AI usage

in the Czech Republic

randstad

contents.

introduction.

In the past years we have noticed a major progress in artificial intelligence and organisations are using it more regularly.

The 2023 AI research is dedicated to delivering insights into how companies feel about the evolving AI trends and what are their strategies for the future.

136 business leaders from a variety of industries in Czech Republic, more than half of them using AI their workplace, completed the survey between July-August 2023.

Key topics covered in the report include usage, attitude towards the use artificial intelligence, opinions from business that are already using AI or considering doing so.

general

section.

general attitude towards AI.

45%
of respondents are hopeful and optimistic about AI in the world today in general.

47%
of respondents feel neutral about AI in the world today in general.

8%
of respondents are pessimistic about AI in the world today in general.

do you believe that the development of artificial intelligence should be controlled and regulated by countries and international organizations?

5%

28%

67%

- yes, but only in a general way
- yes, and very strictly
- no, regulation is not necessary
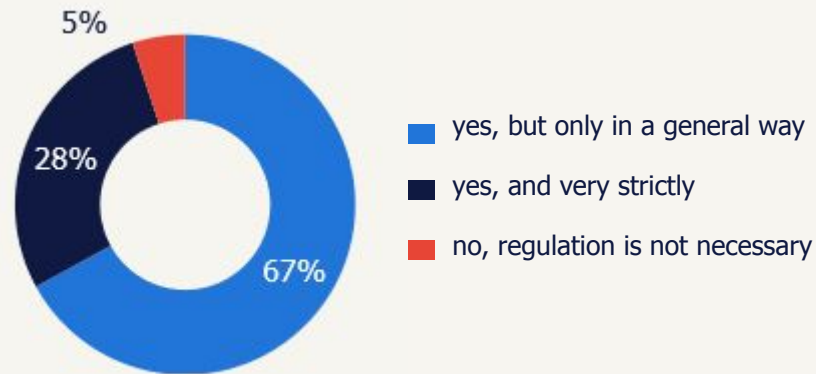
90%
of respondents feel like AI will replace some jobs but create new ones, so the impact will not be substantial,

while **8%** think it will significantly increase unemployment.

Only **1%** feel like AI will not affect the labour market at all.

personal belief about AI.

88%

of respondents are not worried that AI could cost their job in the future, whereas **4%** think the opposite.

the remaining of the respondents selected "I don't know".

do you expect to have to learn to work with AI?

yes, and I already use it	36%
yes, but I don't use it yet	55%
no, and I don't think I will need it in the future	1%
I don't know	8%

19% of the respondents work with AI on a fairly regular basis.

47% of the respondents work with AI, but only exceptionally.

34% of the respondents don't work with AI at all.

company's attitude towards the use of AI.

41% are open to using AI in certain areas.

39%
of respondents are already using AI and its tools in their company.

36%
of respondents are not using AI, but are considering its use in the near future.

25%
of respondents are not using AI, nor considering doing so in the future.

we do not yet have a coherent and clear view on the use of AI	46%
we are open to the use of AI, but only in certain areas	41%
we support the use of artificial intelligence and plan to expand it at large	13%
we do not foresee that we could use AI in the future	1%

businesses already using AI.

departments in which AI is used.

personnel and human resources management	64%
administration	51%
marketing and advertising	45%
manufacturing	17%
market analysis, development plans and strategies	17%
customer service and support	15%
business development	13%
finance and accounting	9%
management	8%
supplier relations	2%
logistics and transport	2%
other	15%

how did AI replacing some jobs affect the number of employees?

- no effect
- remained almost unchanged
- decreased
- increased

4%
9%
9%
77%
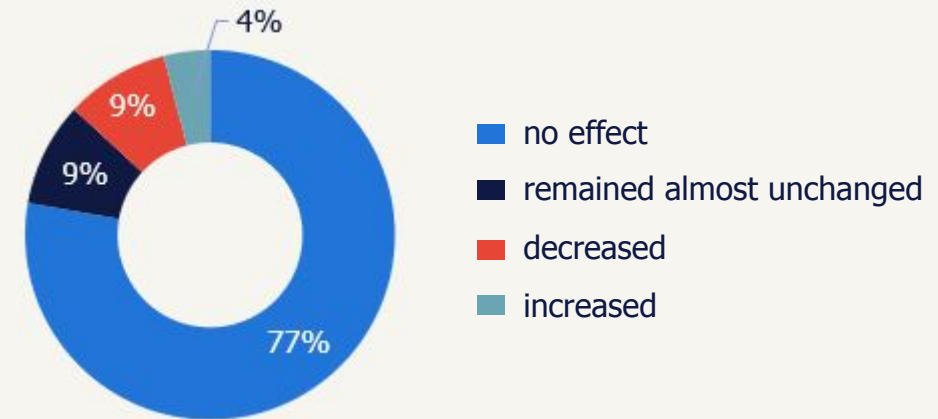
33% of the respondents that mentioned AI has replaced jobs said this happened in the manufacturing or administration sectors.

benefits and challenges.

the main benefit of using AI are its accuracy and speed.

