



The Corporate Adoption of Generative AI in Switzerland: A Survey Study

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This paper presents the results of an exploratory survey investigating how professionals and organizations are using generative AI (GenAI). The study focuses on three key research questions: how professionals are using GenAI as well as its key applications and benefits, the extent of its integration into business processes, and the concerns and barriers to wider adoption. Data was collected from 106 professionals across a range of industries, with a focus on Switzerland. The results show that GenAI is primarily used to create content, increase efficiency and learn new concepts. In addition, our results show that while the adoption of GenAI is increasing, there are still some barriers, such as lack of perceived need, lack of experience and concerns about reliability. Ethical and regulatory concerns were also mentioned by some respondents. This study provides valuable insights into the growing role of GenAI in the professional environment, highlighting both its transformative potential and the challenges organizations face in its wider implementation.



Introduction

Generative AI (GenAI) has matured into a transformative technology that has the potential to significantly change various aspects of work in numerous industries [7, 2]. Unlike traditional AI systems, generative AI can create new, original content - from text and images to audio and video - by learning patterns from existing data [5]. This capability has opened up new opportunities to increase work productivity, creativity and innovation in companies [8]. In a recent study [3], approximately two-thirds of surveyed managers reported that generative AI enhances their communication effectiveness. Similarly, another study [2] found that nearly a quarter of creative professionals consider generative AI technologies to be valuable tools in their work.

This paper presents the results of an exploratory survey aimed at understanding how professionals and companies are utilizing generative AI in their daily work, with a focus on Switzerland. In particular, we seek to answer the following research questions:

- ▶ *RQ1*: How do professionals use generative AI in their workplaces - what are the main applications and benefits?
- ▶ *RQ2*: To what extent is GenAI already embedded in internal business processes?
- ▶ *RQ3*: What concerns and barriers stand in the way of companies adopting GenAI?

By answering these questions, this study contributes valuable insights into the current state of the use of generative AI and its impact on the future of work.

Methods

We conducted a cross-sectional study to investigate the usage of generative AI in workplaces, focusing on both individual practices and organizational strategies. Convenience sampling was applied primarily through social media (e.g. LinkedIn) and the authors' professional networks, with a particular focus on reaching employed adults within Switzerland as participants. The recruitment was combined with snowball sampling by inviting the participants to distribute the survey information to their network. Data were collected from May 2024 to August 2024 with an online survey using the LimeSurvey tool. The survey questions were developed applying a systematic process for assuring validity of the questions and answers [6]. First, the questions were formulated in English based on synthesized data from brainstorming sessions of three co-authors. Second, the questions were translated to German and French. Third, the questions were pretested with N = 5 employed adults from the authors' network to assure comprehensibility using cognitive debriefing [4]. To ensure the ethical integrity of the research, we implemented several measures: all responses were collected anonymously, respondents had the option to skip any question, and a consent agreement was provided at the beginning of the survey. These steps were taken to align with the Swiss Federal Law on Human Research and in accordance with the Declaration of Helsinki.

Results

We received a total of 124 responses to our survey. However, 15 of these responses were incomplete, as the participants did not fully submit their answers. These incomplete responses were removed from the dataset. Additionally, since the focus of our study was on employed individuals, we filtered out any responses from



	#	%		#	%
<i>Age</i>			<i>Employment</i>		
18-24	8	7.5	Part-time	38	35.8
25-34	72	67.9	Full-time	50	47.2
35-44	14	13.2	Self-employed	6	5.7
45-54	6	5.7	Working student	9	8.5
55-64	4	3.8	No answer	3	2.8
≥65	1	0.9			
No answer	1	0.9			
<i>Gender</i>			<i>Education</i>		
Female	36	34.0	High School	2	1.9
Male	65	61.3	Apprenticeship	16	15.1
Non-binary	2	1.9	Bachelor	39	36.8
No answer	3	2.8	Master	30	28.3
			Engineer	2	1.9
<i>Country</i>			PhD	11	10.4
Switzerland	91	85.8	Other	3	2.8
Other	11	10.4	No answer	3	2.8
No answer	4	3.8			

Table 1: Demographic characteristics of survey participants.

participants who indicated they were not currently employed. After applying these criteria, we were left with 106 valid and complete responses for analysis.

