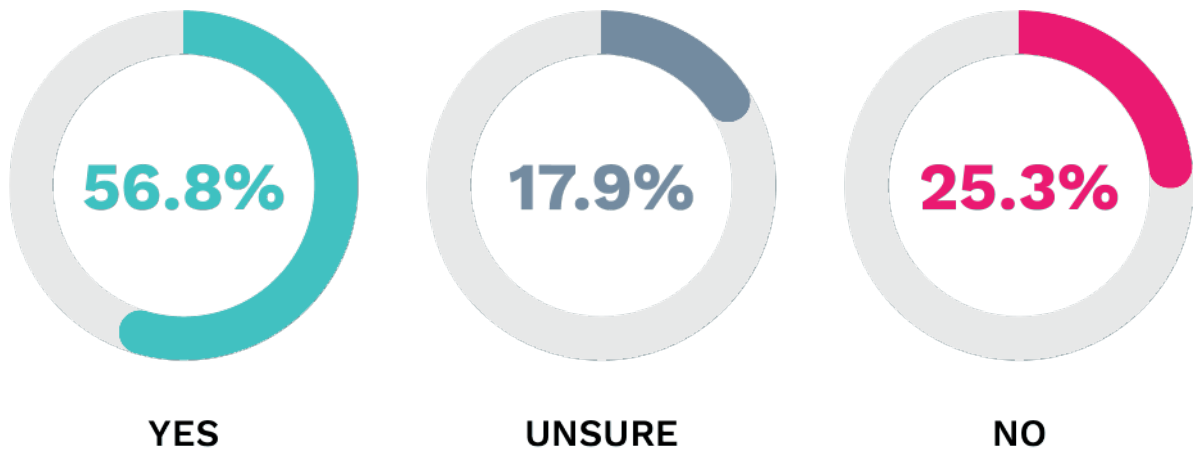
We already know from PwC's Trust Survey, which polled 500 executives on their top company risks, that participants ranked AI-related threats lower than cyber risks like data breaches and ransomware. This doesn't imply that AI risks are negligible. Rather, it indicates that many business leaders may still not fully understand the potential challenges of generative AI, including the creation of harmful or misleading content, deep fakes, misinformation, exposure of personal information, and illegal use of copyrighted materials.

MAIN RISKS ASSOCIATED WITH AI TECHNOLOGY

For those that do identify risks with AI, we wanted to explore what specific risks the respondents think are associated with AI tools. Below is a word cloud summarizing their responses:

Unsurprisingly, many of the responses centered around hallucinations, false information, copyright infringement, legal risk, regulatory compliance, bias, privacy risk, potential job loss to AI, brand damage, and ethical concerns.

Accuracy and security of information is of paramount concern to respondents. It's clear from their responses that many believe AI poses content quality risks.

The advantages of using AI-generated content in your content supply chain include greater efficiency and scalability of content and more personalization of content to your target audience. Downsides may include that AI can perpetuate biases or produce unethical content without proper oversight.

Thankfully, it's possible to strategically add AI into your enterprise content supply chain. **From boosting writer productivity to keeping LLM-generated content in line with your content standards — using a technology like Acrolinx can help.** It does so by governing AI-generated content for greater compliance with regulatory standards and improved content performance.

Concerns around AI-generated content and brand representation

Perhaps one of the main concerns for enterprises is how AI tools will represent their business — including products and services. And rightly so. Using a private LLM without fine-tuning on your best content and good prompting, can lead to output that sounds generic and off-brand. **At its worst, it might generate something that's completely misaligned with your compliance standards, putting your business at risk.**

