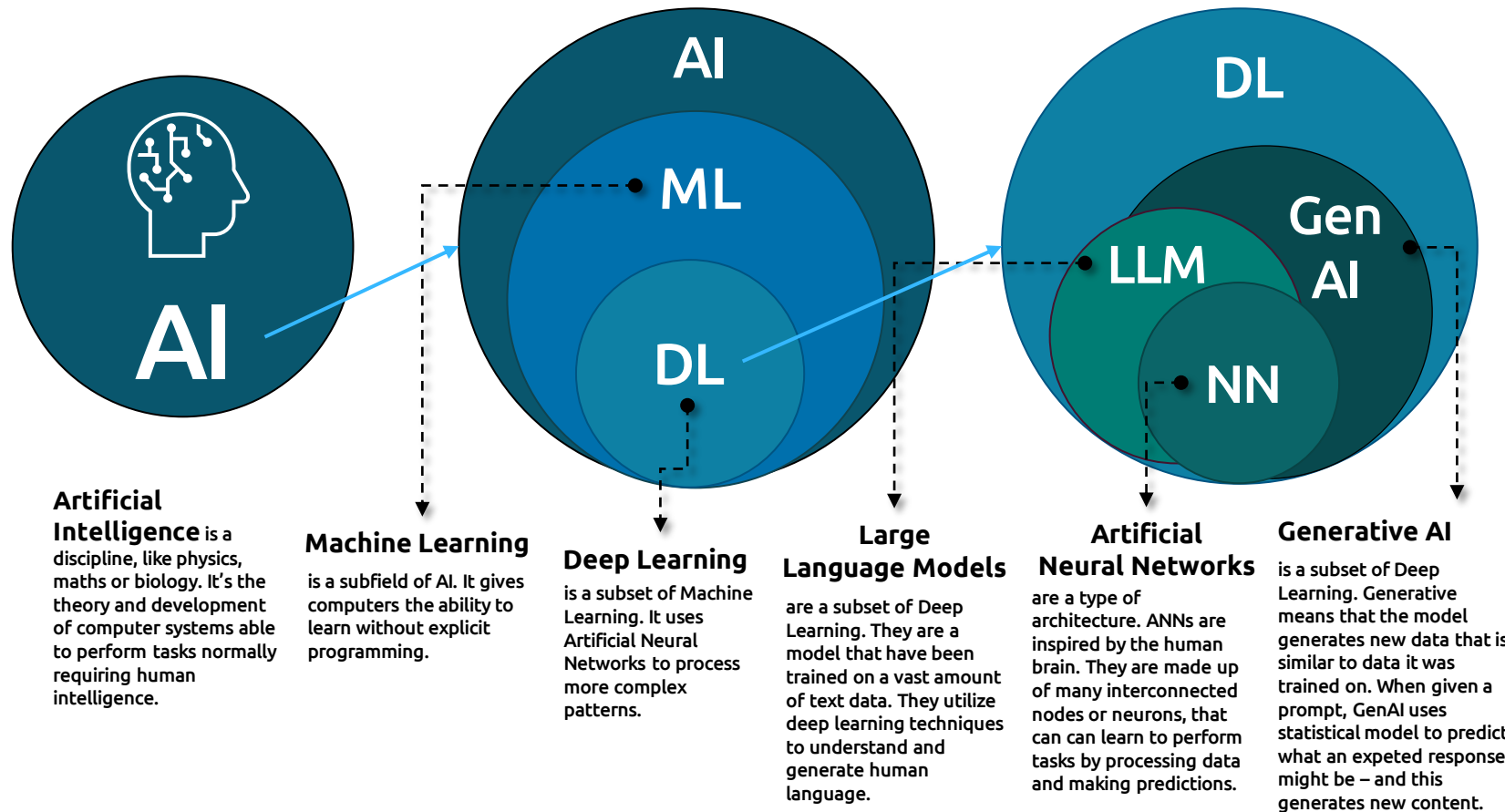




GENERATIVE AI WILL BRING HUMAN BACK TO HUMAN RESOURCES.
NOT REPLACE THEM.

UNDERSTANDING GENERATIVE AI: SCOPE AND POTENTIAL IMPACTS

The adoption of this technology will impact all Hire-to-Retire (H2R) and unleash number of value streams that were difficult to achieve up to date (like true personalization and understanding of needs). It promises to redefine People Experience and reinvent the way HR serves.



