Conversational AI for Employee Experience: A New Breakthrough in HR Management

Help your employees enhance their skills and conduct meaningful work through conversational AI driving economic success, qualitative organizational boost, exponential growth and employee well-being leading to societal cohesion.

WHITE PAPER

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Preface

Companies that create custom, authentic experiences can underpin employee purpose, motivate and elevate the organization-wide performance. Employee experience is the journey an employee takes with your business. It includes every interaction that happens along the employee life cycle, plus the experiences that involve an employee's role, workspace, manager and wellbeing. In order to facilitate delightful experiences, we should focus on them instead of focusing on processes. It will help you create moments that matter most to people and your business goals. How do leaders satisfy all parties in trying to remake the mission? They have a unique opportunity to listen to their employees and engage them in what matters—now and in the future.

The great resignation

Rising employee burnout and consequential reduction of productivity

Almost every stimulant to rapid digitization today has its roots in the same story as do others; COVID-19 pandemic. In 2020, the employment rates across the globe nosedived owing to this fear. But that wasn't all. The rising COVID-19 cases coupled with the lockdown restrictions and employee resignations meant work being fulfilled by a handful of workers. Naturally, too much work caused burnout. The workforce experienced a collective burnout (and is still going through it to some extent), people left their jobs at unprecedented rates. The job market is thus completely upside down.

In fact, employees are considering quitting their jobs now more than in 2021, as per a survey by Microsoft Corp., which also reports that over half of young workers are mulling a job change within the next year. Microsoft's second annual Worker Trend Index, which measures global employee attitudes, showed an increase in respondents who said they are likely to consider a job change in the coming year. The overall number jumped to 43% of respondents, up from 41% in last year's survey—a result that Microsoft at the time dubbed the Great Reshuffle. Others called it the Great Resignation, which saw U.S. workers quitting jobs in record numbers.

As per the US Labor Department, 4.5 million workers left their jobs in November 2021. This matched record numbers observed in September and accounted for 3% of the workforce quit their jobs each month. About 75.5 million people in America resigned in 2021.
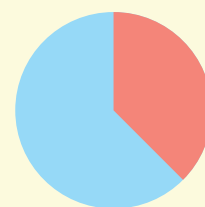
According to a ResumeBuilder.com poll, around 23% of the workforce will seek new jobs in 2022. Among hybrid workers, 52% said they may want to switch to fully remote, while 57% of those who are working from home said they're willing to consider returning to the office at least part of the time.
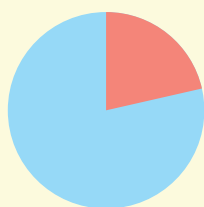
23% will seek new jobs
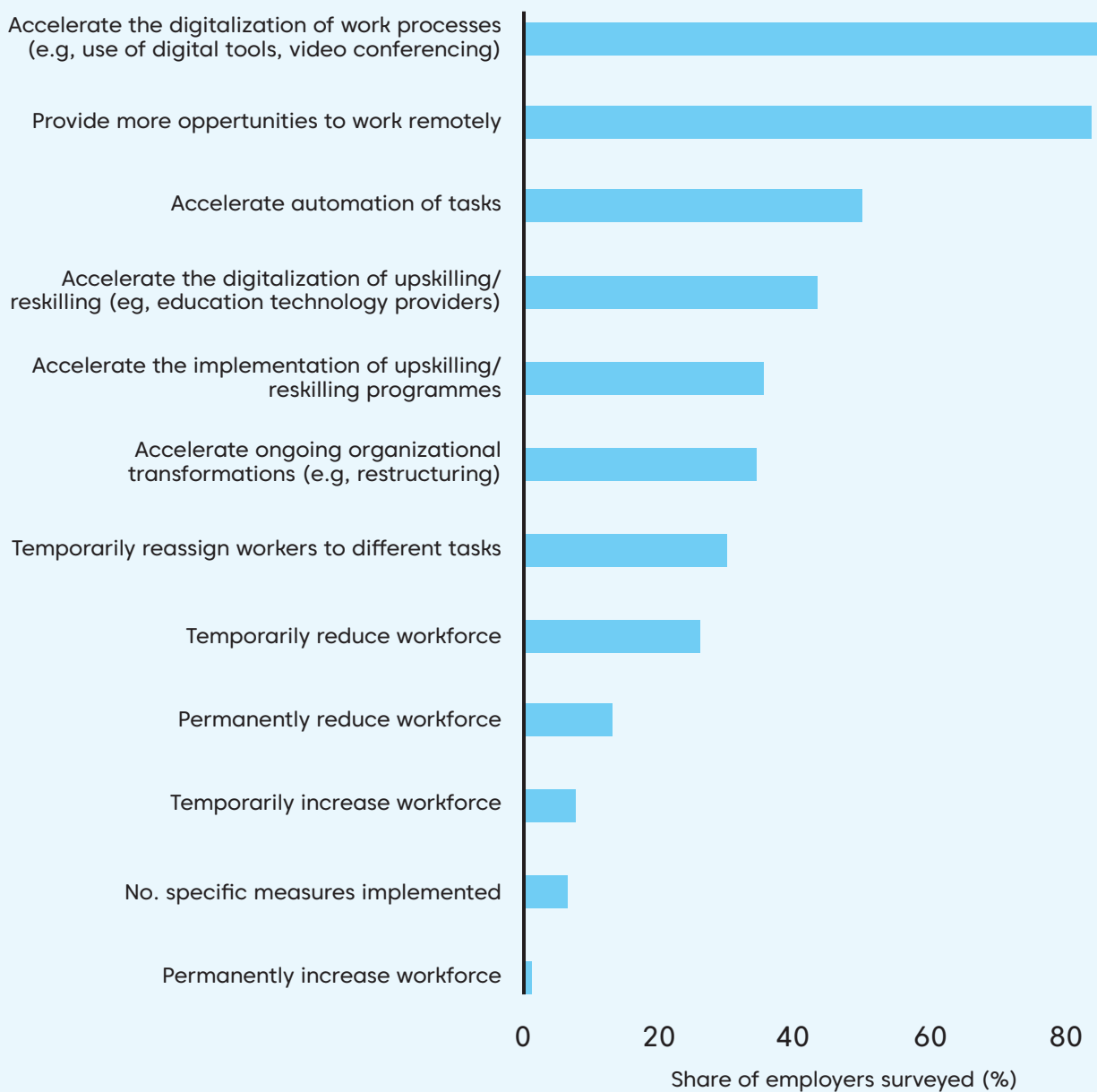
52% will switch jobs

