



Special Trends Report

Perspectives on Artificial Intelligence/ChatGPT
from a Survey of Employers and Brokers
(Q3, 2023)

National Employee Benefits Advisory Forum (NEBAF)

Background & Methodology

The National Employee Benefits Advisory Forum (NEBAF) recently conducted a special online information exchange among its members.

This exchange explored members' experiences with and feedback around generative artificial intelligence/ChatGPT.

The information in this report is based on an online survey taken by roughly 100 HR decision makers at organizations with 5,000+ employees and 100 employee benefits brokers and consultants who serve large organizations.

The exchange took place in May 2023.

Executive Summary

This report includes employers' and brokers' experiences with and feedback on generative artificial intelligence (AI), specifically, ChatGPT and other similar chatbots.

We did not provide any definitions of or information on ChatGPT/similar AI, nor are we promoting these programs or the use of these types of programs. Our exchange was purely for research purposes.

- Participants – both employers and brokers – report moderate familiarity with ChatGPT or other similar AI chatbots; about half of both groups are familiar or very familiar.
- About half of employers tell us that their HR departments are currently using ChatGPT or other similar AI chatbots.
- Analyzing employee data, screening job applicants, supporting onboarding of new hires, and leveraging employee self-service/real-time support/chatbots are the most common activities that HR departments are using ChatGPT/similar AI for.
- Among those whose HR departments are not currently using ChatGPT/similar AI, only about a third feel that their company is likely to adopt the new technology in the next six months.
- About one quarter of brokers report that their company is currently using ChatGPT/similar AI chatbots.
- When it comes to individual use, employers are more likely than brokers to have ever used/be currently using ChatGPT/similar AI to perform tasks, activities, etc. at work; roughly three in five employers say they have used/are using, compared to just two in five brokers.
- Those using these types of tools at work are most commonly using them for researching and answering questions, as well as writing everything from emails to business plans to FAQs.

ChatGPT and Similar AI Chatbots

In a recent exchange, we asked participants about generative artificial intelligence (AI), specifically ChatGPT and other similar AI chatbots.

We did not provide any definitions of or information on ChatGPT/similar AI, nor are we promoting these programs or the use of these types of programs. Our exchange was purely for research purposes. For the benefit of this report, we are providing some basic information, see left sidebar for a definition of ChatGPT.

It should be noted that this exchange was conducted among employers at large organizations and brokers that serve those organizations. This should be taken into consideration when reading and interpreting this report.

What is ChatGPT?

We asked ChatGPT what it is. Here's what the AI told us...

“ChatGPT is an artificial intelligence language model developed by OpenAI. It is based on the GPT (Generative Pre-trained Transformer) architecture, specifically GPT-3.5. As a language model, ChatGPT is designed to generate human-like text responses given a prompt or input. It has been trained on a large corpus of text data from the internet, allowing it to learn patterns, context, and relationships between words and phrases.

ChatGPT can be used for a wide range of natural language processing tasks, including answering questions, engaging in conversations, providing explanations, offering suggestions, and more. It has the ability to understand and generate text in multiple languages and can adapt its responses based on the input it receives.

It's important to note that while ChatGPT is a powerful tool for generating text, it does not possess true understanding or consciousness. Its responses are based on patterns in the data it was trained on and may not always be accurate, reliable, or contextually appropriate.”

Familiarity with ChatGPT and Similar Chatbots

We first asked participants how familiar they are with ChatGPT or other similar AI chatbots. (*Are you familiar with ChatGPT? See left sidebar...*)

Participating employers and brokers report similar levels of familiarity. About half of both groups say they are familiar/very familiar. Only 9% of employers and 14% of brokers say they are not at all familiar with ChatGPT/similar AI.

These results are not surprising. ChatGPT, which was launched in November 2022, has taken the world by storm. According to the latest available data, ChatGPT netted more than 1 million users in the first five days after its launch. It currently has over 100 million users worldwide. The program has been called the fastest growing consumer application in history.

Other similar generative AI chatbots include: Jasper, Chatsonic, and Bard (Google's tool). In addition, many companies have announced plans to incorporate AI functionality into their product offerings. For example, Google plans to incorporate an AI chatbot into Gmail, and Microsoft is providing technology similar to ChatGPT for Microsoft 365 users.