GENERATIVE AI MYTHBUSTING



MYTH



REALITY

GENERATIVE AI IS NEW

Generative AI was a natural and expected next step, and many forms have been in use since the 1980s. Capgemini has been using it for over 6 years

GENERATIVE AI IS INTELLIGENT

No, it's very good at mimicking intelligence, but even that is still extremely impressive and commercial useful if used correctly

GENERATIVE AI IS LIMITED TO CHATBOTS AND TEXT

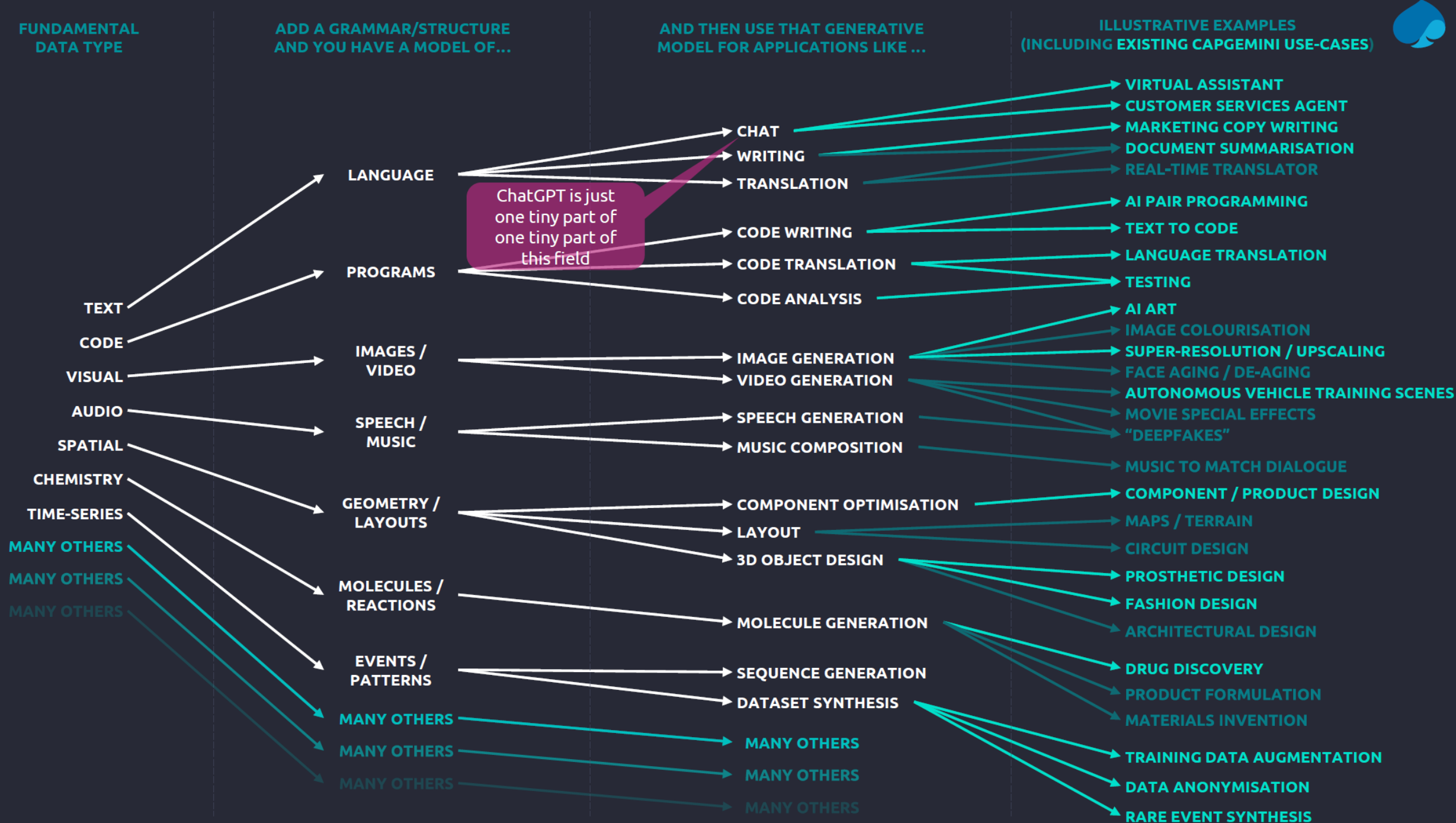
Generative AI can be used for any type of data, and many of the higher value use cases are not about text

