REINVENTING THE FUTURE OF WORK

ELEVATING THE HUMAN EXPERIENCE WITH AUTOMATION & GENERATIVE AI

SEPTEMBER 2023

TABLE OF CONTENTS

Revolutionizing Work, Workers, and Workplace with Generative AI

Evolution of Work, Workers, and Workplace

Work has been ingrained in human history since inception. Although the way humans have worked has undergone significant transformations throughout history. From primitive hunter-gatherer societies to the complex and interconnected global economy of today, the evolution of work has been a testament to human adaptability and ingenuity.

The transformation of work, workers, and workplace has been driven by three pivotal revolutions:

▶ The 19th-century Industrial Revolution, which automated physical tasks, introduced efficient machinery, lightened the burden on laborers, enhanced safety, and laid the groundwork for the modern workforce.

▶ The Software Revolution brought digitization to employees' desks, empowering them to automate knowledge-based tasks and giving them more exposure to technological capabilities. As a result, workforce efficiency saw a sharp increase, enabling companies to achieve substantial cost savings by streamlining processes, generating reports, automating tasks, creating and designing compelling content, and more. Exciting new roles were born like data scientists and cloud engineers, as well as democratizing access to information, enabling sales teams to use CRM tools, marketers to harness digital content, HR professionals to implement advanced talent management systems, and frontline workers to tap into real-time analytics, reshaping the enterprise landscape and amplifying the potential of every employee.

▶ The introduction of Generative AI revolutionized professionals' daily tasks. Generative AI excels in creative jobs and involves human prompt engineers to elevate the overall experience. Unleashing the power of Generative AI, enterprise teams are not just digitizing, but transforming their landscapes, tapping into unprecedented data-driven insights and magnifying the limitless potential of human decision-making.

	1800s	1950s - 2000s	2020 & beyond
	INDUSTRIAL REVOLUTION	**SOFTWARE REVOLUTION**	**GENERATIVE AI REVOLUTION**
WORK	Automation of physical work	Automation of knowledge work	Automation of human ingenuity
WORKERS	Reducing burden on workers	Augmentation of worker productivity with software	Harness automation to redefine human interactions
WORKPLACE	Focus on improving worker safety	Focus on realizing cost savings and enhancing efficiency	Delivering elevated human experiences and outcomes

Generative AI is transforming the way we work

Generative AI is evolving how work gets done. The transformative capabilities of Generative AI is being used across diverse sectors, including Healthcare, Finance, Art, and Entertainment. From drug discovery and personalized medicine to creative content generation and immersive experiences, Generative AI is reshaping multiple facets of our lives.

▶ **Technology & IT**
Generative AI is helping developers write basic to complex codes, reducing development time and increasing accuracy.

▶ **Customer Service**
Enterprises are using self service chatbots to empower customers to find information faster, and sentiment analysis to gain insights form customer feedbacks.

▶ **Finance & Accounting**
Generative AI is improving enterprise finance functions by forecasting budgets, performing reconciliations, and analyzing financial statements.

▶ **Research & Development**
Generative AI helps provide insights on product development as well as research for new drug discovery.

▶ **Talent & Organizational Development**
Generative AI helps to write the job descriptions, automate candidate application tracking, design organizational processes, and develop employee policies.