35% thinking of quitting

As per a MIT Sloan study, innovative companies experience a high turnover as they demand more from their employees and project a sense of instability due to their cutting-edge nature. Companies that report higher employee satisfaction are better at retaining their employees. As per the study, a toxic corporate culture is the higher predictor of attrition and is over ten times more important than salary in predicting turnover. Microsoft surveyed 31,000 people across 31 countries and combined those results with data from LinkedIn and Microsoft's Office programs. More than half of the respondents said they are prioritizing health and well-being over work, as per the index.

Attitudes towards work and how we work are changing for good. As well as for good reasons. Hybrid work models or remote work models aren't wrong, counter or unproductive. It has proven to drive results, as the employee has the flexibility to perform. But work models will hardly solve the problem of having too much work on our plates. 53% of respondents from all over the world think technological breakthroughs will transform the way people work over the next 5 – 10 years.

Planned business adaptation in response to COVID-19

Accelerate the digitalization of work processes
(e.g, use of digital tools, video conferencing)

Provide more oppertunities to work remotely

Accelerate automation of tasks

Accelerate the digitalization of upskilling/
reskilling (eg, education technology providers)

Accelerate the implementation of upskilling/
reskilling programmes

Accelerate ongoing organizational
transformations (e.g, restructuring)

Temporarily reassign workers to different tasks

Temporarily reduce workforce

Permanently reduce workforce

Temporarily increase workforce

No. specific measures implemented

Permanently increase workforce

0   20   40   60   80

Share of employers surveyed (%)