Whether HR Departments are Currently Using ChatGPT or Similar Chatbots

We asked *employers only* (those with some level of familiarity with ChatGPT/similar AI) whether the Human Resources/Benefits function/department of their organization is currently using ChatGPT/similar AI.

Employer participants are split; about half say their Human Resources/Benefits function/department is currently using ChatGPT/similar AI, while about half are not.

As employees begin to explore and utilize this new technology, companies will need to invest time and funds into policies, training and regulation of these new tools in the workplace.

Spotlight on Trends: Statistics on ChatGPT (and similar programs) and potential impact on jobs

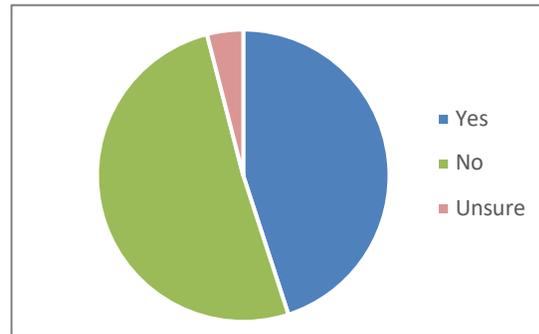
There's much debate and speculation on AI's impact on the future of jobs. Several widely shared stats include:

- When asked, ChatGPT itself estimates it expects to replace roughly 5 million American jobs
- In a report early this year, Goldman Sachs estimated that 18% of jobs globally could eventually be eliminated by AI technology
- Jobs predicted to be most at risk for full or partial replacement by AI include: tech jobs, media jobs, and legal industry jobs.

While some predict that ChatGPT and other generative AI will cause a disruption in the workforce akin to the industrial revolution, others think it's too soon to tell what the real impact will be.

Whether HR Departments are Currently Using ChatGPT or Similar Chatbots (cont.)

Whether HR Dept. Is Using ChatGPT/Similar AI



How HR Departments are Currently Using ChatGPT or Similar Chatbots

We then asked *employers who indicated that their HR department is currently using ChatGPT/similar AI (n=38)* for which activities their organization is currently using ChatGPT/similar AI.

The most common activities that HR departments are using ChatGPT/similar AI for are: analyzing employee data, screening job applicants, supporting onboarding of new hires and leveraging for employee self-service/real-time support/chatbots. See chart below for full results.

AI chatbots are able to increase efficiency and automate many tasks, and the opportunities will only be growing. It's no wonder that employees are fearful of what this means for their jobs. See left sidebar for some recent statistics.

Activities that HR Departments are Currently Using ChatGPT/Similar AI for, % Saying Yes

Base: Employers whose HR department is currently using ChatGPT/similar AI

| | % |
|---|-----|
| Analyzing employee data | 61% |
| Screening job applicants | 55% |
| Supporting onboarding of new hires | 50% |
| Leveraging for employee self-service, real-time support, chatbots | 50% |
| Helping with performance reviews | 47% |
| Writing policies, handbooks, training | 45% |
| Generating job descriptions | 39% |
| Writing HR email communications | 37% |

Did you know? New York City has already passed a law regulating the use of AI tools

New York City is taking charge and blazing a path forward. In 2021, New York City passed the first-of-its-kind law regulating the use of AI tools.

As it stands currently, the city's law requires companies using AI tools in hiring to notify candidates that an automated system is being used. It also prohibits employers from using an automated employment decision tool unless the tool has been subject to a bias audit within one year of the use of the tool.

Companies will be fined for violations of the law, and enforcement will begin in July 2023.

To read more:

<https://www.nytimes.com/2023/05/25/technology/ai-hiring-law-new-york.html#:~:text=The%20city%27s%20law%20requires%20companies,is%20being%20collected%20and%20analyzed.>

Likelihood of HR Departments Using ChatGPT or Similar Chatbots Six Months from Now

We asked *employers who indicated that their HR department is not currently using ChatGPT/similar AI (n=47)* how likely it is that the Human Resources/Benefits function/department of their organization will be using ChatGPT/similar AI six months from now.

Many think that their company will not be an early adopter of this new technology. **About two in five employers (who indicated that their HR department is not currently using ChatGPT/similar AI) indicate that it is not likely that their organization will be using ChatGPT/similar AI six months from now.**

About a third are neutral, and only about 3 in 10 think that their company is likely to be using ChatGPT/similar AI six months from now.

