



Human Over Hype

Designing Experiences That Matter



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80%

share of organizations
predicted to deploy AI
in some form by 2025

[“Klarna CEO says AI can do the job of 700 workers. But job replacement isn’t the biggest issue.”](#)

[“Zoom CEO Eric Yuan Says A.I. Will Make 4-Day Work Weeks a Norm.”](#)

[“SoftBank CEO says AI that is 10,000 times smarter than humans will come out in 10 years.”](#)

Prominent CEOs are making bold predictions about AI’s potential, from automating vast swathes of jobs to ushering in a new era of productivity and innovation. And while it’s undeniable that AI can undoubtedly be a gamechanger for business, is it really going to transform the business landscape all on its own?

The truth is, while Gartner predicts 80% of organizations will deploy AI in some form by 2025, it’s a bit more complicated than many business leaders are willing to admit. In this eBook, we’ll explore the common challenges and misconceptions around AI and discuss how organizations can truly leverage its power.

AI in Action: Real-World Examples and Lessons Learned

Before we dive into the complexities of AI, let's take a look at some recent examples of AI in action.

McDonald's faced backlash after introducing an AI-powered drive-thru system that struggled to understand customer orders. The system, designed to improve efficiency and reduce wait times, often misinterpreted or misunderstood customer requests, leading to frustration and confusion.



In 2017, Target experimented with AI to dynamically adjust product prices based on customer demand and competitive pricing. The goal of the initiative was to optimize pricing and increase profitability. However, prices for certain items fluctuated widely which led to widespread customer dissatisfaction.

Notice a common thread in both of these examples? The lack of human intervention! In both instances, AI was unable to handle the complexities of the real-world, which just goes to show that it's not quite ready to take over the world all on its own.

AI Hype vs. Reality

While AI has the potential to deliver significant benefits, it's essential to distinguish between the hype and the reality. Let's breakdown some of the most common misconceptions around AI.



Myth #1: AI is going to replace humans

One the most common fallacies around AI is that it's going to entirely eliminate the need for humans. In fact, Gartner predicts that 20-30% of agents will be replaced with GenAI. But will humans really become obsolete as AI continues to become more powerful? The short answer: Not at all!

While it's true AI is likely going to replace and automate some of the current work that humans do, it's not going to replace us entirely for a few reasons:

- | AI is not a standalone solution and still requires humans oversight, training, and maintenance to ensure it works as intended and delivers the desired results.
- | Humans are essential for complex tasks that require decision-making, creativity, and interpersonal skills, which are areas where AI still falls short.
- | Humans can provide empathy and understanding, which are essential for building strong relationships with customers and colleagues.

Instead of replacing humans, AI will augment human capabilities. AI can automate routine tasks, freeing up humans to focus on more complex and strategic work. Plus, it can provide insights and recommendations, helping humans make better decisions.



Myth #2: AI is a silver bullet

Some believe that AI can solve all of their problems with a quick click of a button. This belief often stems from the hype surrounding AI regarding the promise of efficiency and productivity. However, while AI is transformative, it's not going to singlehandedly solve all of your organization's problems.

AI implementation requires a careful and strategic approach. Organizations can't just one day decide they want to leverage AI without considering the significant implications and challenges involved. Before your organization can even implement AI, you need to consider:

- | Data availability and quality
- | Infrastructure and technology
- | Talent and expertise
- | Cultural and organizational readiness

Common Pitfalls with AI

Organizations that fail to navigate these pitfalls may find their AI initiatives falling short of expectations.

Here are some common mistakes to avoid:

1. Overestimating AI's capabilities: As we've mentioned, AI isn't a magic bullet. However, some organizations believe AI can drive major change across their organizations with minimal effort.

2. Ignoring the human element: AI doesn't operate efficiently without human intervention. Organizations should include employees and other stakeholders when implementing AI initiatives.

3. Prioritizing technology over business goals: With all the hype around AI, it's easy to get excited about how it can transform your business. However, it's important to take business goals into consideration so you're not leveraging AI where it's not necessary.

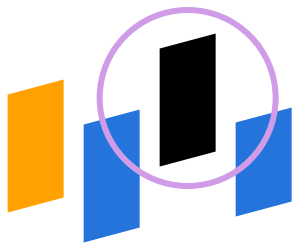
4. Understanding the cost and commitment: AI not a "set it and forget it" solution. It requires dedicated resources, including personnel, infrastructure, and data. Additionally, AI projects can be expensive so it's important to have realistic expectations.

