



Workforce Trust with AI

Trust in Organizational AI, informed by the May-July
2025 Deloitte TrustID® Workforce Index

Introducing Deloitte's TrustID®

Approach based in science

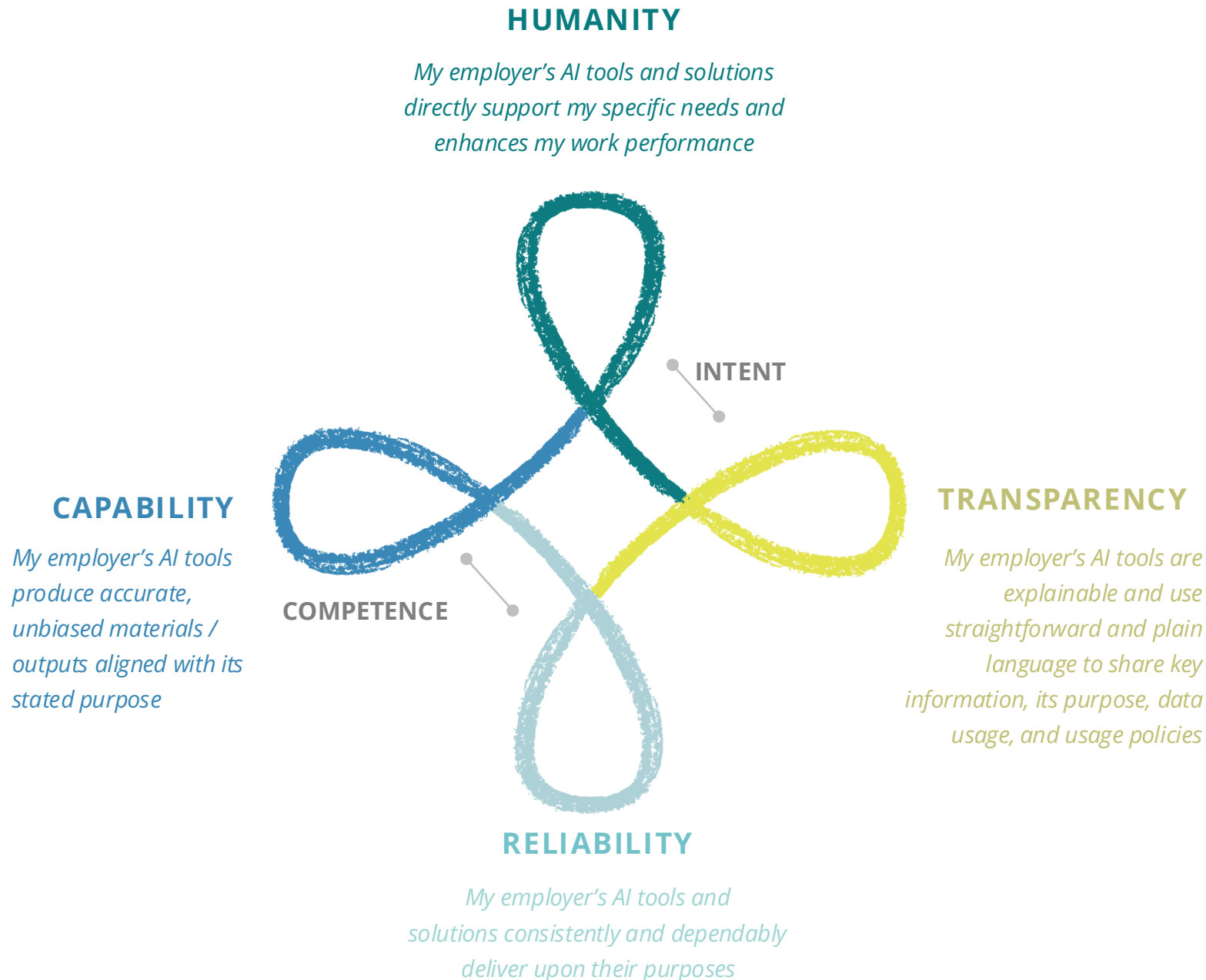
Driven by deep understanding of what drives trust (the four factors), how to build it, and the meaningful results for human behavior

Actionable insights

Easy to use, applicable across contexts, and directly linked to actions for organizations

Data-rich platform

Strong breadth and depth of insights at the brand-level (powered by more than 11 million data points each year and grounded in insights from ~500K responses annually)



We conduct primary research engaging employees in a double-blind survey to maintain TrustID Workforce Indexes across 6 Industries

Data Collection Period

May – July 2025

Workers Surveyed

17k

Industries Measured

Consumer (Retail and Consumer Products, Transportation, Hospitality, Auto), Financial Services and Insurance, Life Sciences and Health Care, Technology, Media, and Telecommunications, Government, and Energy, Resources, and Industrials

What do trust scores mean?

HUMANITY

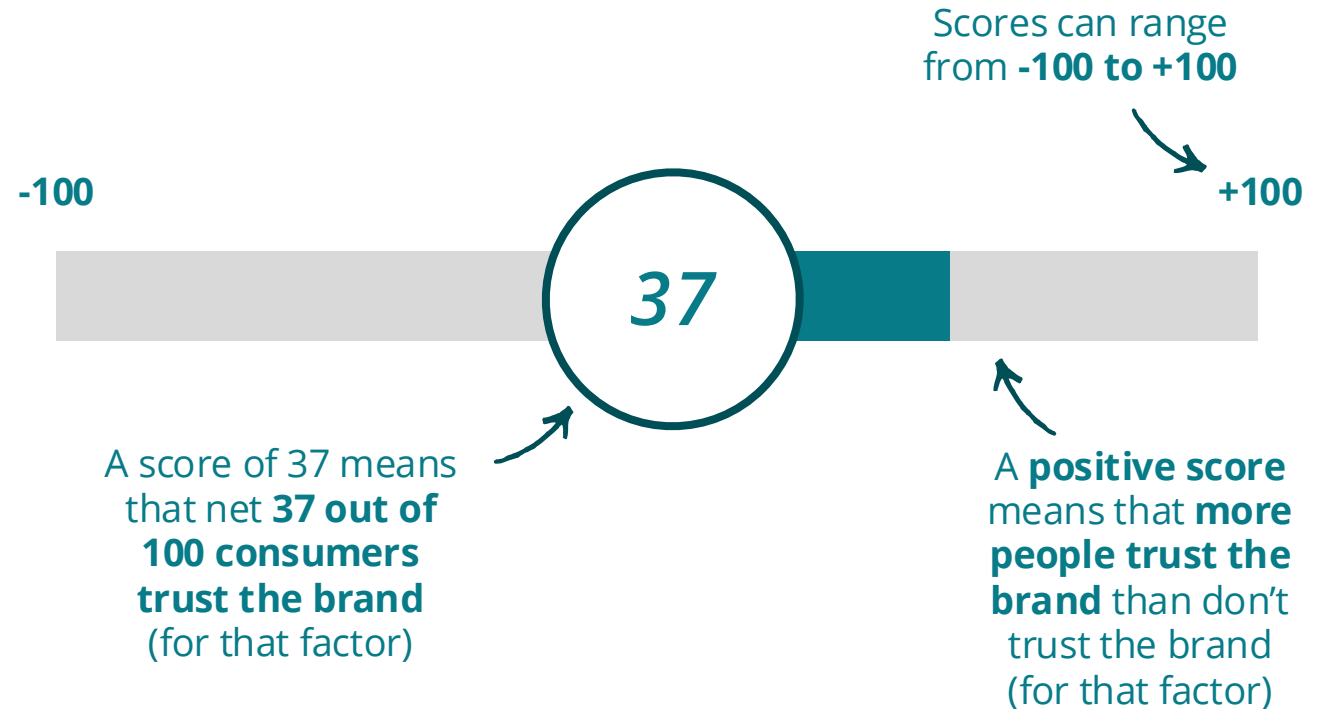
A brand's factor score is calculated as the percentage difference between respondents who agree and respondents who disagree with each factor statement