Source: Future of jobs survey 2020, World economic forum

The future of work

Economic shifts are redistributing power, wealth, competition, and opportunity everywhere. Disruptive innovations, radical thinking, new business models, and resource scarcity are impacting every sector. Businesses across the world are beginning to understand that they need a clear and meaningful purpose and mandate for the decade ahead if they are to attract and retain employees, customers, and partners.
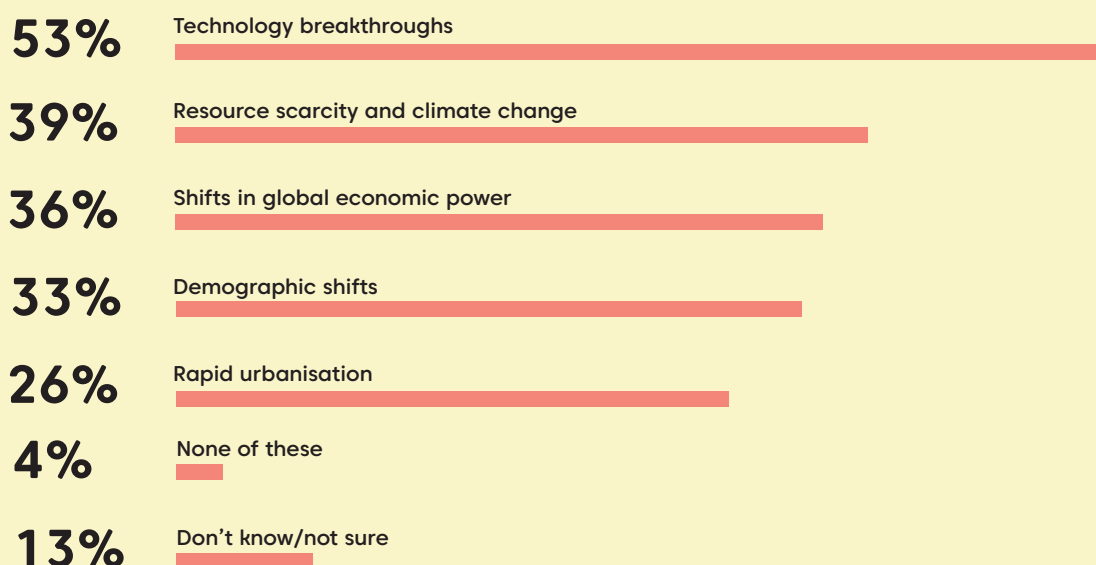
> As organizations across the globe are shifting from transactional to conversational business model, we believe that conversational CX and EX solutions will revolutionize the way they do business. Our partnership with Yellow.ai is aimed at driving digital transformations in the CX and EX space. Together, we aim to redefine the way enterprises connect with their customers and employees by personalizing their interactions.

Birendra Sen
Head, Business Process Services

Tech
Mahindra

What will transform the way people work over the next 5-10 years?

53% Technology breakthroughs

39% Resource scarcity and climate change

36% Shifts in global economic power

33% Demographic shifts

26% Rapid urbanisation

4% None of these

13% Don't know/not sure

PwC survey of 10,000 members of the general population based in china, Germany, India, the UK and the US

As shown in the above figure and through many surveys conducted with organizations, technology is the single most important stimulant to a shift in customer and employee experiences. The past two years have seen a clear acceleration in the adoption of new technologies among the companies surveyed.

Cloud computing, big data and e-commerce remain high priorities, following a trend established in previous years. However, there has also been a significant increase in the number of firms expecting to adopt dynamic AI agents and artificial intelligence, with both technologies slowly becoming a mainstay of work across industries. A growing number of managers are turning to automation as technology opens up opportunities for new ways of working and continues to redefine the relationship between us and our workplaces.

The illustration below shows some industries that will adopt AI rigorously

Technology/Sector	AGRI (%)	AUTO (%)	CON (%)	DIGICIT (%)	EDU (%)	ENG (%)	FS (%)	GOV (%)	HE (%)	MANF (%)	MIM (%)	OILG (%)	PS (%)	TRANS (%)
3D and 4D printing and modelling	54	67	39	39	69	69	27	45	65	69	48	79	40	60
Artificial intelligence (e.g. machine learning, neural networks, NLP)	62	76	73	95	76	81	90	65	89	71	76	71	76	88
Augmented and virtual reality	17	53	58	73	70	75	62	56	67	54	57	71	57	62
Big data analytics	86	88	91	95	95	76	91	85	89	81	90	86	86	94
Biotechnology	50	18	48	40	46	47	46	38	65	31	16	36	28	23
Cloud computing	75	80	82	95	95	88	98	95	84	92	87	86	88	94
Distributed ledger technology (e.g. blockchain)	31	40	41	72	61	50	73	40	72	41	50	46	53	38
E-commerce and digital trade	80	75	85	82	72	71	90	67	78	82	62	62	70	87

Source: WEF

AGRI = Agriculture, Food and Beverage

AUTO = Automotive

CON = Consumer

DIGICIT = Digital Communications and Information Technology

EDU =Education

ENG = Energy Utilities & Technologies

FS = Financial Services

GOV = Government and Public Sector

HE = Health and Healthcare

MANF =Manufacturing

MIM = Mining and Metals

OILG = Oil and Gas

PS = ProfessionalServices

TRANS = Transportation and Storage

Companies are making larger investments in robots and conversational AI to reduce hiring times and costs even after the pandemic subsides. AI and automation will lead to the creation of 97 million new jobs by 2025 as per the future of work report by WEF. However, people in many existing jobs will also find their roles changing, as they are increasingly expected to augment their own abilities with AI technology.

