

# Global consumers demand greater AI transparency and explainability from businesses, according to RWS research

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A sharp rise in AI-generated content is prompting global consumers to call for greater transparency from businesses, according to [RWS's](#) global research. Over 80% of consumers believe that AI-created material – including text, images and video – should be clearly labelled, while 62% say that such transparency would increase their trust in a brand, according to research involving 5,000 consumers.

RWS's [Unlocked 2025: Riding the AI Shockwave report](#), based on research across 14 global markets in North America, Europe, Africa and Asia, explores consumers' sentiment towards AI and the ways in which businesses are using AI in their global communications.

## Building Trust Through Transparency

"While excitement around generative AI remains high, businesses face a mounting challenge – consumer trust," said *Vasagi Kothandapani, President, Enterprise Services at RWS*. "Our research underscores that the long-term success of AI adoption depends on transparency, ethical implementation and the integration of human expertise to create high-quality, culturally relevant content."

As businesses increasingly turn to AI-generated content, consumers are noticing the shift. The research found that 76% of consumers have already observed a rise in AI-enabled customer service chatbots.

While 71% of consumers recognize the benefits of AI in their day-to-day life, 82% of those who care about AI say they would have more trust if humans were involved in AI development. And a slightly higher proportion (84%) would have more trust in AI that demonstrates explainability – that is, AI which seeks to

be transparent and understandable to humans.

#### AI Adoption in Regulated Industries

In regulated industries, the research also found that consumers have concerns about businesses that use AI, with 73% of consumers globally admitting discomfort with the use of AI in at least one of the legal, financial services or healthcare sectors.

#### Navigating AI with Transparency and Trust

Businesses need AI solutions that go beyond content generation, ensuring accuracy, cultural relevance, and real-world impact. With human-in-the-loop oversight, companies can reduce bias, enhance explainability and improve quality – all critical for industries where trust and compliance matter.

By prioritizing transparent and responsible AI, businesses can break barriers to understanding, build trust in technology and connect with their customers in ways that are smarter, safer and more impactful.

Read the full [\*Unlocked 2025: Riding the AI Shockwave\* report](#) to explore how AI can be implemented responsibly to drive business success.