For example, a brand's **Humanity** score is:

$$\% \text{ Strongly Agree or Agree} - \% \text{ Strongly Disagree or Disagree}$$

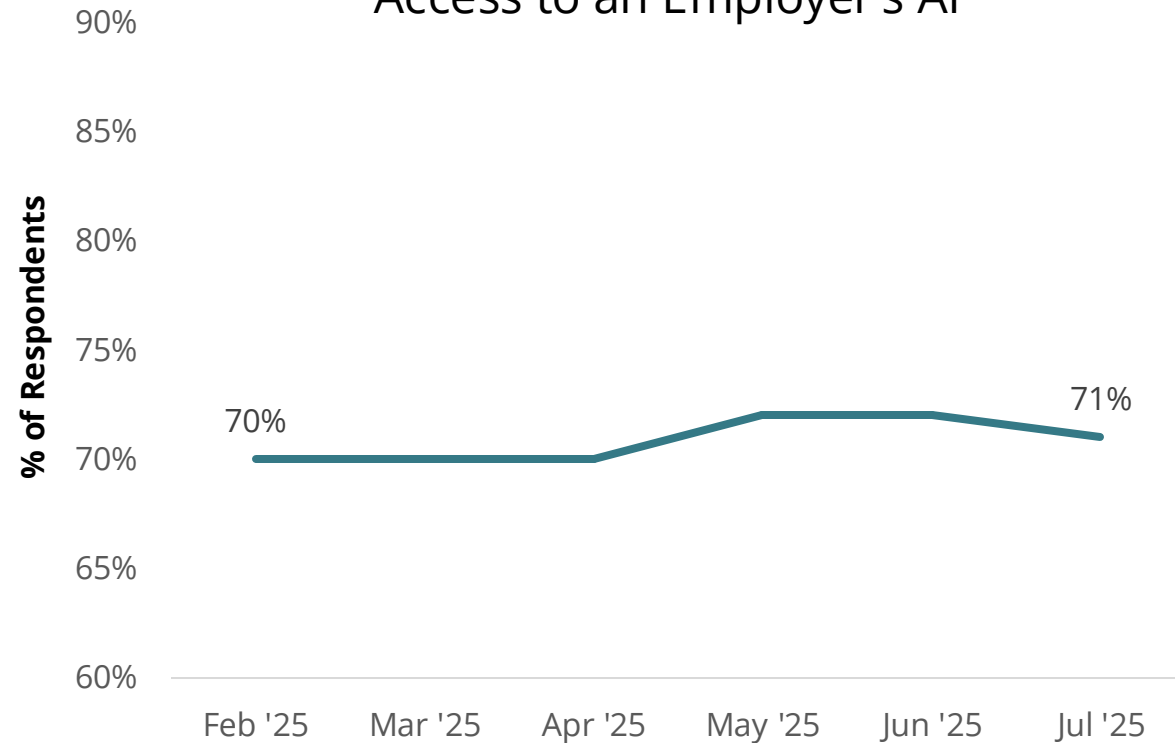
...with the statement:

The brand demonstrates empathy and kindness towards me, and treats everyone fairly

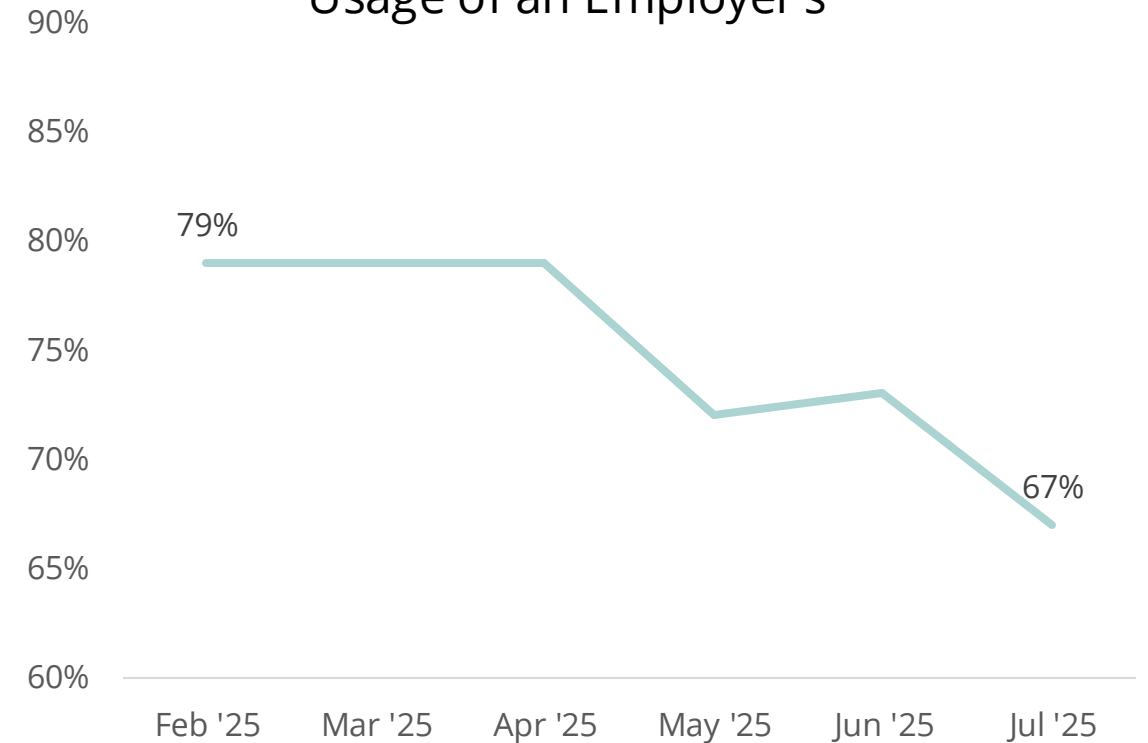


Despite increasing access to GenAI in the workplace, GenAI usage has decreased by 15%

