

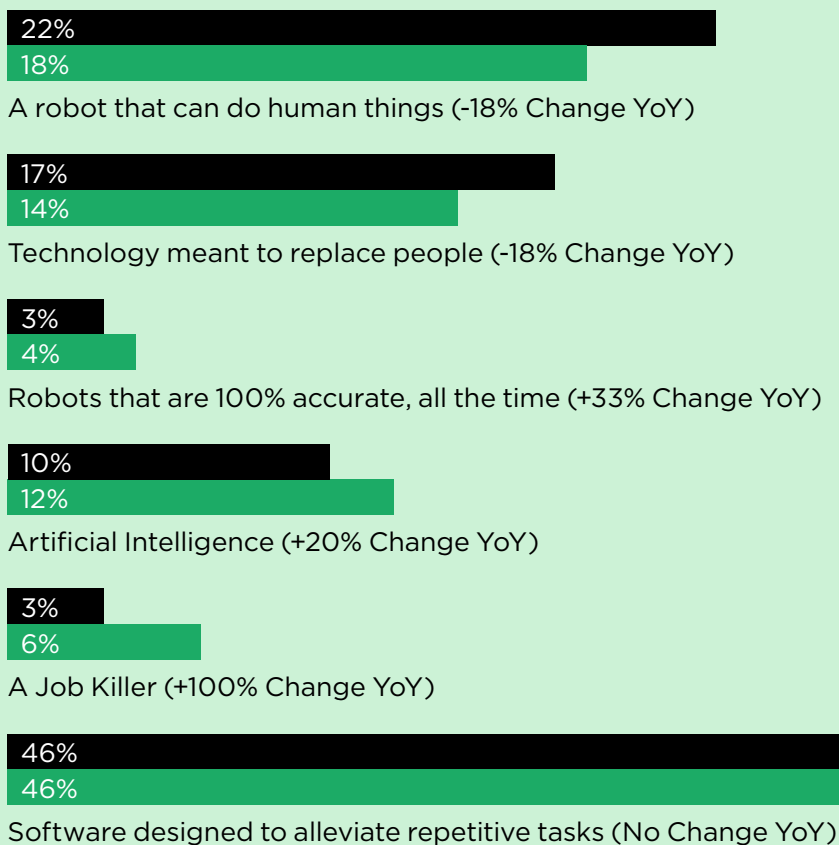
Second Annual Automation Pulse Report 2022

The Knowledge Gap Surrounding Automation

Automation bridges the gap between human capacity and today's ever-growing list of tasks and responsibilities. This year, we saw a 100% increase in responses that suggest automation is a job killer—signaling further unease amid a season of layoffs, talent shortages, and complex workplace dynamics. To move organizations forward in this new era, business leaders must increase employee education around automation and its potential to provide new opportunities.

What Do You Think Automation Is?

