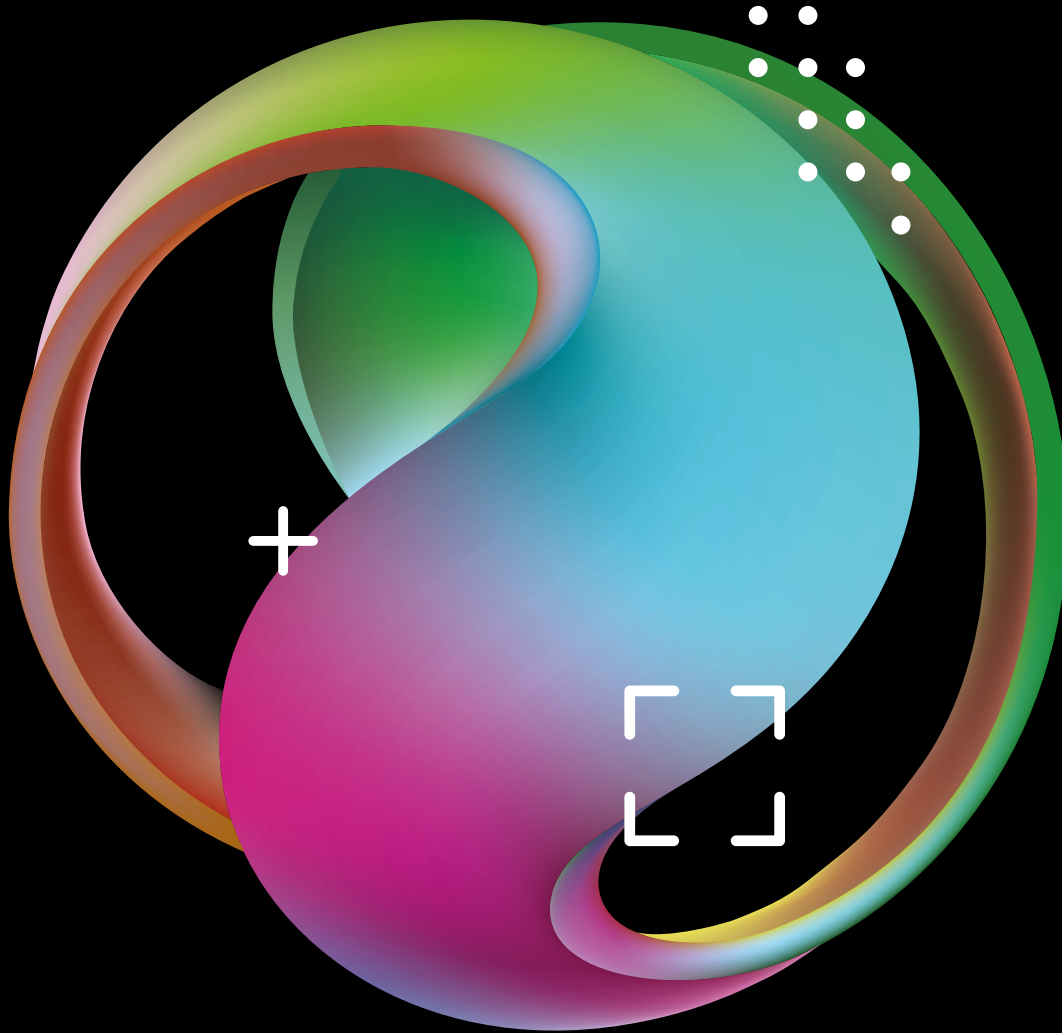


**Deloitte.**



AI Trust  
Survey

**MAKING AN  
IMPACT THAT  
MATTERS**  
*since 1845*



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# Introduction

The rapid development and increasing integration of Artificial Intelligence (AI) in modern businesses presents both opportunities and challenges. AI technologies promise a revolution in efficiency, decision-making, and innovation. However, the realization of these potentials heavily depends on the trust that leaders and employees place in these technologies.

