

Using Cross-Cultural Research to Understand Global AI Agent Adoption

A global technology company wanted to ensure the success of its AI solutions across culturally diverse international markets. To do so, they needed to better understand how adoption, trust, and expectations varied by region, and also how those differences should shape their global strategy.

THE BUSINESS PROBLEM

What would you do if you needed to launch AI solutions across culturally diverse markets, while also ensuring adoption success and avoiding costly misalignment?

Our client faced this challenge. They needed insight into how attitudes toward AI varied by culture and region, and how to adapt their strategy accordingly.

THE OBJECTIVE

We conducted qualitative interviews with leaders in two major regions representing different levels of AI maturity. The research highlighted:

1. Differences in adoption readiness and comfort levels with advanced AI capabilities
2. Shared use cases that required varying degrees of customization across regions
3. Contrasting views on the role of AI, from trusted partner to tactical tool
4. Cultural preferences in communication and interaction that shaped adoption success

THE SOLUTION

Armed with these insights, our client built region-specific strategies that aligned with market maturity, addressed cultural expectations, and ensured successful adoption across global markets.

AT A GLANCE

Challenge: Needed to understand cultural barriers and regional differences in AI adoption to build effective global strategies

Solution: Qualitative research across two diverse global regions with business and technology leaders

Results: Identified cultural and market nuances that informed successful, region-specific deployment approaches