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Automation
Generation Report
Understanding the workers thriving with AI-powered automation

2023

2023 Automation Generation Report

Introduction

As companies continue to navigate disruption and economic uncertainty, they are seeking solutions to stay competitive with leaner teams. Unfortunately, this often means employees are being asked to do more work with less support—causing widespread burnout felt across industries, functions, and demographics.

To combat feelings of burnout, we're seeing heightened employee interest in emerging technologies that enable them to get the job done faster and better. Case in point: OpenAI's ChatGPT, which surpassed 100 million users only two months after launching.

AI tools like ChatGPT empower people to find information faster. AI-powered business automation technology is already in the workplace, helping business and technical workers to reduce time spent on repetitive tasks and focus on more critical and gratifying work.

As a result, a new generation of workers is here: the Automation Generation.

The Automation Generation does not represent a specific age or demographic. Rather, it is the professionals embracing AI to be more collaborative, creative, and productive. They want these technologies to enrich their work and personal lives and prevent them from feeling like robots themselves.

In the UiPath Automation Generation report, we uncover the issues the Automation Generation is facing and how they're using AI-powered automation to address those challenges, based on a survey of more than 6,400 workers from around the world.

Key findings:

58% of respondents believe AI-powered automation can address burnout and improve job fulfillment

28% of global respondents say they've been asked to take on more tasks in the past six months because of layoffs and hiring freezes

44% of global employees say they want to contribute to the creation of AI-powered automations in their workplace

29% of workers around the world report being negatively affected by burnout

57% report that they view employers that use AI-powered automation to help support employees and modernize operations more favorably than those that do not

**2023
Automation
Generation
Report**

Automation Generation workers do more with less

Around the world, Automation Generation workers are feeling more pressure than ever before. The survey found that 23% of respondents reported their company had conducted a round of layoffs in the past six months, and 22% indicated that their company has been in a hiring freeze. As a result, employees are being asked to do more to accommodate shrinking teams. More than one quarter of respondents (28%) said they've been asked to take on more work in the past six months due to layoffs or hiring freezes—in India, that number jumps to 53%, followed by Singapore (47%) and France (35%).

Of those taking on more work, 35% of respondents estimate they've added 10% more work to their responsibilities and 9% of respondents believe they've taken on between 26-50% more work.

Higher-than-average workloads are being felt across the Automation Generation, most notably among younger workers. In breaking down the data based on traditional generation groups, 41% of global Gen Z respondents and 34% of global Millennial respondents shared they've been asked to do more tasks (compared to 25% of Gen Xers and 16% of Baby Boomers).

Globally, employees are being asked to do more work with less support—28% of all global respondents say they've been asked to take on more tasks at work in the past six months because of layoffs or hiring freezes.

Additionally, more than one in four workers (29%) around the world report being negatively affected by burnout.

Because Millennial and Gen Z employees feel they are taking on more responsibilities during the workday, younger workers are more likely to feel burnt out across the globe: 35% of Gen Z and 34% of Millennials reported feeling burnt out. While most commonly felt by younger workers, more seasoned workers are not immune: 24% of Gen X respondents and 15% of Baby Boomers report they are also burnt out.
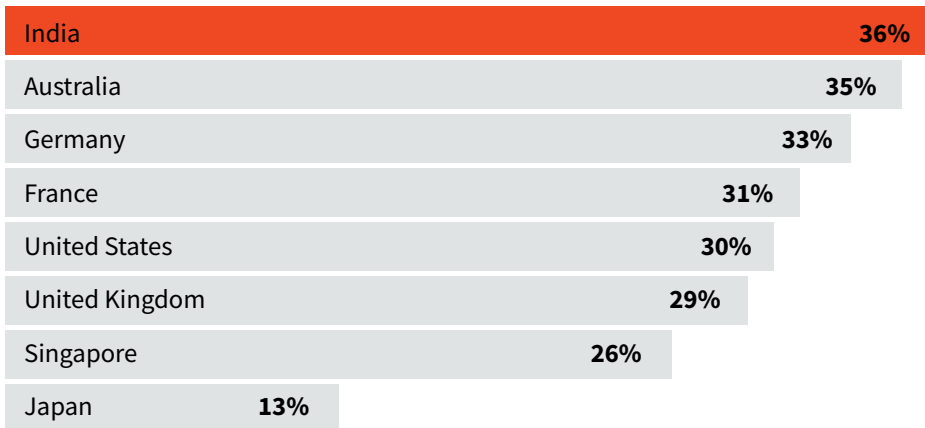
Regionally, respondents in India were the most likely to feel extremely or very burnt out (36%), a direct correlation of being the region where workers were most likely to be tasked with more work. Australians (35%), Germans (33%), and Americans (30%) were the next most likely to feel extremely or very burnt out.