Trust in AI is crucial for several reasons. First, decisions based on AI-driven analyses and forecasts influence a company's strategic direction. If trust in the algorithms and systems is lacking, the benefits of these technologies are significantly limited. Second, the acceptance of AI technologies heavily relies on perceived risks and potential benefits. Without trust, companies might be hesitant to fully leverage these groundbreaking tools.

## Relevance of the Topic

Trust is fundamental for the successful implementation and operation of AI systems. Building and sustaining this trust requires not only technical precision and reliability but also transparency and clear communication about the capabilities and limitations of AI. Concerns about data privacy, algorithmic biases, and the impacts on the job market contribute to a complex trust dynamic that needs to be understood and navigated.

The current study focuses on this central theme, examining the attitudes and actions of leaders across various industries and positions in companies of different sizes. The goal is to gain deeper insights into collective trust in AI systems and understand the factors influencing this trust. These insights are crucial for demonstrating ways companies can integrate AI technologies both successfully and responsibly.

## Study Focus

Our investigation sheds light on various aspects of trust in AI:

- Areas of application and intensity of use: Which departments use AI and to what extent?
- Organizational responsibilities: Who bears responsibility and how is it structured?
- Changes in trust: How has trust in AI evolved since the introduction of new technologies and regulatory frameworks?
- Measures to build trust: What strategies do companies employ to build and strengthen trust in AI?

The study also touches on the role of new regulatory measures, such as the EU AI Act, which aim to set clear guidelines and standards for the use of AI technologies.

## Objective

In this study, we aim not only to illuminate the current state of trust in AI but also to offer practical recommendations—based on our AI Report 2024 (“[KI-Report 2024](#)”)—on how companies can effectively strengthen this trust. A comprehensive understanding as well as strong confidence and robust trust in AI are essential to fully exploit its technological potential and achieve sustainable success.

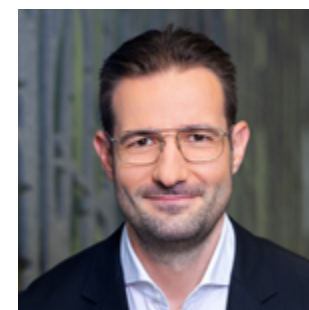
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# Key Findings

The current study on trust in generative AI shows that despite increasing interest and pilot deployments, Austrian companies continue to face concerns and challenges regarding the integration and application of AI, as was previously observed in the AI Report 2024. The largest share of companies (44 %) currently have no intention of using generative AI in the near future. However, there is a strong trend toward the use of AI, particularly in marketing, sales, and IT.

Trust in generative AI remains a critical issue: While 54 % of respondents see no change in their trust in the technology since the end of 2022, 4 % do report a significant increase in trust. Concerns, especially in the areas of data privacy, result security, and transparency, are corroborated by the high demands for financial security and uncertain return on investment highlighted in the AI Report 2024.

Overall, the current AI trust study reflects a growing, yet cautious interest in generative AI among Austrian companies, with many of the challenges identified in the AI Report 2024 still persisting.

## Key Aspects

- + Experience and Use**  
The use of AI is increasing but remains limited due to limited experience.
- + Application Areas**  
Generative AI is primarily used in marketing, sales, and IT. General AI is mainly used in automating routine tasks.
- + Responsibilities and Organization**  
AI is mostly centrally organized and managed within the IT department.
- + Trust and Scepticism**  
Trust is stable, but marked by uncertainties and concerns about data privacy, security, and ethical issues.
- + Risk Mitigation**  
A number of companies employ various measures to mitigate risks, although many have not yet taken any steps.
- + Regulation**  
There are divergent views on the impact of the EU AI Act on trust in AI, with many either seeing the need for more comprehensive regulation or having not yet engaged with the Act at all.

# Demographics

To begin with, the positions within the company include CEOs or managing directors making up 16 %, CFOs accounting for 4 % of the respondents, 61 % of respondents holding other executive-relevant functions, and 19 % falling under the "Other" category.

