Ai could help make Jersey £2.8bn annually

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JERSEY Business's most recent Productivity Survey offers a revealing snapshot of how local businesses perceive and pursue productivity. With over 300 organisations surveyed across 16 sectors, this third annual report brings both insights and urgency.

From technology adoption to team engagement, the survey outlines six levers for productivity. But one message rings clearest: change is overdue - and it must be intentional.

The standout statistic? On average, 25% of the working day is unproductive.

With around 60,000 in Jersey's workforce, that equates to 570,000 wasted hours each week.

Financially, it's a staggering loss - over £7.68 million a day in potential output.

Or £2.8bn annually!

The top five barriers to productivity are no surprise but remain stubbornly persistent:

- Recruitment and retention (40%)
- Inefficient processes (39%)
- Lack of time (36%)
- Resistance to change (32%)
- Skills gaps (29%)

Despite these challenges, 30% of organisations have now implemented artificial intelligence, and embracing automation and technology was cited as the top tip for boosting productivity.

Ian Campbell, Co-Founder of Brandly, the Channel Islands' first and leading AI agency, said this shows a huge opportunity from a technology-first perspective.

"With limited talent pools, rising operational costs, ever-growing regulation and competition, businesses in Jersey and Guernsey need smarter ways to scale and stay competitive," he said.

"That's where AI comes in. It is ideal for automating repetitive processes, simplifying governance, risk, and compliance (GRC), supercharging customer service, sales, marketing and HR. AI offers tangible solutions to everyday problems faced by Channel Island businesses."

Brandly is supporting local businesses taking advantage of the newly launched Better Business Grant - a scheme administering £10.3m to improve productivity, adopt technology, and drive smarter working.

The survey released in 2024 reveals that inefficient processes are the number one timewaster. Across IT, retail, construction, and hospitality sectors, poor workflows are holding back performance. Yet the remedy isn't just in software - it's in culture, leadership, and mindset.

Culture, in fact, was identified as the #1 driver of productivity. While 81% of respondents feel supported and trained, only 66% say their organisation has a clear vision and strategy communicated across the business. The disconnect is real - and addressable.

Paul Murphy, CEO at Jersey Business, believes the survey is a vital reality check:

"These results show that productivity gains won't come from working harder - but from working smarter. The focus must be on simplifying processes, empowering people, and adopting smart tech where it counts."

Programmes like The Productive Leader and Business Improvement Programme offered by Jersey Business provide actionable next steps for organisations in Jersey.