Table 1 presents the demographics of the survey participants included in our analysis. The majority of respondents are between the ages of 25-34 (67.9%), followed by 13.2% in the 35-44 age group. Gender distribution is predominantly male (61.3%), with 34.0% female, and 1.9% identifying as non-binary. Most respondents are employed in Switzerland (85.8%), with the remainder working in other countries (10.4%). Regarding employment status, 47.2% of participants work full-time, while 35.8% are part-time employees. The educational background of respondents varies, with the largest group holding a Bachelor's degree (36.8%), followed by those with a Master's degree (28.3%).

The respondents represent a diverse range of economic sectors and company sizes, as can be seen in Table 2. The largest group of participants work in the "Industry, technology, IT" sector (25.5%), followed by "Education, social services" (17.9%) and "Media, information, communication" (13.2%). Company sizes vary as well, with the majority of respondents being employed at large companies with more than 1,000 employees (27.4%), while 20.8% work at companies with 10-50 employees.

Professional's Individual Usage of Generative AI at the Workplace

The survey results provide insights into how professionals are utilizing generative AI tools in their workplaces. They reveal varying levels of engagement and a diverse application of the technology.

Frequency of AI Usage

A significant portion of respondents reported regular use of generative AI tools in their daily work routines. Specifically, 35.9% of participants indicated that they use these tools daily, while 27.2% reported weekly use.

	#	%		#	%
<i>Economy Sectors</i>			<i>Company Size</i>		
Industry, technology, IT	27	25.5	≤10	14	13.2
Education, social services	19	17.9	10-50	22	20.8
Media, information, communication	14	13.2	51-200	7	6.6
Health, sport, wellness	11	10.4	201-500	13	12.3
Public admin., justice, security	7	6.6	501-1000	11	10.4
Transport, vehicles, logistics	6	5.7	≥1000	29	27.4
Economy, management, trade	5	4.7	Not sure	6	5.7
Art, design, culture, fashion	3	2.8	No answer	4	3.8
Construction, building technology	2	1.9			
Hospitality, food, tourism	2	1.9			
Nature, environment	2	1.9			
Other	6	5.7			
No answer	2	1.9			

Table 2: Distribution of survey participants by economic sectors and company size.

age. Less frequent interactions were noted by 11.7% of respondents who use AI tools monthly, and 10.7% who use them rarely. Notably, 14.6% of participants stated that they never use generative AI at work.

Purposes of AI Usage

When asked about the specific purposes for which they use generative AI tools, respondents highlighted a range of applications, reflecting the versatility of these technologies in the workplace. Figure 1 shows that content creation and writing emerged as the most common use case, with 49.1% of respondents selecting this option. Close behind, 46.2% of participants use AI to increase efficiency, and 40.6% employ these tools for language translation. Other notable applications include research assistance and learning new concepts (39.6%), coding (38.7%), and fostering inspiration or creativity (37.7%). A smaller segment of respondents indicated using AI for design purposes (14.2%) or for other unspecified tasks (5.7%). Furthermore, 16% of respondents reported that they do not use generative AI at work at all, which aligns with the earlier finding that 14.6% never engage with these tools.

Perceived Employer Encouragement

The survey also explored whether professionals feel supported by their employers in the use of generative AI tools. A slight majority, 51%, reported feeling encouraged to use these tools, suggesting a positive trend toward organizational support for AI integration. However, 31.6% of respondents did not feel encouraged by their employers, and 14.3% were uncertain about their employer’s stance on AI usage.

Company Adoption and Potential of Generative AI Tools

Current Usage of Generative AI

A slight majority (51.9%) of respondents indicate that their company does not currently utilize generative AI technologies in any capacity (Figure 2), indicating that there is still significant room for growth in AI adoption across various industries. Among those participants whose company does employ generative AI, 19.8% have stated that they integrated it into their internal processes, while 17% use it as part of their products or services. Additionally, 16% of respondents indicated that their companies utilize generative AI in other