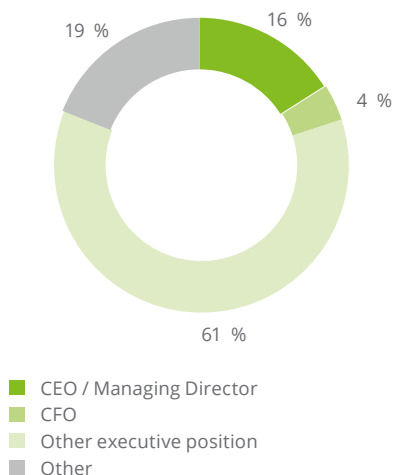
Participants come from companies of various sizes: Small enterprises with up to 49 employees represent 36 %, medium-sized enterprises (50 to 249 employees) account for 24 %, and large enterprises with 250 or more employees are represented by 40 %.

Industry affiliation shows a wide distribution as well: The service industry is the most represented at 19 %, followed by trade at 13 %, and the public sector at 13 %. The healthcare sector stands at 9 %, while the technology, media, and communications industry is at 8 %. Consumer and industrial products make up 8 %, transportation, logistics, and traffic 5 %. The tourism sector is represented at 4 %, energy and resources as well as financial services each at 3 %. Art and culture have a smaller share of 2 %, and other industries together make up 12 %.

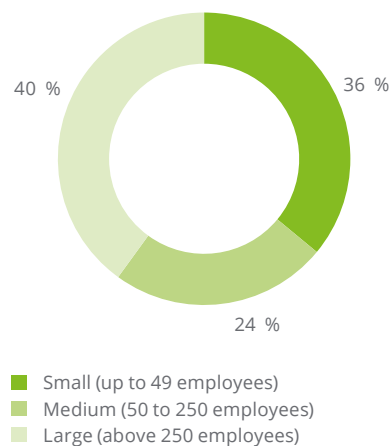
**A notice:**

Minor deviations from target values (e.g. 99 % or 101 % instead of 100 %) are due to rounding effects.

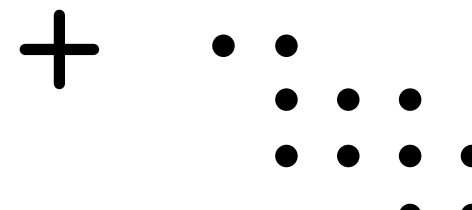
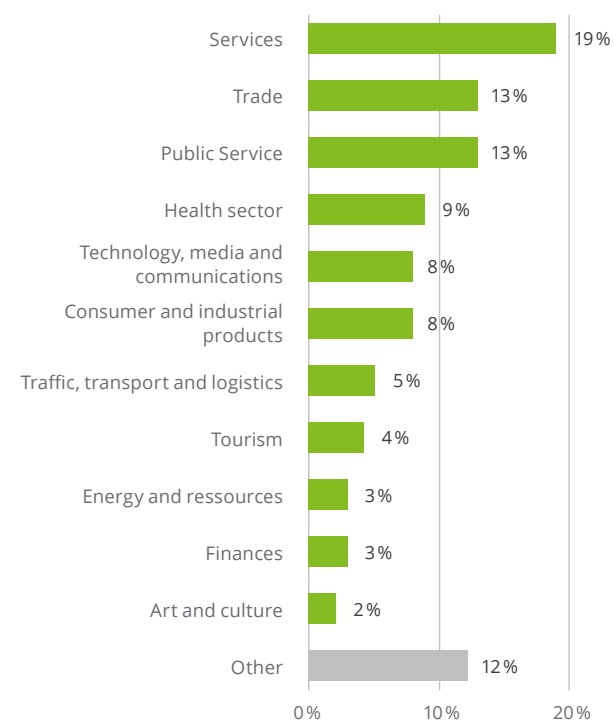
**Professional status**