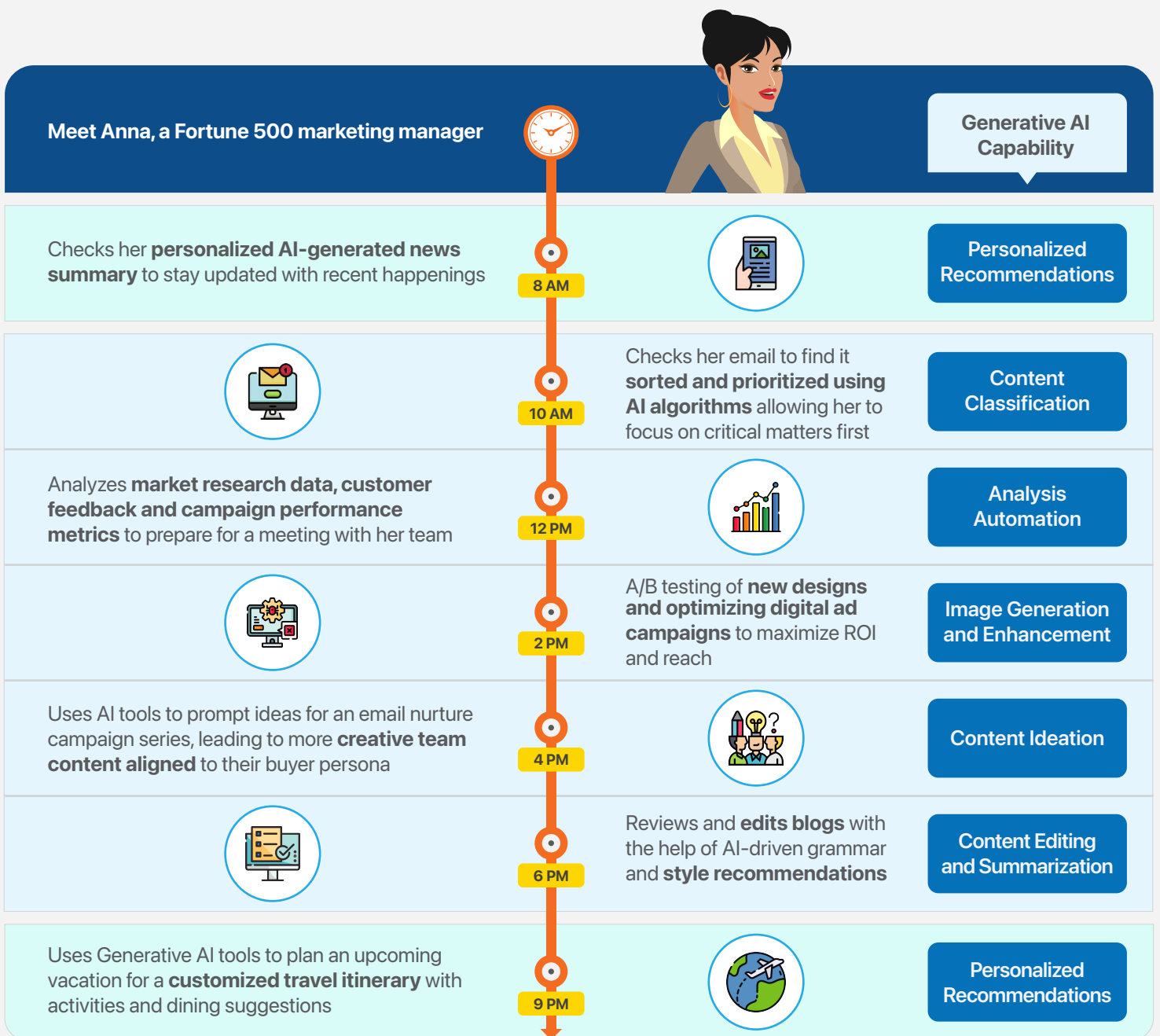| Business Unit	Implementation at Work
Technology & IT Writing basic to complex codes and algorithms	**United Airlines** is testing the use of **Generative AI** to enhance developer productivity by automatically generating codes
Customer Service Self service chatbots, automated caller, sentiment analysis	**Wells Fargo** has incorporated **LLMs** into its operations to improve customer service and support through AI-powered virtual assistants and chatbots
Finance & Accounting Monitor budgets, forecasting budgets, account reconciliation	**Zoom Video Communications** uses Generative AI for comparisons between its **budget and actual variances** at the end of every month and quarter
Research & Development Product research, product development, quality control	**Pfizer** is using Generative AI to automate the process of literature review in **drug discovery and development**
Talent & Organizational Development Recruitment, employee retention, training and development	**Oracle** uses Generative AI in drafting **job descriptions**, setting employee performance goals, and streamlining other **HR tasks**

WORKERS

Generative AI is transforming the day of a modern worker

The versatility of Generative AI spans from simplifying basic tasks like sorting emails based on preferences to extracting crucial insights from massive datasets.