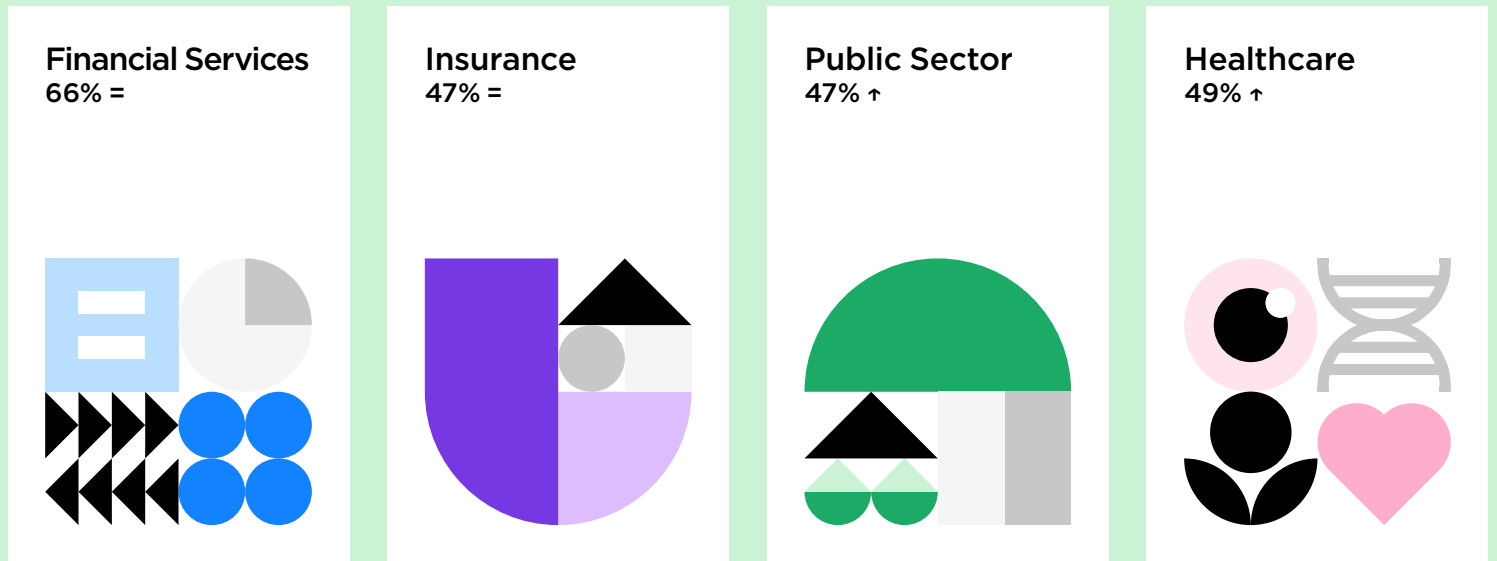
2021 2022



The next-generation workforce understands the value of automation—a positive sign for the road ahead. Data shows that of all professional cohorts, students had the largest proportion of responses selecting 'software designed to alleviate repetitive task.'

Is Automation Helping Industries to Better Serve their Customers?

After income tax schedule changes, passport backlogs, and an infusion of innovation across healthcare, more consumers are welcoming automation to the public sector (+2%) and healthcare (+1%). There was no change year-over-year in whether consumers saw automation's value in financial services and banking (66%) and insurance (47%).



The more education companies can do to highlight automation's impact and value across industries, the better.

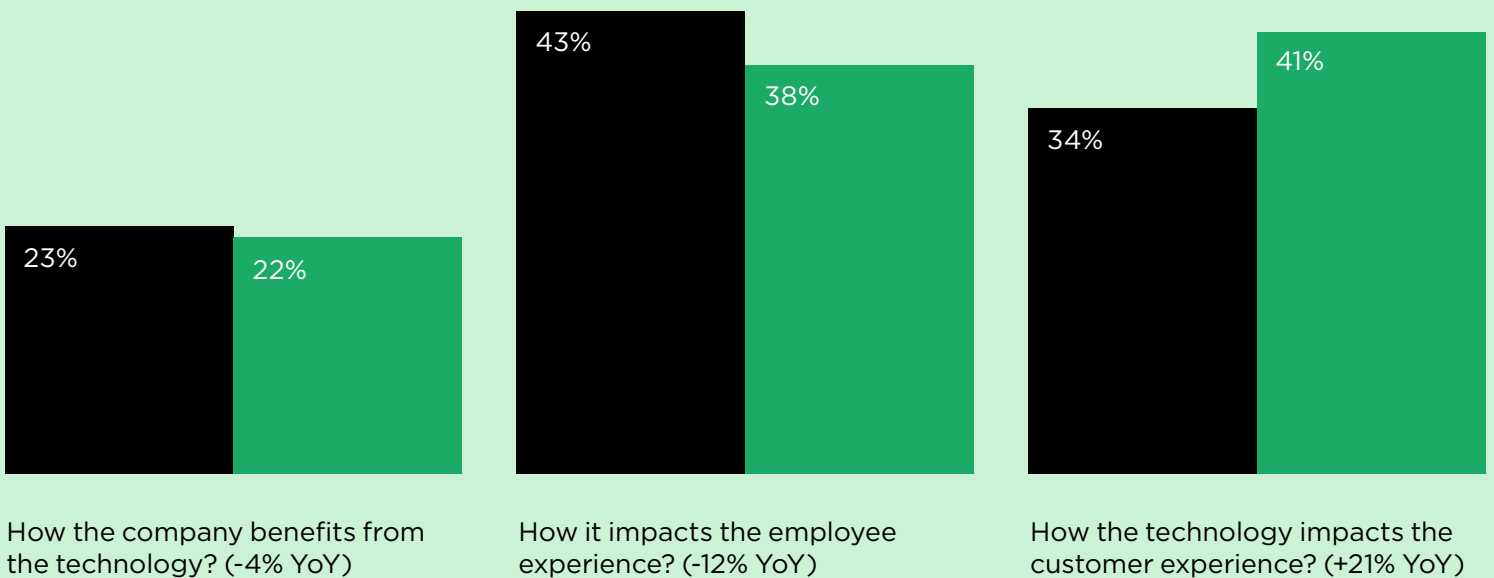
Customers Take the Spotlight

Despite the constraints of a tight labor market and growing demand for better employee experiences, the 2022 report experienced a shift in consumer sentiment—customers expect more. Customers want their voices heard—and problems solved. If technology can positively impact buyers, they're much more likely to be an advocate for change.

In fact, 75% of consumers believe that companies should invest in technology that improves the customer experience in times of economic uncertainty.

What Are the Most Important Aspects to Consider in Automation?

