

A new frontier: Exploring
artificial intelligence in
finance

Deloitte poll results
May 2024

Methodology

1,430+

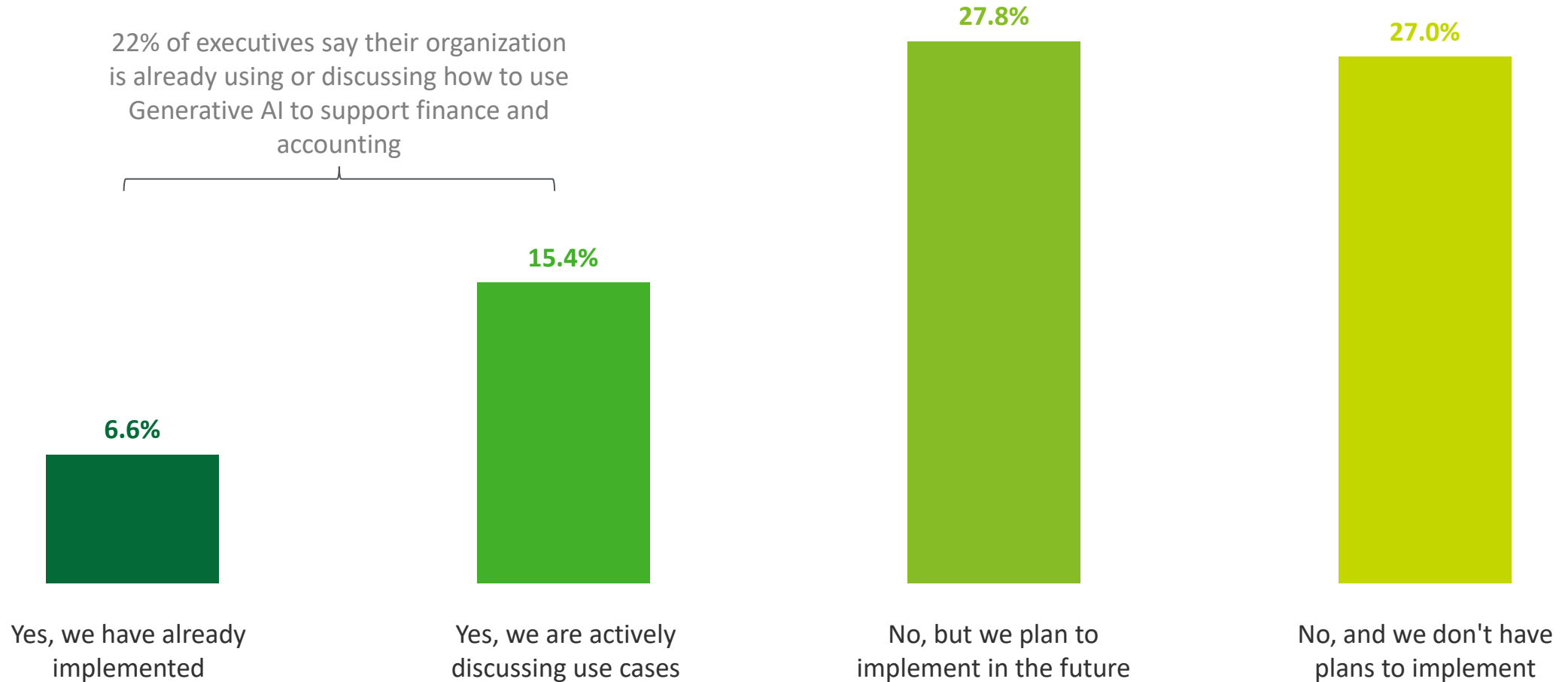
C-suite and other executives were polled online during a Deloitte webcast titled “[A new frontier: Exploring artificial intelligence in finance](#)” on October 26, 2023. Answer rates differed by question.

In some instances, immaterial amounts (e.g., +/- 0.1%) have been added to or removed from the “Don’t know/not applicable” answer responses to bring results to 100% total for each question.



Does your organization have plans to implement Generative AI to support finance and accounting?

Votes received 1,431 C-suite and other executives



Don't know / not applicable = 23.2%

Where do you think is the biggest opportunity for Generative AI use within your organization's finance and accounting function in the next 12 months?