Additionally, it excels in recommending personalized designs and creating customized solutions. Generative AI revolutionizes everyday tasks, playing a pivotal role in transformation. Let us look into a day in the life of Anna, a marketing manager at a Fortune 500 company.

Meet Anna, a Fortune 500 marketing manager

Generative AI Capability

Checks her **personalized AI-generated news summary** to stay updated with recent happenings

8 AM

Personalized Recommendations

10 AM

Checks her email to find it **sorted and prioritized using AI algorithms** allowing her to focus on critical matters first

Content Classification

Analyzes **market research data, customer feedback and campaign performance metrics** to prepare for a meeting with her team

12 PM

Analysis Automation

2 PM

A/B testing of **new designs and optimizing digital ad campaigns** to maximize ROI and reach

Image Generation and Enhancement

Uses AI tools to prompt ideas for an email nurture campaign series, leading to more **creative team content aligned** to their buyer persona

4 PM

Content Ideation

6 PM

Reviews and **edits blogs** with the help of AI-driven grammar and **style recommendations**

Content Editing and Summarization

Uses Generative AI tools to plan an upcoming vacation for a **customized travel itinerary** with activities and dining suggestions

9 PM

Personalized Recommendations

WORKPLACE

Generative AI is playing a pivotal role in transforming enterprises into a modern workplace

Generative AI is reshaping today's modern workplace through revolutionizing daily operations, from financial data repositories to customized LLM models, enhancing efficiency as well as elevating the employee and customer experience. Many large enterprises have incubated modern workplace culture by integrating LLM based tools. Bloomberg is building its own LLM model to support its workforce in completing a diverse range of tasks, promoting an employee-first culture.

Walmart is nurturing Generative AI by optimizing transportation networks to promote more sustainable practices across their enterprise.

Morgan Stanley has built a repository of more than 100,000 research reports using Generative AI, training advisors to effectively glean insights from them.

Principles of a Modern Workplace

1 Technology Powered
- Eliminating need of disparate technology
- Seamless integration with enterprise systems
- Accurate data analytics and predictions

2 Culture of Innovation
- Creative idea generation
- Prototypes and simulations
- Market analysis and trends prediction

3 Compliance Management
- Automated compliance documentation
- AI driven auditing
- Effective risk management

4 Inclusive & Accessible
- Alternate content formats
- Real-time language translations
- Personalized training and learning material

5 Employee-First Culture
- Simplifying daily work
- Personalized growth track for employees
- Feedback sentiment analysis

6 Sustainable Practices
- Optimized resource allocation
- AI-powered predictive maintenance
- Supply chain optimization

Transforming Industries with Intelligent Business Automation

Evolution of Automation: Integration with Generative AI

Automation has evolved over the years with newer capabilities and technologies. Initially, automation was limited to simple, repetitive, and mundane tasks. The rise of Artificial Intelligence, Machine Learning, and Robotic Process Automation has opened the aperture to a wide variety of integrated technologies that improve capabilities to advance customer and employee experiences.

Evolution of Task Automation to Intelligent Business Automation

TASK AUTOMATION	PROCESS AUTOMATION	INTELLIGENT BUSINESS AUTOMATION
Robotic Process Automation (RPA)	Task Automation + Document Processing + Low Code App Dev + Chatbots + Process Intelligence + AI	PROCESS AUTOMATION + Generative AI

EFFICIENCY IMPACT AND OUTCOMES

• Increased operational efficiency • Cost reduction • Improved accuracy • Faster task execution	• Streamlined end-to-end processes • Increased visibility across business processes • Higher adaptability through custom automations	• Automation of complex and creative tasks • Error reduction and continuous improvement
MEDIUM IMPACT	HIGH IMPACT	HIGH IMPACT

