

November 2023

Work Trend Index: [What can Copilot’s earliest users teach us about generative AI at work](#)

We surveyed 18,100 people in 12 countries across six key functions to better understand the broader opportunity for generative AI to fundamentally transform business process.

Role-specific pain points and opportunities	By Region	By Market
<p>Overall, people told us they are drowning in digital debt. They estimate spending more time searching for information (27% of their day) than creating (24%), communicating (24%), or consuming (25%).</p>	<p><u>Asia-Pacific:</u> 28%, 25%, 22%, 25%</p> <p><u>Europe:</u> 27%, 24%, 24%, 25%</p> <p><u>Latin-America:</u> 28%, 24%, 23%, 25%</p> <p><u>North America:</u> 27%, 23%, 24%, 25%</p>	<p><u>Asia-Pacific:</u> Australia and New Zealand: 26%, 24%, 25%, 25% China: 27%, 25%, 21%, 27% India: 27%, 24%, 24%, 25% Japan: 29%, 25%, 21%, 25%</p> <p><u>Europe:</u> France: 27%, 22%, 26%, 25% Germany: 26%, 26%, 24%, 25% United Kingdom: 27%, 24%, 24%, 25%</p> <p><u>Latin-America:</u> Brazil: 27%, 24%, 24%, 25% Mexico: 28%, 25%, 23%, 24%</p> <p><u>North America</u> Canada: 27%, 23%, 25%, 25% United States: 28%, 23%, 24%, 25%</p>
<p>Only half (50%) of the information they consume each day is necessary for their job.</p>	<p><u>Asia-Pacific:</u> 48%</p> <p><u>Europe:</u> 48%</p> <p><u>Latin-America:</u> 53%</p> <p><u>North America:</u> 54%</p>	<p><u>Asia-Pacific:</u> Australia and New Zealand: 52% China: 43% India: 52% Japan: 43%</p> <p><u>Europe:</u> France: 46% Germany: 47% United Kingdom: 51%</p> <p><u>Latin-America:</u> Brazil: 51%</p>

		<p>Mexico: 55%</p> <p><u>North America</u> Canada: 54% United States: 55%</p>
<p>We asked people where generative AI could have a positive impact on job performance across all 6 functions. Topping the list was “finding the information I need.” From there, we saw unique needs emerge by function.</p> <ul style="list-style-type: none"> • Salespeople cited unifying marketing and sales data (74%) and identifying sales opportunities (75%). 	<p><u>Asia-Pacific:</u></p> <ol style="list-style-type: none"> 1) Helping me find the information I need: 76% 2) Unifying marketing and sales data: 74% 3) Providing customer-centric recommendations: 71% <p><u>Europe:</u></p> <ol style="list-style-type: none"> 1) Helping me find the information I need: 74% 2) Identifying sales opportunities: 73% 3) Creating a first draft of a document: 71% <p><u>Latin-America:</u></p> <ol style="list-style-type: none"> 1) Identifying sales opportunities: 85% 2) Reminding me of time-sensitive customer requests: 84% 3) Helping me find the information I need: 84% <p><u>North America:</u></p> <ol style="list-style-type: none"> 1) Providing me competitive analysis insights: 74% 2) Unifying marketing and sales data: 73% 3) Identifying sales opportunities: 73% 	<p><u>Asia-Pacific:</u></p> <p><i>Australia and New Zealand:</i></p> <ol style="list-style-type: none"> 1) Unifying marketing and sales data: 73% 2) Providing me competitive analysis insights: 71% 3) Identifying sales opportunities: 71% <p><i>China:</i></p> <ol style="list-style-type: none"> 1) Providing me competitive analysis insights: 73% 2) Unifying marketing and sales data: 73% 3) Providing customer-centric recommendations: 73% <p><i>India:</i></p> <ol style="list-style-type: none"> 1) Helping me find the information I need: 87% 2) Identifying the right customer contacts: 86% 3) Providing customer-centric recommendations: 85% <p><i>Japan:</i></p> <ol style="list-style-type: none"> 1) Helping me find the information I need: 69% 2) Unifying marketing and sales data: 65% 3) Creating a first draft of a document: 64% <p><u>Europe:</u></p> <p><i>France:</i></p>

