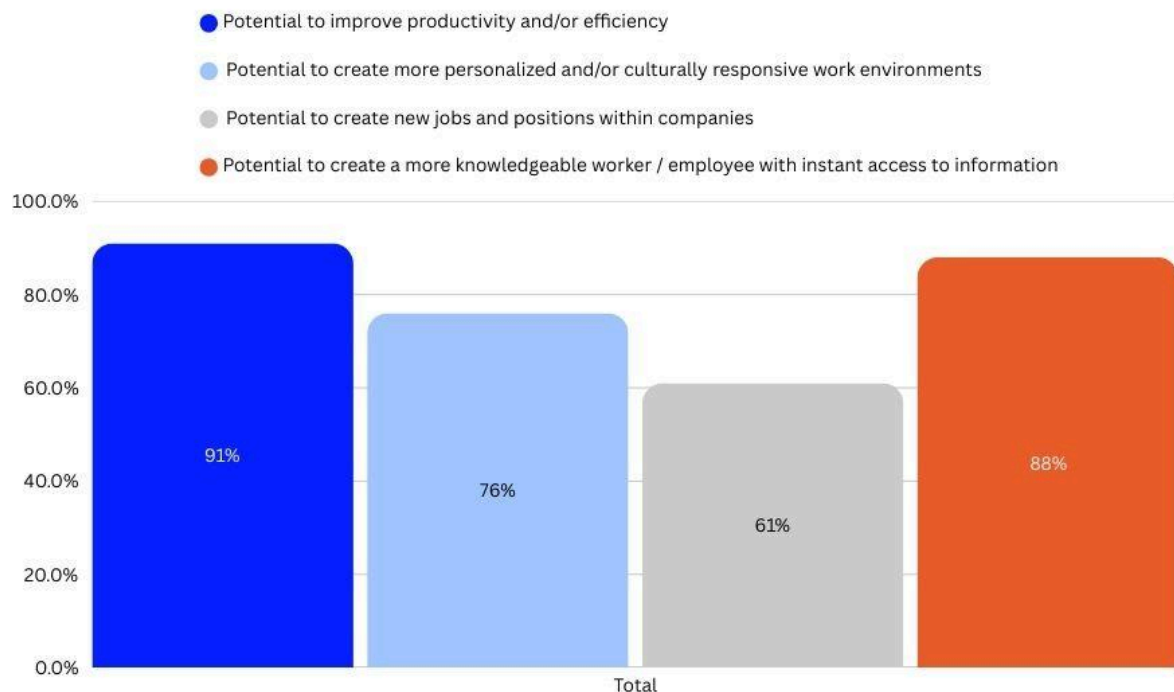# Colossyan

Workplace: The Role of AI Avatars in Business and Productivity

Colossyan AI Avatar - Key Findings

The majority of American workers are optimistic about the potential of AI-generated videos and avatars to positively impact business outcomes, with Gen Z and Baby Boomers expressing the highest levels of confidence in this technology.

Key findings include:

- **Productivity and Efficiency:** 91% of workers believe AI avatars can enhance productivity and efficiency, with an overwhelming 96% of Gen Zers agreeing.
- **Knowledge Development:** 88% see the potential for AI avatars to create more knowledgeable workers by providing instant access to information. This sentiment is shared by 93% of Gen Zers and 91% of Baby Boomers.
- **Personalization and Inclusivity:** 76% believe AI avatars can foster more personalized and culturally responsive work environments, with 79% of Baby Boomers supporting this view.
- **Job Creation:** 66% think AI technology will lead to the creation of new jobs and roles within companies.

Legend:
- ● Potential to improve productivity and/or efficiency
- ● Potential to create more personalized and/or culturally responsive work environments
- ● Potential to create new jobs and positions within companies
- ● Potential to create a more knowledgeable worker / employee with instant access to information

Bar chart (Total):
- Potential to improve productivity and/or efficiency: 91%
- Potential to create more personalized and/or culturally responsive work environments: 76%
- Potential to create new jobs and positions within companies: 61%
- Potential to create a more knowledgeable worker / employee with instant access to information: 88%

Future Business Applications of AI Avatars

A significant **89% of U.S. workers** anticipate that AI-generated videos and avatars **will play a key role in future workplace communication and business interactions.** Workers believe businesses could benefit from using AI avatars in the following ways:

- **Announcing new product features** or business updates **(85%)**
- **Reporting on business performance** to the public **(65%)**
- **Providing crisis updates** or delivering negative news to the public **(50%)**
- **Attending work meetings** on behalf of employees **(39%)**
- **Delivering sensitive news,** such as layoffs or office closures **(35%)**
- **Addressing legal or governmental issues** affecting the business (**28%**)
- **Participating in networking** or virtual social events **(28%)**

Reducing Administrative Burden

On average, **U.S. workers spend 791 hours annually—equivalent to 99 workdays—on administrative tasks.** These include managing emails (208 hours), data entry (175 hours), document preparation (167 hours), meeting preparation (124 hours) and schedule management (117 hours).**Three-fourths of workers (76%)** believe that using AI avatars for **tasks like writing emails** and managing schedules would enhance their performance.

If given the opportunity, workers would use AI avatars to:
- Create customizable **Excel spreadsheets (84%)**
- Develop **PowerPoint presentations (81%)**
- Summarize **meetings (80%)**
- Produce **learning & training videos** for customers/employees **(78%)**
- **Replying to emails** that do not require human attention **(62%)**

AI Avatars in Workplace Training

Currently, **only 19% of companies utilize AI avatars for internal communication or training purposes,** but this is expected to change as more organizations recognize their potential.

Employees have shown a strong interest in participating more actively in training sessions led by AI avatars. **In fact, 78% of workers express interest in using AI avatars for creating**

tailored learning and training videos. If personalized AI avatars were used for workplace learning or training sessions, employees would be likely to:

- **Ask more questions** to explore how the AI avatar responds **(77%)**.
- **Encourage colleagues** to participate in these innovative trainings **(70%)**.
- **Attend additional sessions** due to the personalized nature of the content **(64%)**.
- **Feel more comfortable giving feedback** or input during sessions **(57%)**.
- **Pay closer attention and retain information better** during these trainings **(54%)**

Embracing AI Avatars in All Facets of Life

- **Education:**
  - **63% of Americans** want personalized learning guided by AI avatars.
  - **Nearly half (47%)** would prefer an AI avatar as an academic tutor over a human counterpart.
- **Retail & Customer Support:**
  - **53% of consumers** are eager to interact with AI avatars for online shopping assistance, including product recommendations and purchase navigation.
  - **One-third (31%)** express a preference for an AI fashion stylist instead of a human stylist.
  - A significant 61% favor engaging with AI avatar customer service agents for real-time support.
- **Workplace:**
  - **Almost half (45%)** desire collaboration with AI avatars in remote meetings.
  - **Two out of five employees (37%)** would choose an AI avatar as a career coach or workplace mentor over a human advisor.
- **Health:**
  - **One-third (35%)** wish to use avatars for scheduling healthcare appointments and managing administrative tasks.
  - More than half would opt for an AI avatar fitness trainer **(54%)** or health/wellness coach **(51%)**.
- **Dating:**
  - **Almost one-fifth (16%)** are open to dating an AI avatar in virtual settings, while nearly **one-quarter of Gen Zers (23%)** share this sentiment.