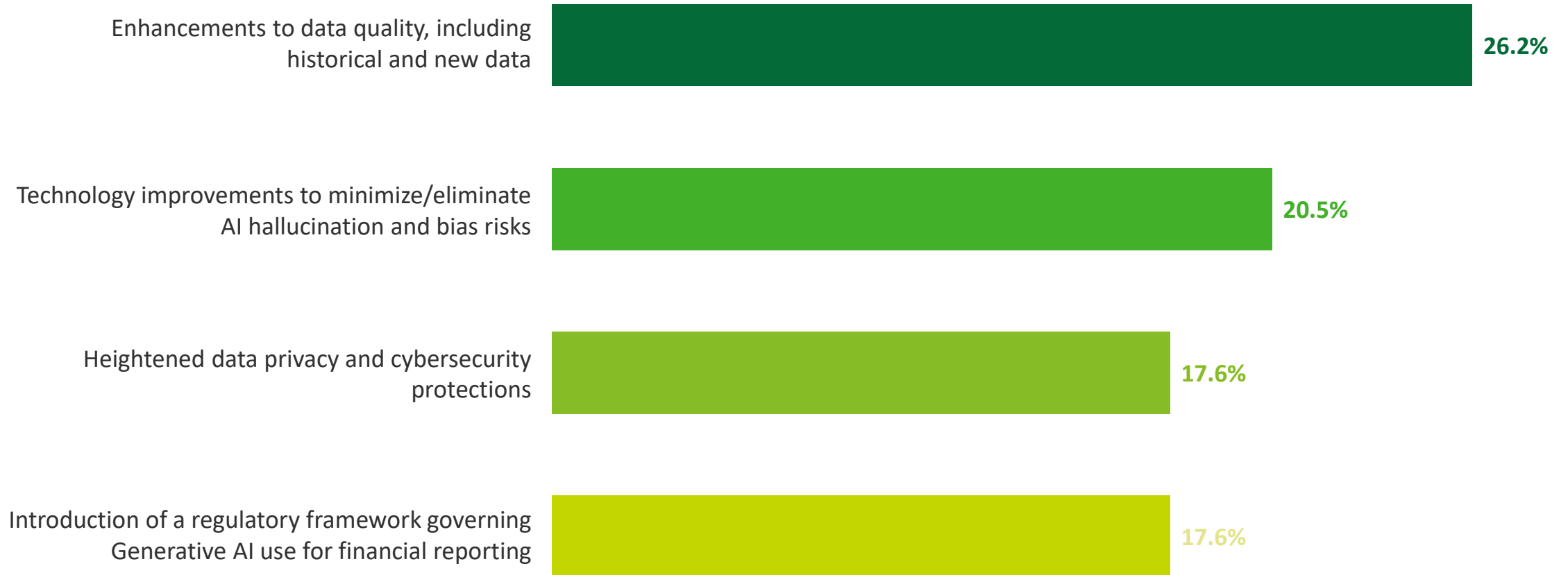
Votes received: 2,192 C-suite and other executives



Don't know / not applicable = 23.0%

Which of the following do you think would improve trust levels the most in Generative AI tools for finance and accounting?

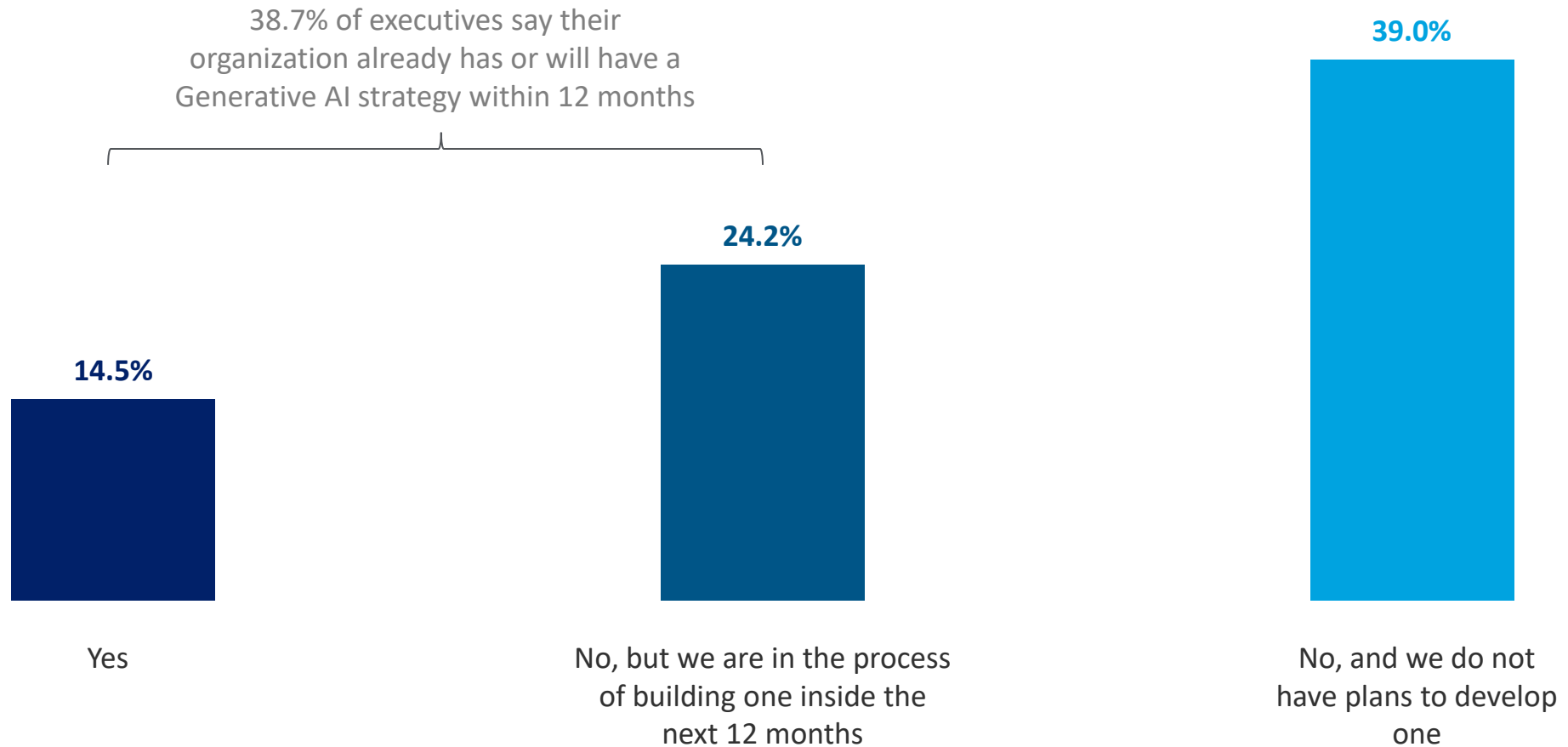
Votes received: 2,420 C-suite and other executives



Don't know / not applicable = 18.1%

Does your organization's finance and accounting function have a Generative AI strategy (e.g., protocols to guide adoption and use of the technology)?

Votes received: 2,387 C-suite and other executives



Don't know / not applicable = 22.3%

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