## HOW CONCERNED ARE YOU ABOUT AI TOOLS MISREPRESENTING YOUR BRAND

12.3%	24.7%	38.3%	25.3%	9.9%
EXTREMELY	VERY	MODERATELY	SLIGHTLY	NOT AT ALL
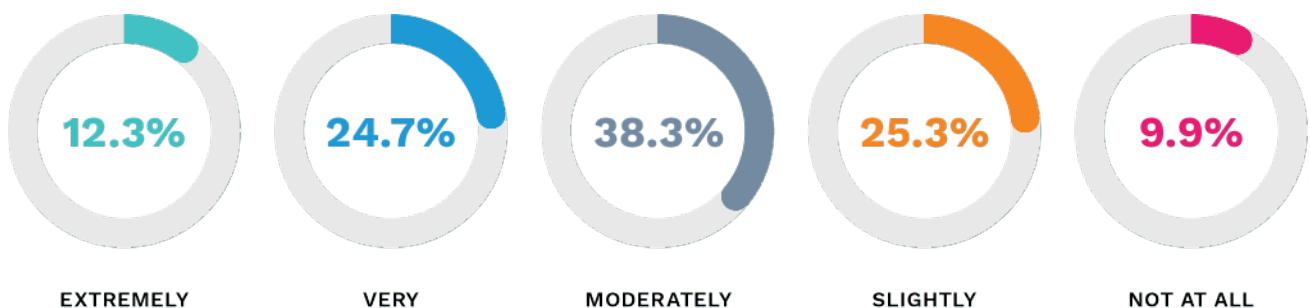
Considering that over **90 percent of respondents are either "slightly," "moderately," "very," or "extremely" concerned about AI tools misrepresenting their brand**, content accuracy is a major concern for enterprises.

The impact of AI on transparency and decision making

As earlier demonstrated, many enterprises are using AI tools to power efficiency and productivity within their workflows. But has the introduction of AI technology increased or decreased transparency and decision making within their organization?

HAS THE INTRODUCTION OF AI TECHNOLOGY INCREASED OR DECREASED TRANSPARENCY AND DECISION MAKING WITHIN YOUR ORGANIZATION?

27.2% INCREASED

59.3% UNSURE
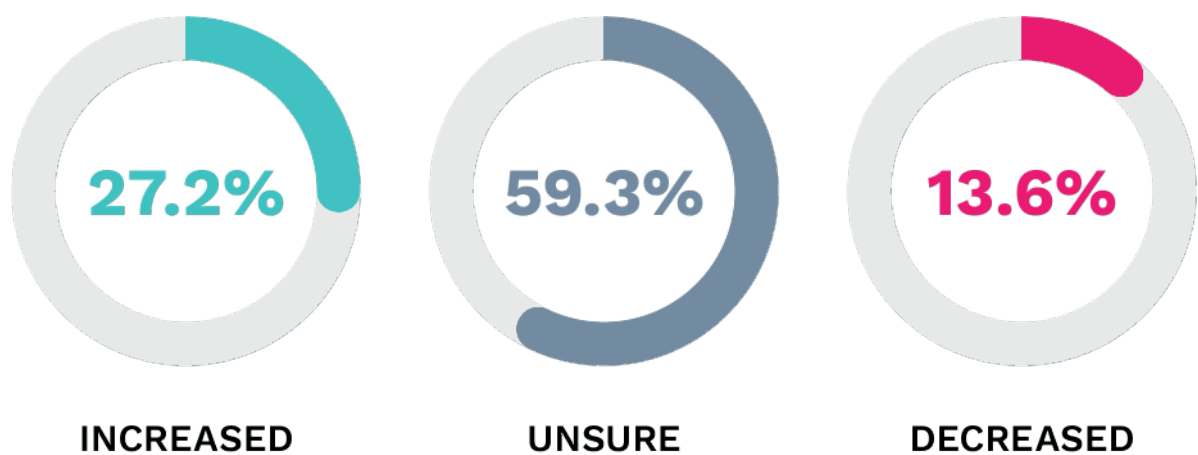
13.6% DECREASED

The responses show that **the majority (59.3 percent) are unsure as to whether the introduction of AI in the workplace has increased or decreased transparency and decision making.** 27.2 percent think that the introduction of AI has increased transparency and decision making, while 13.6 percent think it has decreased transparency and decision making.

Unfortunately, we can't determine why the respondents feel this way. But it can be assumed that with more time using AI tools, those who responded "unsure" are likely to be more decisive about the impact of AI within the workplace.

The role of AI in the enterprise content strategy

We wanted to understand more about how enterprises view using AI tools — specifically in a content creation context. In trying to understand the nuanced approaches to integrating AI into the enterprise content supply chain, we asked:

DO YOU SEE AI FULLY AUTOMATING YOUR CONTENT STRATEGY, OR JUST AUGMENTING IT?