AI will primarily automate repetitive parts of their day-to-day tasks and allow workers to focus on areas that need a more human touch – creativity, imagination, high-level strategy, or emotional intelligence, for example. Some examples include managers that will use conversational AI to cut down the time spent building insightful reports and employees that can use conversational AI to interact with each other through chatbots for essential files and more so they can be left to do creative work.

> By 2025, 35% of organizations with a CX initiative will see synchronization with their EX initiative as critical to sustainable success and reduced customer and employee churn.
>
> - Gartner

In most organizations, employee experience efforts are siloed into disparate business units for HR, IT and corporate real estate. However, as the workforce is demanding flexibility, companies are looking to deliver a strategy for the future of work that is human-centric.

Leaders of employee experience efforts are exploring how technology in the workplace influences the employees' experience. How can companies influence key drivers for recruitment, retention and reskilling?

Technology trend categories for HR leaders

Trend	Description	HR Leaders response to the trend
Total Experience	Focuses on combining principles of multi experience, customer experience, employee experience and user experience to transform business outcomes	Focus
Anywhere Operations	Explores a business operating model designed to reach customers anywhere, enable employees anywhere and use digital technologies to deliver business services anywhere	
Hyperautomation	Deals with the application of advanced technology using artificial intelligence and machine learning to augment work	
Privacy-Enhancing computation	Enables organizations to process, analyze, and share data without having to expose the underlying data and/ or algorithms	
Cybersecurity Mesh	Enables any person or thing to securely access and uae any digital asset, no matter where either is located, while providing the necessary level of security	
Internet of Behaviors	Focuses on capturing and analyzing data from multiple sources to create strategies to influence behavior	Assess
Distributed Cloud	Explores the need for customers to have cloud computing resourses closer to the physical location where data and business activities happen	
Intelligent composable Business	Focuses on building the ability of a business to quickly adapt and fundamentally rearrange itself based on a current situation	
AI Engineering	Focuses on the governance and life cycle management of a wide range of operationalized AI projects	Monitor

Source: Gartner

Influencing key drivers for recruitment, retention and reskilling

As per Gartner, the following are some of the trends that HR leaders must focus on. We recently published a blog post on the conversational AI trends to look out for in 2022. We have mentioned some of them here as it has overall importance in various functional areas.

| Hyperautomation | Total-experience (TX) | Anywhere operations |

These trends are crucial for HR leaders to address in today's digital-first virtual environment, where enabling employees to work from anywhere while providing a superior and secure experience, is key to business performance.

What is Hyperautomation?

Hyperautomation is the rapid automation of as many business processes as possible. It is the process that aims to quickly identify and automate tasks that can be automated in order to optimize as much work as possible using conversational AI.

What is Total Experience?

Total Experience (TX) is a modern view of assessing shared experiences by cross-linking the user experience (UX), customer experience (CX), multi-experience (MX), and employee experiences (EX). Large enterprises ensure high-quality CX through their contact centres and IT departments. Improving Agent Performance and Employee Experience (EX) are vital. To know more, you can read our latest white paper on TX.

Anywhere operations, as the term suggests, is to facilitate flexible work models for higher productivity and employee satisfaction.

Total-experience affects the company as a whole, as illustrated above. EX automation is beneficial to a company, both by delivering a tangible ROI thereby reducing unproductive labour hours and by improving the quality of employee experience. TX correlates the company experience, from the representative to the customer and the user, hence proving to be a vital part of the company at large at all levels - Customer, Employee, Financials and Organizational.

Shaping the employee experience

We will discuss the ways in which automation can help enhance organizational performance with conversational AI.

