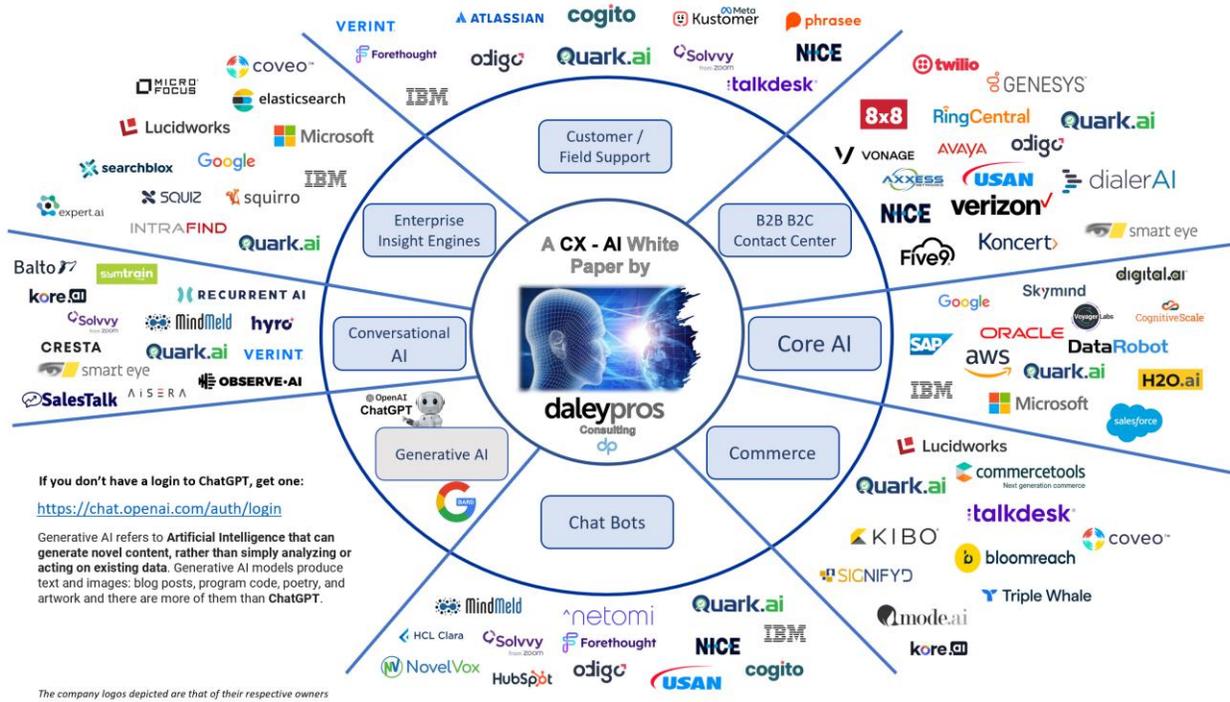


An Executive White Paper for AI-CX in the Enterprise



If you don't have a login to ChatGPT, get one:
<https://chat.openai.com/auth/login>

Generative AI refers to **Artificial Intelligence that can generate novel content, rather than simply analyzing or acting on existing data.** Generative AI models produce text and images: blog posts, program code, poetry, and artwork and there are more of them than ChatGPT.

Core AI refers to companies that have an AI-CX platform that spans multiple categories listed.

Point AI refers to companies today that are less of a platform but have a specific solution in that category.

This is fluid and changes through acquisition and partnership almost daily.

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Enterprise Artificial Intelligence –

Customer Experience - Artificial Intelligence

The audience for this paper: Executives and business leaders who work for Enterprise companies or Managed Service Providers supporting Enterprise companies.

