# Apple faces significant challenges with Siri's AI enhancement



Apple is currently facing significant challenges regarding its Siri digital assistant, as top executives have openly acknowledged delays in launching an AI-enhanced version of the service. During a recent all-hands meeting, Robby Walker, the senior director of the Siri team, referred to the situation as “ugly” and pointed to the potential embarrassment felt by team members due to the high expectations set by pre-launch promotions.

The delays stem from persistent bugs and glitches that have hindered the rollout of what Apple has labelled "Apple Intelligence," a comprehensive upgrade aiming to rejuvenate Siri with new AI capabilities for more personalised assistance. Originally anticipated for release in the spring of this year, the feature's launch has now been pushed back to at least next year, as reported by Bloomberg.

Walker noted that some employees may find relief in the delay while others feel the weight of embarrassment when approached by colleagues and family about the missed timelines. “You might have co-workers or friends or family asking you what happened, and it doesn’t feel good,” he remarked, as per statements made during the meeting.

As of now, Siri's AI features reportedly produce incorrect responses up to one-third of the time, an issue that became apparent shortly after the initial launch of Apple Intelligence last fall. The company also faced backlash at that time when its AI-generated summaries provided misleading news alerts, which involved references to reputable news outlets like the Washington Post and BBC.

Apple’s public image took a further hit with the recent removal of an advertisement highlighting the new Siri. This shift has reportedly reflected growing tensions within Apple, as concerns have been raised regarding the coherence between the marketing and software development teams, particularly regarding the timing of feature announcements. Walker acknowledged that marketing had pressured them to present features during a previous event, though they were not ready for public scrutiny.

Despite these hurdles, Apple has stated that work on Siri continues, with plans for "more personalised" features, allowing it to become context-aware and capable of performing actions across multiple applications. A company spokesperson indicated they are aiming to implement these updates but noted it will take longer than initially anticipated.

In a broader context, issues surrounding Siri are contributing to a notable decline in Apple's stock, which has fallen nearly 13% since the beginning of the year, as market volatility continues to impact major tech companies. With Apple’s upcoming executive meeting on the horizon, insiders suggest that Apple Intelligence will be a principal topic of discussion, indicating a crucial moment for the tech giant as it seeks solutions for its AI initiatives.

Additionally, industry experts remain cautiously optimistic about the future of Apple Intelligence, urging the company to make necessary adjustments to restore confidence among its consumers and stakeholders. Tim Cook, Apple’s CEO, has previously referred to AI as a “game changer” for the company, highlighting the strategic importance of successfully integrating these features into future products, including the forthcoming iPhone iterations.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.bloomberg.com> - This URL could provide information on Apple's delays in launching an AI-enhanced version of Siri, as Bloomberg has reported on such technological developments and their impact on companies like Apple.
* <https://www.apple.com/newsroom/> - Apple's official newsroom might contain statements or press releases related to Siri updates and the challenges faced by the company in integrating AI features.
* <https://www.washingtonpost.com/technology/> - The Washington Post could have articles discussing Apple's AI-generated summaries and their impact on news alerts, reflecting the broader challenges in AI integration.
* <https://www.bbc.com/news/technology> - BBC News might cover stories about Apple's AI initiatives and the issues surrounding Siri's AI features, including misleading news alerts.
* <https://finance.yahoo.com/quote/AAPL> - Yahoo Finance provides real-time stock data and news, which could corroborate the decline in Apple's stock due to challenges with Siri and other market factors.
* <https://www.cnbc.com/tech/> - CNBC's tech section often covers industry trends and company updates, including Apple's AI strategies and the impact of Siri's performance on the company's image.
* <https://nypost.com/2025/03/17/business/apples-siri-boss-calls-ai-delays-ugly-and-embarassing-during-all-hands-meeting-report/> - Please view link - unable to able to access data