U.S. respondents believe that increased productivity (50%) and improved profitability (41%) will help them keep their jobs.

When asked about the cause of their burnout, respondents cited working beyond scheduled hours (40%), pressure from managers and leadership (32%), and too much time spent on tactical tasks (27%) as the top causes.

Top percentage of workers that feel "extremely" or "very" burnt out by country

Country	Percentage
India	36%
Australia	35%
Germany	33%
France	31%
United States	30%
United Kingdom	29%
Singapore	26%
Japan	13%

Tackling burnout with the help of AI

To combat burnout, employees worldwide are seeking greater access to digital technologies that can help them better manage their growing workloads and improve work-life balance.

More than half (58%) of global respondents said they believe AI-powered automation solutions can help address burnout and enhance job satisfaction.

By taking on repetitive tasks and freeing up time for more meaningful work,

AI can help employees feel less overwhelmed and more fulfilled in their roles. Fifty-six percent of all respondents also said they believe AI-powered automation solutions would empower them to do their jobs better, and 44% of respondents want to contribute more to the creation of automations in their workplace that could enhance their work-life balance.

**Do you believe business automation solutions can help address burnout and enhance job satisfaction?**

Employees that view AI-powered automation favorably by country

Japan	U.S.	U.K.	France	Australia	Singapore	Germany	India
36%	54%	57%	63%	67%	69%	72%	86%
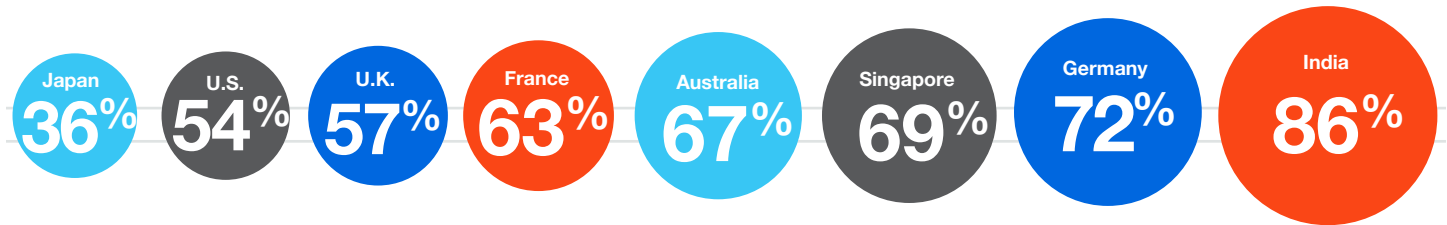
When looking at the different age groups that encompass the Automation Generation, the data shows the younger demographic is more receptive to the potential of AI-powered automation helping them. More than half of all Gen Z (69%), Millennial (63%), and Gen X (51%) respondents think that automation would help them do their jobs better, while only 44% of Baby Boomer respondents feel similarly.

