more than a trend:

5 key ways to incorporate AI into your talent strategy.

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Is AI automation just a passing trend? According to the experts, it's here to stay. In our recent first-ever CEX webinar, four guest panelists provided valuable insight into AI's transformative impact on the customer experience.

evaluate

know your role in the world

Don't forget who you are as an organization and what you provide to your customer. Advancements always effect change, but your core mission remains.

define your business strategy

Use your business strategy as a guide for how to best use AI and technology. Let them support your goals, not drive them.

pinpoint your challenges

AI automation can help alleviate existing pain points within your company, from customer satisfaction to employee retention.

map the journey

Revisit your ideal customer journey to see how AI fits in the story. This way you can blend human employees and automation for the best outcome.

"Your North Star is still driving business outcomes. AI is just a part of your technology decisions, there to support your overall strategy."

— Will Chen, VP, CX Delivery, Innovation and Business Intelligence at NTT

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educate

Equip your employees to leverage the benefit of AI tools and technology through ongoing learning opportunities:

promote a research mindset

Your top talent will be agile and well-read, engaging in research to improve business outcomes through technology.

study use cases

Stay up to date on the latest use cases, both internal and external, that reflect the impact or the need for AI automation.

upskill your employees

Commit to increasing talent skill sets so your workforce remains motivated and satisfied.

does your AI hallucinate?

Are you teaching AI to anticipate and respond more organically? By narrowing the conversation, you can increase automation containment rates to set up guard rails for your AI tools. To get started, create custom language models using:
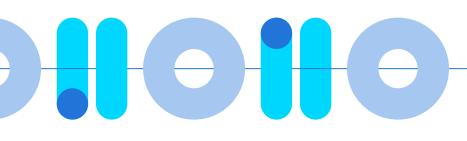
- FAQs
- Recorded calls
- Training curriculum
- and more

"What are your internal challenges? Can AI help solve them? Do your research and then add to your existing technology stack."

— Alex Blouin-Nolet, Senior Manager, Customer Experience at Metro

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elevate

enhance don't replace

With AI, you can repurpose your best employees by equipping them for more strategic roles and engagements, including to tune and train your AI tools.

improve the customer experience

AI technology gives you the ability to closely monitor customer history, from their transactions and preferences to likes and wants. This in turn helps deliver a better overall experience.

increase efficiency

AI automation can reduce customer interaction time, lower attrition rates, and allow for more effective scalability.

address skills gaps

When AI handles routine tasks, your top talent can grow their knowledge of the business and help train and support your workforce.

"Driven by humans, AI can solve problems with increased accuracy, freeing up front-line teams to work on a more personalized customer experience."

— Kari Ardalan, Global Head at Qualtrics

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communicate

AI automation is here to stay, but it will continue to evolve for the foreseeable future. Clear communication with your stakeholders can help earn their trust.

employees

Informing employees about tech changes will convey a sense of confidence while maintaining valuable human connections with your customers.

customers

Customers who understand how to best use AI tools at their disposal will experience higher levels of satisfaction.

public opinion

An organization with a transparent AI automation journey will lead to continued success.

3 myths about AI automation
(and the truth behind them)

⚠ **It's biased**
It's often more accurate and equitable, is a better talent match, and is still human driven.

🤖 **It's coming for my job**
It can actually enhance and enable talent to focus on strategy and innovation.

⌄ **It's a trend**
AI is not new. The technology was just more limited and expensive. Now, it's more efficient and accessible.

"As AI advances, the conversation will evolve. But even with a shift in role distribution, there will always be human interaction, and effective communication is imperative to making it all work."

— Will Chen, VP, CX Delivery, Innovation and Business Intelligence at NTT

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collaborate

be human driven

Regardless of advancements, AI remains a tool for human use. Be sure your employees are still making editorial and ethical decisions to best train automation tools.

be safe

As we navigate new territory with AI automation, security remains important. If your organization isn't equipped in this area, find a partner you can trust.

be unified

Centralize your systems so all are involved. This way data profiling, modeling, and more goes through necessary parties.

be ready

Find the right candidates with the skills to help your company merge automation with an exceptional customer experience.

"The ultimate goal of automation is to create a seamless customer experience that's personalized and efficient."

— Tim Houlne, CEO at Humach

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Ready to successfully integrate AI into your talent strategy?
At Randstad, we have the experience, resources, and top talent
to get you there.

For more information, go to randstadusa.com

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