ZOHO *for* Enterprise

# Mapping the Artificial Intelligence landscape

# An overview of the dominant strategies for business AI, and its impact on the modern workplace

AI is ascendant in terms of both technical capability and adoption, particularly among enterprise-level organizations. Following a period of initial experimentation, leading businesses are now focusing on pushing AI forward as a driver of function and value. A small group of businesses that have spearheaded innovation within the field have turned AI into a significant revenue generator, with continued growth on the horizon.



With 93% of high-performing orgs surveyed either already adopting or considering adopting AI[1], we can safely say that the technology has matured past any lingering reputation as a fad, and has become a fact of life for any business moving forward.

[1] IBM, 2018

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> *The total contribution of AI to the global economy is expected to hit $15.7 trillion by 2030.*
>
> **[Source: Semrush, 2021]**

In this overview, we'll examine the current state of AI deployment, strategy, and workplace impact on enterprise-level business.

## Statements vs. Actions

While AI tech offers the potential to augment virtually every aspect of an organization's functions, most business leaders will want to prioritize the areas that can deliver the most value for their investment. "Rather than making the choice of employing an AI strategy or not, businesses are now focusing on which strategy to use,

and how to go about doing it," says Sridhar Vembu, CEO of Zoho.

> **"**
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> *In 2020, chatbots responded to 85% of customer service interactions.*
>
> **[Source: Semrush, 2021]**

To that end, IT and customer service currently stand out as significant areas of interest, given the widespread proliferation of accessible, intelligent automation within help desk software and customer-facing chatbots. However, this trend is only reflective of the current state of the technology. As further AI advancements are made in such disparate fields as finance, logistics, and entertainment (Netflix's recommendation engine produces more than $1 billion a year[2]), we can likely expect AI investments to rapidly diversify alongside continued growth.
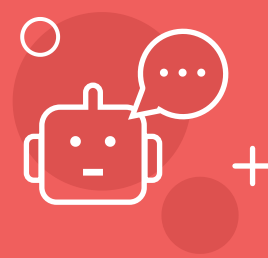
### Zoho's AI-powered chat bots

*Chatbots have been at the forefront of direct customer engagement with AI—a fact the SalesIQ team at Zoho is deeply aware of. In an effort to put AI interactions on par with the standards set by human reps, Zoho has built out the capability of its chatbot platform, Zobot, to train on articles, FAQs, industry-specific jargon, and even small talk to understand and respond like a trained professional.*

## Emerging strategies

In broad strokes, organizations that have made a conscious effort to continuously build their pool of AI knowledge and skills have reaped the most benefits. "For AI to increase employee productivity, workers need to have the right training and support to use it effectively," recommends Raju Vegesna, Chief Evangelist at Zoho. Successful AI adopters have brought on

[2] Business Insider, 2016

dedicated employee talent to monitor and manage implementation and optimization of their AI resources across their organization.
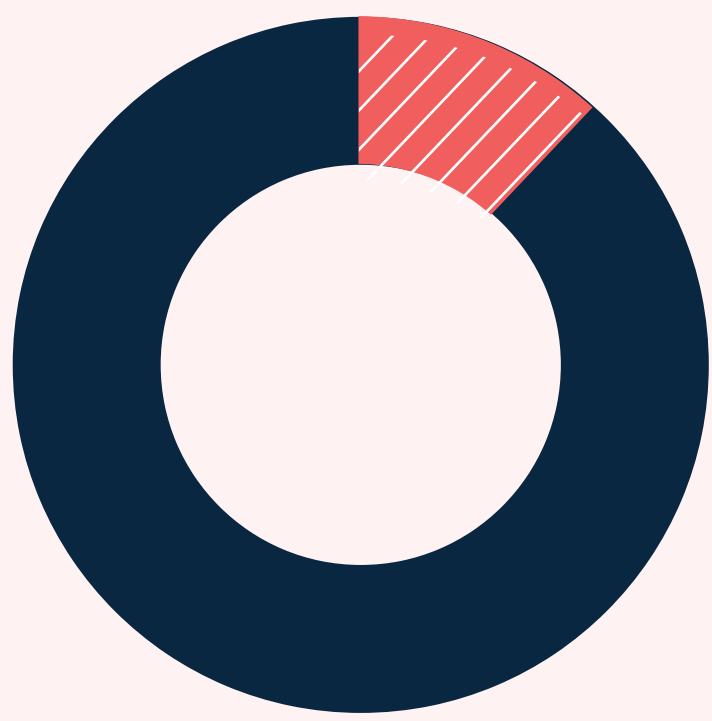


# 22%

*of executives surveyed say that more than **5%** of organization-wide EBIT in 2019 was attributable to their use of AI.*

**[Source: McKinsey, 2020]**

Businesses hoping to get the most out of their AI investment should make sure that their talent pool extends all the way to the highest level. C-suites that are well-versed and involved with technology, that can commit to a detailed, long-term AI roadmap, tend to perform higher than most of their peers. Other strategies employed by top-performing

businesses include the use of design thinking and end-user feedback during the implementation process. This UX-centric approach is complemented by tracking KPIs to ensure consistent performance standards post-deployment.

## In the workplace

The impact of continued AI innovation on the workplace is predicted to be complex, albeit with a net positive outlook overall for job growth. While automation will likely make many roles obsolete (with a significant impact on data entry and rudimentary accounting work), it will simultaneously result in a much greater wave of expansion and innovation within a variety of other job sectors.[3]



[3] Forbes, 2021

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Both information-sector and people-facing jobs are expected to grow rapidly in response to increases in automation. New roles (and entire industries) committed to optimizing emerging AI technology, as well as retraining existing staff on new tools, will likely become standard within most organizations. In fact, the hiring process itself has already been augmented by AI,

with 75% of resumes currently filtered out by applicant tracking systems before they even come into human hands.[4]

## AI as a fact of life

As AI technology further cements itself into the day-to-day operations of work and consumer life, one thing is certain—the world is becoming a lot more interesting, and very quickly. Any remaining Luddites and AI holdouts may soon find themselves left behind, as the next industrial revolution quietly moves on without them.

### AI at Zoho

*Zoho has focused its artificial intelligence product initiatives on providing a diverse array of solutions with an eye on the expanding AI market. Its flagship AI offering, Zia, provides enhanced decision-making for forward-facing teams, including sentiment analysis functionality that rates and prioritizes urgent customer interactions. Zoho has since expanded the scope of Zia to include sophisticated operations such as generating complex macros that can automate and streamline a wide variety of processes across teams and departments.*
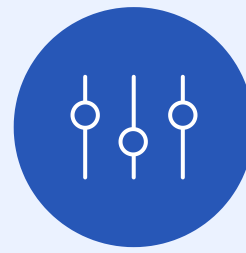


[4] CNBC, 2019

# Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.
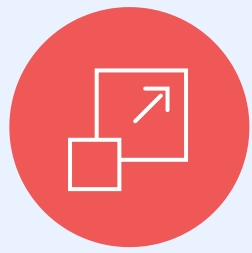
## Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.

## Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.

## Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.

## Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

## Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

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