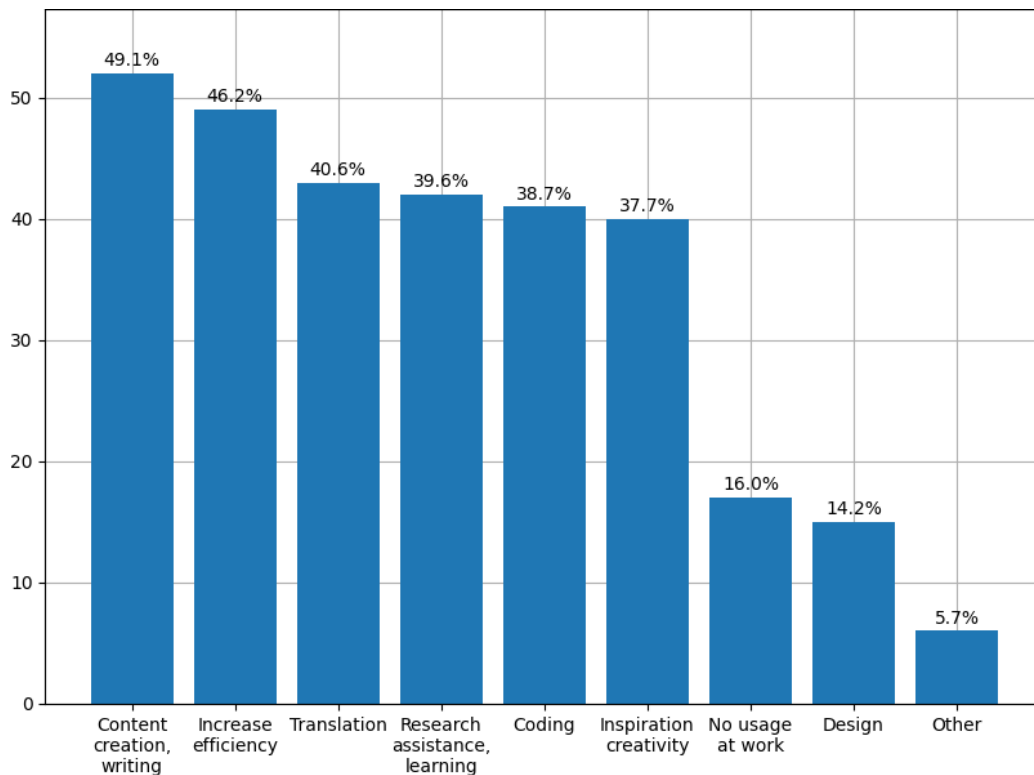


Figure 1: AI application purposes at the workplace. The question allowed multiple responses.

capacities, while 11.3% were unsure about their company’s use of AI.

Barriers to Adoption

For companies that have not yet adopted generative AI, several barriers were identified (Figure 3). The most common reason for not using the technology is the perception that there is no current need for it, as reported by 24.5% of respondents. Lack of experience with AI technology was stated by 18.9%, while 17% expressed concerns about the reliability and accuracy of generative AI tools. Other factors include lack of awareness (10.4%), cost considerations (7.5%), and other concerns including privacy and data security (4.7%).

Future Potential

Despite the current barriers, there is a strong sense of potential for the future integration of generative AI within companies. Most respondents (60.4%) believe that there is potential for integrating AI into their company’s processes in the future. In contrast, only 11.9% do not see any potential for such integration, while 25.7% remain uncertain.

Insights and Reflections on the Use and Impact of Generative AI

In addition to the structured responses, participants provided a variety of insights through open-ended comments.

When asked for which specific tasks AI is used in the company, most participants stated that GenAI relieves them of repetitive tasks, such as creating product descriptions. Others emphasized the support of creative tasks, like creating mood boards. In addition to writing texts, generative AI is also used for other modalities

