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# Trust in AI

Actions and attitudes  
around AI adoption

**Retail sector  
results overview**

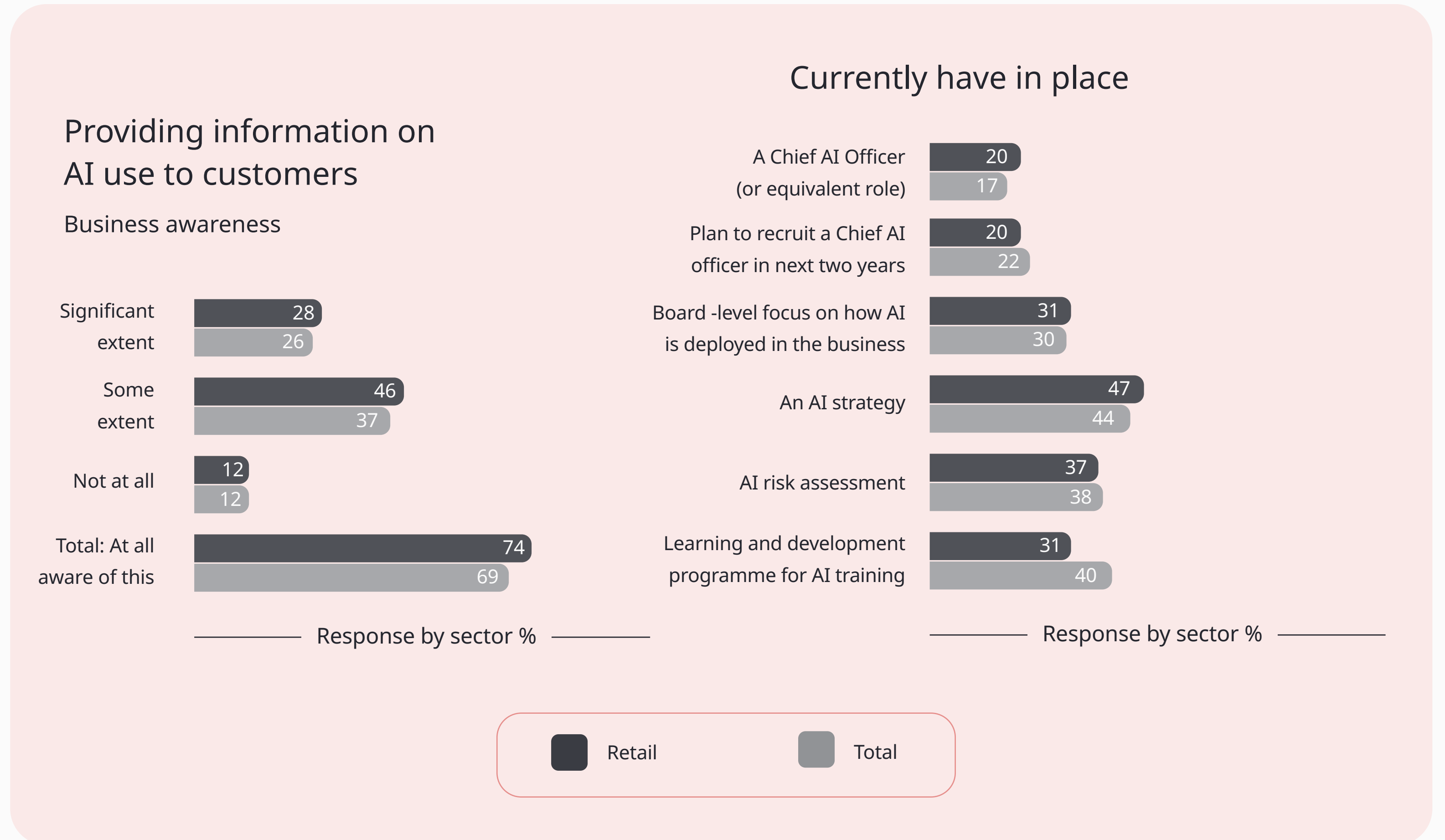


# Trust in AI: Retail sector results

Retail scores midway in BSI's International AI Maturity Model, at 2.17 out of 5, indicating a sector in which the opportunity for AI to drive efficiency and boost growth is sizeable, but there is some way to go before this is realized. For example, business leaders in the sector indicated low focus on investment and low levels of trust in particular. On other metrics, including training, external communications, and business focus on the opportunity AI represents, the sector falls behind.

There are clear gains to be made for retail businesses by investing in AI. A staff cohort that tends to skew younger, given the low-skilled and flexible nature of many roles, may actually be an asset in terms of familiarity and confidence with new technology, and it is notable that 84% of retail respondents said businesses have the responsibility to train teams to utilize AI tools in order to protect jobs. Equally, many roles are manual, especially those in warehouses or retail logistics, meaning there is a huge efficiency and productivity prize if businesses leverage the possibilities of AI and robotics to automate tasks.

From personalized recommendations to food deliveries being sorted and packed in the most efficient ways, or AI being used to ensure stock levels on the shop floor, along with chatbots for customer service, AI could transform the retail sector.





Planning for those possibilities is crucial. Currently, only 47% of businesses in the sector have an AI strategy and under a third (31%) of sector leaders surveyed said their business had an L&D programme to ensure successful delivery of AI training.

Communications and engagement with customers will also be critical, particularly where AI tools involve collection of personal data such as shopping habits, or things like facial recognition as a measure to reduce theft. It is positive to see 74% of retail leaders saying they are aware of their business providing information to customers about how AI is being used in the business or future plans to use it – above the global average of 69%. Conversely, this is not necessarily perceived as important – just a third (34%) say that to ensure safe, ethical and effective use of AI it is very important to inform customers about AI use. A higher proportion (40%) do, however, acknowledge that it is very important to inform customers about how AI is being embedded in products and services.

Thinking about the pace of change with AI, 84% say they are more excited about the potential use of AI by business than a year ago. In a short space of time, and with the right guardrails, transparency and training in place, AI could transform the retail sector to enhance the experience for businesses and customers alike.

**Interested in more insights? Explore the results with our interactive dashboard [here](#)**



**Richard Werran,**  
Global Director,  
Consumer, Retail and Food, BSI

“Whether it is using AI for personalized recommendations or to identify duplication and help streamline processes, AI can bring enormous gains to retail. And a more efficient system can ultimately benefit customers by lowering cost of goods and enhancing choice.”





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