    ○ Additionally, **16%** indicate they would prefer guidance from an AI avatar relationship coach over that from a human.
- **Financial**:
  - **Two-fifths (40%)** express interest in choosing an AI avatar financial advisor rather than relying on traditional human advisors.
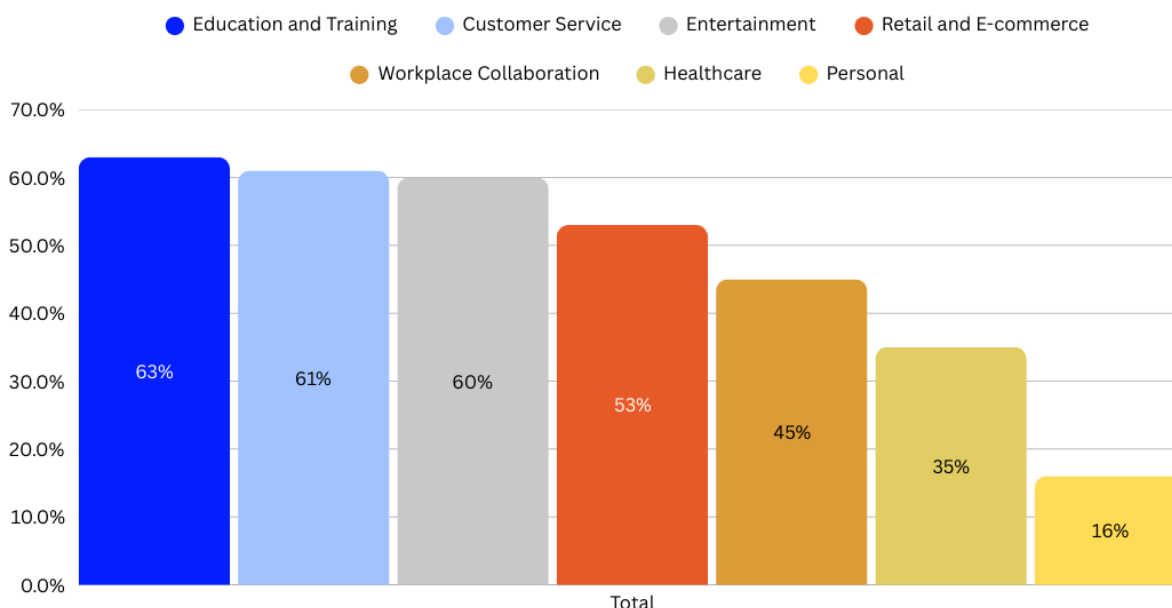
Concerns About AI-generated Content

AI-generated videos and images have become a significant concern for many Americans.

- **A substantial 84% of the population is worried about misinformation fueled by AI technologies.** Among them, Baby Boomers express the highest level of concern, with **92% acknowledging this issue.** Additionally, **two-thirds (66%)** are apprehensive about their image or likeness being misused in deepfakes.

- **These concerns are not unfounded.** Approximately **25% of Americans** report that either they or someone they know has had their likeness used in an AI-generated image or video. This figure rises to **35% among Gen Z individuals. Furthermore, 10% of Americans** admit to having created a deepfake involving a public figure or

politician; this percentage increases to **18% within the Gen Z demographic.**

- **Half of all Americans (50%) have encountered videos they initially believed were real but later discovered were fake—a statistic that climbs to 61% for Gen Zers.** These experiences likely contribute to widespread dissatisfaction with current efforts to combat deepfakes: **77% believe** tech companies should do more, **while 72% feel government intervention is insufficient.**

Survey question: Do you believe that AI-generated videos and AI avatars will be part of **future communication and business interactions?**