Whether Brokers' Companies are Currently Using ChatGPT or Similar Chatbots

We asked *brokers only* (those with some level of familiarity with ChatGPT/similar AI) whether their organization is currently using ChatGPT/similar AI.

We find lower incidence of use among brokers' companies, than among employers' HR departments. Nearly two in three brokers report that their company is not currently using ChatGPT/similar AI (compared to about half of HR departments).

About one quarter of brokers' companies are currently using ChatGPT/similar AI. Fourteen percent aren't aware whether their company is using or not.

Individual Use of ChatGPT or Similar Chatbots at Work

We then asked *both employer and broker participants* (those with some level of familiarity with ChatGPT/similar AI) whether they have ever used and/or are currently using ChatGPT/similar AI to perform tasks, activities, etc. at work.

Employers are more likely than brokers to have ever used/be currently using ChatGPT/similar AI to perform tasks, activities, etc. at work. About three in five employers say they have used/are using, compared to just two in five brokers.

Like anything, ChatGPT/similar AI has its pros and cons – some of which may not even be known yet. Employees should be aware of the concerns and risks around ChatGPT. ChatGPT is currently working only from information available before 2021. In addition, there is the possibility of bad or incomplete information. There is no way to 'check' or evaluate the information provided by the tool.

Talking About: Uses of ChatGPT/Similar AI

Here are examples of **employers'** responses as to how they have used/are using ChatGPT/similar AI for work:

"I use ChatGPT similar to how I use Siri, to get answers to my questions."

"To write emails and job descriptions."

"I've started using it in work functions for responses & in trainings to help with notes."

"I have used it to assist with a business plan."

"I've used it to process job applicants, assist in deciding various benefit packages, analyze large amounts of data to get the most out of that data, etc."

"Using AI we handle employees FAQs and short questions as well as offer a fully integrated benefit explanation program."

Here are examples of **brokers'** responses as to how they have used/are using ChatGPT/similar AI for work:

"Research ideas, market analysis, writing letters."

"Blogs, articles, white papers, editing, RFP responses."

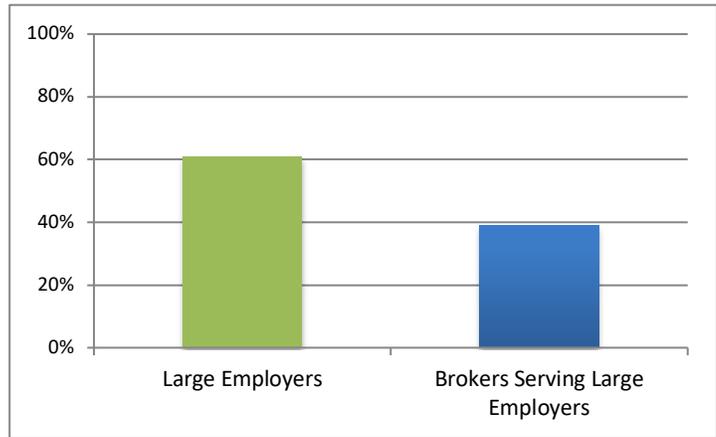
"AI is used for routine repetitive communications we produce and send out to current clients. Example- our monthly newsletter for clients."

"I've used it to assist with writing tasks: Emails, training materials (such as video scripts or step-by-step instructions), coming up with goals, writing about my accomplishments, etc. Typically, I feed it as many notes as I can and ask it to write something that sounds professional, funny, concise, etc. depending on the situation."

"I have used it to write business proposals."

Individual Use of ChatGPT or Similar Chatbots at Work (cont.)

Whether Have Used/Are Using ChatGPT/similar AI
% Saying "Yes"



How Individuals Are Using ChatGPT or Similar Chatbots for Work

We asked *both employer and broker participants* (those who indicated that they have used/are using ChatGPT/similar AI at work to perform tasks, activities, etc.) what they have used/are using ChatGPT/similar AI to do.

Participants report using ChatGPT/similar AI to help with various professional tasks. Most commonly, AI tools are used for researching and answering questions, as well as writing various things from emails to business plans to FAQs. See sample of responses on left sidebar.



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