EXPERIENCE IMPACT AND OUTCOMES

• Reduction of manual tasks	• Improved context driven customer support • Reduced time for customer query resolution • Automated of mundane tasks	• Intuitive dashboards and applications for real time process insights • Increased creativity with AI-driven content generation
LOW IMPACT	MEDIUM IMPACT	HIGH IMPACT

| ENHANCING BUSINESS EXPERIENCE	ENHANCING CUSTOMER EXPERIENCE	ENHANCING THE HUMAN EXPERIENCE

Source: Zinnov Research & Analysis

In the early stages of enterprise automation, RPA emerged as a cornerstone technology. RPA's efficacy wasn't merely in its widespread adoption, but in its strategic alignment with enterprise objectives. By leveraging rule-based algorithms, RPA streamlined repetitive, transactional processes. Its outcomes, predominantly efficiency-centric, signified not just operational enhancements but also the commencement of a holistic enterprise automation technology.

Once an enterprise begins its automation journey, it often seeks to scale its automation capabilities with the help of process automation. This may involve other technologies such as low code, document processing, and chatbots combined with RPA, to provide a range of solutions such as streamlined end-to-end processes, data-driven customer support, and custom automation adaptability. Process automation delivers not only efficiency-based outcomes, but also serves to enhance the overall customer experience.

As enterprises advance in their automation journey, they aim to enhance their capabilities with Intelligent Business Automation. Enterprises integrate newer technologies like Generative AI, alongside low code, document processing, and process intelligence to address more complex tasks and automate intricate processes. With a focus on enhancing human experiences, Intelligent Business Automation seeks to deliver meaningful and efficient outcomes.

ESTIMATED TOTAL ECONOMIC IMPACT GENERATED*

TASK AUTOMATION	PROCESS AUTOMATION	INTELLIGENT BUSINESS AUTOMATION
$300 – 500 Billion	**$1 – 1.2 Trillion**	**$2.5 – 4.5 Trillion**
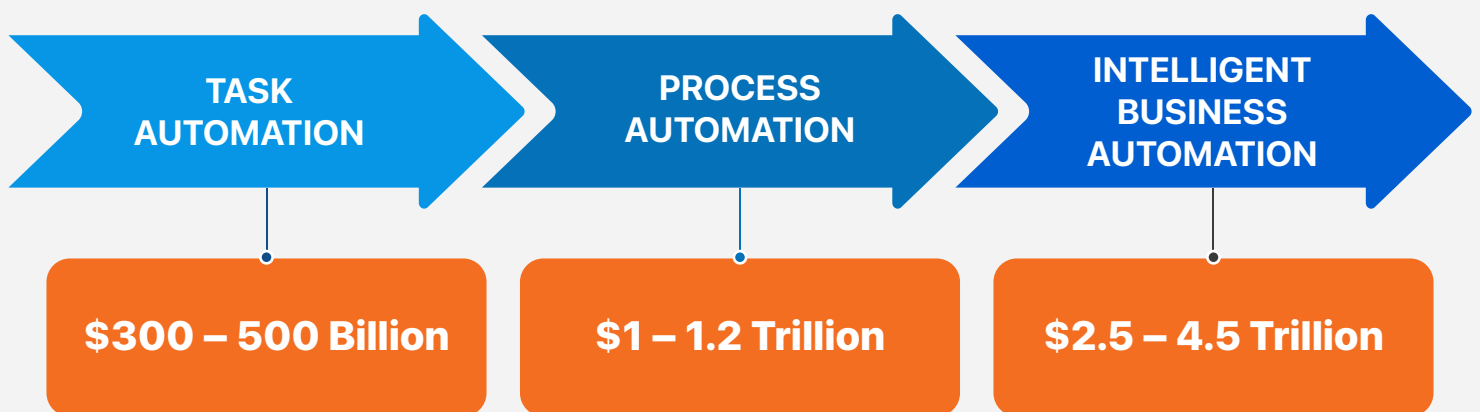
*Zinnov Research & Analysis

The economic impact of RPA was focused more on time and cost savings by automating repetitive tasks, while process automation adds value by streamlining workflows and extracting insights from data. Intelligent business automation not only reduces errors and boosts efficiency but also empowers real-time decision-making and creativity resulting in improved productivity and innovation in business.