> **Managing complexity as well as ambiguity will have the single biggest impact on the way we work over the next 10 years**
>
> -Head of HR. Energy, Utilities and Mining, India

Attract, hire and onboard the best candidates for your organization

▶ With the help of a conversational AI platform, you can launch targeted campaigns on channels of your choice - Facebook, LinkedIn, WhatsApp, etc. In order to upscale your conversations with the large volumes of inquiries from candidates, dynamic AI agents can prove effective. They can personalize every conversation, respond to queries on demand and provide contextual responses to employees even when they return later.

▶ The dynamic AI agents help to filter resumes and pre-screen candidates thoroughly based on your requirements.

▶ You can automate the hiring process from interview scheduling to offer letter generation.

▶ You can also automate the reference checks with conversational surveys.

▶ Automate onboarding processes like document submission, training & assessment & buddy connect. Help new members get acquainted with their team and respective field of work in a gripping session with chatbots. Support employees with documentation, develop and extend offers, manage new hire orientation and training and create accurate, timely reports with AI.

Make learning fun and flexible for employees

- With the help of conversational AI, you can perform skill-gap analysis for succession planning for your organization.

- The dynamic AI agents help with comprehensive and hyper-personalized training based on each employee's goals and interests.

- You can also facilitate the allocation of mentors based on each employees' needs.

- Send automated and personalized reminders for mandatory training.

- Push micro-learning content on the go.

- Perform assessments and generate certificates.

- Send timely notifications to your employees on IJP openings for internal mobility.

Enhance team productivity with performance improvement and employee feedback

- Capture 180 and 360 feedback from your employees using a conversational survey with dynamic AI agents. The conversational survey has a higher success rate than traditional form fills. Implement continuous feedback by capturing KRAs' and weekly goals.

- Dynamic AI agents help their employees never miss 1:1s with their managers by giving them timely reminders for all training, sessions, and even goal settings

- Send quick reward & recognition through the chatbot.

Find the right tools and knowledge at the right time, at lightning speed

- You can train your chatbot on thousands of documents and launch the FAQ bot in less than 10 minutes!

- Integrate with popular knowledge bases like ServiceNow, SharePoint and many more.

- Help employees find the right application through quick links

- Provide your employees an interface to rank and update the knowledge bases.

- Capture insights on the accuracy and relevance of documents.

Help employees fit right in

- With the help of the right tech tools, your employees can easily find the right person to connect with for any problem, even if they're across the globe.

- Celebrate and send personalized greetings on special occasions through dynamic AI agents that help scale the experience to all your headquarters.

- Use the poll feature to send team-wide polls.

- Encourage employees to appreciate their colleagues' efforts

- Play icebreaker quizzes and games like secret Santa within the team.

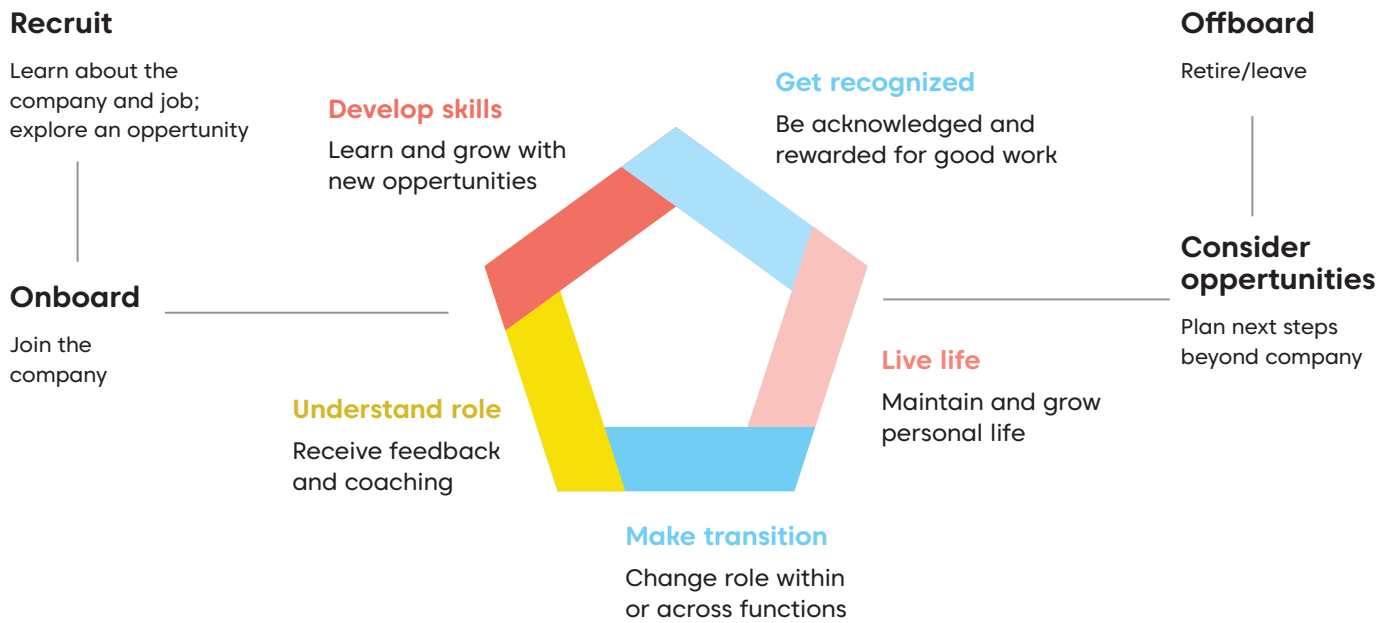- Send organization-wide announcements and collect anonymous feedback to capture the pulse of the organization.