		<p>1) Helping me find the information I need: 74%</p> <p>2) Reminding me of time-sensitive customer requests: 72%</p> <p>3) Identifying the right customer contacts: 72%</p> <p><i>Germany:</i></p> <p>1) Helping me find the information I need: 74%</p> <p>2) Identifying sales opportunities: 72%</p> <p>3) Creating a first draft of a document: 71%</p> <p><i>United Kingdom:</i></p> <p>1) Identifying sales opportunities: 76%</p> <p>2) Helping me find the information I need: 73%</p> <p>3) Identifying the right customer contacts: 71%</p> <p><u>Latin-America:</u></p> <p><i>Brazil:</i></p> <p>1) Identifying the right customer contacts: 88%</p> <p>2) Helping me find the information I need: 88%</p> <p>3) Identifying sales opportunities: 85%</p> <p><i>Mexico:</i></p> <p>1) Identifying sales opportunities: 85%</p> <p>2) Reminding me of time-sensitive customer requests: 85%</p> <p>3) Alerting our team of potential churn risks: 84%</p> <p><u>North America</u></p> <p><i>Canada:</i></p> <p>1) Unifying marketing and sales data: 74%</p>
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<p>We asked people where generative AI could have a positive impact on job performance across all 6 functions. Topping the list was “finding the information I need.” From there, we saw unique needs emerge by function.</p> <ul style="list-style-type: none"> • Customer service agents cited intelligently routing issues to appropriate agents (70%) and detecting trends across agent-customer interactions (68%). 	<p><u>Asia-Pacific:</u></p> <p>1) Helping me find the information I need: 75%</p> <p>2) Creating a first draft of a document: 71%</p> <p>3) Analyzing customer sentiment: 70%</p> <p><u>Europe:</u></p> <p>1) Helping me find the information I need: 71%</p> <p>2) Intelligently routing issues to appropriate agents: 66%</p> <p>3) Recommending tailored responses: 65%</p> <p><u>Latin-America:</u></p> <p>1) Helping me find the information I need: 83%</p> <p>2) Intelligently routing issues to appropriate agents: 77%</p> <p>3) Leading me to or helping me stay in a productive workflow: 77%</p> <p><u>North America:</u></p> <p>1) Helping me find the information I need (74%)</p> <p>2) Intelligently routing issues to appropriate agents (71%)</p>	<p><u>Asia-Pacific:</u></p> <p><i>Australia and New Zealand:</i></p> <p>1) Helping me find the information I need: 74%</p> <p>2) Intelligently routing issues to appropriate agents: 70%</p> <p>3) Leading me to or helping me stay in a productive workflow: 70%</p> <p><i>China:</i></p> <p>1) Creating a first draft of a document: 76%</p> <p>2) Helping me find the information I need: 75%</p> <p>3) Analyzing customer sentiment: 75%</p> <p><i>India:</i></p> <p>1) Helping me find the information I need: 87%</p> <p>2) Unifying teams to resolve complex cases: 84%</p> <p>3) Leading me to or helping me stay in a productive workflow: 82%</p> <p><i>Japan:</i></p> <p>1) Helping me find the information I need: 63%</p> <p>2) Creating a first draft of a document: 60%</p>

