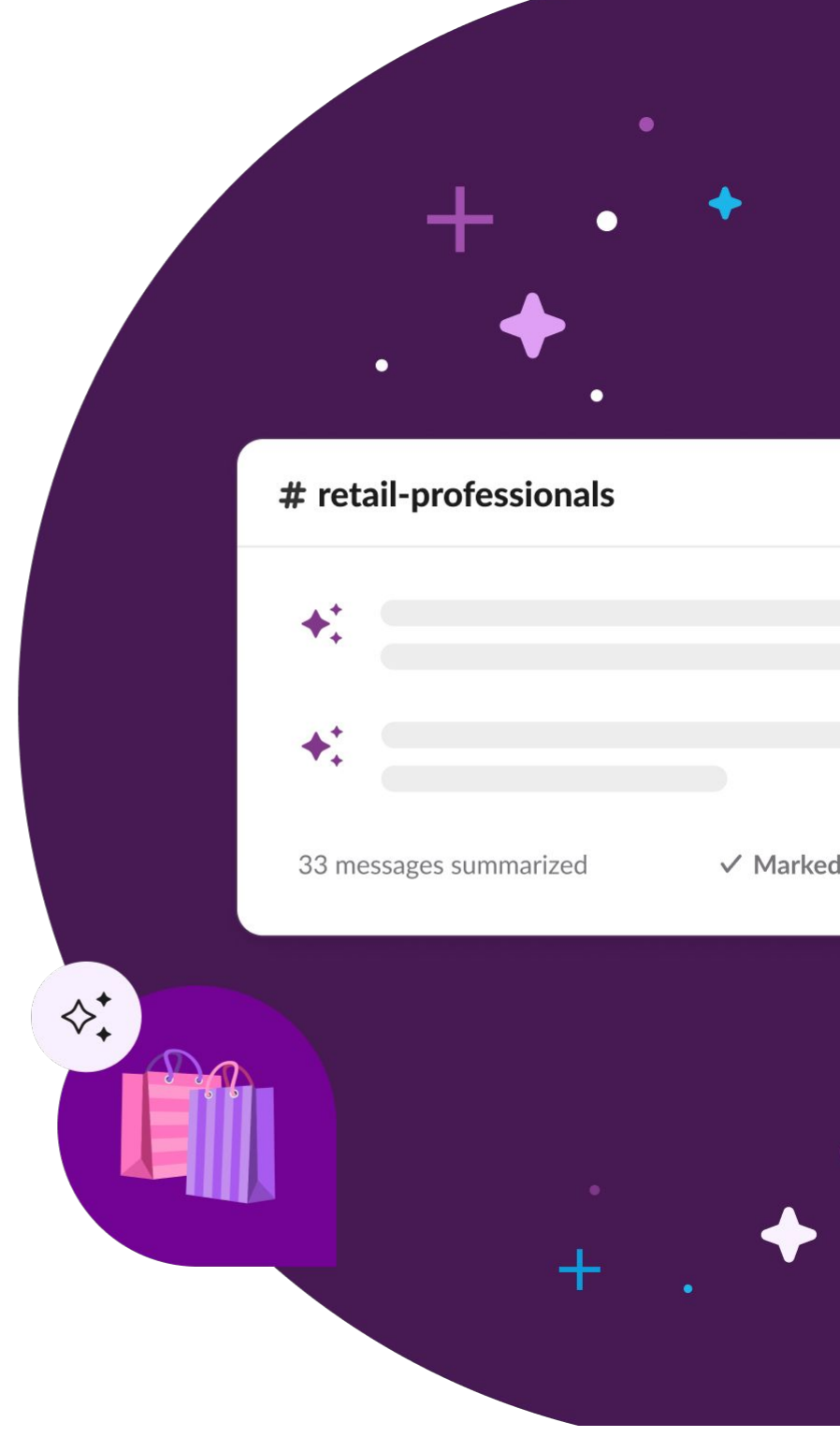




# New Trends in AI Use Among Retail Professionals

WORKFORCE LAB



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## WORKFORCE LAB

# Introduction

At the dawn of our new AI era, how are retail professionals feeling about how AI will change the way we work? What percentage of retail professionals are using AI and automation tools today, and how are these tools affecting workplace productivity?

In its latest survey of more than 10,000 desk workers around the globe, the Workforce Lab from Slack, a Salesforce company, answers these questions and quantifies new trends in AI use among retail professionals. The survey finds that those working in retail are less likely to have experimented with AI and automation tools, shining a light on the opportunity for retail professionals to catch up to their counterparts in other lines of business.