A White Paper by Mark A. Daley, CEO of DaleyPros Consulting

February 2023

About the author:

Mark A. Daley is an independent consultant in the technology space. DaleyPros is management consulting practice providing insight and remediation to the operational performance challenges of the Fortune 1000. DaleyPros' ability to understand business problems and solve them through process, policy, people, and technology come from decades of experience in the enterprise space. Their focus in CX and Operations helps clients: **Reducing Expenses, Increasing Revenues and Improving Customer Acquisition and Retention.**

Mark resides in Kennesaw, Georgia with his wife of 40 years, Susan, a public-school media specialist in Cobb County. They have three adult children: Camille a graduate of Syracuse Law School, The Maxwell School of Citizenship & Public Affairs and a Strategy and Analytics Manager at Deloitte's Government and Public Services Practice, Christopher, a graduate of Kennesaw State University and The Rocky Mountain College of Art and Design with a master's in education media design and technology, is a member of the 2012, 2013 NJCAA Championship Undeclared Onondaga Community College Lacrosse Teams and founder of www.createdaley.com and Senior Video Editor at Golden Hippo. Michelle Daley, a graduate of Marist College, is a Senior Associate Producer and Project Manager at the Ad agency, YARD in New York City.

In his 30 year career, Mark has worked for IBM, ROLM, Siemens, Cisco, CA Technologies and a handful of startups—most recently one that he co-founded and privately owned, where he and his team developed an API that integrated SAP and ServiceNow for Change Management and Information Technology Service Management (ITSM). Mark has held many roles in his career and has made a habit of embracing change—a constant in the technology sector. From Mark himself:

I am so glad I selected this career and this path. I can say with the utmost certainty, that I have never been more excited in my career than I am right now with the possibilities and impact of Artificial Intelligence in the Enterprise. There will be societal awakening similar to that of man creating the wheel, or some would say, the printing press. Whichever reference you'd like to choose, it will certainly be that profound. I encourage you to read on to see my full thoughts. I've also asked some astute colleagues of mine to opine on what impact AI will have in their business areas.

Two notes, before starting this paper: OpenAI and ChatGPT will only be addressed as they pertain to Global Enterprise CX-AI. And, since Google is just announcing BARD for specific developers only, this will be the only reference of it.

The Enterprise AI-CX Space

As I speak with business executives and IT leaders daily, I have seen and heard many conflicting comments about AI—mainly: what it is, where it works and what to do with it in the Global Enterprise. Part of the issue is also the number of AI companies entering the market, some funded by VC's, some making the transition themselves embedding AI into their own software. Then there's the false starts that gave AI a black eye a few short years ago by using ChatBots that were 100% rules based, with some of these rules taking people to a dead end, frustrating their experience and tarnishing the words "Artificial Intelligence".

But, because someone labels their software AI, it may not be the definition you are looking for. When I first heard of so many varying definitions of AI, what came to mind was recent history of the term, "the cloud". The industry is filled with buzzwords and acronyms. We went from *hosted software* to the "cloud" earlier this century. Its great marketing image was a white puffy cloud...inspiring visions of the heavens, where angels play, serenity and beautiful. However, that term, and that calming image, were created and envisioned for the market and would soon become reflect reality—as we know, not all clouds are friendly and fluffy forever. Just like in real science and real business there are many types of clouds, from the Private SaaS Cloud to the Hybrid Public Cloud, and the vision set for mind of the Cumulus, Cirrus, Stratus Clouds soon turned into violent Cumulonimbus Clouds. Then for some in business, the FOG they are in is also a cloud. This paper is written to help you navigate the FOG and storms within the market for Artificial Intelligence for the Enterprise.

Just as a point of reference, before the cloud, before hosting, Ma Bell had something called Centrix Services. Yes, back in the old days where you had only one place you could go to get a telephone, they provided businesses a variety of services through there, "Central Office" or "CO" which would be equivalent to a data center in the cloud today. Getting services out of Ma Bell for the Cloud could take months and be limited in the scope of what they could do. A trip to the clouds above would be faster. We've come a long way.

