

# How the world's most respected organizations use AI to improve operational efficiency



Today's leaders are using AI and machine learning to outperform the competition. Here's what they're doing now to stay ahead:

## Pick a business problem

Identify a process that is inefficient by asking functional leaders where they're spending too much time and what's creating friction. Ask the HR leader what people issues occur frequently. For example, most organizations receive an influx of benefits requests around open enrollment season and, in the U.S., tax issues around filing time. IT teams experience heavy workloads when new systems are deployed or, for organizations with seasonal hiring patterns like higher education and retail, when new employees are hired.



## Identify a success metric

Determine how the business quantifies the problem. High call volume can be measured using mean time to resolve issues. Employee productivity can be measured using hours of downtime per request. Organizational efficiency can be measured using profit margins or industry-specific metrics like defect rate, throughput, or inventory backlog. Partner with the business to identify the measure of operational efficiency most associated with long-term success.



## Define the automation strategy

Consider how and where technology-driven automation can improve the success metric identified in step two. AI-driven automation turns data into patterns and patterns into knowledge about how and when to perform tasks. The benefits of AI are well-understood: more accurate decisions, elimination of human error, continuous improvement, and, ultimately, more efficient processes that deliver cost savings and better employee experiences.



## Create a culture of innovation

Operational efficiency is only the start. Progressive organizations use productivity gains from AI to re-imagine every aspect of the business - from onboarding and offboarding employees to service and support to revenue management, marketing automation, and strategic planning. Help every leader understand the art of the possible with technology and turn your first AI initiative into a growth engine for the business. Your vision will transform the organization's culture and improve work life for every employee.



## Give every employee back a half day per week

AI gives every employee back four to eight hours of productive time per week. Consider how much more successful your organization will be when at least 20% of your resources are available to deliver better customer outcomes.

Every CEO and board is looking to technology leaders to define and execute an AI strategy. That AI strategy must start with a focused review of where there's friction in the business and how eliminating it can create transcendent experiences that lead to improved operational efficiency.



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