

Senedd Cymru

Pwyllgor yr Economi, Masnach a Materion Gwledig

Ymchwiliad: Deallusrwydd Artiffisial ac Economi Cymru

Cyf: AI11

Ymateb gan: Delineate

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Welsh Parliament

Economy, Trade, and Rural Affairs Committee

Inquiry: AI and the Welsh Economy

Ref: AI11

Evidence from: Delineate



Economy, Trade and Rural Affairs Committee consultation into AI and the Welsh Economy

About Delineate – Who are we?

Based in Ceredigion, [Delineate](#) is a team of research and technology experts who help businesses to evaluate their brands and marketing campaigns. We are a company with a multi-million-pound turnover and, whilst we are proudly headquartered in West Wales, we have client teams in London and Mexico City. We call ourselves the ‘Research Revolutionaries’ given our bold approach to the industry.

We plan to further invest in Ceredigion and the West Wales economy by creating more high-value jobs, supporting local education and training programmes. By collaborating with local government, businesses and suppliers, we aim to create a thriving tech ecosystem. Our continued growth and investment in the area will drive economic resilience and sustainability, benefiting both our company and the broader community.

We promote a culture of continuous learning and collaboration and encourage our employees to explore new ideas and technologies, providing opportunities for professional development and cross-functional teamwork. This environment helps drive our innovative approach to consumer insights, ensuring we stay ahead of industry trends and deliver exceptional value to our clients.

Our Products – What we do

For businesses like Delineate, AI is no longer a distant concept, but an everyday technological force shaping and reconfiguring our entire industry. This use of AI has transformed the way we work, helping to accelerate career paths, and even perceive reality.

We built our flagship platform, Delineate Proximity®, which is at the heart of our innovation. This platform integrates advanced AI and machine learning algorithms to automate and optimise our process.

For example, our AI-driven analytics capabilities enable us to process and interpret vast amounts of data quickly. This means we can connect brands to customer insights, quickly.

Our Consumer Research into AI

As a global research company, we have conducted our own original, published research into AI, in partnership with Vixen Labs, to track the developments in the use of Voice Assistants (e.g. Siri and Alexa), and last year our research became wholly AI focused.

Over the course of the research, we have seen a significant increase in the awareness and use of Voice and AI based products across all consumer groups. In the UK approximately 25% of adults claim unprompted awareness of generative AI. When prompted with a definition, awareness rises to around 80%, although understanding is more limited.

When asked what activities AI is being used to assist, respondents are most likely to use it for watching or listening to content on a streaming service, following an automated recommendation.

Chatbots have emerged as a significant tool in the Conversational AI ecosystem. Our findings show that ChatGPT leads the way in awareness among chatbots, closely followed by Bing from Microsoft and Google Bard.

In each market, current users are learning new things, creating content and searching /researching things when using a chatbot. However, making purchases and researching things to buy are the least likely tasks to be performed using a chatbot, suggesting some resistance to using them where personal and financial details may be needed.

We are continuing this research, with our next paper due to be published in January 2025.

To what extent are businesses in Wales making use of AI and planning to do so in the future?

Delineate has always been a forward-thinking Research and Insights business, we have embraced technology from our inception, to do things faster and better than legacy businesses in our industry. The use of AI and technology has made Delineate a viable business, competing with companies over 1,000 times bigger than we are, and enable us to compete for and win business with global clients. We have a team of technology experts who can explore and build innovative solutions that keep up with the rapid changing landscape

We have used technology and AI, in many of our core research processes, to support our teams in simplifying and automating repetitive tasks. In some very operational parts of the business, our Technology is running over 95% of the process, but in other more highly skilled areas AI is only completing up to 35% of the process, with the skill of our expert teams still being key to build client relationships and bring industry and sector expertise to the research delivery process.

We remain open minded and curious to evaluate new and emerging AI technologies and understand the opportunities they can bring to improve our existing operations or create new products or services for clients, to retain or win more business. In 2025 we will publish our Innovation Framework to our clients, which is our mechanism to demonstrate our commitment to innovation, AI will be a core tenant of this thought piece.

What are the potential economic opportunities and risks that AI may present for Wales, and how might these vary across different parts of Wales and across different sectors?

As with any new technological innovation there will be risks and opportunities, businesses need to ensure they fully understand it before adoption.

Delineate is a growing and evolving organisation. Therefore, we see AI development as largely a new neural activity for ourselves. However, for many large, more traditional organisations in our industry that did not embrace technological change but offshored as a way of delivering a more cost-effective service to client, they will see a more negative impact. With an increased potential for the loss of many roles, as they now embark on this technological innovation.

We see the adoption of AI in Delineate as an opportunity, we seek to understand how we can build new products and service for our existing clients, but also as an opportunity to win new clients. There are many questions within our clients on how we and our industry is using AI to deliver even higher quality research outcomes.

How is AI likely to affect jobs and workers in Wales, and what actions might the Welsh and UK governments need to take in response?

We see AI as an opportunity for businesses such as Delineate, however, traditional Research and Development Grant processes are currently not fit for purpose - from our experience. Assessors often lack the experience or industry knowledge in supporting software and data businesses, vs traditional manufacturing or biotech. This makes grant applications such as Smart FIS a lengthy and undesirable route, despite its invaluable intentions and potential contribution.

SME businesses are small and do not gather traction with businesses such as Amazon for AWS or Microsoft for Azure. UK and Welsh government can use its influence and remit to co-ordinate to bring these valuable suppliers to businesses, not for buying power (which could be seen as in contravention of state aid rules), but for training and knowledge processes. Sometimes SMEs do not know what is available as AWS and Azure are prioritising the efforts to large enterprise clients.

Skills and training is a key area in which government can assist, with training and curriculum availability from schools, right the way through the spectrum of employment.

What skills are likely to be needed as a result of increased use of AI in the workplace, and how well placed is Wales to deliver these?

The changing landscape of employment is also transforming at the same rate as AI adoption, with a clear move to hands-on knowledge and skills over traditional academic qualifications. A successful future workforce will be those who are not just familiar with AI tools but are masters of them. Meanwhile, the current workforce needs to look to build on their AI usage, with a sound understanding of how it can benefit and complement delivery rather than replace.

Skills needed will include an ability to learn, adapt and match strides with the advancements happening in the field of AI, continuously evolving technologies demand a flexible and adaptive workforce.

Wales is well placed to deliver on this increased use of AI in the workforce. As a business we have built relationships with organisations such as Careers Wales and EESW, who understand the changing landscape and value of STEM and coding in education at all ages. However, given the power of AI to open up new career opportunities for many employees, and the reshaping of work across industries, it is vital that the next generation of data scientists and software engineers have access to the relevant skills training.

Career development should be about generating interest in the future workplace opportunities, whilst providing the necessary tools and skills to allow the Welsh workforce to seize the opportunities from AI.