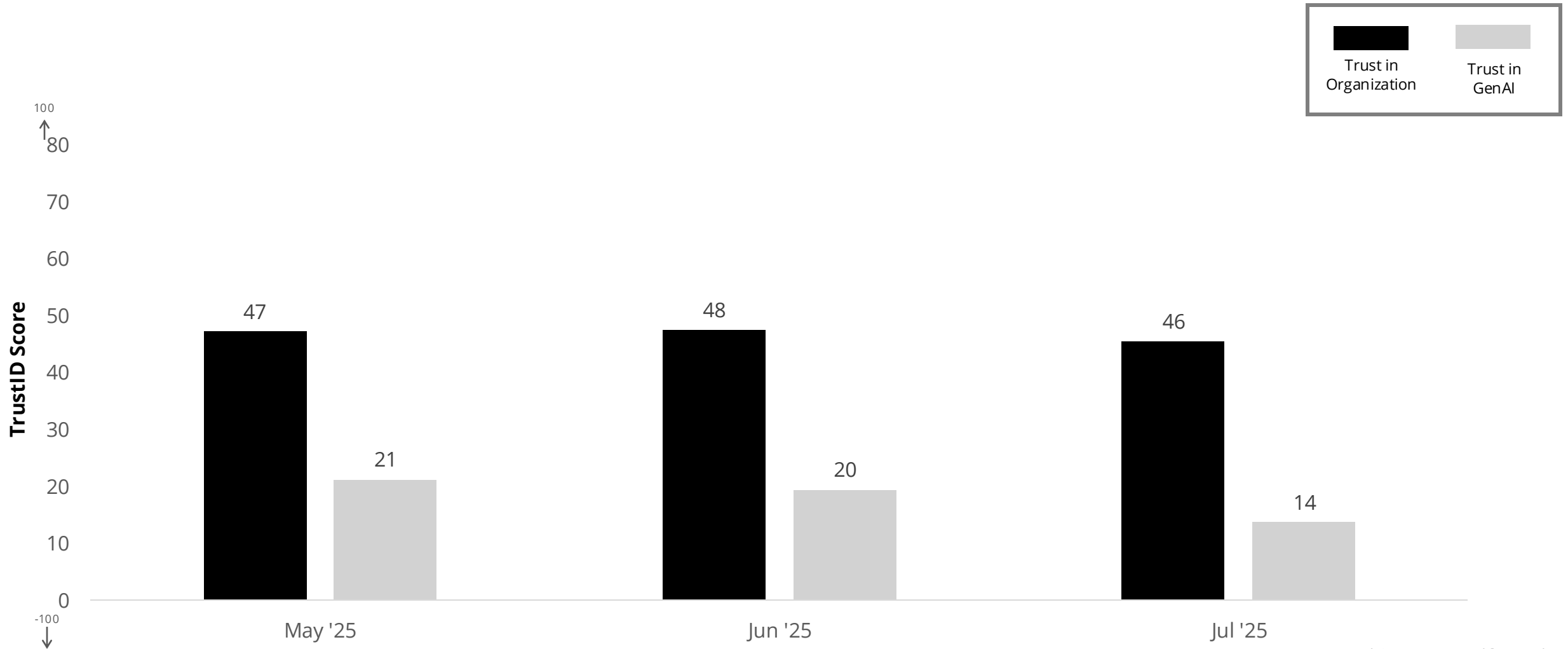
Access to an Employer's AI



Usage of an Employer's



Why? Our research shows trust in GenAI has decreased by 35% despite stable organizational trust and presence of workplace GenAI



Source: Deloitte TrustID Workforce Index, 2025

Org Trust N Counts | May'25: 6014; Jun'25: 5233; July'25: 5811

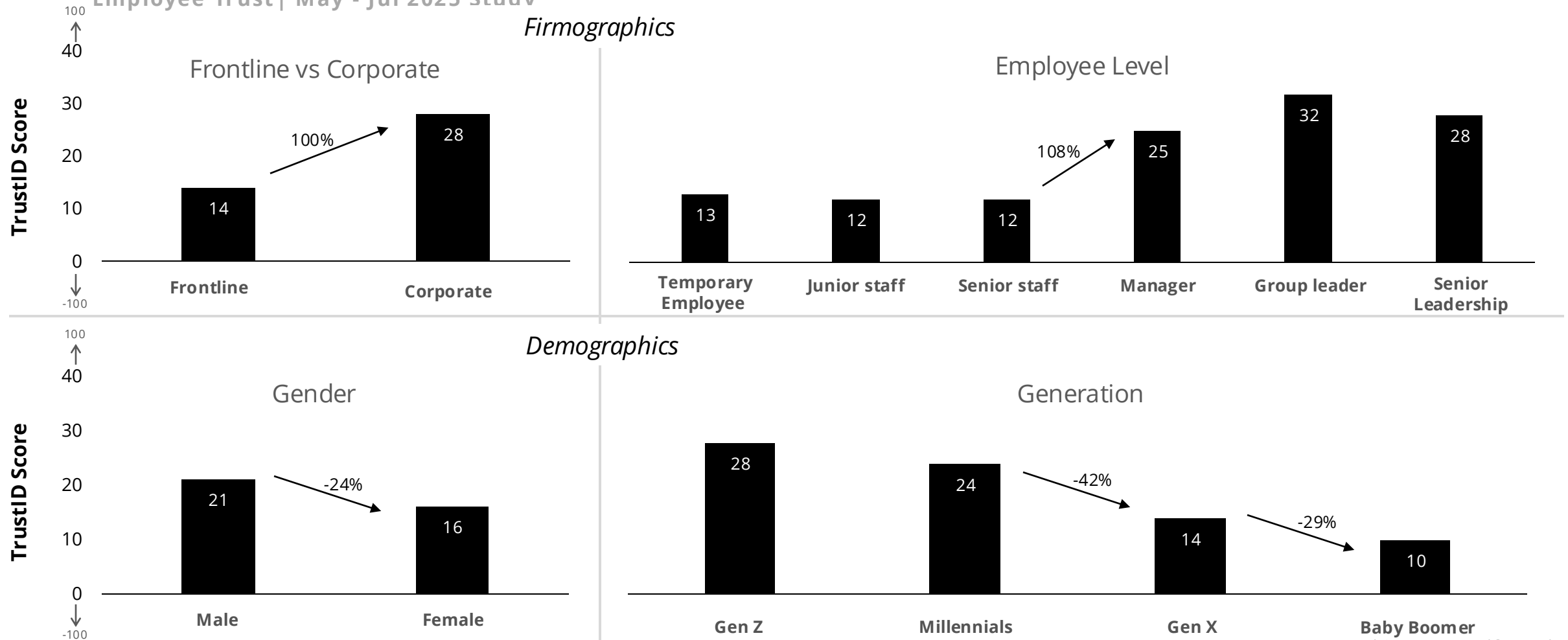
GenAI Trust N Counts | May'25: 4360; Jun'25: 3784; July'25: 4126

Note: Numbers are rounded to the whole percentage point and trust score for display on the slide

Trust in GenAI differs across workforce cohorts; corporate and more senior employees are twice as trusting in GenAI than their respective counterparts