5. Failing to consider unintended consequences: Based on the data AI is trained on, AI can have unintended outcomes, such as bias or privacy violations.



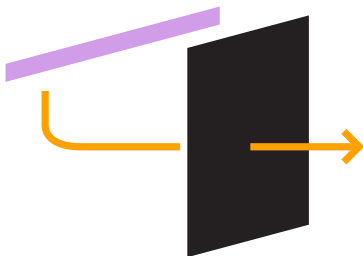
The Secret Sauce to AI Implementation: Persona, Pain, and Process

One of the key factors that determines the success of AI implementation is the ability to understand the human element. When developing an AI strategy, organizations should consider:



Persona

Who were we designing for? What channels were they in? What systems did they have access to? By understanding our personas, we can tailor our AI solutions to meet their specific needs and preferences.



Pain

What were the moments of truth in the customer journey? By identifying these pain points, we can focus our AI efforts on addressing them and improving the customer experience.



Process

Where were we sacrificing time? Where were we losing money? Where were we sacrificing experience? AI can help streamline these processes and improve efficiency, but it's essential to ensure that AI solutions are aligned with our overall business goals and objectives.

By focusing on these three components, organizations can ensure that their AI solutions are not only technically sound but also aligned with the needs and preferences of their customers and employees, further maximizing success.

Tailoring AI to Your Business Needs

Once organizations have a solid understanding of their goals, challenges, and culture, they can begin to tailor AI solutions to meet their specific needs. This involves:



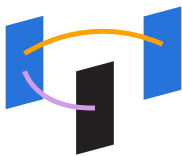
Identifying the Right Use Cases

Not all business problems are suitable for AI. Organizations must carefully evaluate potential use cases to ensure that AI can add value.



Selecting the Appropriate AI Technologies

There are a variety of AI technologies available, each with its own strengths and weaknesses. Organizations must choose the right technologies to meet their specific needs.



Developing a Data Strategy

AI relies on high-quality data to function effectively. Organizations must develop a data strategy to ensure they have access to the necessary data and that it is clean, accurate, and relevant.



Building a Skilled Team

Implementing and managing AI solutions requires specialized skills and expertise. Organizations must invest in building a team with the necessary skills or consider partnering with external experts.

By carefully considering these factors, organizations can tailor AI solutions to meet their specific needs and maximize the benefits of this transformative technology.



Case Study: How AI Transformed a Global Travel Company

A leading global travel company struggled to provide consistent customer expectations across all of its channels. With four different knowledge bases agents could pull from, customers received different answers for the same problem based on which channels they used.

To address these challenges, the company implemented Upland Panviva which allowed the organization to consolidate its knowledge bases into a single source of truth.

With the AI-powered solution, the company was able to:

- | Reduce average handling time by 22%
- | Accelerate agent competency by 2 months
- | Decrease agent training time by 33%



With a focus on compliance, innovation, and omnichannel support, Panviva empowers contact centers to provide agents with the knowledge and tools they need to succeed. Panviva follows a three-step process to create, enrich, and deliver content:

Create: Panviva's intuitive authoring tools enable teams to easily create and manage content, including knowledge articles, FAQs, policies, and procedures.

Enrich: Panviva's AI-powered tools enrich content to make it easier for agents to find the information they need.

Deliver: Panviva delivers content to agents and customers through a variety of channels, including chatbots, IVRs, websites, and agent assistants.

Instead of replacing your contact center agents, Panviva empowers them to be more productive and efficient while ensuring your customers get exceptional service.

The Future of AI: A Human-Centric Approach

AI has the potential to revolutionize businesses, but its true value lies in augmenting human capabilities, not replacing them. AI requires careful planning, implementation, and ongoing maintenance to deliver the desired results. By adopting a human-centric approach, organizations can avoid the pitfalls of AI implementation and unlock its full potential.

If you're ready to successfully adopt AI, Upland Panviva can help! As your guide on the side, Panviva's AI-powered capabilities can quickly turn your agents into experts and help them deliver a seamless customer experience. [Visit our website](#) to learn how Panviva can transform your contact center.



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