

How to use AI & VR to **engage** the workforce of the future

FUTURE With some strategic investments, tools can be built around these technologies to ease the mechanism and optimize the time

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Organizations are investing an intimidating amount in AI and VR building new capabilities and transforming operations. But that is largely on the outside. What is happening on the inside to add value to the workforce?

6 out of 10 Indians are not working to their potential- NRE survey by BI WORLDWIDE Global Research

This finding is a wakeup call for many organizations and a huge indicator of dropping workforce engagement levels across industries. While organizations are fast realising the need to up the ante when it comes to workforce engagement and looking for ways to attract, engage and retain top talent, the 'how' still remains the question.

As Cedric Price said technology is the answer. By making AI and VR an integral part of engagement strategies, organizations can lay the foundation of an innovative and empathetic Employee Value Proposition (EVP). It is about time organizations start building and modifying engagement systems with

these technologies, to deliver a transformational experience to their workforce, paving the path to their success.

WHERE TO BEGIN?

With the basic definition of workforce shifting from mere employee to a larger mix of digital, gig and physical workforce, the ground is ready for this change. Past engagement strategies (focusing on just employees) are on their way out as new strategies catering to a diverse set of experience, skills, needs and desires are kicking in. The need for personalized engagement strategies, complementing instead of competing efficiencies of this diverse workforce, is more than ever before.

Technology can help in building the blocks for uberising workforce experience. It begins with building capacities at three levels 1) the capacity to analyse the real needs of the workforce, 2) the capacity to assist these needs through technology and 3) the capacity to simplify the tasks, making it easier and quicker to add business value to organization.

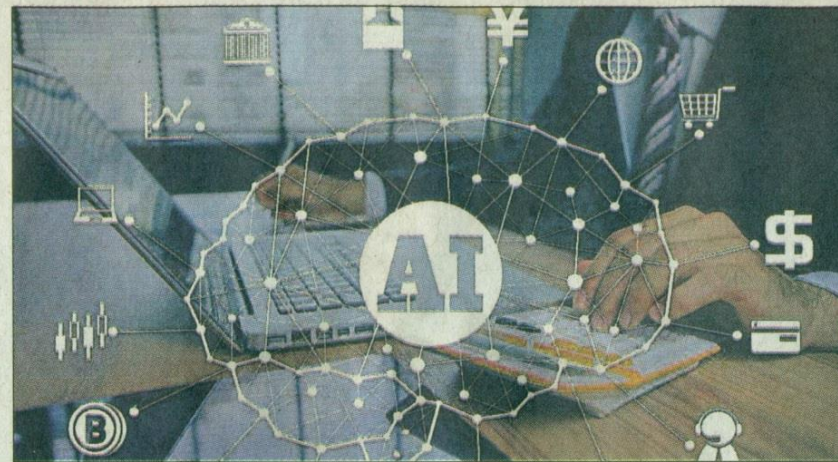
With Robotic Process Automation,

Cognitive Bots and Advanced Machine Learning, organizations will be able to implement this futuristic EVP for their diverse workforce. With some smart and strategic investments, tools can be built around these technologies to ease the mechanism and optimize the time spent in performing monotonous tasks, thereby sparing crucial hours for more productive tasks such as innovation, ideation and strategizing among others.

HOW TO UBERISE WORKFORCE EXPERIENCE ACROSS THEIR JOURNEY WITH AI AND VR?

Technology sets the experience. Creativity decides the emotions in the experience.

The key lies in creativity. The more strategic, innovative and adaptive your EVP program is, the better would be the results. By leveraging AI and VR in amplifying key moments in the employee journey right from decision day to the first day to every day and achievement day and referral day, you will be able to meet the enhanced engagement needs of your workforce.



Technology can help in building the blocks for uberising the work experience

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Take for instance, First Day. AI can help making the first day of an employee special by simplifying process with automated joining formalities, driven by data captured through social media profiles like LinkedIn (with consent), helping them experience a smooth hassle free onboarding. Virtual Reality on the other hand, can gamify the induction experience and make it more enjoyable and memorable.

In Every Day, AI can help in establishing a more creative relationship between man and

machine. From the earliest days of mass manufacturing, where humans developed robotic abilities of following instructions in automated processes to the current scenario where these repetitive administrative tasks are more of a burden and demotivator, physical workforce has played its part both as a man and a machine. Now with bots in the system and workplace robots, the opportunity to reverse this and bring the human back in human workforce is right there. AI can help in segmenting and allocating

tasks to robots that need extra speed, scale and strength but are mundane in nature like timesheet entry, expense requests, setting up accesses. This will free up human workforce to do what they are best at - like adapting to changing situations, creatively solving problems and agile work management.

For the managers specifically, the focus is fast shifting from measuring efficiency to mapping effectiveness. Hence the internal system of recognition should have the ability to identify and

map tasks directly impacting business results. Event Driven architecture and real time AI can leverage on Enterprise Data Lake to connect the KPIs that reflect business effectiveness with the internal tasks executed by employees. A mechanism that triggers a prompt to manager to recognise the employee whose actions had impacted business positively - in real time, can thus be implemented.

Another instance to boost effectiveness will be in using automation strategies like Robotic Process Automation, Cognitive Bots to shoulder the delivery of time consuming, repetitive & administrative tasks like invoice processing, accounts payable, IT support etc. This will not only give a big push to workforce morale and engagement but also help in utilizing their time in projects that require human intervention and innovation, thus enhancing overall effectiveness.

AI can be also leveraged for rewards selection and suggestions based on workforce interests, demographic and other data points. VR on the other hand, can make the whole rewarding experience immersive and larger than life. Being a perfect blend of hedonics and choice architecture, VR can build a fully simu-