Demographic/Firmographic Split of Trust in GenAI

Employee Trust | May - Jul 2025 Study

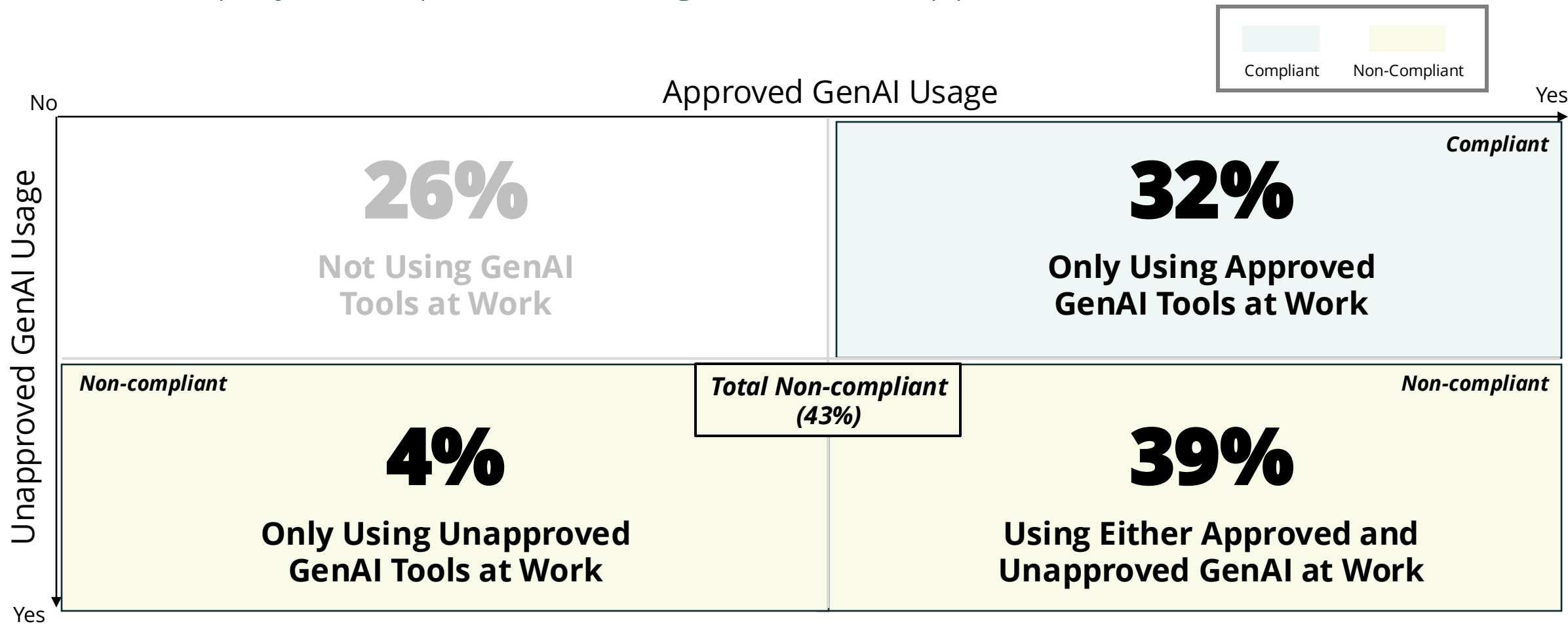


Source: Deloitte TrustID Workforce Index, 2025

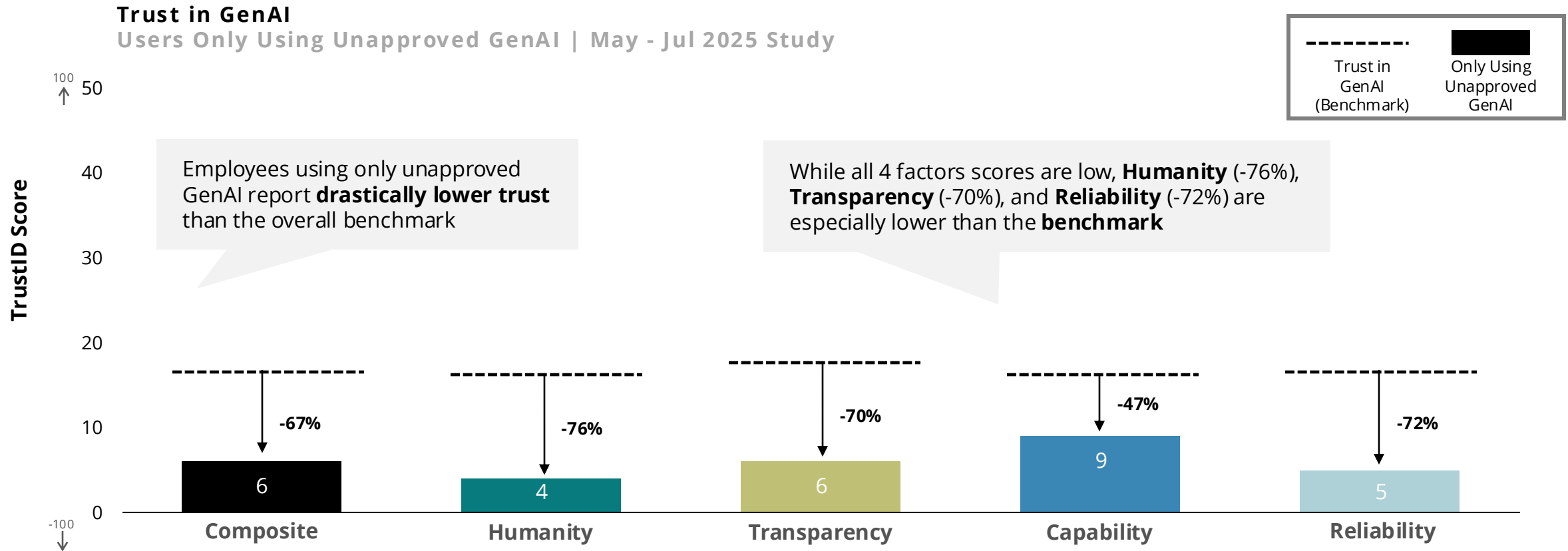
N Counts: Frontline = 5499, Corporate = 4856; Male = 5998, Female = 6151; Temporary: 1332, Junior staff: 2178, Senior staff: 1787, Manager/Supervisor: 2677, Group Leader: 1042, Senior Leadership: 1136; Gen Z=1621, Millennial=3951, Gen X=3901, Baby Boomer=2734

Note: Numbers are rounded to the whole percentage point and trust score for display on the slide

For workers with GenAI available at work, 43% report non-compliance with their employer's AI policies through use of unapproved GenAI solutions



Non-compliant behavior is correlated with lower AI trust: Workers using unapproved GenAI tools have lower trust in their employer's GenAI solutions

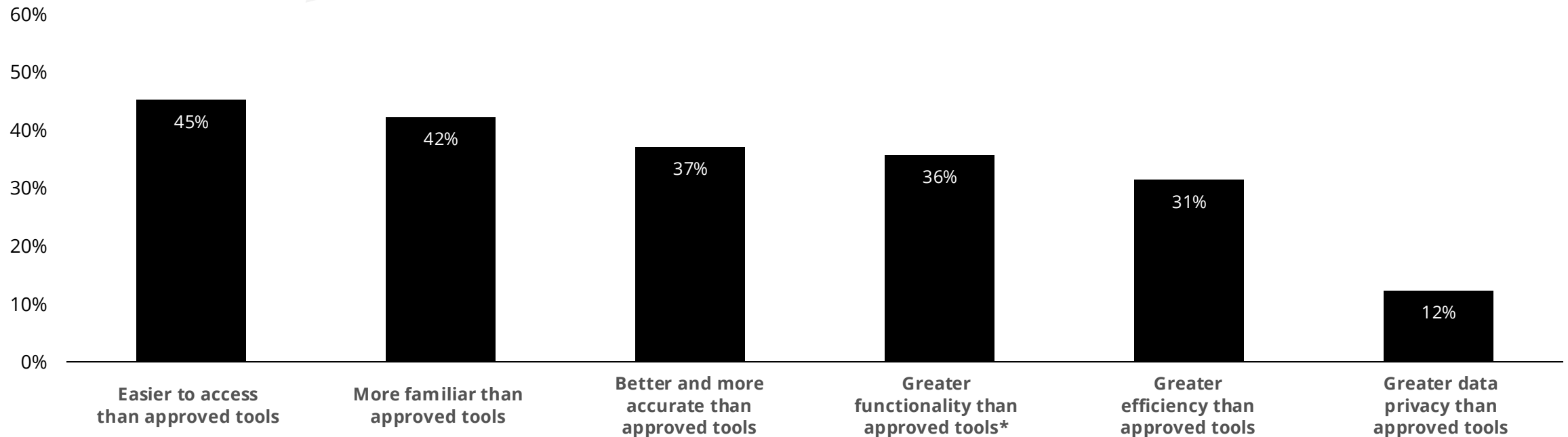


Low scores across the four factors emphasize the need for employers to showcase GenAI relevance in daily workflow, articulate benefits, and exhibit consistent quality of outputs

Why might workers leverage unapproved GenAI solutions for their work?