Intelligent Business Automation is elevating the human experience across organizations

Every enterprise operates exclusively at different levels and needs different approaches to enable employees to achieve their full potential. Organizations can take advantage of Intelligent Business Automation to provide talent with a superior experience by adopting many of its capabilities. Let's explore the following ways organizations can elevate the employee experience.

HOW INTELLIGENT BUSINESS AUTOMATION IS ELEVATING EXPERIENCE

TECHNOLOGY LEADERSHIP EXPERIENCE
1. Empower citizen developers
2. Data-driven decision making
3. Driving new digital initiatives
4. Integrating newer technologies with legacy systems
5. Managing technical debt

DEVELOPER EXPERIENCE
1. Code generation and editing
2. Automate code testing and deployment
3. Enhance security features
4. Expedite development
5. Ease of use and deployment

BUSINESS LEADERSHIP EXPERIENCE
1. Accelerate decision-making with data-driven insights
2. Optimized resource management
3. Talent retention
4. Improved cost efficiency
5. Increase process improvements and operational efficiencies

END USER EXPERIENCE
1. Personalized recommendations based on past behavior
2. Accurate data collection for predictions
3. Achieve self-reliance through self-service toolkits
4. Improving the speed and quality of responses

Goldman Sachs

Goldman Sachs technology leaders are **enabling** employees to use Generative AI in writing codes

Bloomberg

Bloomberg is using Generative AI to generate **basic codes** to improve developer productivity

AT&T

AT&T is building its **own LLM** model which helps business leaders to get real-time insights and better decision making

Morgan Stanley

Morgan Stanley has developed **LLM based AI assistants** to provide hyperpersonalized services to their clients

Intelligent Business Automation empowers professionals to achieve greater productivity and meaningful business outcomes by streamlining tasks and enhancing decision-making processes at both personal and organizational levels within enterprises.

Technology Leadership Experience
Drive new initiatives by using Intelligent Business Automation. Empower citizen developers and integrate newer technologies with legacy systems.

Developer Experience
Expedite development, enhance security features, and automate code testing and deployment.

Business Leadership Experience
Accelerate decision-making with data-driven insights. Increase process improvements and operational efficiencies.

End User Experience
Achieve self-reliance through self-service toolkits and benefit from personalized recommendations based on past behavior.

Enterprises across industries are seeing transformation from Intelligent Business Automation

Process automation has been transformative for enterprises, while Generative AI promises amplified impact across verticals such as Banking, Insurance, Healthcare, Retail & CPG, and Media.

	Novel Use Cases	Enhanced Use Cases
BANKING	• **Legacy Code Conversion** Optimize migration of legacy frameworks with natural-language translation capabilities • **Cybersecurity** Intelligent Business Automation can add noise to datasets, make it more complex for attackers to identify data points	• **Credit Analysis** Assess creditworthiness by analyzing customer credit scores and financial history • **Customer Interactive Voice Response (IVR)** Automate, accelerate, and enhanced resolution rate of customer emergencies through Generative AI
INSURANCE	• **Personalized Policies** Intelligent Business Automation can be used to design insurance policies that cater specifically to an individual's needs • **Reducing Insurance risk** Analyzing behavioral changes in customers that could reduce their risk level and insurance premiums	• **Underwriting** Insurers can evaluate risks and underwrite policies with greater speed and precision • **Claims Processing** Reduce the employee's burden and streamline workflows while increasing the accuracy of every assessment
HEALTHCARE	• **Medical Imaging** Using algorithms to generate medical images to accurately detect diseases • **Drug Discovery** Generate novel drug formulations based on researcher-provided criteria and constraints	• **Patient Monitoring** AI can monitor patients remotely and detect changes in their condition • **Record Classification** Classify the medical documents into different categories such as insurance cards, medical reports, claim forms, etc.
RETAIL & CPG	• **Virtual Fitting Room** Intelligent Business Automation enables virtual try-on and fitting that allow customers to visualize how products would look on them • **Formula Enhancement** Intelligent Business Automation can analyze and help in optimizing product ingredients and formulation	• **Consumer Research** Accelerate consumer research by testing scenarios and enhance customer targeting by creating "synthetic customers" • **Pricing Management** Optimize pricing by analyzing market trends, competitor prices, and customer behavior
MEDIA & ENTERTAINMENT	• **Content Generation** Intelligent Business Automation is used to create a wide range of media content, such as articles, scripts, music, and artwork • **Video Synthesis and Editing** AI can generate realistic deepfakes or synthetic video content, opening up new possibilities	• **Automated Transcription and Subtitles** AI is used to transcribe movies, music videos, and TV episodes into many languages • **Regulating Online Content Transmission** AI helps in identifying and filtering out objectionable content