Never let a single voice of an employee go unheard

- Schedule dipstick and tenure surveys for moments that matter.

- Customize from a host of pre-designed surveys or create your own.

- Segment your audience by events or tags.

- Capture anonymous feedback on sensitive issues.

- Capture insights like turnover intent and theme-wise analysis.

- Perform entity detection & topic modelling on verbatim feedback.

- Restrict data access to allow people only.

Improving these metrics ultimately helps drive increased customer retention and lifetime value by 59%. AI offloads simple, repetitive tasks from customer service agents — letting them concentrate on complex questions or allowing them to better connect with the customer. This means that bringing in AI does not displace or dispirit existing customer service agents.
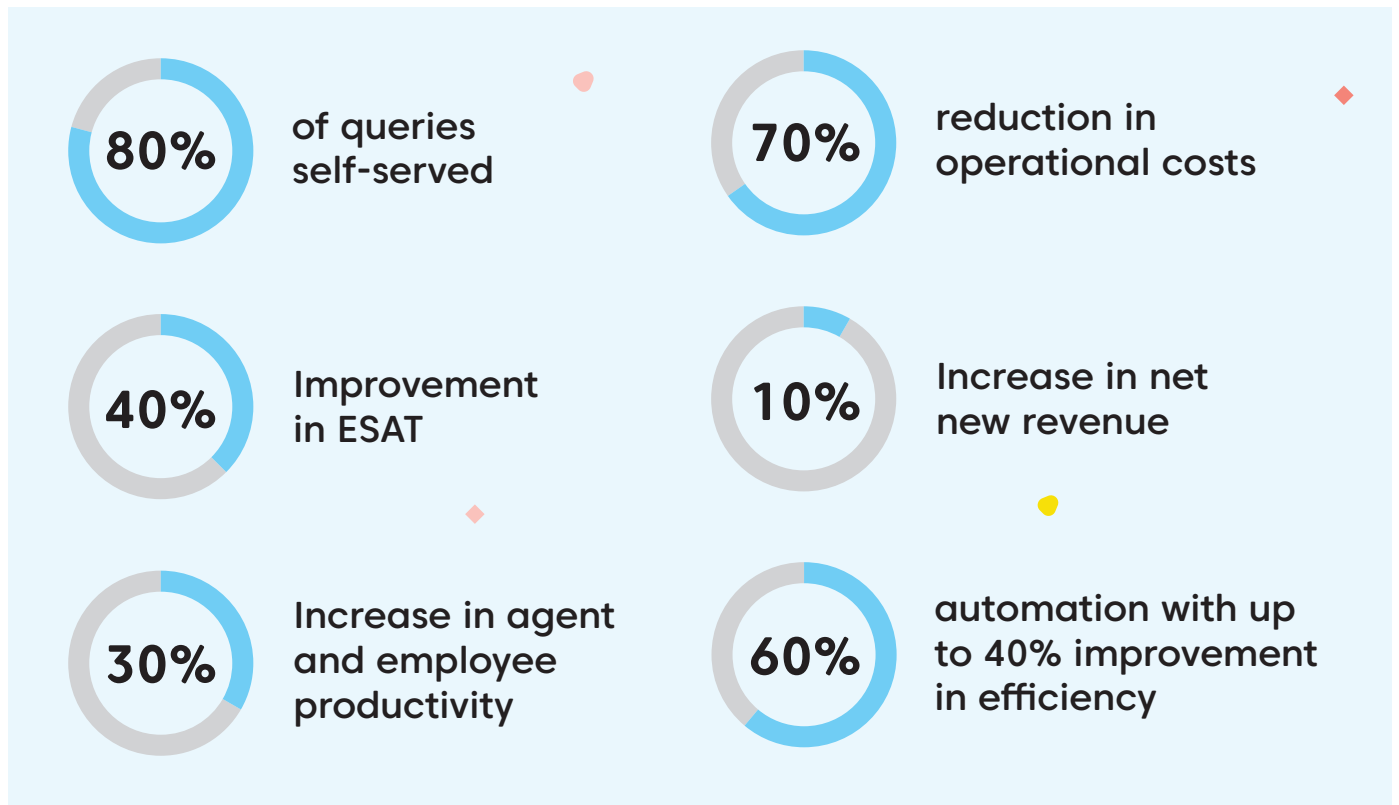
Employee experience can be shaped in each part of the employee journey.