Favorable views on AI-powered automation by age

Baby Boomers	Gen X	Millennial	Gen Z
44%	51%	63%	69%

2023
Automation
Generation
Report
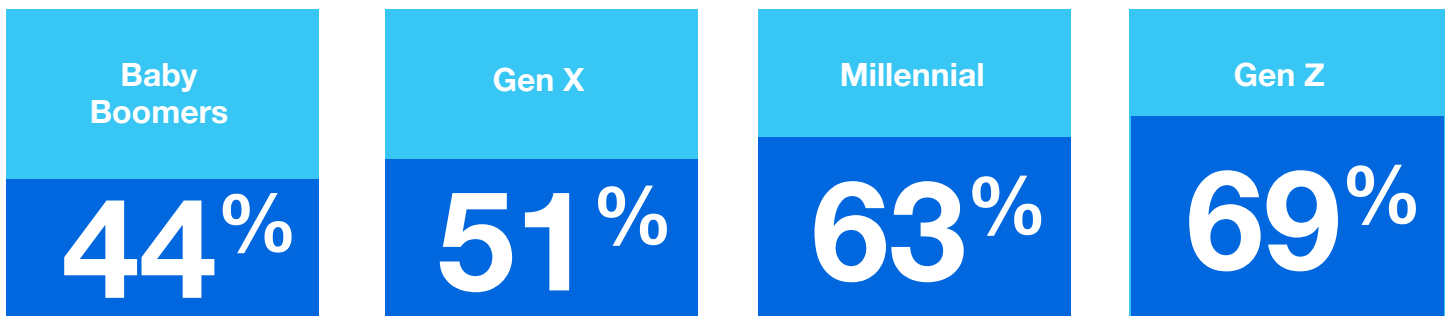
Using AI-powered automation to create better experiences

When asked what aspects of their job would change with the help of AI-powered automation tools, respondents said they wanted:

34%

More flexibility when it comes to their work environment

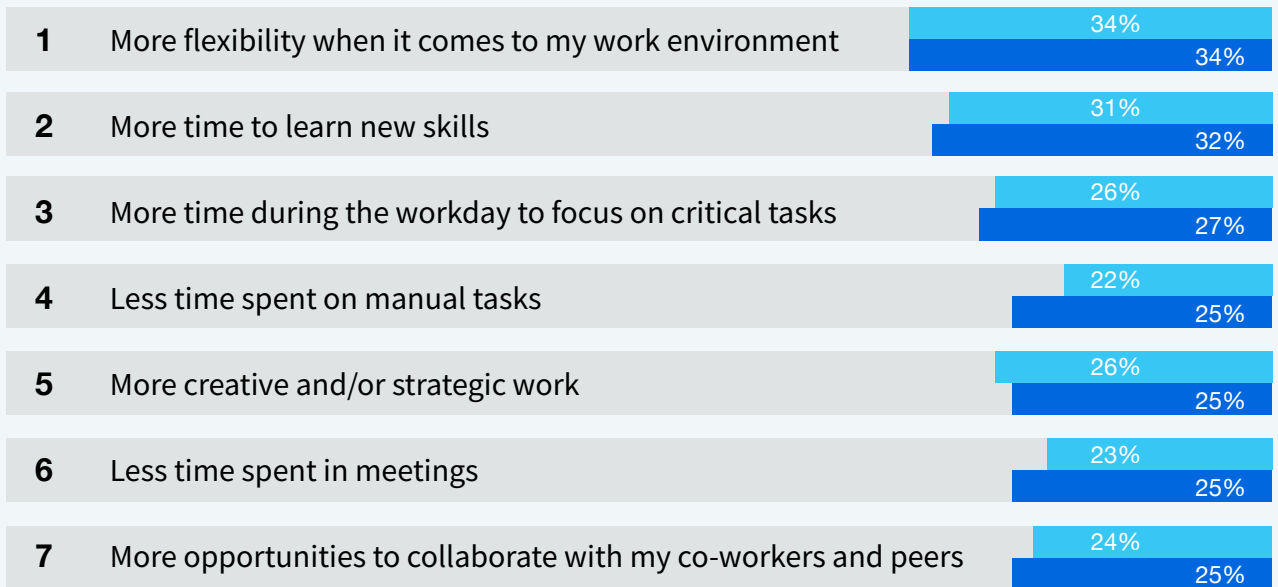## 32%

More time to learn new skills

27%

More time during the workday to focus on critical tasks

What aspects of your job would you change?