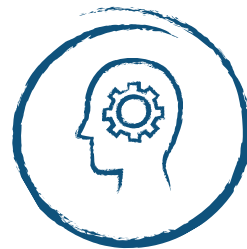
Most Common Reasons for Using Unapproved GenAI Employees Using Unapproved GenAI | May - July 2025 Study

Those using unapproved GenAI most frequently cite reasons around **ease of access**, **increased familiarity**, and **improved accuracy** compared to their approved GenAI tools



TRUST FUELS AI ADOPTION

For example, when TRUST in an employer's GenAI is HIGH, WORKERS are...



2.8x

More likely to use GenAI daily for work



2.0x

More hours saved per week overall (~2.0 hrs on average)



1.3x

More likely to only use approved GenAI for work

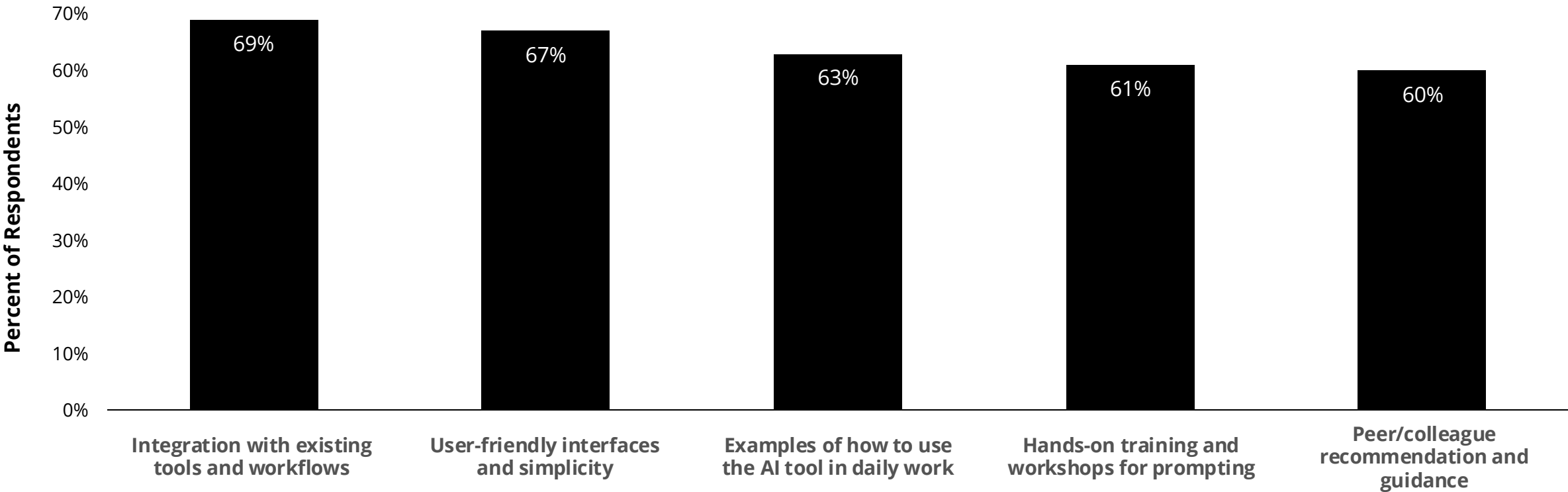


5.2x

More likely to champion the use of novel AI tools (e.g., Agentic AI) to others

The most motivating experiences for adopting workplace GenAI directly target the four factors of trust

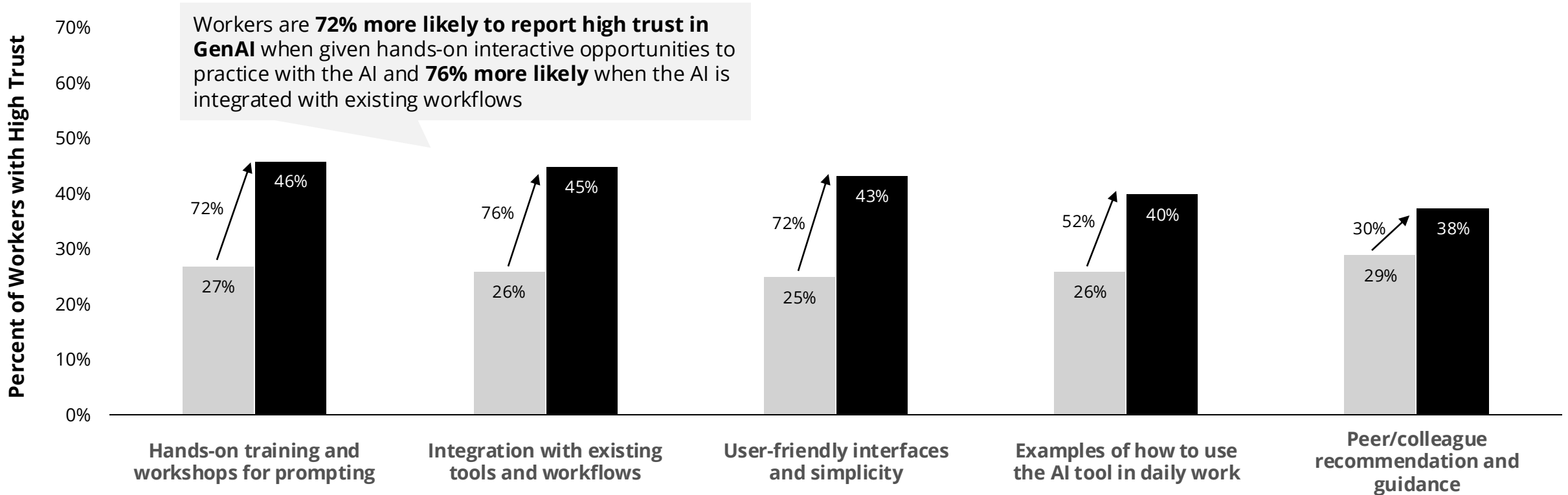
Most Motivating Experiences for Adopting GenAI
Users with Available Workplace GenAI | May - July 2025 Study



Integrating GenAI with existing tools and workflows, including user-friendly interfaces, and demonstrating relevant use cases can increase trust and drive adoption in workplace GenAI

Workers are more likely to report High trust in GenAI when offered the following experiences by their employer

High Trust in GenAI When Offering Motivating GenAI Adoption Experience Users with Available Workplace GenAI | May - July 2025 Study