GENERATIVE AI SYSTEMS OUTPUT THE TRUTH

Generative AI systems are no more capable of defining a universal truth than any human is and will reflect the biases and culture of the data they were trained on

GENERATIVE AI IS THE ONLY TYPE OF AI WE NEED TO CARE ABOUT NOW

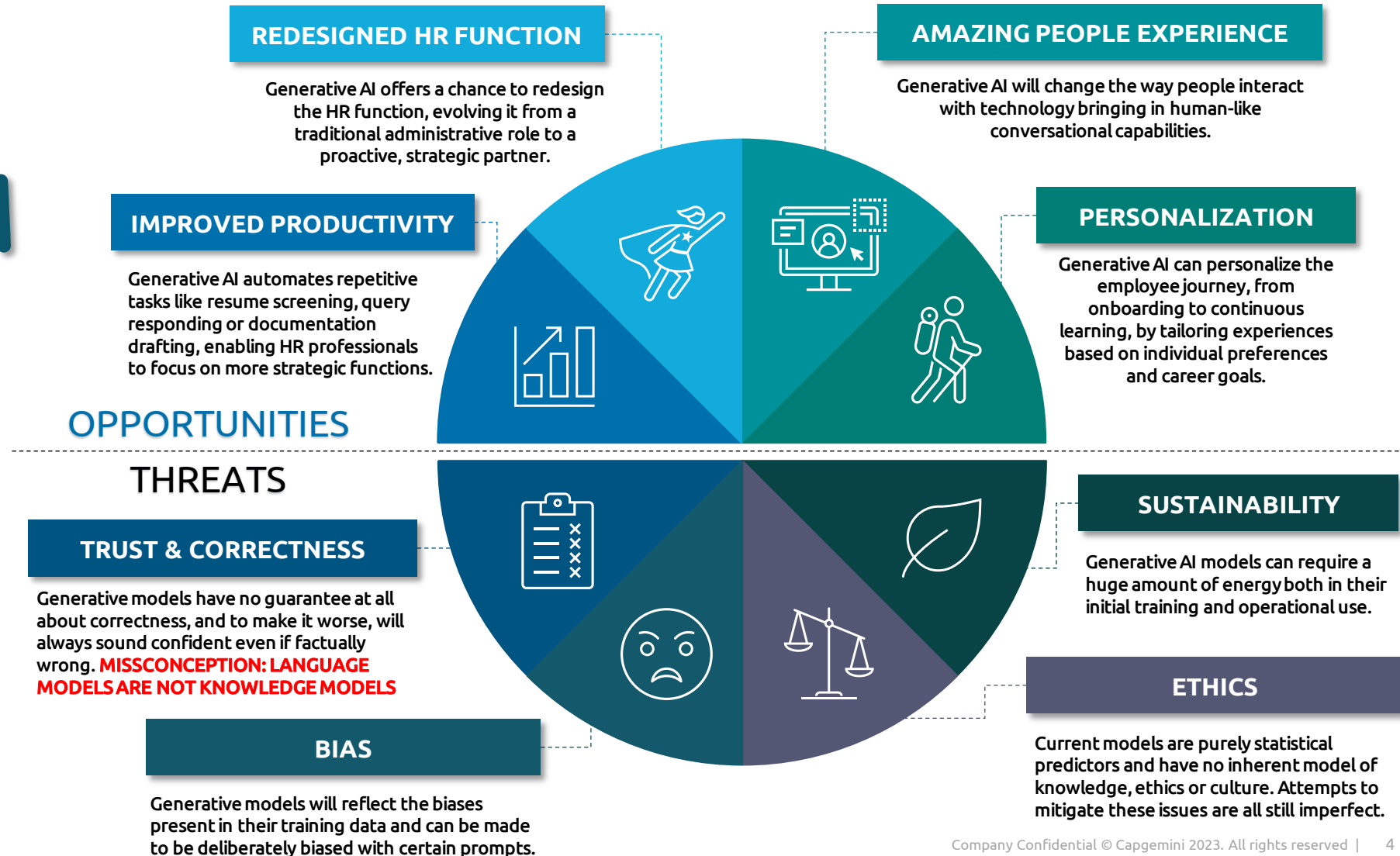
Generative AI is one small part of a much bigger field of AI, all of which is important. It is often the wrong choice