U.S. respondents
All global respondents

		U.S.	Global
1	More flexibility when it comes to my work environment	34%	34%
2	More time to learn new skills	31%	32%
3	More time during the workday to focus on critical tasks	26%	27%
4	Less time spent on manual tasks	22%	25%
5	More creative and/or strategic work	26%	25%
6	Less time spent in meetings	23%	25%
7	More opportunities to collaborate with my co-workers and peers	24%	25%

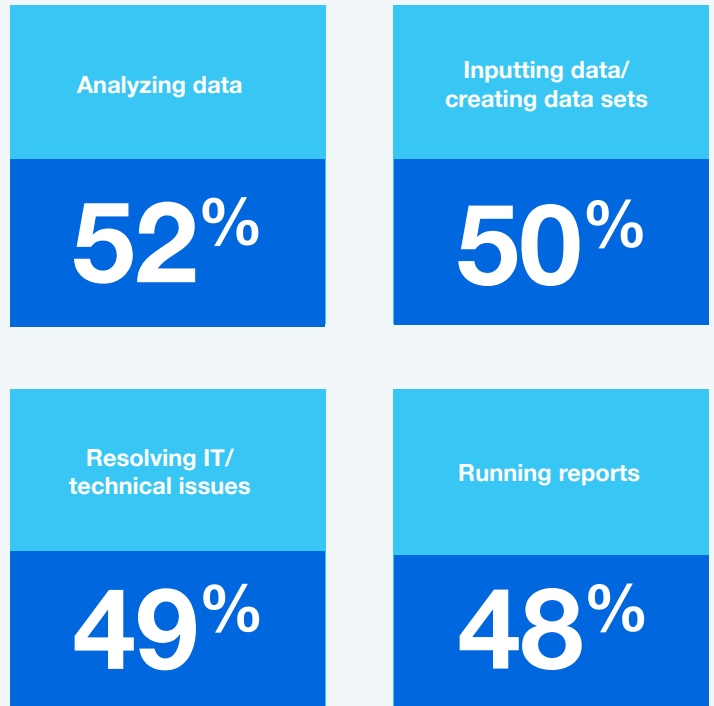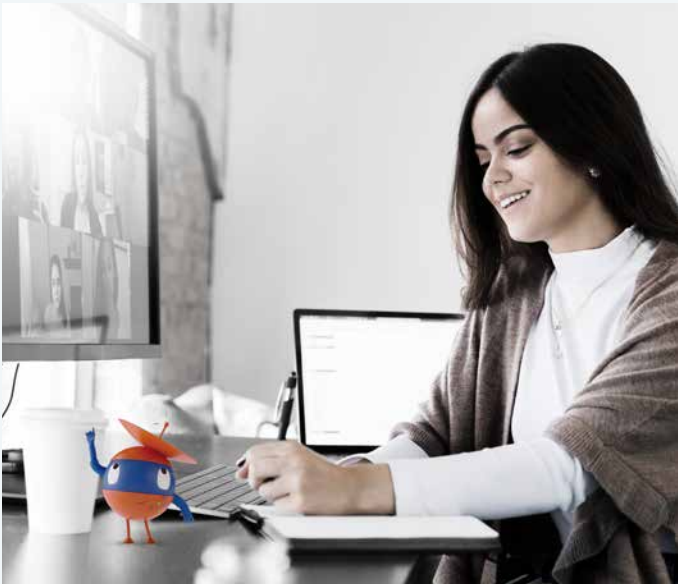## Could automation make you a more attractive employer?