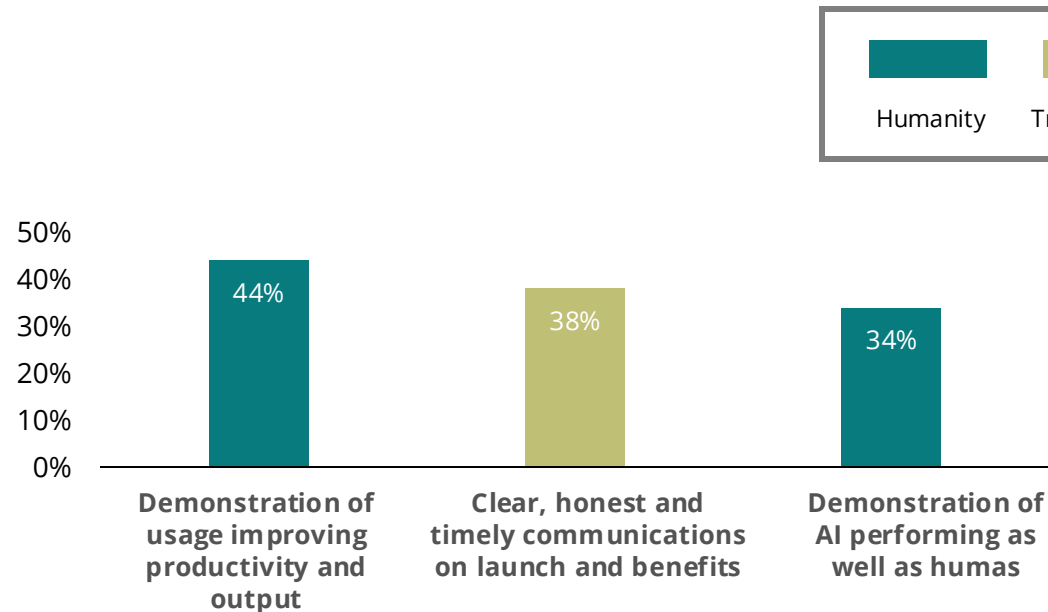
By offering these targeted initiatives, employers can build trust and drive adoption to ultimately increase value realization

Source: Deloitte TrustID Workforce Index, 2025

Despite existing concerns, employees are most likely to adopt Agentic AI based on demonstrations of capability and humanity in the usage and relevance of AI

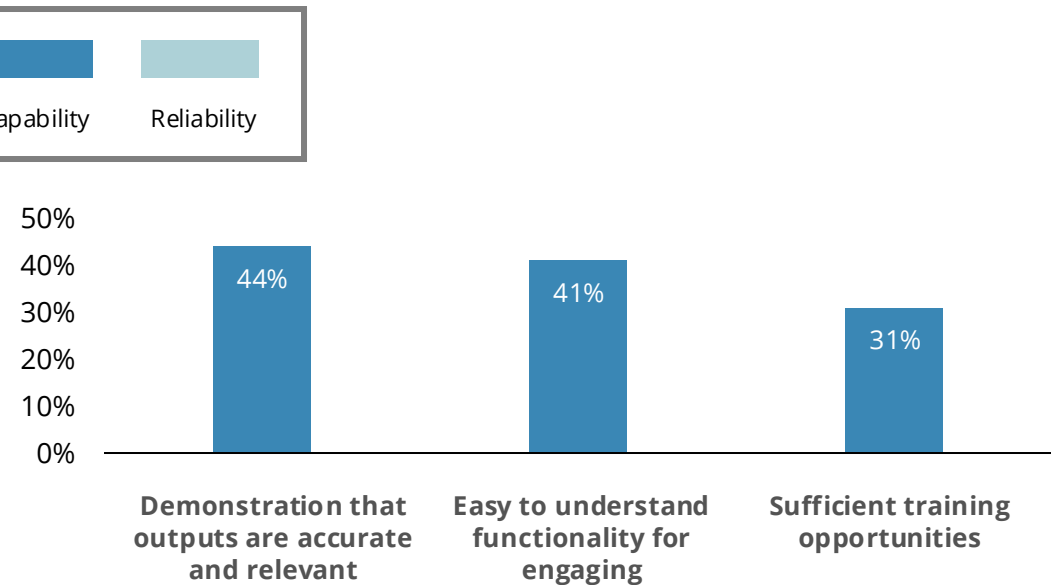
Top Humanity and Transparency Offerings to Increase Agentic AI Adoption

Employees Familiar with Agentic AI | May - Jul 2025 Study



Top Capability and Reliability Offerings to Increase Agentic AI Adoption

Employees Familiar with Agentic AI | May - Jul 2025 Study



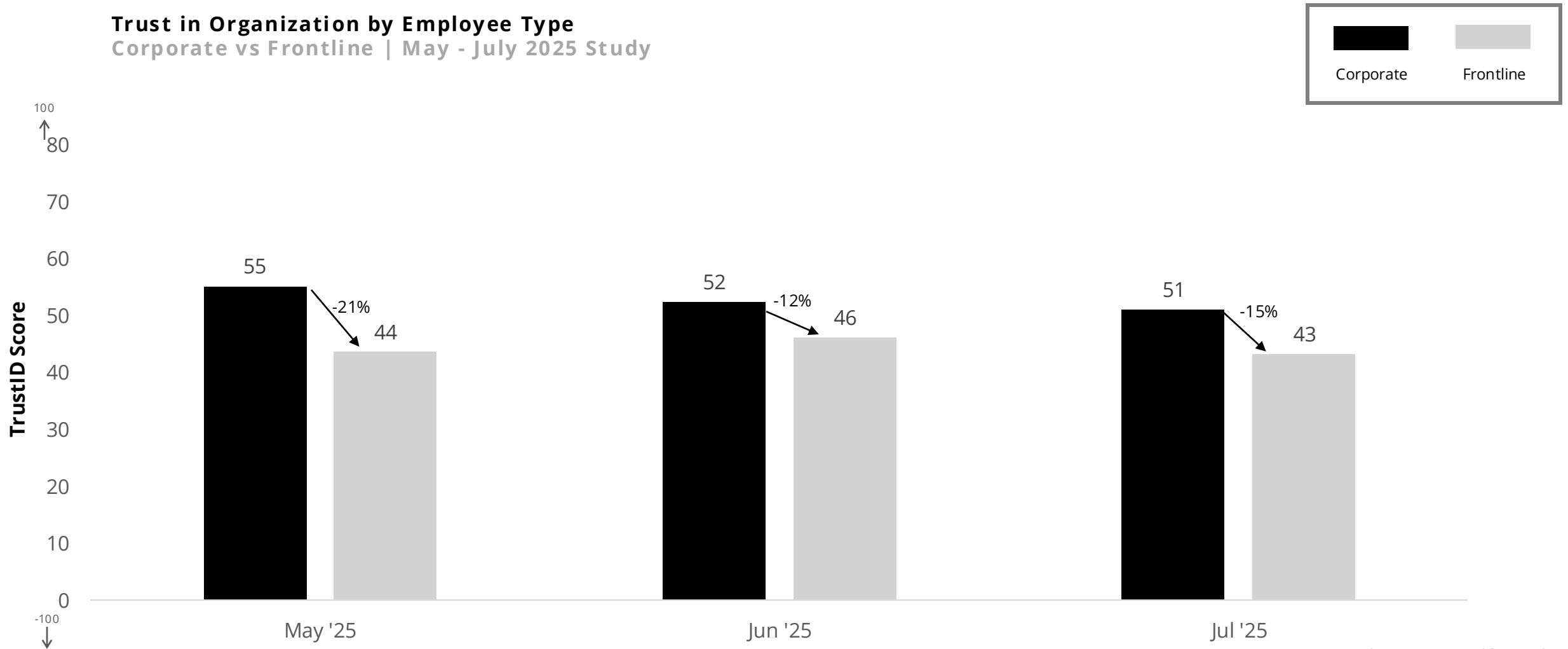
AI capability is table stakes; employee adoption depends on connecting to the human experience