- AUGMENTING
- UNSURE
- FULLY AUTOMATING

10.5%

13.6%

75.9%
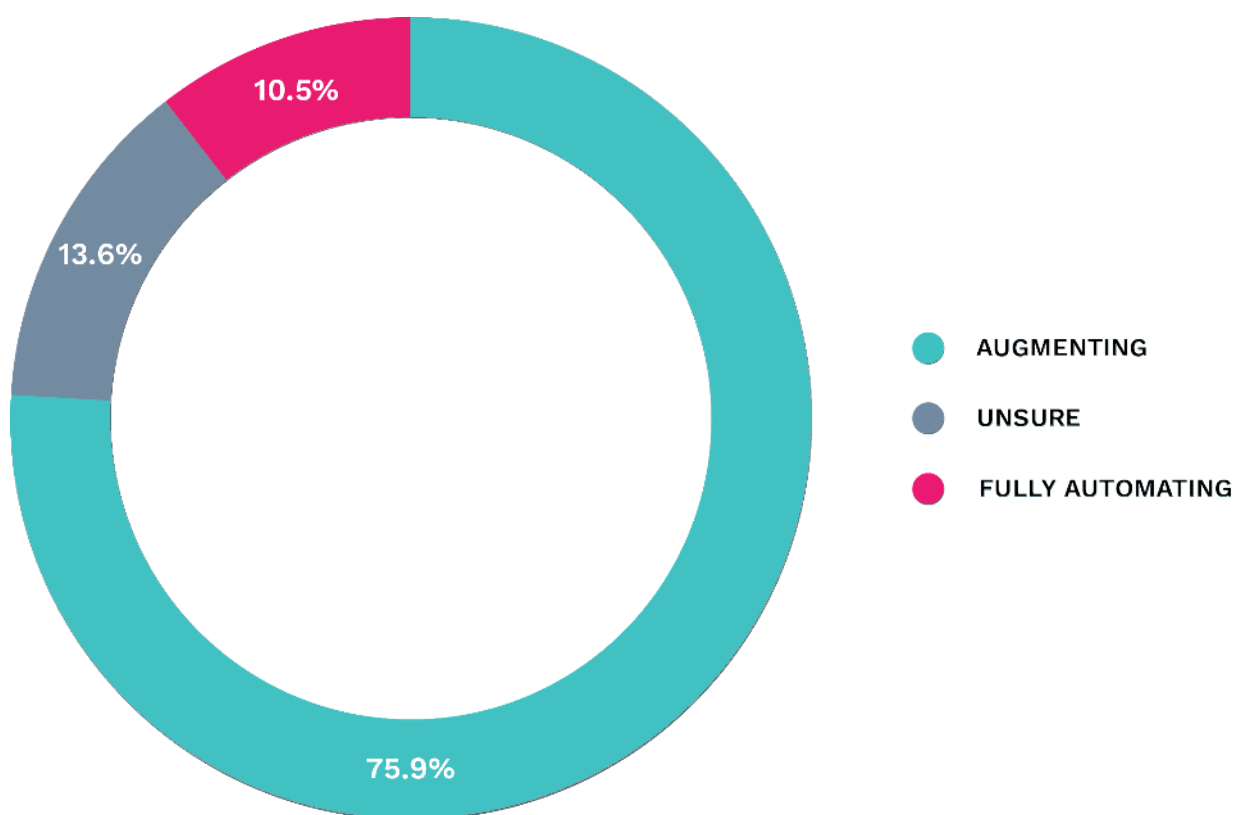
Notably, **three quarters of respondents (75.9 percent) see AI augmenting their content strategy** as opposed to fully automating it. Only 10.5 percent of respondents think AI will fully automate their content strategy, with 13.6 percent unsure of how it will impact their content strategy.

This tells us that respondents see humans as an integral part of the content strategy process. And considering the concerns respondents have around content quality, it's not surprising that they don't see it fully automating their content strategy.

Opinions on internal regulation of AI within the enterprise

Coming back to the regulation component of AI, we want to know what proportion of organizations are regulating AI internally, in lieu of nationally enforceable legislation. By getting an idea of how enterprises regulate the use of AI internally, we might be able to correlate internal regulation with respondents' perception of AI risk.