2021 2022



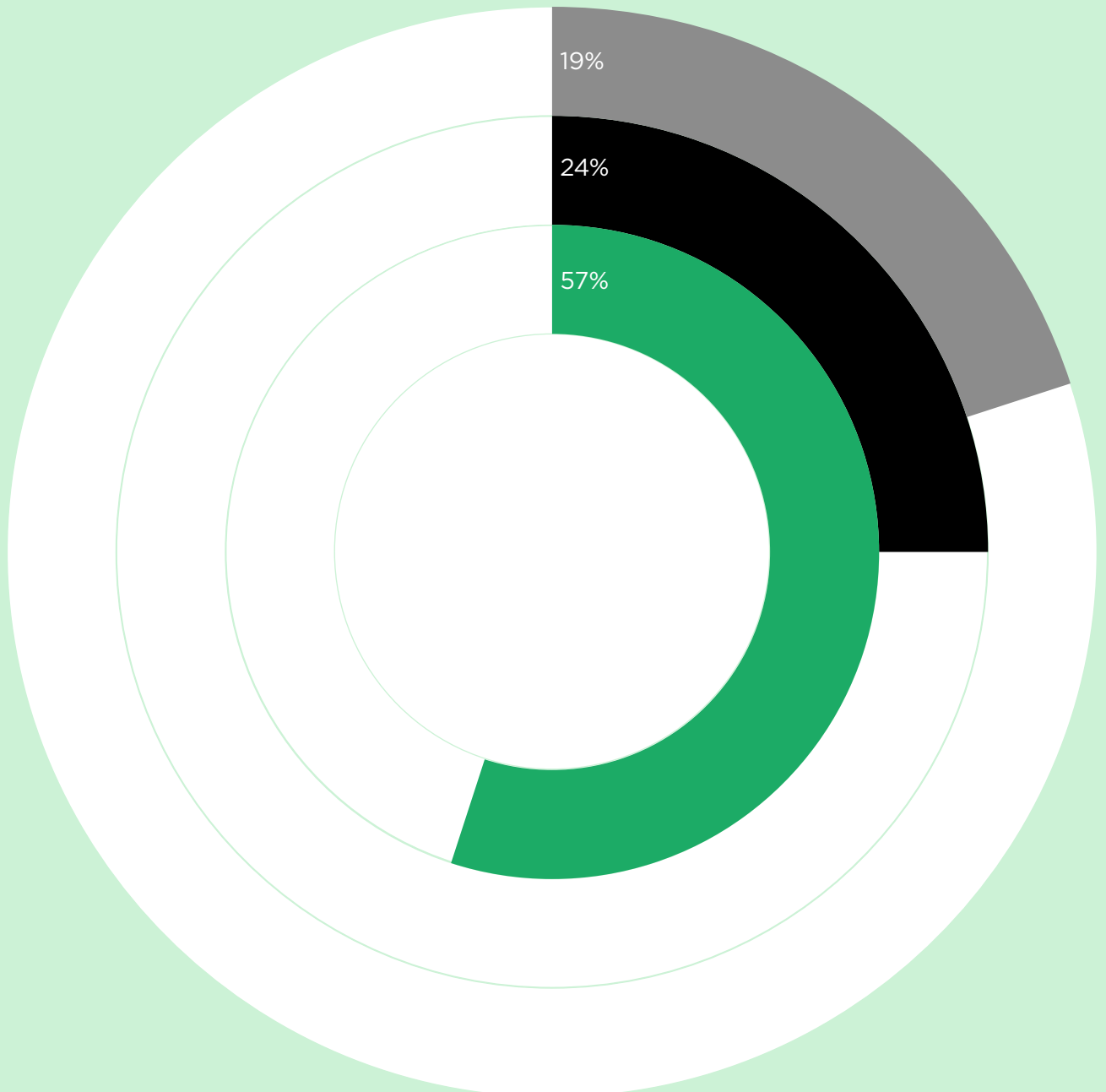
Accuracy First.

When asked, “what is most important when engaging with a business or service as a customer?” 57% of respondents place highest priority on accurate outcomes. This is followed by fast time-to-service (24%), and frictionless customer service (19%). Clearly, companies are expected to deliver accurate outcomes quickly.

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- Frictionless Customer Service

 - Fast Time-to-Service

 - Accurate Outcomes



Automation in the Workplace

Businesses continue to adopt automation as a means to grow. As adoption rates climb, openness to technology increases.

65%

Believe adoption of automation in the workplace is a good idea

82%

Agree that if automation technology removes administrative tasks, the employee would have more time to focus on more valuable tasks in their everyday job

50%

Of respondents under 25 view the employee and how they interact with technology as the most important (compared to the 11% company and 39% for customers)

86%

Are interested in automation technology that reduces manual tasks in order to focus on higher-value tasks

40%

Believe companies must ensure that automation technology is socially beneficial, fair, safe, and inclusive