

Survey findings Switzerland

Accenture Research conducted surveys of 20,027 consumers (Switzerland: 1,000) and 3,450 C-level executives (Switzerland: 100) across 21 industries to understand their perspectives on emerging technologies and innovation as they pertain to their organizations. Topics included generative AI chatbots, AI agents, spatial computing experiences, and human interface technologies. The surveys were fielded from October 2023 through November 2023 across 20 countries.

Meet my agent

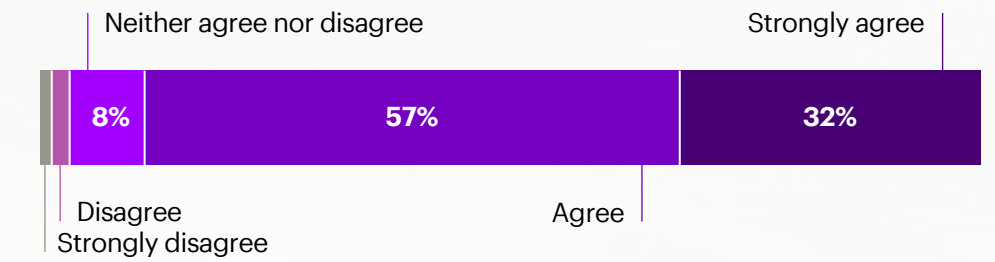
AI is taking action, and soon whole ecosystems of AI agents could command major aspects of business. Appropriate human guidance and oversight is critical.

Agent ecosystems will emerge: Autonomous AI agents will be able to work together to accomplish organizational tasks.

AI agents will begin to collaborate with other agents to accomplish organizational tasks.

89%

of Swiss executives agree that AI agents will begin to collaborate with other agents to accomplish organizational tasks.



Human by Design

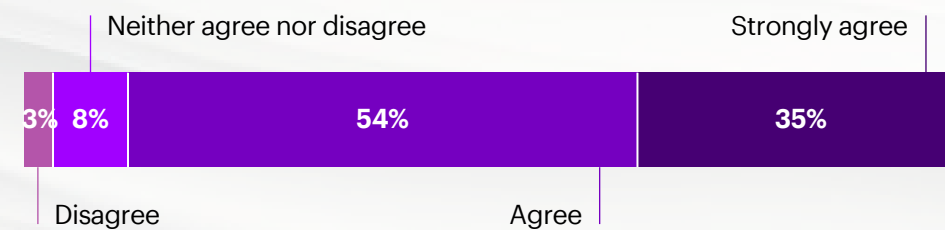
The relationship between humans and technology is at an inflection point.

Leaders must build and use technology that is human by design and enhances the human potential.

With rapid technological advancements, it is more important than ever for organizations to innovate with purpose.

89%

of Swiss executives agree that with rapid technological advancements, it is more important than ever for organizations to innovate with purpose.



The space we need

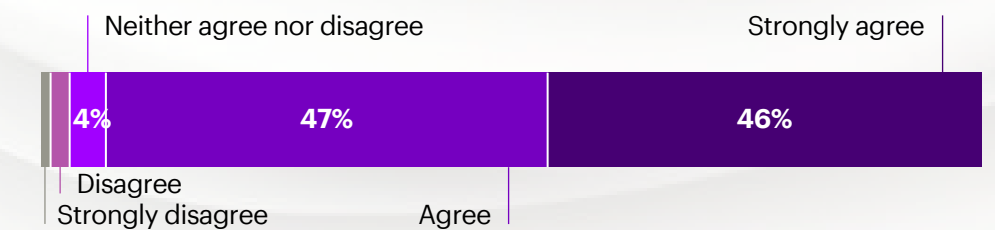
The spatial computing technology landscape is rapidly growing, but to successfully capitalize on this new medium, enterprises will need to find its killer apps.

Spatial computing will let us build enriching experiences by combining our disparate realities and fusing the digital and physical together.

Spatial computing will be used to build enriching experiences that have a sense of space and feel lived in, providing a realistic alternative or enhancement to in person experiences.

93%

of Swiss executives agree that spatial computing will be used to build enriching experiences that have a sense of space and feel lived in, providing a realistic alternative or enhancement to in person experiences.



A match made in AI

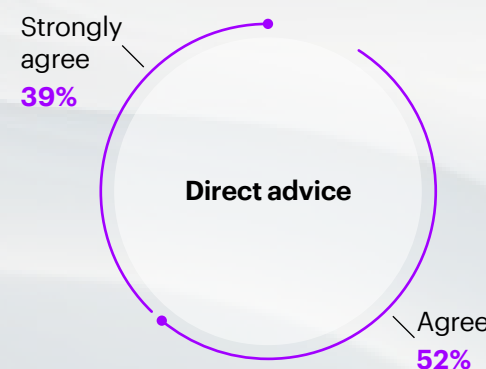
People are asking generative AI chatbots for information – transforming the business of search today, and the futures of software and data-driven enterprises tomorrow.

The way we interact with information systems is evolving: Online search experience will move from retrieving data to advising and providing answers with data.

The evolution of our interaction with information is signaling a new digital core and will compel companies to modernize their technology architecture.

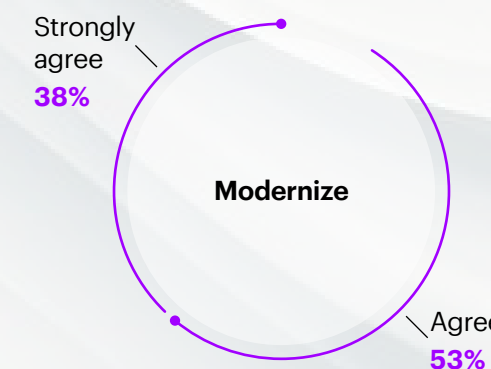
91%

of Swiss executives agree that the way we interact with data will change, from searching for information to asking questions and receiving direct advice and answers.



91%

of Swiss executives agree that generative AI will compel their organization to modernize its technology architecture.



Our bodies electronic

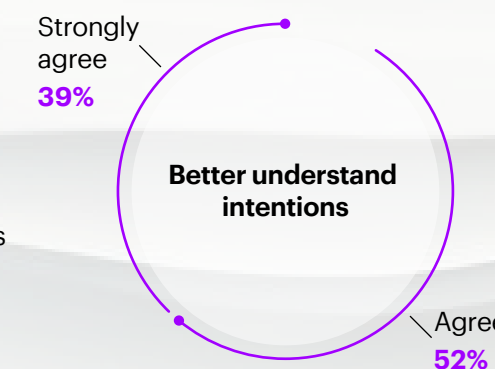
A suite of technologies – from eye-tracking to machine learning to Brain-Computer Interface (BCI) – are starting to understand people more deeply, and in more human-centric ways.

Emerging technologies can read, understand, and adapt to humans instead of humans adapting to technology.

Organizations will need to establish responsible guidelines on ethics and standards to gain the trust of the consumer.

91%

of Swiss executives agree human interface technologies will let us better understand behaviors and intentions, transforming human-machine interaction.



62%

of Swiss consumers agree to gain their trust, organizations will need to develop responsible guidelines on biometric privacy and neurotech ethics and standards.