Appendix:

Additional insight into workforce trust with AI trends and the impact of trust on workforce behaviors for Agentic AI engagement and adoption

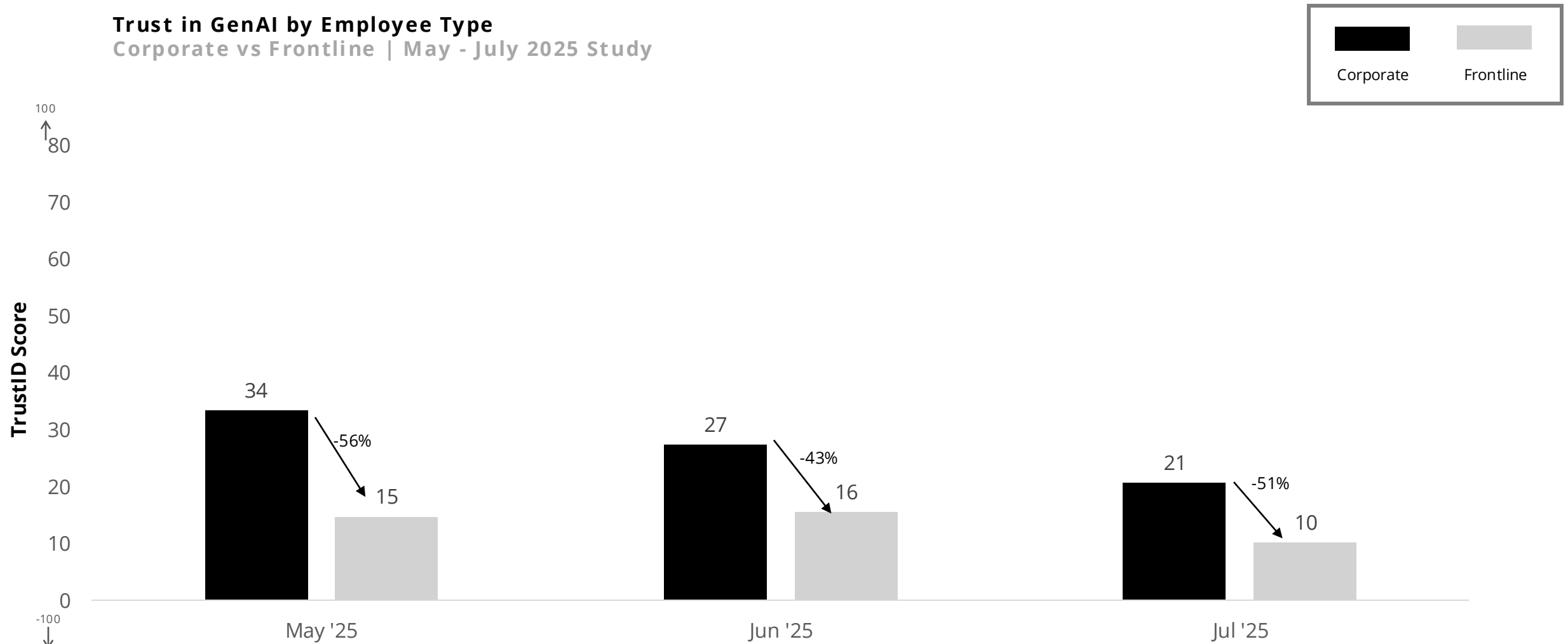
Corporate worker trust in their organization declined by 7% from May-July 2025, while frontline workforce trust declined by only 1%

Trust in Organization by Employee Type
Corporate vs Frontline | May - July 2025 Study

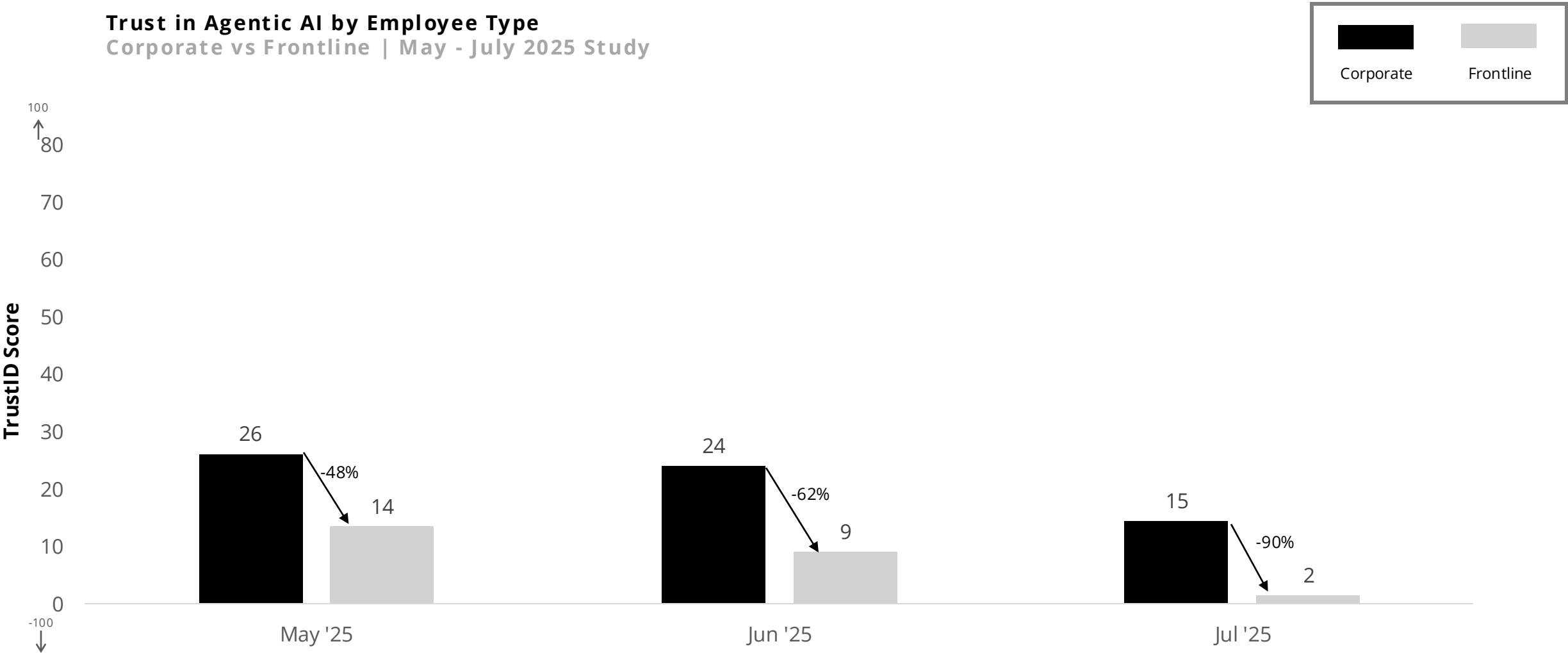


Corporate worker trust in GenAI declined by 38% from May-July 2025, while frontline worker trust in GenAI declined by 31%

