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5 ways generative AI can empower your workforce

Move beyond task automation

While the consumer application of generative AI has captured the public's imagination, its potential to reshape the workplace holds even more promise.

Here are some of the ways gen AI is making an impact in the digital workplace:

01 Boost productivity and creativity

When used strategically, gen AI can transform your enterprise into a productivity powerhouse. While traditional AI excels at pattern recognition and data analysis, gen AI takes it a step further by proactively creating new content and solutions. Your team can also lean on gen AI as a brainstorming partner to help spark creativity and innovation.

02 Make strategic, proactive decisions

Gen AI can transform the way you interact with data. Imagine posing a query to a chatbot system in plain English and immediately receiving a concise, conversational answer. It can also distill mountains of proprietary and public data into intuitive, real-time insights that empower you to make proactive decisions.

03 Streamline onboarding and training processes

With gen AI, you'll be able to tailor onboarding and training experiences to each employee's persona, including role, language, geography and culture. This level of personalization helps increase engagement and job satisfaction while lowering turnover. It also reduces the time it takes an employee to become productive — whether a new hire or a tenured employee taking on new responsibilities.

04 Enhance service desk efficiency

With its natural language processing capabilities, gen AI enables conversational chatbot interfaces that can understand complex queries in plain language while autonomously generating content for specific audience needs. It can also reduce the burden on your service desk agents by providing the context of a call or chat before it begins, predicting and resolving issues before they escalate, and deploying automation to help prevent recurrence.

05 Deliver contextual intelligence to frontline workers

Frontline workers and field services personnel often must deal with rapidly changing roles and work contexts. With gen AI, you can auto generate real-time, role-specific information tailored to each employee's persona and current situation. Arming these workers with accurate, relevant information will help them perform their job duties efficiently and provide superior customer service.

Learn more about gen AI in the digital workplace, including tips to get started and ways to help avoid pitfalls.

Download the eBook

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