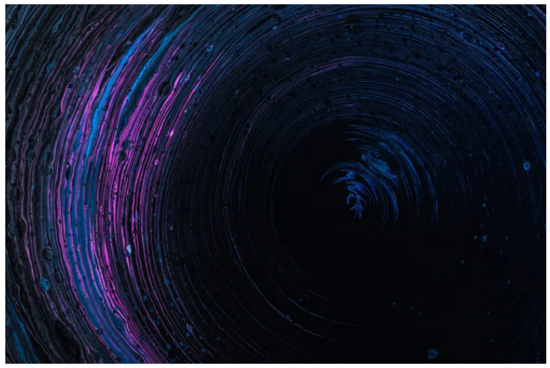

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The AI Boomerang Is About To Hit Hard

Reality vs speculation.

Will Lockett

5 min read · Jun 21, 2026

I, along with many others, have been yelling from the sidelines that AI can't replace jobs for a while now. They cost too much, are far too inaccurate to be genuinely autonomous (given that they aren't actually intelligent), and don't increase productivity in a way that threatens human labour on any meaningful scale. Well, it turns out the people who have been almost pervertedly pushing for AI to eradicate human workers have only just discovered the truth and are now rapidly U-turning on this 'revolutionary' technology. Who would have guessed?

There is a lot of evidence out there that the corporate world is rapidly bailing on AI.

Forrester Research found that 55% of employers who laid off workers because of AI now regret that decision. OrgVue found something almost identical, with 55% of business leaders admitting they made the wrong call eliminating jobs and replacing them with AI. Earlier this year, Gartner predicted that half of all companies that replaced customer service or operational employees with AI will be forced to restaff those roles. Sinch, a cloud communications company, surveyed 2,500 AI decision-makers across multiple industries and countries and found that AI customer communications agents have a 74% rollback or shutdown rate. Customer communications was once considered…

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Responses (72)

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What are your thoughts?

Gregory Pearson
Jun 22

I'm still concerned that AI's "killer app" will turn out to be surveillance pricing. Unless we pass laws to prevent it, Amazon, Uber, airlines, supermarkets, landlords, etc. will use AIs and all the personal data that they've mined on all of us to squeeze every last penny out of everything we buy.

359 · 6 replies · Reply

Keith Yoder
Jun 22

Makes you wonder the real reason they're so eager to take all these companies public. It's a purely capitalist scheme to ensure the rich get richer and by the time the boomerang comes back, it's retail investors and ETFs who lose.

263 · 2 replies · Reply

e lapham
Jun 22

From a colleague: "To be blunt it makes some naïve assumptions."

The assumption that the payback for AI is in cost reduction (reduced headcount) is misguided. Anyone who has done automation and process engineering successfully knows the real... more

136 · 3 replies · Reply

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