**Company size**



**Industry**

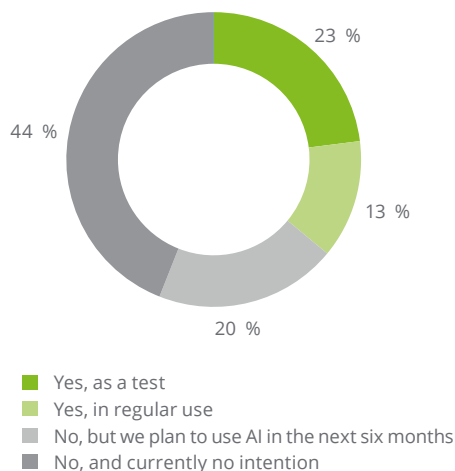


# Use of GenAI in Austrian companies

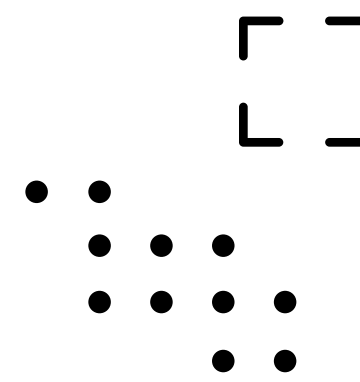
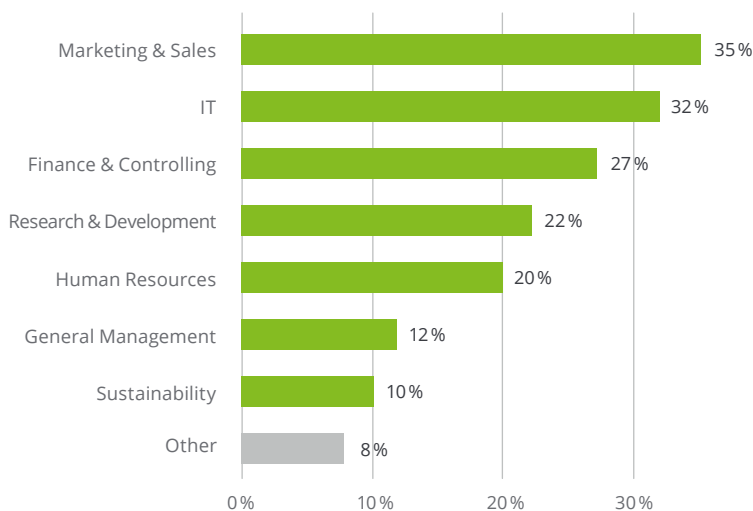
As part of our survey, 523 individuals were asked about the use of AI in their companies. 23 % of respondents indicated that they are testing generative AI, while 13 % are already using it regularly. 20 % plan to introduce AI within the next six months, and 44 % currently have no intention of using AI. Our survey conducted for the AI Report 2024 revealed that at the time, 24 % of companies did not consider AI and a further 18 % planned its implementation. This comparison shows that companies still have some reservations regarding both generative AI and general AI due to existing concerns and challenges. Furthermore, the AI Report 2024 indicates that only 8 % of respondents have 6 to 8 years of experience with AI, while 42 % have 1 to 2 years and 29 % have less than one year of experience. Thus, it is evident that there is an emerging trend towards the integration of AI technologies in the near future, although current experience remains limited.

Among the respondents using AI or planning on using AI in the next 6 months, respondents gave the following answers: 35 % utilize it in the areas of marketing and sales. In the IT department, AI is used by 32 % of respondents. Finance and controlling departments use AI at 27 %. Research and development account for 22 %, and human resources or personnel for 20 %. General management uses AI at 12 %, while sustainability is mentioned by 10 % of respondents. Other areas account for 8 %, and further 8 % of respondents could not specify any particular areas of AI usage. While the survey indicates that generative AI is primarily used in marketing and sales as well as IT, the AI Report 2024 shows that the use of AI for automating routine tasks (19 %) and optimizing customer interactions (13 %) dominates. These overlaps suggest that companies increasingly regard generative AI as a specific application within the broader AI spectrum.