CHAPTER 3

Accelerating enterprise adoption of Intelligent Business Automation

Strategic adoption of Generative AI will empower enterprise transitions to Intelligent Business Automation
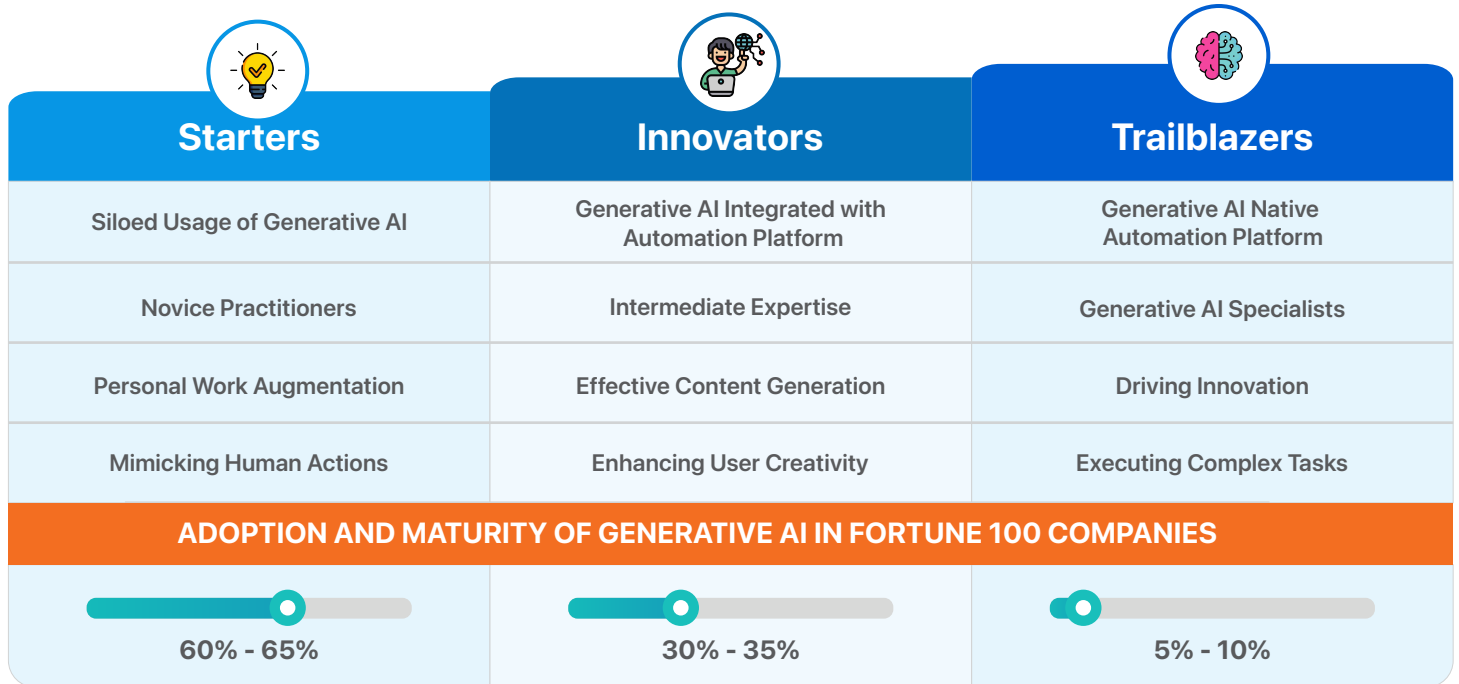
As enterprises embrace Generative AI within their Intelligent Business Automation adoption strategies, they will evolve through different levels of maturity. Generative AI will play a pivotal role for enterprises to move from **Process Automation to Intelligent Business Automation.**

After analyzing the top Fortune 100 enterprises across different industries based on their Generative AI footprints and automation adoption, we developed a GenAI Maturity Model. We've classified these enterprise organizations into Starters, Innovators, and Trailblazers.