Opportunities & Threats in the scope of HR



Generative AI offers ground-breaking opportunities within People Operations, reshaping the landscape of Human Resources and HR role function in business. It also poses challenges, potentially raising concerns about correctness and bias.





GENERATIVE AI USE CASES FOR HR

THERE IS A SEA OF GENERATIVE AI OPPORTUNITIES FOR HR

- CANDIDATE FEEDBACK SUPPORT
- CANDIDATE SOURCING
- CHATBOT FOR CANDIDATES
- ROLE MAPPING ASSISTANT
- FIRST LIVE SCREENING
- INTERVIEW TRANSLATION
- JOB DESCRIPTION CREATION
- CV SCREENING
- PAY REVIEW ASSISTANT
- REWARD ASSISTANT
- PAYROLL PLANNING ASSISTANCE
- PAYROLL CO-PILOT
- BENEFIT OPTIMIZER
- PERFORMANCE MANAGEMENT ASSISTANCE
- PAYSLIP ASSISTANT
- ISSUE PREDICTOR
- KNOWLEDGE BASE MANAGEMENT
- SENTIMENT ANALYSIS
- AGENT SUPPORT
- HUMAN-LIKE CHATBOT EXPERIENCE
- IM ASSISTANT
- DOCUMENT CHECKER
- WORKFORCE PLANNING ASSISTANT
- CO-PILOT FOR HR ADMIN
- T&A COPILOT
- CO-PILOT FOR COMMUNICATION
- DOCUMENT CREATOR AND EDITOR
- CAREER PATHING
- CAREER COACH
- MULTIMEDIA AND CODE GENERATOR
- ADAPTIVE LEARNING STYLE CREATOR
- AI LEARNING PATH ADJUSTMENT
- BENCHMARKING AND MATURITY ASSESSMENT
- ATTRITION PREDICTION
- BUSINESS RECOMMENDATIONS
- GENERATIVE INSIGHTS
- CULTURE ANALYZER
- ENGAGEMENT SURVEY ANALYSIS

OUT OF 40+ USE CASES PICK THOSE THAT ALIGN WITH YOUR PRIORITIES

JOB DESCRIPTION CREATION

Generative AI will help create detailed and accurate job descriptions based on skills required for the role rather than the job description itself.