**Are you currently using generative AI in your company?**



**In which areas do you use GenAI?**



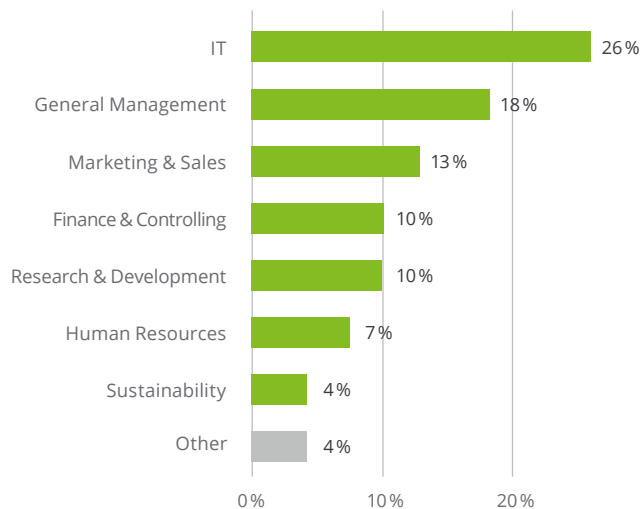
# Responsibility for the use of AI

Responsibility for the use of AI lies with the IT department for 26 % of respondents. General management, including the executive level (C-Level, Managing Director, Board of Directors), is responsible for AI implementation in 18 % of cases. Marketing and sales were mentioned by 13 % of respondents, while finance and controlling as well as research and development were each mentioned by 10 %. Human resources account for 7 %, and sustainability for 4 %. Other areas were also mentioned by 4 %.

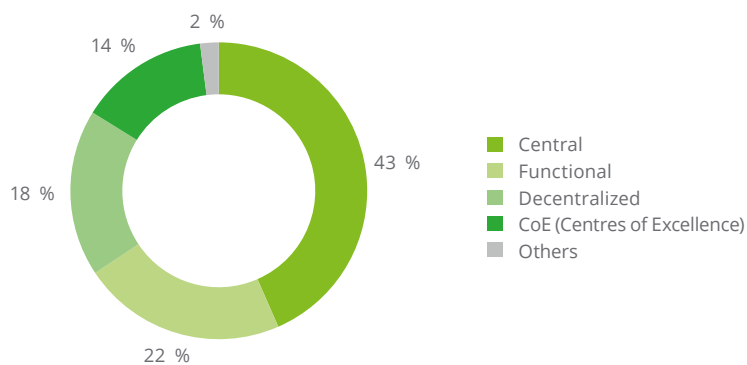
Regarding the organization of AI within the company, 43 % of respondents indicate that AI is centrally organized, 22 % state that AI is functionally or matrix-organized, and 18 % utilize a decentralized organization. Centres of Excellence (CoE) are used by companies of only 14 % of respondents. Other organizational forms were mentioned by 2 %.

The distribution of AI responsibility reflects the areas within organizations where AI can have the most impact or where specialized skills are requisite. IT departments might take a leading role due to their technical expertise and infrastructure management capacity. General management's involvement may underscore AI's strategic importance, whereas departments like marketing and sales, finance, research and development, human resources, and sustainability focus on AI applications directly impacting their domains. Ambiguity in responsibility often arises in organizations still maturing their AI strategies or exploring various implementation phases.

**Which area in your company is responsible for the use of AI?**



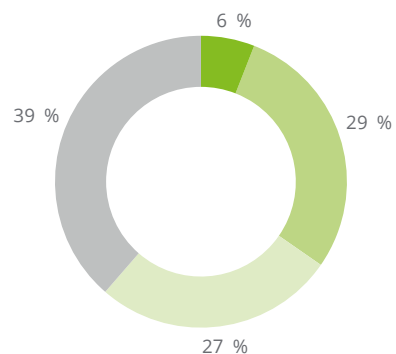
**How is the use of AI organised in your company?**



# Personal use of AI in daily work

The survey revealed that the personal use of AI in daily work varies: Only 6 % of respondents use AI daily and intensively as part of their work. 29 % use AI occasionally to support specific tasks and 27 % of the participants use AI occasionally and experimentally. A significant portion, 39 %, states that they never use AI in their daily work.

## Do you personally use AI in your daily business?



- Daily and intensively as part of my work
- On a case-to-case basis to provide support with certain activities
- Occasionally and on a trial basis
- Never





# Companies' trust in GenAI

Our survey provides comprehensive insights regarding companies' trust in generative AI. Since the advent of the new technology at the end of 2022, 54 % of respondents report that their companies' trust in generative AI has remained unchanged. For 26 %, trust has slightly increased, and for 4 %, it has significantly increased. In contrast, 9 % indicate that their companies' trust has somewhat decreased, and for 6 %, it has strongly decreased.