Trust in GenAI by Employee Type
Corporate vs Frontline | May - July 2025 Study



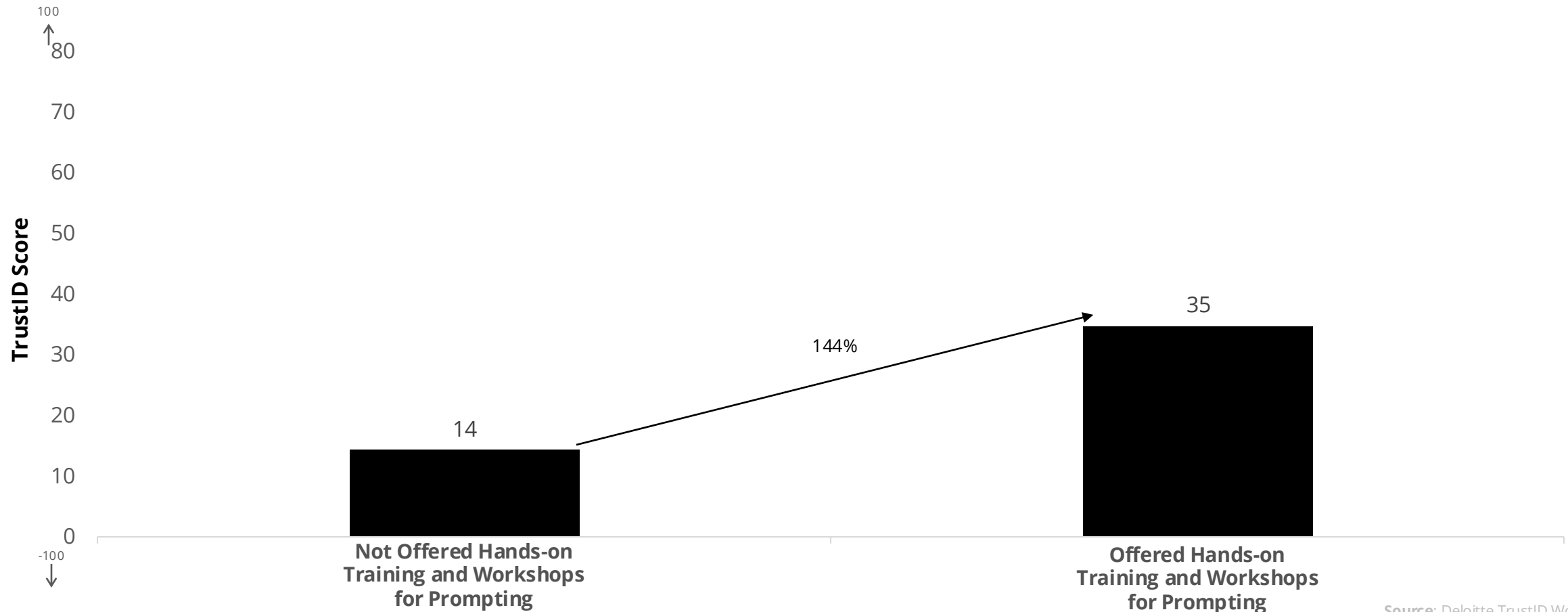
Corporate worker trust in Agentic AI declined by 44% from May-July 2025, while frontline worker trust in Agentic AI declined by 89%



Workers who received hands-on AI training and workshops reported 144% higher trust in their employer's AI than those who did not receive training

Trust in GenAI by Adoption Experience

Not Offered Hands on Training vs Offered Hands on Training | May - July 2025 Study

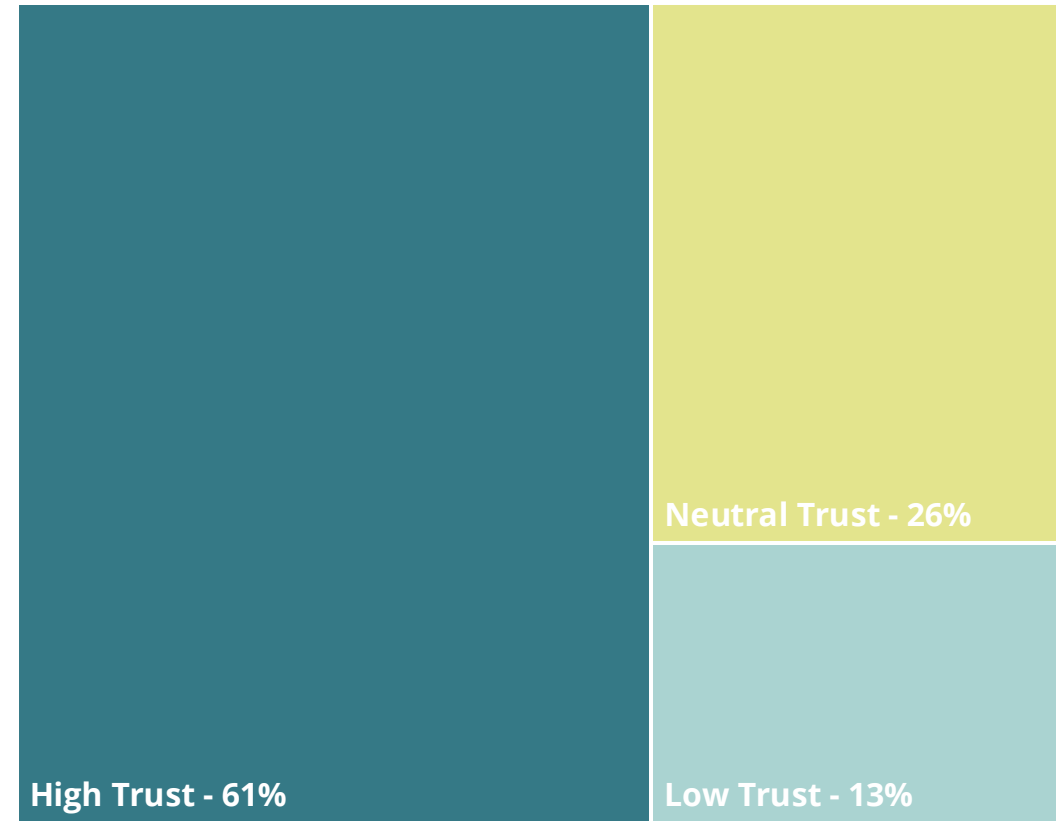


Higher workforce trust drives increased readiness for transformation

4.5x

***more likely to learn new skills
and adapt to change*** when
workforce trust is high, compared to
when workforce trust is low

Self-reported Self-driven Learning by Workers
% of Incidence by Trust Level | May - July 2025 Study



Building trust in the organization and its AI tools has a growing effect on workers' Agentic AI adoption, value realization, and advocacy

Impact of High TRUST on Workers' behaviors

High Trust in Organization	High Trust in Organization's GenAI	High Trust in Organization's Agentic AI	
2.7x	3.8x	5.4x	More likely to engage with an Agentic AI solution to automate discrete tasks
2.9x	4.7x	7.8x	More likely to encourage use of an Agentic AI solution
3.2x	5.8x	9.6x	More likely to report Agentic AI will be critical to the success of me and my team
3.2x	5.2x	8.5x	More likely to champion the use and value of an Agentic AI solution to others



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