DOES YOUR ENTERPRISE REGULATE THE USE OF AI INTERNALLY?

74.7%	12.3%	13%
YES	UNSURE	NO
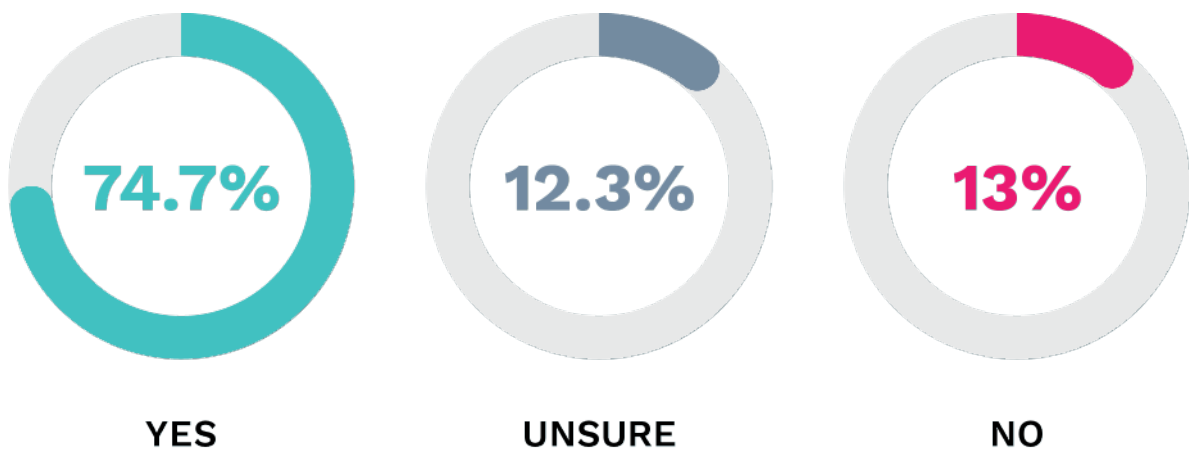
The results show an upward trend in internal regulation of AI, with 74.7 percent of respondents saying that their enterprises regulate it. In our 2023 generative AI report, we asked if enterprises restrict the use of generative AI and 41.9 percent said yes.

Although the wording of the question is slightly different, the theme isn't and it demonstrates that internal procedure around use of AI is maturing. Which is concerning considering that these technologies are continually evolving and advancing. It's an indicator to us that themes around AI guardrails, internal AI policy-making, and reducing communication risks from AI-generated content are highly relevant to organizations — even if they don't realize it yet.

AI is here to stay

In this report, we explored enterprise attitudes towards AI use, risk, and regulation. The findings show that a majority of enterprises are more likely to buy products that use AI, mainly to improve productivity and streamline processes. Likewise, most respondents are comfortable with businesses using AI-powered technology to interact with them.

When it comes to AI regulation, attitudes are mixed, with some wanting innovation to be paused until more regulation is established. There's a strong consensus that there should be a legal distinction between content created by humans and AI. What's more, many respondents view using AI technology as risky, with concerns around content quality, misrepresentation, and transparency in decision making. Notably, there's an upward trend in internal regulation of AI within enterprises.

All of which to say that attitudes and understanding of AI is maturing in an enterprise context. Organizations are aware of the benefits and also cautious of the risks. But importantly, they're able to identify what risks AI poses which enables them to better navigate the AI landscape.

At Acrolinx, we know that the potential for AI in the content creation and maintenance space is massive. But we also understand that AI guardrails for your content standards are vital if you want to protect your brand.