89% answered **"Yes"**

8% answered "**I don't know"**

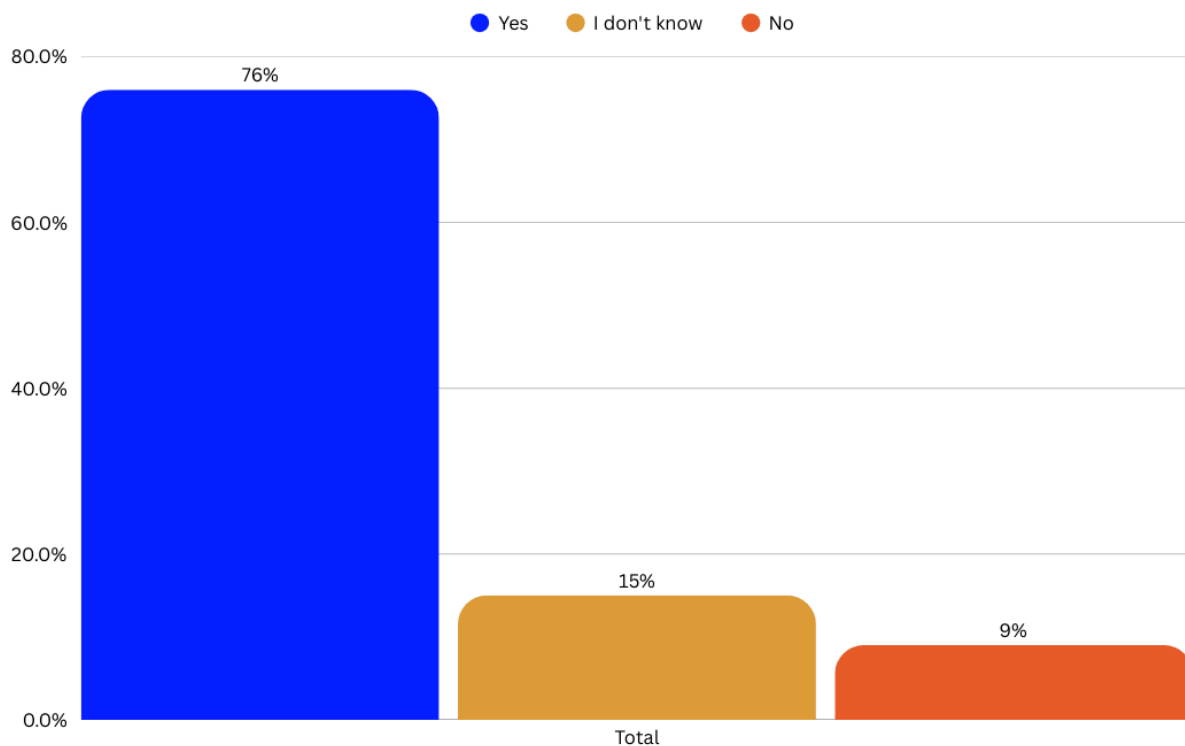**3%** answered **"No"**

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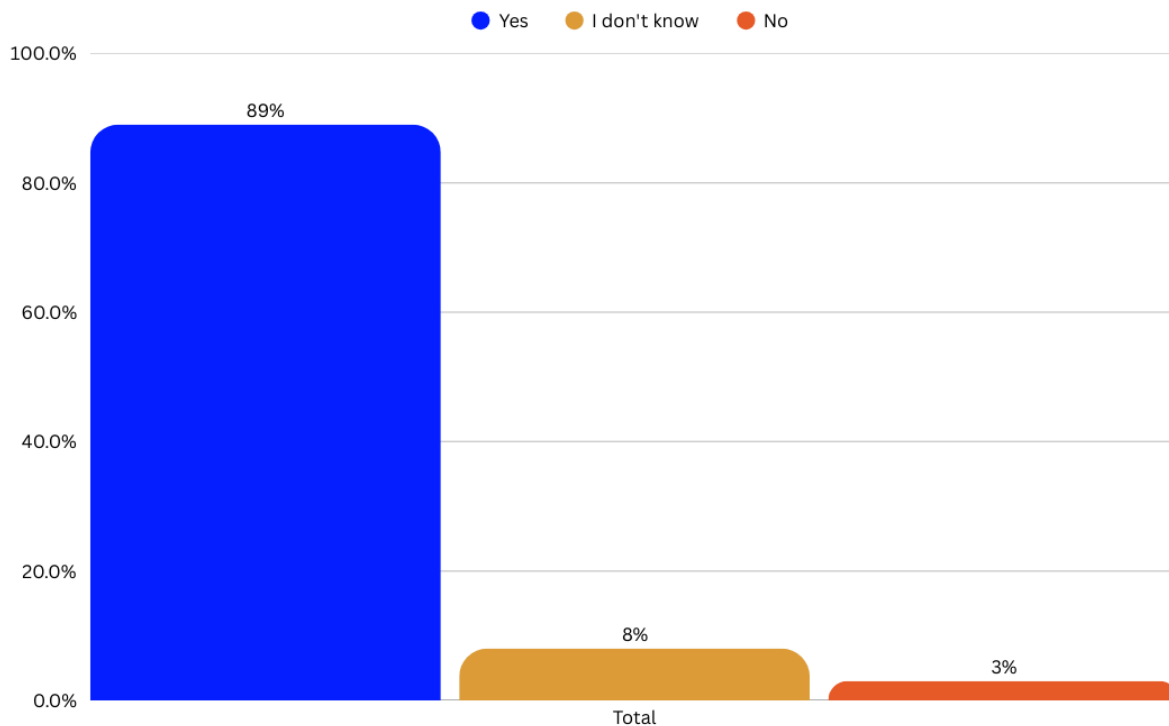
Survey question: If AI and/or an AI avata**r could enhance your work performance** (e.g., writing emails, managing schedules, etc.), would you use this type of technology?

76% answered **"Yes"**

15% answered "**I don't know"**

9% answered **"No"**

For more information

If you'd like to learn more about our avatar survey, don't hesitate to reach out to us at community@colossyan.com.

And if you'd like to see how you can implement AI video at your company, go ahead and start a free trial at www.colossyan.com — we'll be happy to help you get started!

Best,

The Colossyan Team