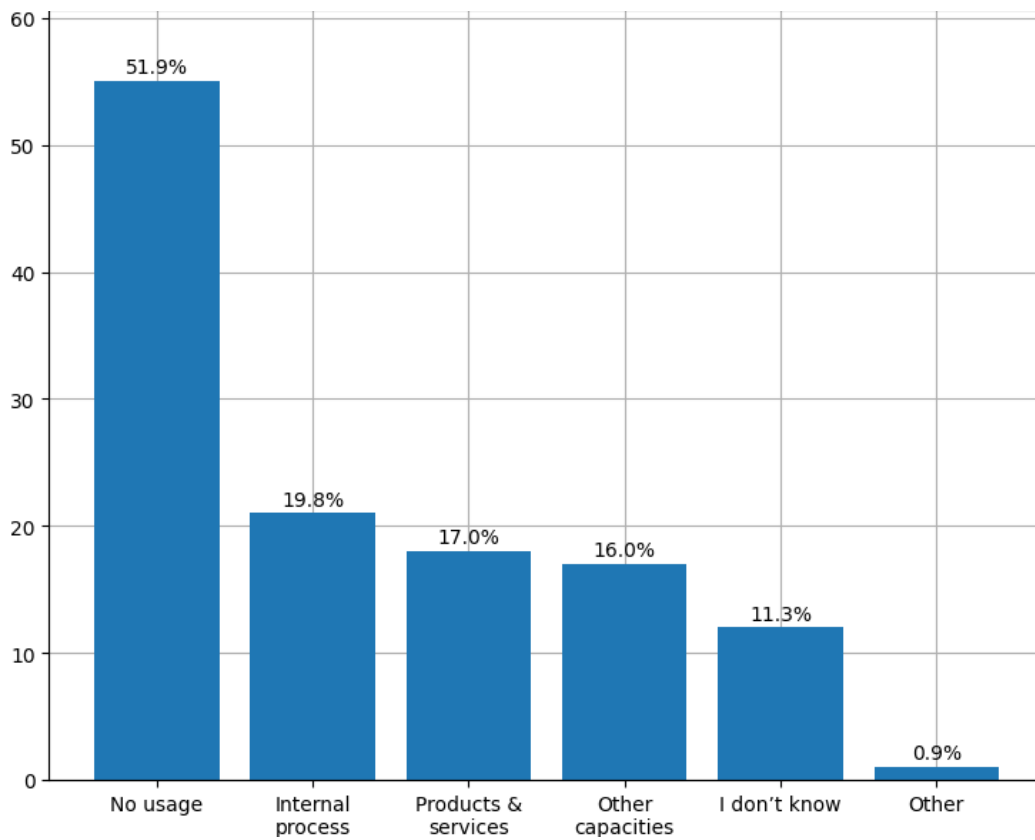


Figure 2: Utilization of AI technology within companies. The question allowed multiple responses.

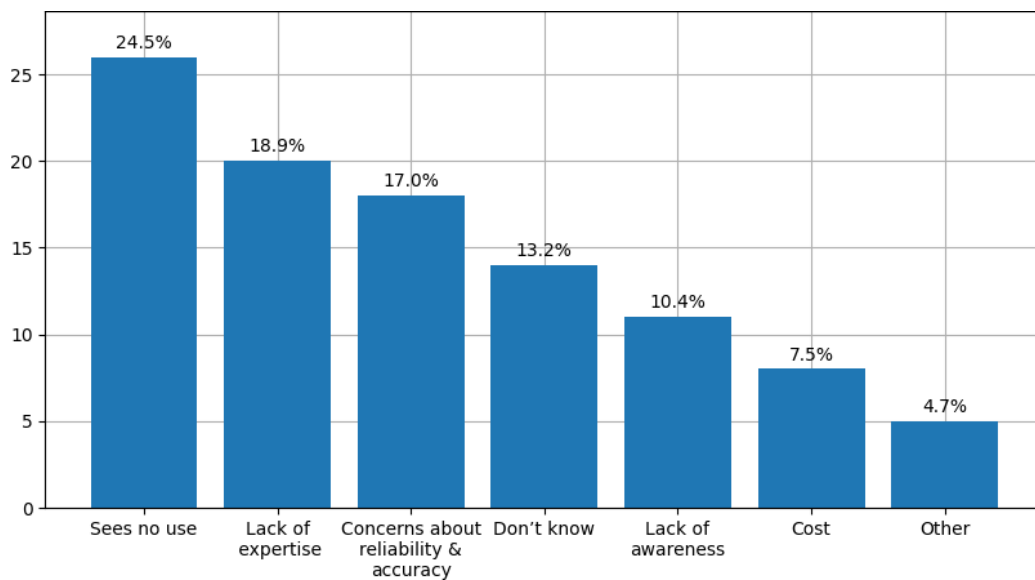


Figure 3: Companies' reasons for not using generative AI from the participants' perspective. The question allowed multiple responses.



