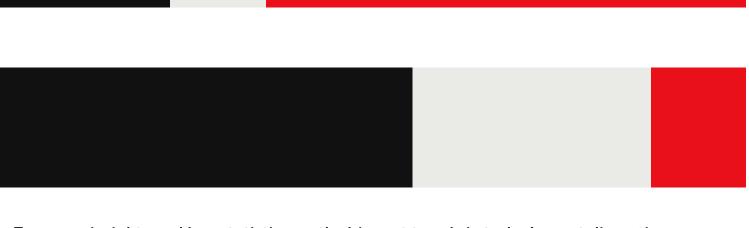Arielle Feger

For B2Cs, AI is knocking, but AI workers and training aren't home

Article

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Lack of people and process training is the biggest obstacle to leveraging AI, cited by 42% of B2C professionals worldwide in a Twilio survey. Other barriers to AI adoption include security or compliance (36%), poor organizational processes (34%), and poor-quality data (31%).

Biggest Obstacles to Leveraging AI at Their Company According to B2C Professionals Worldwide, March 2023
% of respondents

Lack of people and process training	42%
Security or compliance	36%
Poor organizational processes	34%
Poor-quality data	31%

Note: manager level or higher at consumer-facing companies that provide goods/services online
Source: Twilio, "The State of Personalization 2023" conducted by Method Research, May 2, 2023

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Beyond the chart: Generative AI is relatively new for most companies, so it makes sense that there wouldn't be a rich pipeline of talent or processes to help leverage the tech. But as ChatGPT and other generative AI solutions grow in popularity, organizations need to be discerning with how they use AI, especially when it comes to proprietary or sensitive information.

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Methodology: Data is from the May 2023 Twilio report titled "The State of Personalization 2023" conducted by Method Research. 3,001 adults ages 18+ who have purchased something online in the past 6 months were surveyed worldwide. In addition, 500 decision-makers (manager level or higher) at consumer-facing companies that provide goods/services online were surveyed. Both surveys were conducted during March 8-24, 2023 in Australia, Brazil, Colombia, France, Germany, Italy, Japan, Mexico, Singapore, Spain, the UK, and the US. Twilio is a provider of communication and authentication technology for software apps.