

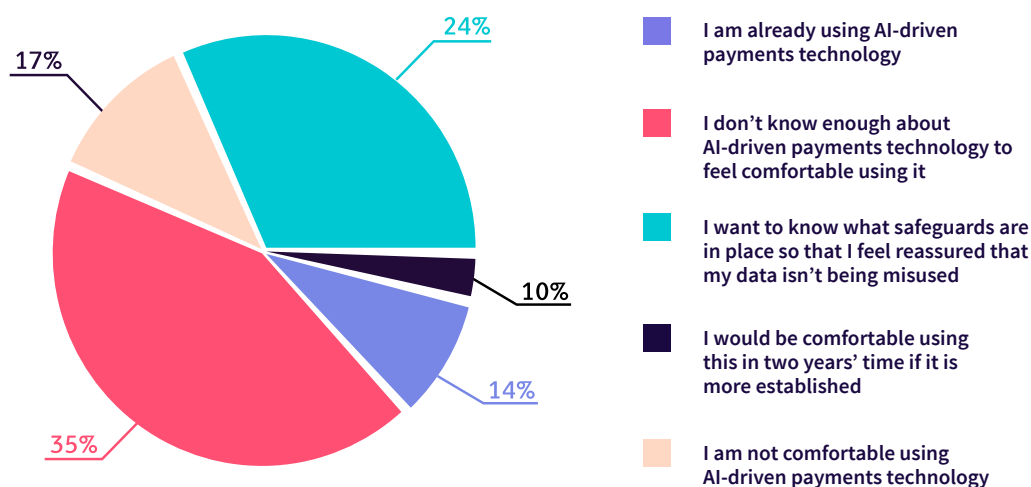
ChatGPT's release in November 2022 propelled AI into mainstream consciousness.

But if AI is, without a doubt, the hottest technology trend of 2023 — and, arguably, the most significant technological development of the 2020s so far — our research suggests its potential in the payments space is still largely untapped.

While older respondents were the least likely to have used AI-driven payments — only 7% of 55- to 64-year-olds and 4% of over 65s said they've used the technology, compared to 19% of 18- to 34-year-olds and 18% of 35- to 44-year-olds — usage was low across the board. Overall, only 14% of respondents are already paying with AI-driven technologies.

Appetite is also still fairly low, with only 10% telling us they'd be comfortable using AI-driven payments in two years' time if they became more established.

How comfortable are consumers with using AI-driven payments technology?



5.1

What's standing in the way of greater adoption of AI-driven payments?

According to our research, there are two key issues that are preventing more consumers from using AI-driven payment technologies: lack of awareness and lack of knowledge.

When we asked respondents whether they'd knowingly used three AI-assisted payment technologies — AI-powered checkouts, smart wallets, and payment chatbots — the majority (26%, 32%, and 31% respectively) said they hadn't done so.

And when we asked them about their level of comfort with the technology, the majority — 35% — said they didn't know enough about it to feel comfortable using it, with a further 24% saying they want to know which safeguards are in place to ensure their data isn't misused.

Of course, 'knowingly' is the key word in our first question. AI typically works in the background. So many consumers may have used AI-driven payment technologies without realising it. Case in point, Amazon Go's 'Just Walk Out' technology, uses machine learning algorithms to work out what customers have taken off the shelves and bill them correctly.

As AI becomes more embedded into everyday life, awareness of AI-driven payment technologies will undoubtedly increase.