> ❝
> Our analysis shows that **less than 10% of enterprises** today are Trailblazers in adopting Intelligent Business Automation.
>
> Source: Zinnov Research & Analysis

Starters	Innovators	Trailblazers
Siloed Usage of Generative AI	Generative AI Integrated with Automation Platform	Generative AI Native Automation Platform
Novice Practitioners	Intermediate Expertise	Generative AI Specialists
Personal Work Augmentation	Effective Content Generation	Driving Innovation
Mimicking Human Actions	Enhancing User Creativity	Executing Complex Tasks
ADOPTION AND MATURITY OF GENERATIVE AI IN FORTUNE 100 COMPANIES		
60% - 65%	30% - 35%	5% - 10%

Source: Zinnov Research & Analysis

Starters

▶ **Siloed Usage of Generative AI** – While the automation charter is at an enterprise level, Generative AI is used in a personal capacity

▶ **Novice Practitioners** - At this stage, employees are exploring the capabilities of Generative AI and only use it for augmenting their daily work at a personal level

▶ **Personal Work Augmentation** - Primary outcomes are focused on completing low business impact tasks such as content classification, summarizing text, etc.

▶ **Mimicking Human Actions** - Use cases such as email writing, content summaries, etc.

Innovators

▶ **Integration with Intelligent Automation Platform** - Conversational Generative AI chatbots are seamlessly integrated through connectors within the automation capabilities and become standard tools across departments

▶ **Intermediate Proficiency** - Employees use the combined capabilities of Generative AI and Intelligent Automation with a deeper understanding to address enterprise level challenges

▶ **Effective Content Generation** - Outcomes are largely focused on improved image synthesis, creating natural language responses, or enhancing creative processes

▶ **Adding Creativity** - Use cases include content generation, images, and video creation, etc.

Trailblazers

▶ **Generative AI Native Intelligent Automation platform** - Enterprises invest in developing native IA platforms with their own LLM models embedded into the system

▶ **Expert Practitioners** - Employees have better understanding of their own LLM models and leverage their skills to address challenges by using a wide range of prompts to get superior results

▶ **Innovation through Generative AI** - Outcomes include innovation and breakthroughs to achieve novel applications of Generative AI that lead to new products, services, or advancements in the field

▶ **Completing Complex Tasks** - Use cases such as medical imaging, video synthesis, and more

What enterprises need to consider when adopting generative AI

No matter where enterprises are on their maturity level, there are some key considerations for them to use the capabilities of Generative AI to its full potential and gain a competitive advantage.

When adopting Generative AI technology, enterprises should exercise vigilance. Copyright issues and potential data leaks can pose significant legal and reputational risks. It's crucial to have robust IP management strategies and stringent data protection measures in place.

MANAGING ENTERPRISE IPs

Navigating Copyright Issues

Ensuring training data is legally obtained and does not include copyrighted content without proper authorization to generate an output

Averting Data Leaks

Averting data leaks through anomaly detection, data redaction, and continuous learning for adaptive protection

DATA SECURITY & PRIVACY RISKS

Preventing Data Breaches

Establishing strong security guardrails and having features to prevent breaches from cyber threats

Building Secure Enterprise Apps

Conducting regular security audits, using strong authentication and encryption, software updates, and educating employees on security best practices

ENSURING ACCURACY OF RESULTS

Managing Model and Bias Risks

Establish clear ethical guidelines, promote transparency, continuously monitor, and adopt inclusive development practices to address biases

Identifying AI Hallucinations

Use of well-curated datasets, model regularization, human-in-the-loop validation and iterating through rigorous testing to reduce AI hallucination

To avoid data breaches and identity theft, data security should be a top priority, and organizations should implement comprehensive cybersecurity protocols. Ensuring result accuracy is also crucial to avoid misleading or biased outcomes, involving continuous monitoring of model performance and thorough bias mitigation efforts. AI hallucinations are a potential risk. It's important to have cautious validation and quality control mechanisms to prevent erroneous or misleading outputs.