Individual trust in the current capabilities and solutions of generative AI presents a varied picture: 5 % of respondents have great trust, and 27 % have some trust. The majority (46 %) remain neutral, while 14 % have little trust and 8 % have no trust in the technology.

As a comparison, our AI Report 2024 revealed that data privacy and security (29 %) as well as the responsibility and liability for faulty AI decisions (23 %) are central ethical concerns within the respondents' areas of responsibility. Similarly, transparency in AI decision-making processes (17 %) and social impacts, such as job loss due to automation (17 %), are significant aspects.



## Deloitte View

The stated little to no trust (22 %) in generative AI among respondents therefore likely stems from concerns surrounding data privacy and security, the responsibility and liability for AI decisions, transparency in AI processes, and the social implications of AI, such as potential job loss due to automation. Concrete measures like enhancing data privacy with strict protocols, clarifying accountability through clear guidelines, and improving transparency with explainable AI systems could thereby increase trust in the technology. Furthermore, addressing social impacts through retraining programs, increasing education with AI literacy, and designing intuitive, user-friendly tools might also contribute to greater trust.





To further increase trust in generative AI, 56 % of respondents see the need for more experiential evidence, both internally and externally. From the perspective of 41 % of respondents, general risk assessments by independent experts are needed, while 33 % advocate for universal regulatory frameworks from the government. More accessible information on the topic is demanded by 31 %, and 24 % see a need for more technological expertise within their own companies.

Regarding processes to build trust in generative AI initiatives, 29 % of companies have neither implemented processes nor have plans to do so. For 27 % of respondents, the goals and potential impacts of AI are transparently communicated within the company. In 25 % of companies, although trust-building processes have not yet been implemented, plans for their implementation are already in place. Improving the data quality underlying AI decision-making is a process in 21 % of companies. In comparison, our AI Report 2024 mentions that 15 % identify the availability of data or data quality as the number one challenge for AI implementation. This suggests that data quality is gaining relevance as a prerequisite for the successful implementation of AI solutions in companies. Furthermore, our current study shows that 19 % of companies offer internal training on AI.



## Deloitte View

Trust in generative AI can be improved with more experiential evidence, independent expert risk assessments, and universal regulatory frameworks. Accessible AI information and enhanced technological expertise are also needed. While some companies haven't yet implemented trust-building processes, others are transparently communicating AI goals and improving data quality. Internal AI training is also offered by some companies to address these challenges. Companies should therefore promote experiential evidence, support independent risk assessments, advocate regulatory standards, enhance data quality, and provide comprehensive AI training to boost expertise.

# Risks regarding the use of GenAI

The survey also examined the risks associated with generative AI and the measures companies are taking to mitigate them. Regarding risks, the top concern is a lack of trust in the outcomes, cited by 36 %. In comparison, the results of the AI Report 2024 emphasized that high initial investments are seen as the biggest challenge by 61 % of respondents and the unclear ROI is seen as the biggest challenge by 47 % of respondents. This indicates that financial uncertainties remain a significant hurdle. Furthermore, the current study reveals that misuse of customer data and data privacy concerns (33 %) as well as a lack of transparency (31 %) are also among the top concerns. This closely aligns with the findings of the AI Report 2024, where 31 % of respondents indicated that concerns regarding data privacy and the security of sensitive data were among the biggest challenges. Other worries highlighted by the current survey include rushed implementations (29 %), unauthorized use of company data (29 %), and job displacement due to automation (26 %). Additional risks such as potential bias in AI (19 %), the use of prohibited AI tools (16 %), and regulatory compliance (12 %) were also noted. 10 % of companies reported having no such concerns.

To mitigate risks, 26 % of companies train their employees to identify potential risks. 17 % ensure that a human validates all AI-generated content. Other measures include appointing an executive to manage AI risks (16 %), monitoring regulatory requirements (16 %), and conducting regular internal audits and tests (15 %). Additionally, 13 % of companies are working on establishing a governance framework for AI usage, and 12 % have created an internal committee for AI-related risks. A formal inventory of all AI implementations is conducted by 10 %, while 8 % rely on external providers for independent audits. However, 35 % of companies take no measures to mitigate risks.