VALUE

- SIMPLICITY
- ACCURACY
- QUALITY
- CONSISTENCY

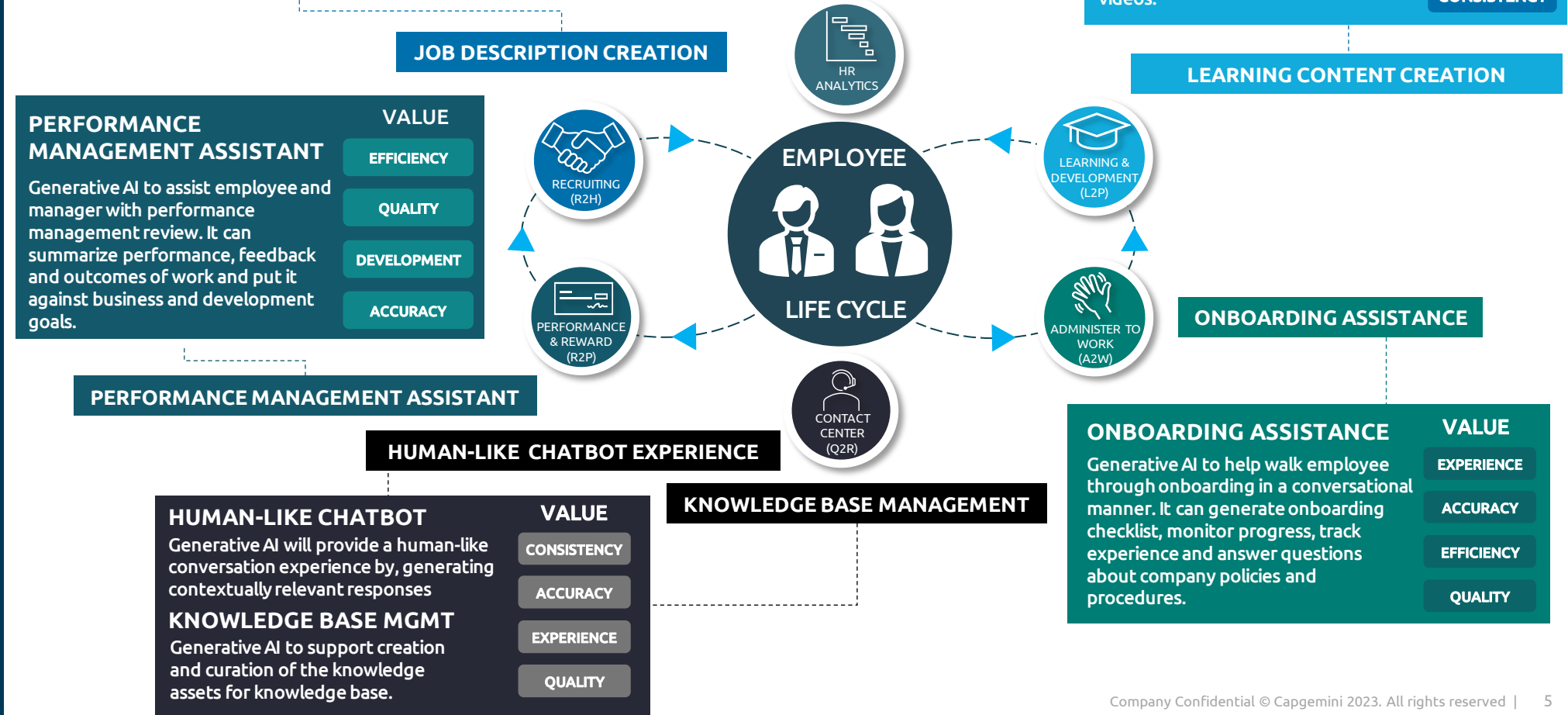
LEARNING CONTENT CREATION

Generative AI to create different fragments of learning content (learning paths, learning modules, quizzes and others) and generate multimedia like graphics, voiceovers or videos.

VALUE

- EFFICIENCY
- SCALABILITY
- COST REDUCTION
- CONSISTENCY

Embrace the challenge and focus on use cases that will truly support your business.

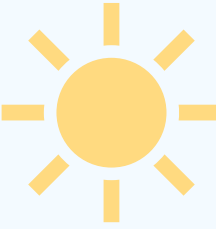




**NOW, ONCE WE KNOW WHAT,
LET'S MOVE TO THE HOW.**

3 KEY COMPONENTS OF SUCCESSFUL GENAI ADOPTION

Adopting Generative AI for your business resembles driving a car. There are three key components that will drive a success or cause a failure of the adoption.



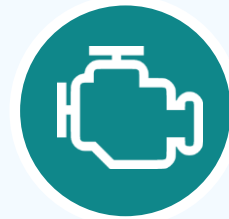
DATA IS A FUEL

- Data is fuel for Generative AI
- With a bad quality fuel, you will never get a good performance out of it
- Focus on the quality of your digital knowledge assets, review them and make sure that they are up to date!



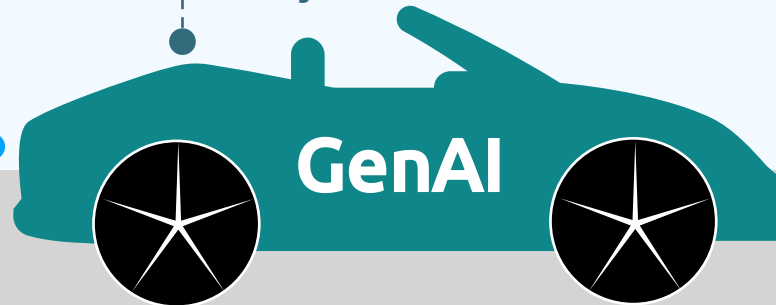
EMPLOYEE IS A DRIVER

- Your employees sit behind the wheel of Generative AI
- Without a proper training they will not use full potential of it
- Worst case scenario - they will not even start using it putting your investment at risk!



