



# **Enabling the Enabler** - Making AI Give Better Results

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Artificial Intelligence (AI) is promising to transform the world we live in and transform it by enabling people to rethink ways to assimilate information, analyse data and use the insights garnered to improve the process of making decisions.

Enterprises' spending on AI continued to ride an upward trajectory despite the pandemic and to gain the first-mover advantage. Machine learning, where machines are taught by humans to think on their own, is seeing the most investments. AI is enabling firms to develop and build better solutions that streamline the processes and enable their rapid scaling.

AI is affecting time management by assigning tasks based on priority. Customer service is another area where AI is increasingly becoming the norm, which drives repetitive tasks and opens up more time to be spent on driving positive customer experience. When used in chatbots, it can enable companies to assess a customer's needs and respond with or without human intervention.

AI today drives the world of investments too. Financial algorithms capable of crunching an immense amount of data while learning and adapting are playing a huge role in algorithmic trading and help wealth and financial managers assist more clients.



## AI And Human Judgment

Contrary to popular beliefs, humans are empowered by AI and not displaced, thus empowering humans to focus more on the judgment and creative thinking. If the art of prediction becomes faster, better and cheaper, it will definitely make way for better decisions to be made. This will allow the human knowledge workers to focus on strategic, meaningful and rewarding work driving customer experience and self-worth.

For AI to truly succeed and work seamlessly, it's imperative to have a gradual transition to implementation of AI-enabled environment. Employees have to be trained in an AI-enabled work environment such that the AI learns from humans and effectively contributes to making life easy for all.

## Enabling the Enabler

One of the biggest dependencies to achieve AI is Machine Learning. The traditional form of ML needs human interventions to learn, needing labelled sets of data to be input. The ML model trains and learns based on the labelled data fed into it which is called supervised learning.

Supervised learning leverages labelled data; unverified learning uses the amorphous or unlabelled data. Therefore, while AI is an enabler for most companies, it needs to be enabled to have a greater impact. ML applications are able to provide results from its past experience. ML has found applications across multiple fields and industries. It has been applied in the world of medical diagnosis, for image processing, in predictions, in classification, learning association and regression among others.

Companies are improving and enhancing machine intelligence for their end customer products. Some examples of these products include Optical Character Recognition, Language Translators and Image Identifiers. Time-intensive tasks such as data collection and data annotation are some of the most important ones being managed by BPO companies and they are teaching machines to identify unlabelled objects and think like the human brain. They are helping build the key characteristics of a strong AI that includes the ability of the system to reason, to solve puzzles, to make judgments, to plan, to learn and communicate.





## What Will Drive AI Adoption?

The objective of adopting AI is to improve the quality of services, which, depending on the domain of its application, may improve the quality of life, the user experience, the cost of the service or its accessibility. The reservations for adoption are due to a lack of real understanding of how the system will complement and not replace humans.

## Key Learning For BPO Companies

BPO companies are traditionally focused on the highly-scalable and repeating customer care transactions. With increasing AI adoption, it is all about crunching huge amounts of data. These companies should continuously evaluate their options to face data crunching challenges and open up higher-value service lines and change the price/support paradigm while ensuring excellence in operations.

BPO companies have had lesser success when entering new and higher-value segments. Changes to the price/support paradigm have proved challenging as reporting/billing does not allow for creativity. This initially drove BPO offshore. However, once this got established, there emerged the need for a differentiator and there emerged several KPI changes.

BPO companies should heavily leverage their domain knowledge in process execution and improvement and build solid business models to unlock a broader capability. Likewise, it is important to make sure that the business models are scalable, secure and enterprise-ready. In addition, to build a scalable and secure enterprise-ready model, a broader technology infrastructure and skill-development stack need to be considered. This will help bring innovation to the enterprise and tap newer revenue streams.



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