

# One third of Dutch employees use ChatGPT at work

## *Companies face major risks as they lose oversight of employees' work*

Amsterdam - One third of employees in the Netherlands are using ChatGPT at work – usually without any oversight from their employers. The AI tool is most often used for writing marketing texts, emails and for brainstorming. [This is according to the Contentoo AI Monitor](#), a survey of 1,000 Dutch employees conducted by PanelWizard on behalf of content creation platform Contentoo.

### **No employer permission**

ChatGPT has quickly become a go-to tool in workplaces across the Netherlands. Among those who are not already using it, over one third say they plan to do so in the future. At the same time, companies are becoming increasingly aware of the risks associated with using generative AI technology: AI-generated text is very often factually incorrect, and plagiarism is a constant concern. These risks pose major challenges to any company whose employees use ChatGPT. To make matters worse, two-thirds of business ChatGPT users say they do not ask permission from their employer before using ChatGPT. “This means that companies don’t know that their employees are using ChatGPT to write emails, blog posts and other texts. And that makes it very difficult to monitor,” says [Onno Halsema](#), CEO of Contentoo.

### **Plagiarism-checking is rare**

Four-fifths of the Dutch employees surveyed say they have never received training on how to use ChatGPT at work. However, they are largely aware of the technology’s flaws: over 86 percent say they know that AI-generated text is not always factually correct. As a result, over 90 percent of those who use the tool say they check the generated text for facts. Yet only half check for plagiarism. Interestingly, most users (70 percent) say they hardly notice any problems with the accuracy of the texts produced by ChatGPT.

“This shows that it’s better not to leave the fact-checking to your employees themselves. If you want to be sure that the facts in your content are correct, you have to have it checked professionally,” says Halsema.

### **High confidence in ChatGPT’s quality, but also concerns**

Confidence in the quality of texts produced by ChatGPT is high: almost 46 percent of the users surveyed find the generated text to be “about the same quality as a text I would write myself.” Over 30 percent think the text is even better. At the same time, there is also concern and skepticism. Almost 60 percent of those surveyed say they are concerned about their privacy and the security of their data when using generative AI tools. Almost an equal share think that generative AI tools should be subject to stricter government regulation.

“People are right to be excited about the quality of ChatGPT. At the same time, companies should realise that it isn’t the solution for every type of content. If you want to stand out from the crowd, you really still need human writers who add not only knowledge but also creativity and originality. If every company is using AI, then they’ll all be creating more or less the same content. How will that affect their findability online?”

## **About Contentoo**

Contentoo is Europe's leading content creation platform. By combining AI-powered technology with creative talent, it helps companies create scalable, performance-optimised content. The Contentoo platform offers a solution for any type of content, from in-depth niche articles and white papers to e-commerce product texts, SEO texts and marketplace listings. It is the cost-efficient way to create top-quality content while ensuring *brand safety*. Contentoo ranked 33rd in the 2022 Deloitte Fast50. Its content creation platform is trusted by companies across Europe, including Mollie, E.on, Lebara and Visma.

More information: [Read the full survey results here](#). For questions, call or email Jeroen Gunter, founder and PR manager of Contentoo: [jeroen@contentoo.com](mailto:jeroen@contentoo.com) or 06-19711470.