By staying mindful of these challenges, enterprises can confidently adopt Generative AI while safeguarding their operations, reputation, and user trust, while elevating the overall human experience.

CONCLUSION

The advent of Generative AI has brought about a profound revolution in the future of work: for the work being done, the people performing the work, and the wide-ranging cultural aspects and environment of the modern workplace landscape.

Change is a constant. As Generative AI continues to transform the way work gets done, it has the potential to empower modern workers with cutting-edge capabilities and playing a pivotal role in shaping enterprises into workplaces of the future.

> **Although less than 10% of enterprises currently stand as Trailblazers in adopting Intelligent Business Automation, it is a strategic imperative for organizations to be proactive with the opportunities and challenges that come with using Generative AI in their automation strategies.**

As enterprises strive to accelerate their adoption of Intelligent Business Automation, they must embrace the promise of Generative AI to drive innovation, create breakthroughs, and enhance productivity, ultimately propelling their employees and customers into a new era of success and growth.

With the continued evolution and refinement of these technologies, the future holds limitless possibilities for enterprises to achieve new heights and reshape industries on a global scale.

ABOUT EVOLUTEIQ

EvoluteIQ is on a mission to revolutionize and democratize digital business for enterprises with its EIQ™ platform. EIQ's end-to-end Intelligent Business Automation platform empowers organizations to create exceptional user experiences through process orchestration, RPA, data, event processing, AI/ML, enterprise connectors and front-end application development. Its user-centric approach ensures that even non-technical users can drive digital transformation with ease, thanks to its intuitive low-code/no-code interface.

Discover more about EvoluteIQ :

www.evoluteiq.com | hello@evoluteiq.com

ABOUT ZINNOV

Founded in 2002, Zinnov is a global management and strategy consulting firm, with presence in New York, Santa Clara, Houston, Seattle, Bangalore, Gurgaon, Paris, and Pune. Over the past 20 years, Zinnov has successfully consulted with over 250+ Fortune 500 enterprises to develop actionable insights to help them accelerate their Digital Transformation journeys to create value – across dimensions of both revenue and optimization. With core expertise in Digital Engineering, Digital Transformation, Innovation, and Outsourcing Advisory, Zinnov assists clients by:

- Advising global PE firms in asset shortlisting and target evaluation, commercial due diligence, and value creation

- Structuring and implementing Digital Transformation levers enabled by technologies like AI/ML, Cloud, IOT, and Automation

- Helping global companies outline and drive their open innovation programs, design and operate accelerator programs, and enable collaboration with start-ups across specific use cases and predefined outcomes

- Enabling global companies to develop and optimize a global engineering footprint through center setups, and technology and functional accelerators to achieve higher R&D efficiencies, innovation, and productivity

- Growing revenue for companies' products and services in newer markets through account intelligence, market entry, and market expansion advisory

With their team of experienced consultants, subject matter experts, and research professionals, Zinnov serves clients from across multiple industry verticals including Enterprise Software, BFSI, Healthcare, Automotive, Retail, and Telecom in the US, Europe, Japan, and India.

For more information,
visit **https://zinnov.com**

AUTHORS & CONTRIBUTORS

Sameet Gupte
Chief Executive Officer
EvoluteIQ

Meredyth Jensen
Chief Marketing Officer
EvoluteIQ

Sanjay Koppikar
Chief Product Officer
EvoluteIQ

Vibha Krishnan
Sr. Marketing Manager
EvoluteIQ

Nischay Mittal
Partner and Global Head
Automation/AI
Zinnov

Prankur Sharma
Principal
Automation/AI
Zinnov

Anmay Shahlot
Project Lead
Automation/AI
Zinnov

Anirudh Mathur
Consultant
Automation/AI
Zinnov

Dheeraj Kumar
Analyst
Automation/AI
Zinnov