SOLUTION IS AN ENGINE

- Best in class Generative AI solution will make or break your adoption.
- Factors like data security, quality of output or ease of use will slow you down or accelerate your business!



Generative AI strategy can differ depending on number of factors in organization. Your scenario will be based on:

BUSINESS STRATEGY

DIGITAL MATURITY

QUALITY OF DIGITAL ASSETS

INVESTMENT BUDGET

CULTURAL READINESS

TECHNOLOGY PARTNERS

GENERATIVE AI ADOPTION STRATEGIES



STRATEGIES

ILLUSTRATIVE EXAMPLES

KNOWLEDGE FOUNDATIONS

Prioritize creating knowledge assets for AI solutions



KNOWLEDGE BASE MANAGEMENT
Generative AI to support creation and curation of the knowledge assets for knowledge base. It will be able to create knowledge articles or update existing articles.

STARTING POINT FOR GEN AI TO PRODUCE QUALITY OUTCOMES

LOW ENTRY POINT

Uncomplicated solutions with simple interface trained on company's public data



JOB DESCRIPTION CREATION
Generative AI to help create detailed and accurate job descriptions based on skills required for the role.

**EASY ADOPTION
SIMPLICITY OF USE
LOW RISK
QUICK DEVELOPMENT**

TOP VALUE PROPOSITION

Use cases with high business impact and ROI



LEARNING CONTENT CREATION
Generative AI to create different forms of learning content and generate multimedia like graphics, videos and voiceovers.

10x
Up to 10x productivity increase

AMAZING PEOPLE EXPERIENCE

Prioritize use cases with the highest level of people experience impact



ONBOARDING ASSISTANT
Generative AI to help walk employee through onboarding in a conversational manner. It can generate onboarding checklist and check it against already completed activities.

NEXT GEN MACHINE-HUMAN INTERACTION

What does it take to get ready?

Embracing Generative AI is much like piecing together a detailed jigsaw puzzle, where every component is vital. As we delve into the building blocks of readiness today, our mission is to ensure that each puzzle piece not only fits seamlessly but also enriches the overarching vision, guiding us through a transformative AI journey.



**GETTING STARTED
IS NOT AN OPTION
- IT'S A MUST**

**CHOOSING
TECHNOLOGY WILL
NOT SUFFICE**

**GENERATIVE AI
OUTCOME WILL
MATCH LEVEL OF
EFFORT YOU PUT IN**

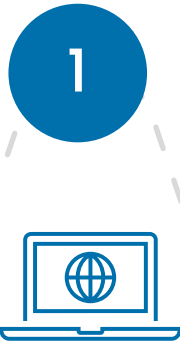


Operational next steps: A (first) guide to getting started



BUILD VS BUY DECISION

ASSESS DIGITAL MATURITY



1
The strength of Generative AI is directly tied to the quality of your data. High-quality digital assets are the foundation for meaningful, accurate, and valuable AI outcomes.

Before diving deep into Generative AI, gauge where your organization stands on the digital maturity curve. Understanding your current digital capabilities will guide your AI integration, ensuring you build upon a robust digital foundation.

REVIEW DIGITAL ASSETS



REDEFINE STRATEGY



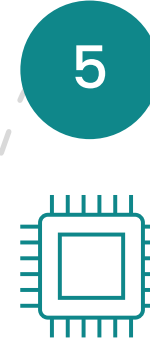
3
Integrating Generative AI isn't just about adopting a new tool—it's about embedding it in your business strategy. Ensure AI alignment with business goals for maximum impact.

IDENTIFY HIGH VALUE USE CASES



4
Not all problems need an AI solution. Pinpointing areas with the highest potential return will ensure efficient use of resources and more significant value generation.

ENGAGE WITH TECHNOLOGY PARTNERS



5
Your technology partners are allies in your AI journey. Collaborative engagement can unlock unseen potentials, ensure seamless integration, and keep your business ahead in the AI revolution.

UPSKILL EMPLOYEES



6
Technology's potential remains untapped without the right human skills. Review your Learning assets and invest in training to harness the full power of Generative AI.