Typical 'moments that matter' sample company

Recruit

Learn about the
company and job;
explore an oppertunity

Develop skills

Learn and grow with
new oppertunities

Get recognized

Be acknowledged and
rewarded for good work

Offboard

Retire/leave

Onboard

Join the
company

Understand role

Receive feedback
and coaching

Live life

Maintain and grow
personal life

**Consider
oppertunities**

Plan next steps
beyond company

Make transition

Change role within
or across functions

Transform and optimize operations with conversational AI

With the help of our dynamic AI agents, your employees can dramatically improve their performance by focusing on work that matters, giving your organization the qualitative boost and exponential growth it needs.

80% of queries self-served

70% reduction in operational costs

40% Improvement in ESAT

10% Increase in net new revenue

30% Increase in agent and employee productivity

60% automation with up to 40% improvement in efficiency

Improve ESAT with contextual conversational support

Increase satisfaction with dynamic AI agents that supports employees with any request, conversation-ally. Whether they want to check their leave balance, payslips or upcoming holidays specific to their region, all employees need to do is ask the chatbot.

Save time and operational expenses

Save up to 7 hours per week and witness your operational expense decimate (14%). Train your business-specific jargon on top of pre-configured HR workflows and access to 30+ pre-built HR templates to go to market faster.

One-click integration to favourite HRMS tools for information on-demand

Use pre-built integration with famous tools like ServiceNow, DocuSign, BMC and SharePoint or HRMS systems like Workday, SAP, oracle, PeopleStrong, and many more so you can give accurate answers, in real-time when employees ask questions on Teams, Slack, and more.

Anywhere Operations

Anywhere operations describe a business operating model designed to reach customers anywhere, enable employees anywhere, and use digital technologies to deliver business services anywhere. Providing a seamless and scalable digital experience helps employees work with flexibility from any place. Our platform is built to help you with this activation.

> **The Urja Bot helped us automate 7 million conversations, generating 500K LPG bookings per month**
>
> Strategic Initiatives Team

Bharat Petroleum

Features of a conversational AI platform

Chatbots and intelligent virtual assistants (IVAs) help users with repeatable tasks by enabling conversational user interfaces (UIs) to drive natural language interactions. Chatbots use semantic and deep learning models, natural language processing, prediction models, recommendations and personalization to interact with people via voice or text. Increasingly, they automate business processes and workflows. IVAs are typically trained from examples and tuned with human-in-the-loop (HITL) supervised learning. They can be deployed in simple as well as complex use cases.

Yellow.ai helps you beyond technology; to identify your business challenges and map them to AI so you can accurately see the improvement and exponential growth.

> Our CSAT paarticipation rate went up from 5-10% to 30-50% which is around 3x to 5x increase using Yellow.ai

Warung PINTAR

Ikhsan Widi Adyatma
Product Manager

Automated workflows

Our platform can help reduce resolution time and resolve tickets faster by predicting future issues, and also, increasing the efficiency of your workflows, processes and systems, allowing employees to save time.

Multilingual dynamic AI agents

The chatbot understands the user no matter what language they speak, with or without colloquialism–even when they misspell their words. We support 120+ languages. You can customize the chatbot and deploy it to over 35+ channels with no effort at all.