If you're interested in learning more about how Acrolinx can protect your enterprise from low-quality content, **request a demo.**
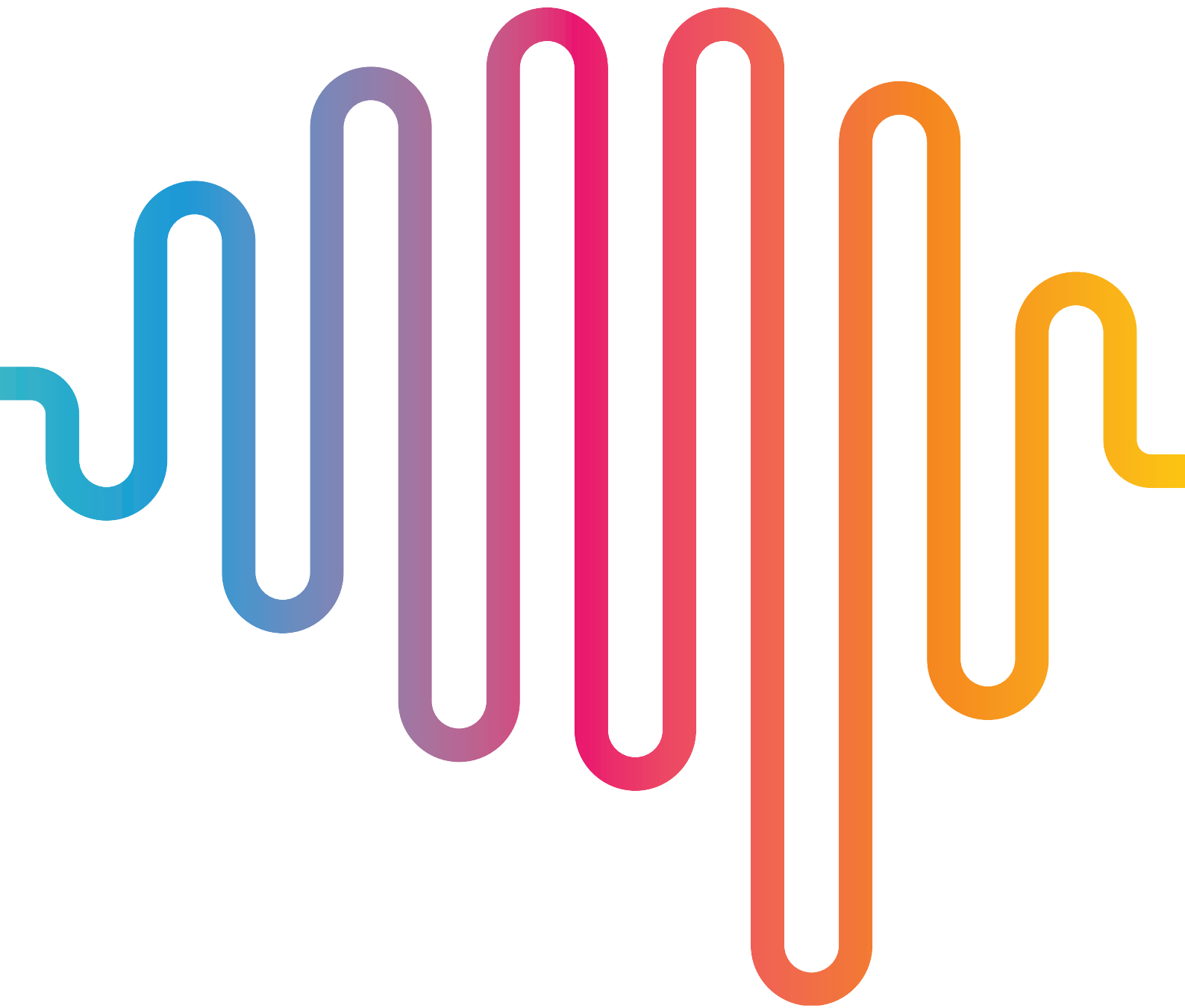
About Acrolinx

Acrolinx is your enterprise content insurance policy. Our AI-powered content governance software captures and digitizes your style guide to make your writing standards standard.

Acrolinx governs new and existing content written by people and generative AI. Whether your company has written 100,000 words or billions (like our customer Microsoft), Acrolinx makes sure each one reflects your style guide. Customers enjoy massive efficiency gains without sacrificing standards through AI-powered live writing assistance, automated reviews and quality gates, and analytics comparing content quality with performance.

With an LLM infrastructure anchored in Azure AI, Acrolinx guarantees scale, future-readiness, and uncompromising safety and security. Born out of the German Research Center for Artificial Intelligence (DFKI), AI runs deep in Acrolinx's DNA.