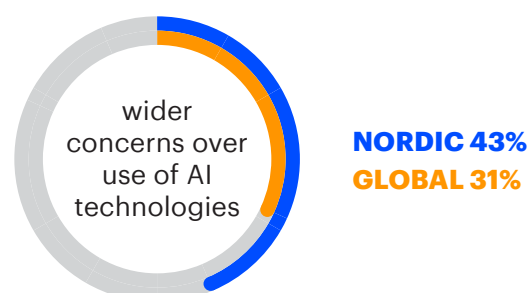


# AI IS THE NEW UI

Today, companies across the Nordic region are further down the AI maturity curve than many of their global counterparts. For example, where challenges standing in the way of AI adoption are concerned Nordic businesses indicate more concerns about data quality (42 percent vs globally 35 percent), lack of maturity in technologies (42 percent vs 32 percent globally) and wider concerns over use of AI technologies (43 percent vs 31 percent globally).

One reason for the relative lack of AI adoption is simply it's comparative presence in Nordic compared with other markets, with some common AI tools – such as Microsoft's Cortana – not yet available in Nordic languages. However, those language barriers are falling and we are now beginning to see businesses adopt AI as a new interface. For example, financial services businesses are one example where virtual assistants and robo-advisers are becoming

well-established in the front line of customer service. Swedbank<sup>1</sup> for example is using Nuance Nina, an intelligent virtual assistant that is able to offer customers a conversational interaction via the web. And it's an emphasis that is reflected in our research which sees Nordic businesses more likely to identify AI's ability to generate new streams of revenue as a principal benefit (57 percent vs 49 percent globally). At the moment, there is less clear demand from consumers. But this will inevitably change.



<sup>1</sup> <https://www.nuance.com/about-us/newsroom/press-releases/nuance-brings-human-touch-to-swedbank.html>