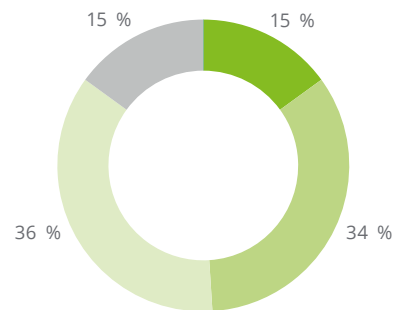


# Employees awareness regarding harmful content

The awareness of employees regarding potentially harmful AI-generated content varies: 15 % of respondents perceive a high level of awareness, 34 % notice a somewhat increased awareness. 36 % report barely any awareness, and 15 % see no increased awareness at all.

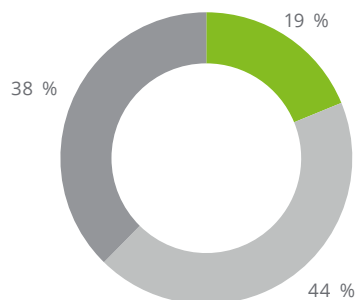
Regarding specific awareness measures, 19 % of companies stated that they have been implementing such measures for some time. 44 % have not yet implemented such measures but plan to do so. 38 % of companies do not employ any specific awareness measures.

**Do you notice an increased level of awareness among your employees regarding dangerous AI content?**



- Yes
- Rather yes
- Rarely
- No

**Do you set awareness measures?**



- Yes, we have been running them for some time
- Not yet, but they are being planned
- No, we do not take any specific measures



# Impact of the EU AI Act

The results of the present survey on the impact of the EU AI Act, the first European regulation on artificial intelligence, on companies' trust in the technology and its use reveal diverse perspectives. 10 % of respondents believe that the regulation provides a framework in which they can operate safely. 33 % think that much more comprehensive regulation is needed. 28 % do not feel that the regulation makes the handling of AI any safer. A significant portion, 29 % of respondents, have not yet engaged with the EU AI Act.

In comparison, our AI Report 2024 found that 28 % of respondents saw the role of regulation in the context of AI use as necessary to ensure an ethical framework and data protection, and 23 % found it helpful in setting standards for safety and transparency.

The present survey as well as the Deloitte AI Report illustrate that there are different perspectives and uncertainties regarding the impact of regulations like the EU AI Act on trust in artificial intelligence. While in the AI Trust Survey only a small portion of respondents (10 %) consider the EU AI Act sufficiently safe and a substantial number (33 %) call for more comprehensive regulations, the AI Report 2024 indicates that a significant majority (51 %) recognize the necessity and usefulness of regulations to ensure ethical standards and transparency. Broadly speaking, both studies confirm that regulations are perceived as a critical factor, but there is still significant need for education and improvement to strengthen trust in AI technology.



## Deloitte View

As a result, an active engagement in discussions about regulatory frameworks and an investment in educational initiatives to better understand and comply with these regulations could further increase trust in AI technology. Additionally, companies should implement internal audits and compliance measures to ensure their AI systems adhere to the highest ethical standards and regulatory requirements.



# Deduced Hypotheses

The key message of the study indicates a cautious interest and significant concerns of Austrian companies regarding generative AI. However, it is important to critically examine the following aspects:

## +1

### Discrepancy between Interest and Trust

Austria's organizations show a moderate but slightly optimistic level of trust in generative AI. 20 % show low or little trust in generative AI whereas 46 % take a neutral stance. Why does trust in generative AI remain relatively low despite the increasing relevance? Is it due to a lack of successful application examples or insufficient communication of successes?

The great majority of the companies (56 %) see more internal as well as external experience as a necessity to strengthen trust in AI. 41 % of the participants value external expertise regarding risk classification. Trust in generative AI is strengthened when companies recognize that well-documented success stories and best practices exist. Transparent case studies that clearly illustrate the implementation and benefits of generative AI demonstrate that the technology can be successfully applied, not just theoretically, but also in practice. Companies that openly share their challenges and successes contribute to creating a sense of community and fostering trust.