Short answer: Yes. More than half of global respondents (57%) said they view employers who use automation more favorably than those who do not.
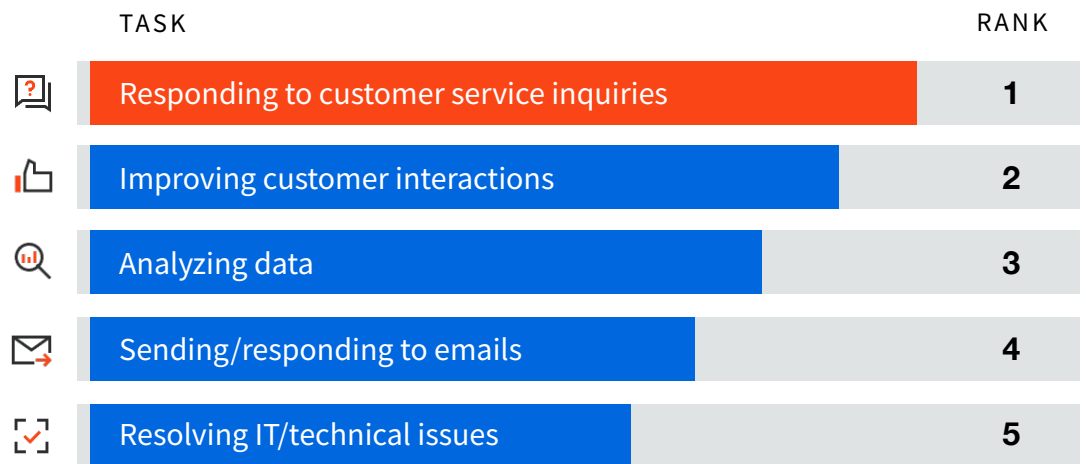
When asked how much current workplace resources, including AI-powered automation, are helping to advance their careers, 41% of respondents said "significantly." Additionally, employees are increasingly looking for automation to help with mundane, repetitive tasks. With AI-powered automation, employees can streamline workflows, making organizations more profitable, flexible, and responsive. This technology also has the ability to increase employee satisfaction, engagement, and productivity by removing the mundane tasks that they dread from their workdays.

Global workers are looking for automation to help with the following tasks:

Analyzing data	Inputting data/ creating data sets
52%	**50%**

Resolving IT/ technical issues	Running reports
49%	**48%**

When asked "what tasks would you be most interested in automating?" U.S. employees ranked their responses as follows:

TASK		RANK
Responding to customer service inquiries		1
Improving customer interactions		2
Analyzing data		3
Sending/responding to emails		4
Resolving IT/technical issues		5

The Automation Generation is excelling at work

Employees using AI-powered automation believe in its ability to power successful careers. The survey found that 31% of all respondents from around the world are already using automation solutions at work. Of these workers:

87%

feel like they have the resources and support needed to do their job effectively

83%

believe AI-powered automation solutions can help address burnout and enhance job satisfaction
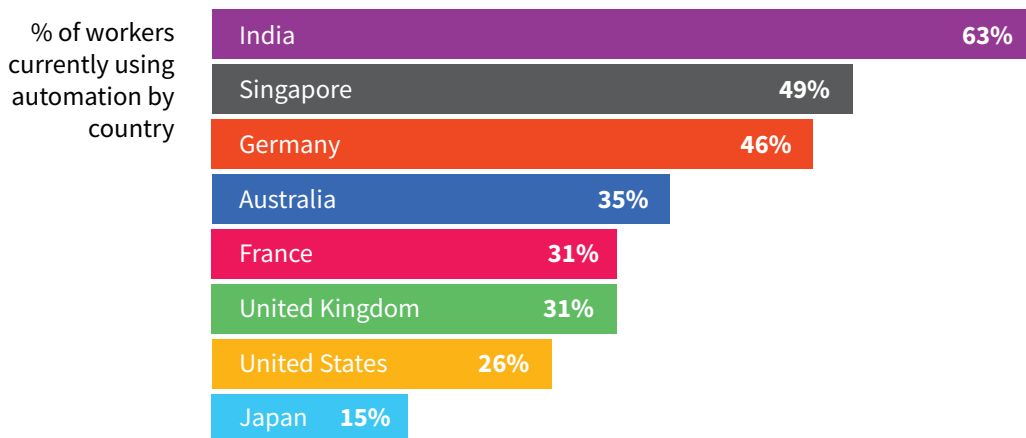
80%

believe AI-powered automation solutions allow them to do their job better

79%

have a more favorable perception of an employer if they use AI-powered automation

Do you currently use any business automation solutions?

% of workers currently using automation by country

Country	%
India	63%
Singapore	49%
Germany	46%
Australia	35%
France	31%
United Kingdom	31%
United States	26%
Japan	15%

Employees also want more AI tools to help them excel at their jobs. Fifty-eight percent of global respondents believe that technical tools and software will help them do their job better and advance in their roles.