Advanced contextual understanding

The dynamic AI agent uses an innovative NLP framework that helps them extract relevant data from conversations with users, thus making them more sophisticated and contextual for subsequent conversations. Build an intelligent NLP powered chatbot in under 10 clicks.

Smart analytics

Our platform helps collect customer data in real-time and can analyze buying trends, and predict patterns and customer behaviour through it. Companies use the data to identify any gaps in the product or service and better frame decisions for the future.
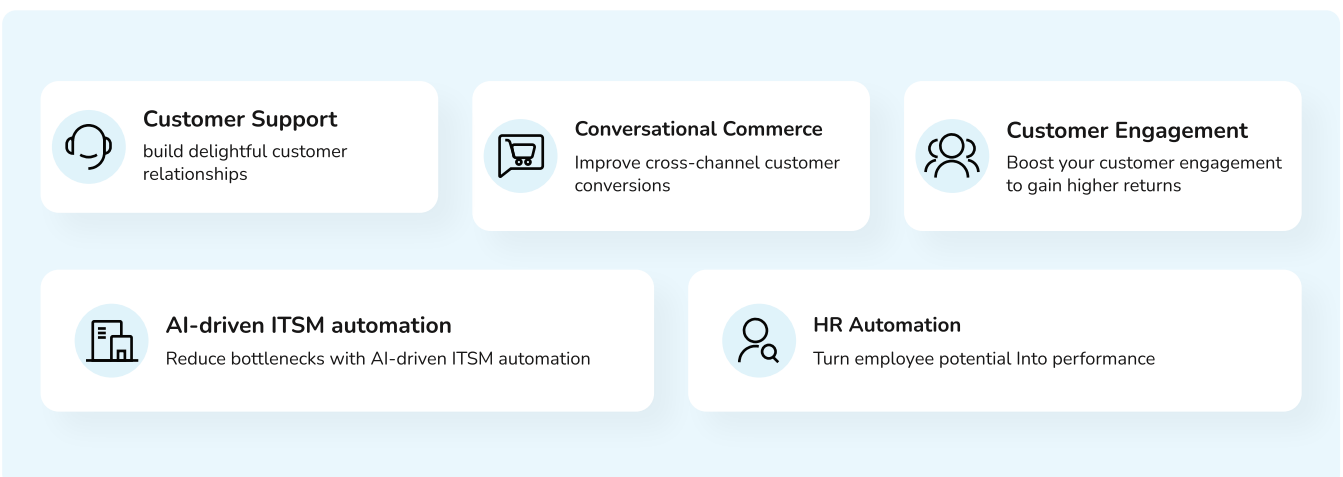
No technical training required

Our platform doesn't require you to know code before you start on your dynamic AI agent journey with us. Neither are you required to undergo extensive training for the deployments. You can start seeing massive improvements with minor investments from day one.

No-code development

You can build a bot quickly without code input and developer dependence. It's as easy as drag-and-drop and you can make exciting conversational bots with unique UI features, within 10 clicks.

You can also extend the same platform to other functions

Customer Support
build delightful customer relationships

Conversational Commerce
Improve cross-channel customer conversions

Customer Engagement
Boost your customer engagement to gain higher returns

AI-driven ITSM automation
Reduce bottlenecks with AI-driven ITSM automation

HR Automation
Turn employee potential Into performance

We help you equip your complete organization for an EX transformation. Talk to our experts to see how. You can drop us a message at yellow.ai/request-demo or contact@yellow.ai

About Yellow.ai

Yellow.ai is the World's Leading Total Experience Platform powered by Dynamic AI agents that enables enterprises to have enriching, delightful and personalized interactions with their customers and employees across their preferred choice of channel, language and time. Dynamic AI agents are advanced virtual assistants that automate digital (text), conversational (voice) and unstructured (documents) workflows to deliver a connected experience across all human interactions in real-time, across channels and at scale.

The platform is trusted across 50+ countries by 1000+ enterprises, including Domino's, Sephora, Hyundai, MG Motors, Bajaj Finserv, Food Panda, Bharat Petroleum, Waste Connections US and Tata. Weaving in the best of AI and human intelligence to automate customer and employee experience, the company aims to democratize AI through its no-code/low-code bot builders, omnichannel virtual assistants, and ticketing automation suite. Yellow.ai has raised more than $102M from blue-chip investors and has offices across six countries.