such as image, video or audio, e.g. for separating sources and denoising. In particular, three people stated that their employer already has its own internal GenAI models in use. Another person is working on a quality management tool for internal computer-assisted translation. Furthermore, many of the respondents provided information about the potential benefits of using generative AI technology in their professional activities. The most important areas include improving efficiency in routine tasks, but also in supporting complex processes such as coding, design and visualization. Some emphasized the importance of AI as a supplement to their skills and not as a replacement for human workers. Moreover, a large number of respondents shared concerns about the use of generative AI in the workplace. Some pointed to the current limitations of AI, such as the need for human input to achieve the desired emotional depth in creative works. Others expressed concern about the potential misuse of AI, drawing parallels with previous technologies that have been misused for harmful activities. A consensus can be found in the fact that generative AI technologies are still in the early stages of adoption and will continue to bring both challenges and new opportunities in the future.

Discussion and Conclusion

We now address the three research questions posed initially. In this section, we interpret the key findings of our survey and compare them with the existing literature to provide a broader context.

RQ1: How do professionals use generative AI in their workplaces - what are the main applications and benefits?

Generative AI is used regularly by the professionals surveyed: almost two thirds use the technologies at least weekly, over a third daily. The most important applications of GenAI include the creation and modification of texts, coding and researching or learning new content. The main benefits of GenAI are seen in the increase in efficiency and the promotion of creativity.

Our findings closely align with another recent survey by [9], which targeted Chief Communication Officers (CCOs) in Switzerland. Although they focused on corporate communication, their results showed similar application trends: text creation and adaptation, research and idea generation were the three most common areas of application of GenAI. Although our survey covered a broader range of professions, this comparison shows the commonalities of the benefits of generative AI in different professional roles.

RQ2: To what extent is GenAI already embedded in internal business processes? More than a third of respondents stated that generative AI is included in their company in the form of internal work processes, in products or in other ways. A comparison of this result with studies from recent years indicates a positive trend. In the report by Rusche et al. [10], almost 10% of the companies surveyed used GenAI in 2019; in 2022, the proportion was just under 19%. It therefore appears that the use of generative AI is increasingly gaining a foothold in companies.

We received responses from 29 survey participants to the open question of how their company specifically uses GenAI. While these gave us some initial insights into potential areas of application, they were not formulated sufficiently to draw detailed conclusions about specific areas of application or industry-specific trends. Further qualitative research or targeted case studies are necessary to gain deeper insights into how GenAI is used strategically in different companies.

RQ3: What concerns and barriers stand in the way of companies adopting GenAI? The results of our survey show that the main barriers from the respondents' perspective are a lack of perceived need, a lack of experience and uncertainties regarding the reliability of generative AI. In addition, ethical and copyright concerns con-



tribute to skepticism towards GenAI among some participants. These individual perspectives also reflect similar concerns at management level. In a report that surveyed board members [1], erroneous results, compromised data privacy, security vulnerabilities, and legal and regulatory requirements were identified as the biggest challenges for organizations.

While our survey primarily emphasizes practical obstacles, the board members surveyed focus more on overarching risks. Despite the different weightings, both perspectives make it clear that significant hurdles are seen at different company levels. This shows that the adoption of GenAI entails not only technical, but also organizational and strategic challenges that need to be addressed individually.

The results of this study suggest that while generative AI is being used by professionals in innovative ways, adoption in organizations is still limited by technical, practical and corporate cultural barriers. The fact that a significant number of respondents report using AI on a regular basis underlines its growing benefits for increasing productivity and creativity. However, the relatively low penetration of AI in internal processes indicates a gap between individual use and organizational integration.

Our survey gives indication that generative AI has considerable potential to play a greater role in business operations. More than 60% of respondents see future potential for AI in their organizations, which is a sign of optimism about the long-term impact of the technology. To realize this potential, companies need to invest in training, infrastructure and clear strategies to encourage widespread adoption. In addition, concerns about accuracy, reliability and ethical use need to be addressed, for example by keeping humans as the final decision-makers in the process.

Our study also has some limitations that are worth being mentioned. The participants of the survey indicated the sector, however, no specific details about the company were collected. We thus do not know how many participants were from the same company. Additionally, as the survey was disseminated over the authors networks, there is a risk of reaching only a specific subset of participants, which may introduce selection bias that might have impacted the results.

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