And as more individuals enter the workforce, the Automation Generation continues to grow: 42% of Gen Z and 39% of Millennial respondents currently use business automation solutions, compared to 26% of Gen X and 20% of Baby Boomer respondents.

While global Millennial respondents are the demographic most likely to want technical tools and software to excel at work (64%), less than half (41%) of all global respondents are confident that their current workplace resources are helping advance their career.

58%

of global respondents believe that technical tools and software will help them do their job better

Here's what users have to say about AI-powered automation:

"None of our employees are 'afraid' of the robots because they know [automation] can help them do their job. 99% of our technicians say it's a nice change because they don't have to type in as much information."

Michael Jeppesen, RPA Developer at Carglass

"People joining us from school or university expect to use modern technologies. They're going to be demanding automation software and we need to be ready for that. We're preparing the business for the workforce of the future."

Kristian Mikkelsen, Head of Digital Banking at Sydbank

"Automation will help people in their jobs. It will free up time to focus on value-added activities and being creative. It will fuel Heineken growth."

Lucy Todorovska, Global Hyperautomation Product Manager at Heineken

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Why Xerox Created a New Business Model with AI-powered Automation

Xerox wanted to minimize the manual entry of data, specifically with unstructured documents. With UiPath's Document Understanding, a unique combination of AI and automation that extracts, interprets, and processes data from any document format, Xerox was able to redeploy 50,000 hours of work back to employees, allowing them to focus on more fulfilling tasks.

"We measure automation performance in a few ways. We look at ROI, and we'll look at increases in productivity. But there's something else, and that's whether it's making our people's days better. No one likes doing manual work, a lot of heavy lifting—so success means helping them shake off that burden, too."

Steve Miller, Chief Digital Officer at Xerox

How Orica Drove Enterprise-Wide Process Efficiencies to Empower Employees

Orica, one of the world's largest mining and infrastructure solutions providers, needed a way to improve the efficiency of its application testing process. This process is critical—keeping applications running while reducing costs and development time—but repetitive, time-intensive, and prone to human error.

Orica was able to break through bottlenecks with digital testing, using UiPath's Test Suite Solution, which provides production-grade, low-code automation powered by AI. This allows Orica's quality assurance teams to identify and address any underlying issues before deployment without impacting existing workflows.

"We see automation as a strategic priority that accelerates Orica's business transformation, value, and growth."

Chris Crozier, Chief Information Officer, Orica

Conclusion

The Automation Generation is looking for a renewed and revived sense of purpose in their work. Ensuring a positive employee experience—one that enables these workers to grow their skill sets, show their value to their organization, and focus on the work they're passionate about—is vital as organizations navigate layoffs and burnout. Companies have an immense opportunity to provide their employees the technology that can increase job satisfaction, heighten productivity, and lead to new breakthroughs in business innovation and performance. Just as importantly, employers using powerful technologies like automation and AI have a greater advantage with talent recruitment and retainment precisely because workers across experience levels and industries are seeking tools that can deliver more satisfying experiences and improved career prospects.

Automation enables workers to be more productive, strategic, and creative, and to learn new skills to help foster their careers. With an automation-first mindset and a clear understanding of what will make the Automation Generation thrive, employers will be able to unlock AI-powered initiatives, accelerate innovation, and lead a new era of work.

Methodology

In partnership with Researchscape, UiPath conducted this research via an online survey that was fielded in March 2023. There were 6,460 respondents to the survey. Topline results presented were weighted to be representative of the collective economy by weighting by each country's GDP- U.S. (55%), Japan (10%), Germany (9%), India (8%), United Kingdom (7%), France (6%), Australia (4%), Singapore (2%).

About UiPath

UiPath (NYSE: PATH) is on a mission to uplevel knowledge work so more people can work more creatively, collaboratively, and strategically. The AI-powered UiPath Business Automation Platform combines the leading robotic process automation (RPA) solution with a full suite of capabilities to understand, automate, and operate end-to-end processes, offering unprecedented time-to-value. For organizations that need to evolve to survive and thrive through increasingly changing times, UiPath is The Foundation of Innovation™.