	<p>3) Detecting trends across agent-customer interactions (68%)</p>	<p>3) Analyzing customer sentiment: 58%</p> <p><u>Europe:</u></p> <p><i>France:</i></p> <p>1) Helping me find the information I need: 74%</p> <p>2) Intelligently routing issues to appropriate agents: 68%</p> <p>3) Recommending tailored responses: 68%</p> <p><i>Germany:</i></p> <p>1) Helping me find the information I need: 71%</p> <p>2) Analyzing customer sentiment: 70%</p> <p>3) Detecting trends across agent-customer interactions: 69%</p> <p><i>United Kingdom:</i></p> <p>1) Helping me find the information I need: 68%</p> <p>2) Streamlining chats from different channels: 64%</p> <p>3) Unifying teams to resolve complex cases: 63%</p> <p><u>Latin-America:</u></p> <p><i>Brazil:</i></p> <p>1) Helping me find the information I need: 83%</p> <p>2) Helping me find more focus time in my day: 78%</p> <p>3) Intelligently routing issues to appropriate agents: 78%</p> <p><i>Mexico:</i></p> <p>1) Helping me find the information I need: 84%</p> <p>2) Analyzing customer sentiment: 80%</p>
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<p>We asked people where generative AI could have a positive impact on job performance across all 6 functions. Topping the list was “finding the information I need.” From there, we saw unique needs emerge by function.</p> <ul style="list-style-type: none"> In finance, people cited simplifying financial reporting (73%) and validating data quality (72%). 	<p><u>Asia-Pacific:</u></p> <p>1) Helping me find the information I need: 77%</p> <p>2) Validating data quality: 74%</p> <p>3) Simplifying financial reporting: 74%</p> <p><u>Europe:</u></p> <p>1) Helping me find the information I need: 72%</p> <p>2) Simplifying financial reporting: 70%</p> <p>3) Identifying opportunities to improve financial performance: 68%</p> <p><u>Latin-America:</u></p> <p>1) Identifying opportunities to improve financial performance: 84%</p> <p>2) Helping me find the information I need: 83%</p> <p>3) Validating data quality: 83%</p>	<p><u>Asia-Pacific:</u></p> <p><i>Australia and New Zealand:</i></p> <p>1) Helping me find the information I need: 78%</p> <p>2) Validating data quality: 77%</p> <p>3) Identifying opportunities to improve financial performance: 74%</p> <p><i>China:</i></p> <p>1) Leading me to or helping me stay in a productive workflow: 73%</p> <p>2) Minimizing disruptions and / or interruptions in my workflow: 73%</p> <p>3) Validating data quality: 72%</p> <p><i>India:</i></p> <p>1) Helping me find the information I need: 88%</p> <p>2) Simplifying financial reporting: 88%</p> <p>3) Leading me to or helping me stay in a productive workflow: 87%</p> <p><i>Japan:</i></p>

	<p><u>North America:</u></p> <p>1) Helping me find the information I need: 72%</p> <p>2) Simplifying financial reporting: 69%</p> <p>3) Validating data quality: 69%</p>	<p>1) Helping me find the information I need: 68%</p> <p>2) Creating a first draft of a document: 65%</p> <p>3) Identifying opportunities to improve financial performance: 63%</p> <p><u>Europe:</u></p> <p><i>France:</i></p> <p>1) Helping me find the information I need: 76%</p> <p>2) Simplifying financial reporting: 69%</p> <p>3) Creating a first draft of a document: 67%</p> <p><i>Germany:</i></p> <p>1) Helping me find more focus time in my day: 70%</p> <p>2) Unifying disparate sources of data: 70%</p> <p>3) Identifying opportunities to improve financial performance: 69%</p> <p><i>United Kingdom:</i></p> <p>1) Simplifying financial reporting: 74%</p> <p>2) Helping me find the information I need: 71%</p> <p>3) Validating data quality: 68%</p> <p><u>Latin-America:</u></p> <p><i>Brazil:</i></p> <p>1) Helping me find the information I need: 84%</p> <p>2) Simplifying financial reporting: 84%</p> <p>3) Identifying opportunities to improve financial performance: 83%</p> <p><i>Mexico:</i></p> <p><i>Mexico:</i></p>
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