AI's biggest benefits

faster processing of data and information, more accurate predictions and analysis	77%
higher labour productivity	57%
better quality of work and outputs	32%
improved customer service and customer satisfaction	26%
reduction of staff and cost savings	21%
other	8%

AI's main challenges

employee distrust of the benefits of AI	50%
lack of qualified staff to work with AI	35%
management distrust of the benefits of AI	17%
high cost of implementing and operating AI	6%
other	25%

businesses considering using AI.

timeline for implementing AI.

within one year
33%

within three years
45%

in three years at the earliest, or later
22%

60%
of respondents feel like it will be possible to offer other positions within the company to all employees whose jobs would be replaced by AI,

while **40%** think that new positions will be offered to only some employees.

departments where AI will be used.

administration	73%
personnel and human resources management	59%
manufacturing	27%
marketing and advertising	24%
market analysis, development plans and strategies	22%
finance and accounting	22%
logistics and transport	16%
customer service and support	14%
business	12%
management	6%
supplier relations	4%
other	4%

if AI will replace some jobs, how would it affect the number of employees?

20%

80%

■ will not change
■ will decrease
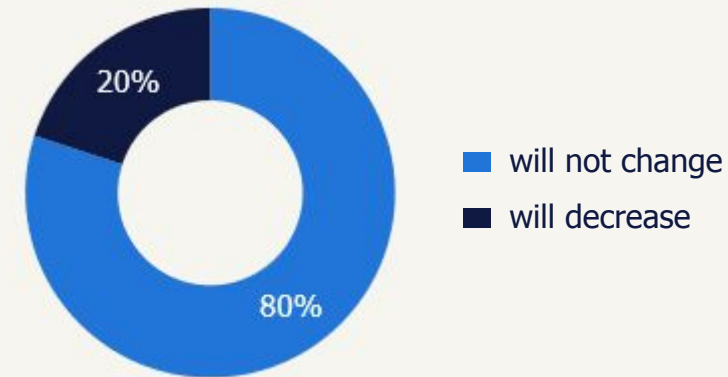
Out of the 20% respondents that think the number of employees will decrease as a consequence of using AI, 70% consider that it will affect the administration sector, and 50% the manufacturing sector.

AI usage

in the HR department

AI usage.

40%
of respondents are using AI in their company's HR department.

44%
of respondents are not using AI in their company's HR department, but are considering it in the near future.

16%
of respondents are not using AI in their company's HR department and are not considering it in the near future.

areas AI is used, or it is planned to be used

recruitment, recruitment interviews	52%
employee surveys	40%
employee training and education	40%
labour market analysis	34%
human resources management	22%
other	16%

21%
of respondents are providing training to employees in the operating and use of AI.

38% are not providing, but are planning to,

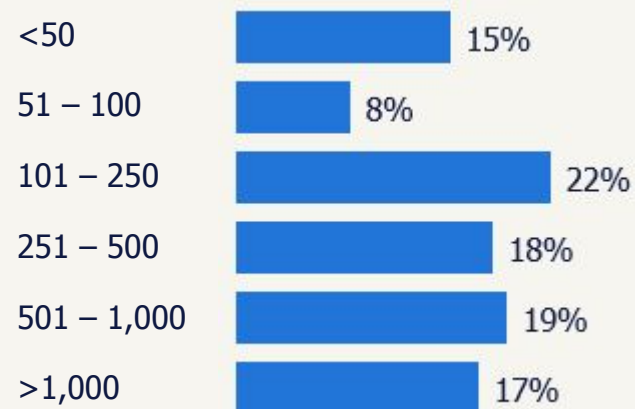while **42%** are not providing, nor considering.
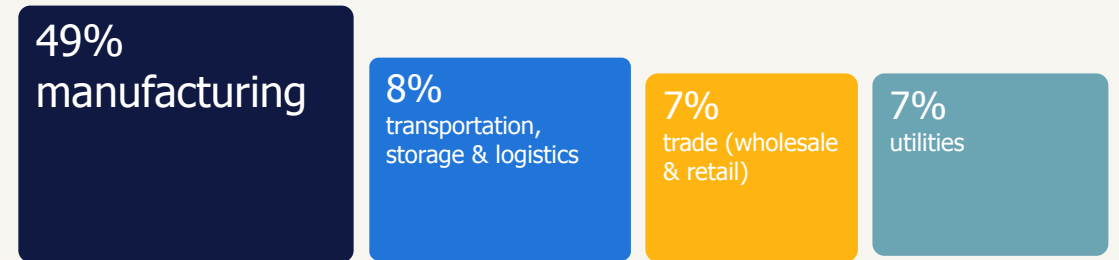
respondent profile.

respondent profile.

by the level of the company's presence.

| 63% international company with foreign capital | 37% local company with no foreign capital |

by sector.

| 49% manufacturing | 8% transportation, storage & logistics | 7% trade (wholesale & retail) | 7% utilities |

ICT	6%
construction	3%
administration & support	3%
finance & insurance	2%
professional & scientific	1%
accommodation & food	1%
public administration	1%
education	1%
healthcare	1%
oil & gas	1%
social work	1%
other	5%

by number of employees.

<50	15%
51 – 100	8%
101 – 250	22%
251 – 500	18%
501 – 1,000	19%
>1,000	17%

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human forward.