# Methodology

Slack, a Salesforce company, conducted this global survey in partnership with the research firm Qualtrics between March 6 and March 22, 2024. The total sample size of retail professionals was 784 desk workers and executives across a range of industries in the following countries: the U.S., Australia, France, Germany, Japan, and the U.K. Surveyed groups included office, remote and hybrid workers. The survey did not target Slack employees or customers.

## **In this report, we refer to the following respondent groups:**

**Executives and leaders:** Presidents, partners, C-suite

**Managers:** People managers, ranging from team leads to VP-level leads

**Desk workers:** Individual contributors

The survey questions were designed to capture a wide range of data, including retail professionals' use of automation and AI, their productivity metrics, and their views on AI and automation tools.

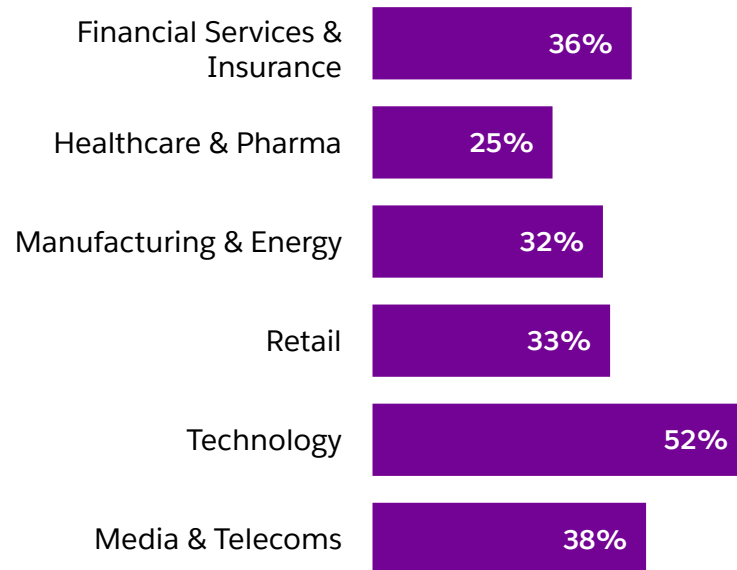
01

# While the AI revolution is just beginning, the retail sector is on par with other industries

The survey finds that workplace adoption of AI tools globally accelerated 23% over the previous quarter, with 32% of desk workers across all industries reporting they have tried AI tools for work as of March 2024, compared with 26% as of January 2024.

Compared with other industries, the retail sector is on par for AI uptake at work. Thirty-three percent of all survey respondents working in retail say they have used AI tools on the job as of March 2024, compared with 24% as of January 2024 – slightly more than the global average although less than other sectors, such as Technology and Media & Telecoms.

Percentage of desk workers who have used AI for work, by line of business



02

# AI early adopters are supercharging their productivity with AI tools

Among desk workers who have used AI tools, 82% globally report improved productivity. Eighty-four percent of the retail professionals in this group agree they're seeing a productivity boost from AI use.



## Top three AI uses among retail professionals

- 1 Writing assistance
- 2 Automating workflows
- 3 Research

# Slack AI

A secure, intuitive, and trusted AI experience right where you're already working.

- Find answers faster with AI-powered search
- Catch up by instantly summarizing conversations
- Save time and stay in the know with daily recaps

“Slack AI helps users unlock the full potential of company knowledge in Slack, all while supporting existing security, privacy, and compliance controls.”

IRWIN LAZAR  
PRESIDENT AND PRINCIPAL ANALYST, METRIGY

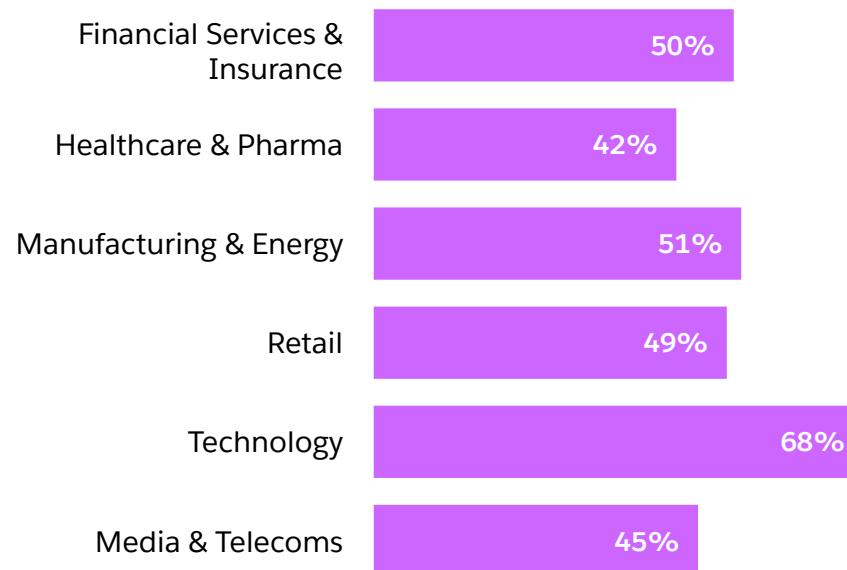


03

# Retail professionals have mixed feelings about outsourcing tasks to AI and automation

Retail professionals have mixed feelings about AI's potential to improve on-the-job effectiveness, with 49% saying they are excited about the idea of AI handling tasks from their current job (compared with 47% of the global population).

