

Beyond the hype: The impact of AI

Tips for brands to influence adoption of AI-driven solutions

The SKIM Trends Lab recently set out to explore how AI is influencing consumer behavior across online shopping, health, travel, finance and education. Using a hybrid quantitative, qualitative research approach, we uncovered the friction points, opportunities and implications for innovation, communication and pricing strategies. Read on for the highlights that will help you to successfully influence adoption of AI-driven solutions with your customers.

Win with AI-based solutions

1 Recognize generational differences

Despite generational gaps, all age groups are finding common ground in the adoption of AI, particularly in the areas of travel and online shopping. But preferences diverge in health and finance between Millennials and Gen Z, underscoring the nuanced adoption patterns across generations.

Engage all generations when communicating the benefits of AI, considering how their needs and wants may differ.

2 Build trust

Across generations, 53% of consumers are confident that AI will improve their experiences, however 100% have concerns regarding AI.

Build trust with customers by addressing privacy concerns. Adopt transparent and ethical policies and provide user-controlled data management.

3 Deliver additional value

Typically, consumers are willing to pay for AI-based services that deliver greater value such as convenience, personalization, efficiency or seamless experiences.

To increase brand revenue, focus on introducing AI services that offer added value, particularly personalized offerings.

4 Strike the right balance

It's important to respect the tipping point where AI could overwhelm consumers. Even when addressing consumers' need for convenience, prioritize their need for control and human agency.

Develop AI solutions that enhance, rather than replace, personal experience and decision-making to meet consumers' desire for both, innovation and control.

**Want to learn how to increase brand value
by seizing the potential of AI?**

Schedule a consultation today