## +2

### Hesitant Implementation

What are the deeper reasons behind almost half of the companies having no plans to deploy generative AI? Is it solely due to financial uncertainties or do cultural and organizational factors play a larger role?

Despite initial important steps, companies still face many hurdles in the use of AI. According to the AI Report 2024, particularly the high initial investments (61 %), the lack of skilled professionals (36 %), and considerations related to data protection (29 %) are currently causing headaches. Accordingly, a large portion of the respondents also advocate for increasing regulation in this area.



**+3**

## Regulatory Uncertainties

Which specific aspects of the regulations are unclear or hindering? Are complex regulations or lack of information about the EU AI Act hampering trust?

The EU AI Act and similar regulations can create uncertainty if they are not communicated clearly and understandably. Companies need clear, transparent, and accessible information about regulatory requirements. For one third of the participants of the AI Trust Survey trust is bolstered when companies have the confidence that they are operating within a well-defined legal framework. Regulatory bodies should focus on clear communication and providing resources that help companies understand and implement the regulations.

**+4**

## Risk Management

Despite the importance of risk management measures, up to a third of companies have not taken any actions. What measures are the majority of the companies taking in order to minimize risk?

To minimize risk, companies are investing in training employees, establishing AI governance frameworks, and implementing a 'human in the loop' approach to ensure that AI does not make decisions autonomously. A trusting relationship with generative AI requires robust risk management. Companies should take proactive measures to identify and mitigate risks. Internally transparent processes and the designation of responsible individuals to oversee AI applications provide security. Regular audits and the involvement of independent experts to review AI systems ensure they operate safely and ethically.

**+5**

## Unclear Economic Benefits

For 19 % of companies, uncertainty of how ROI is achieved often hinders the implementation of generative AI initiatives within their organization (AI Report 2024). Why are the economic benefits of generative AI often unclear, and how can this be changed?

Companies are often cautious about investing in new technologies with unclear ROI. Trust is built when the economic benefits are communicated clearly and comprehensibly. Companies should use pilot projects and small test phases to gradually integrate the technology and demonstrate its benefits. A data-driven approach to evaluating ROI and transparent reporting of economic outcomes enhance stakeholders' trust in generative AI.

# Conclusion

Trust is the key to successfully integrating generative AI into companies. Through transparent communication, comprehensive training, clear regulatory guidelines, and effective risk management, companies can overcome existing fears and concerns about artificial intelligence. A trustful handling of AI creates a secure environment where businesses can fully exploit the available potentials and develop innovative solutions. That way, AI can become an integral part of any company's digital transformation and future success.



## Call to Action

The study reveals cautious interest among Austrian companies toward generative AI, tempered by significant concerns. Trust remains moderate, with 20 % showing little and 46 % neutral trust. To build trust, transparent case studies of success stories and external expertise are essential.

Hesitant implementation is driven by perceived high initial investments, skill shortages, and data protection concerns. Clear communication and supportive regulatory frameworks, especially concerning the EU AI Act, are needed to minimize these issues.

Risk management is often insufficient, with a third of companies lacking actions. Investing in training, establishing AI governance, and ensuring human oversight are crucial. Regular audits and expert reviews will enhance safety and ethics.

Unclear economic benefits hinder adoption, necessitating pilot projects and transparent reporting to demonstrate ROI. By addressing these key areas, organizations can foster trust and integrate generative AI successfully.



## Call to Action for Organizations

1. Establish a robust governance to safeguard your AI initiative
2. Ensure data protection and regulatory compliance
3. Proving, measuring and communicating ALL types of value is critical
4. Build trust through transparency, familiarity, technology and guardrails
5. To scale up, you need to skill up

By focusing on these actions, you can effectively build trust and integrate generative AI in your organization.





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# Imprint

**Published by:**

Deloitte Services Wirtschaftsprüfungs GmbH

**Authors:**

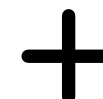
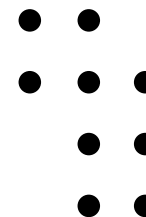
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