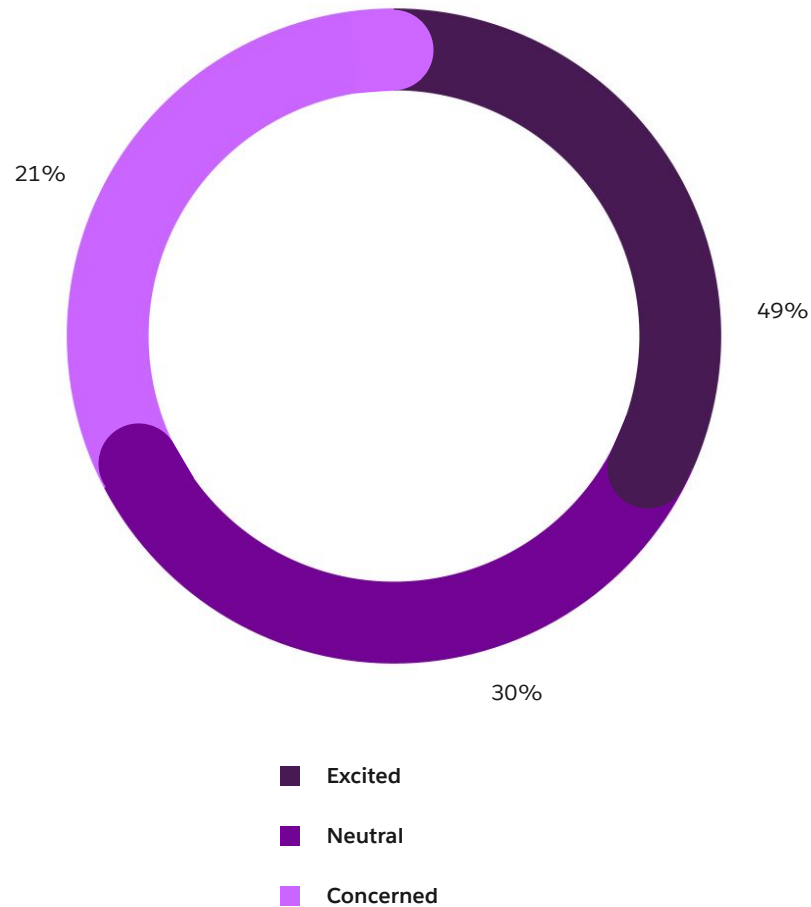
Percentage of desk workers who say “I am excited about AI and automation handling tasks from my current job” by line of business





## 03

### How do retail professionals feel about the idea of AI handling tasks from their current job?



On average, desk workers report spending 33% of their time at work on tasks that are “low-value, repetitive, or lack meaningful contribution to their core job functions.”

The more time an employee spends on low-value work, the more excitement they express for AI and automation to handle tasks from their current job.

“We all have tasks to complete that aren’t part of our job description but are necessary to keep things running smoothly. It’s the ‘work of work.’ But if the average desk worker is spending a full third of each day on this ‘work of work,’ that’s a problem – and an opportunity. In this pivotal moment, implementing AI tools that are trusted, intuitive, and embedded in the flow of work is key to recalibrating energy at work toward the activities that will move the needle.”

CHRISTINA JANZER  
SENIOR VICE PRESIDENT OF RESEARCH  
AND ANALYTICS, SLACK

# Slack can help

As a retail leader, you don't have to navigate the future alone. Slack is an AI-powered platform that can help you deliver standout retail services in three key ways:

- **Unlock organizational agility.** Bring teams, technology, and processes together, while accelerating speed to market with automated workflows and utilizing our over 2,600 app integrations.
- **Transform store operations.** Eliminate silos, automate time-consuming administrative tasks, and centralize security for stronger loss prevention.
- **Attract and retain top talent.** Keep the tools your team loves, make onboarding easy with automated tasks, nurture career growth with a supportive culture, and find the right people when you need them.

Learn more about [Slack for retail](#) or [contact our sales team](#) for more information.



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