Make no mistake, Artificial Intelligence is a disruptive technology and coming at us at speeds we've never seen before. It's imperative for executives, business leaders, line of business managers to know this is happening and understand the that choices you make now will enable you to rise above and profit. Or be like the dinosaurs looking at the meteor in the sky saying, "*Hey what is that? It's getting closer.*" You must get past noise, the thunder of the storm, to get to what's most beneficial to you and your organization with the least amount of risk. Cutting through the noise is difficult. For some using ChatGPT for the first time, well, it was like their first iPhone experience and then some. But just as we've adapted to iPhones and their endless rounds of updates to firmware and software and emojis and widgets, so too will we acclimate to AI. Again, it's difficult, but it is worth it.

Towards the end of this document, I will name some disruptors.

Let's start with a few definitions I have created: **CORE AI** refers to companies and software that provides the technologies I pulled out of ChatGPT below. And **Point AI Solutions** or **software** is AI used for a specific point somewhere in the Enterprise. IE: Chatbot responses only without the use of providing an exact answer or true self service. It is my objective that this paper will help you see the lay of the land in Enterprise Software and encourage you to make a safe productive AI-CX decision with confidence.

To demonstrate the massive potential of a tool like the aforementioned ChatGPT (and to show you that anyone can harness its power with some practice)

The following definitions are all provided by ChatGPT itself in response to probing by DaleyPros. 



Define Artificial Intelligence:



Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. It is a branch of computer science that aims to create systems that can perform tasks that typically require human intelligence, such as understanding natural language, recognizing images and speech, making decisions and solving problems.

There are several types of AI, including:

- Reactive machines: These systems can only respond to the current situation; they don't have the ability to remember past events or use previous experiences to inform their actions.
- Limited memory: These systems can remember past event and use them to inform their actions, but they don't have the ability to form general concepts.
- Theory of mind: This type of AI system is able to understand the mental states of other agents and respond accordingly.
- Self-aware: This type of AI system has a sense of self, and understanding of its own mental states and the ability to reflect on its own experiences.

AI systems can be trained using techniques from machine learning which involves feeding substantial amounts of data into a system and allowing it to learn and improve over time. AI is being used in a variety of applications such as natural language processing, computer vision, robotics, self-driving cars and more.

What is the history of Artificial Intelligence?



The history of Artificial Intelligence (AI) can be traced back to ancient Greece, where stories of automatons, of self-operating machines can be found in myths and legends. However, the modern field of AI as we know it today began in the 1950s, with the Dartmouth Conference which brought together a group of researchers to discuss the possibility of creating, 'thinking machines.' This marked the birth of AI as a scientific discipline. Early AI research focused on developing programs that could perform specific tasks such as playing chess or solving a mathematical problem. In the 1960s and 1970s, AI research became more theoretical, with what development of the concept of 'expert systems' and the exploration of knowledge representation and reasoning. However, progress in AI slowed in the 1980s

due to a lack of funding and the realization that some of the initial goals of AI were more difficult to achieve than initially thought. In recent years, there has been a resurgence of interest in AI, driven by advancements in areas such as machine learning, big data, and computational power. This has led to the development of practical applications of AI, such as self-driving cars, virtual personal assistants, and speech recognition.



What is artificial Intelligence as it pertains to the Enterprise CX Space?



Artificial Intelligence (AI) in the enterprise customer experience (CX) space refers to the use of AI technologies to enhance the way businesses interact with their customers. This can include using AI for tasks such as automating customer service, personalizing interactions, and analyzing customer data to gain insights and improve the overall customer experience.

One example of AI in the enterprise CX space is the use of chatbot, which can be available to provide customers with 24/7 support, answers frequently asked questions, and even manage simple transactions. Another example is the use of natural language processing (NLP) to automatically analyze customer feedback and identify patterns or areas of improvement.

AI-driven personalization is also becoming more common in the enterprise CX space. For example, businesses can use machine learning algorithms to analyze customer data and create personalized recommendations or targeted marketing campaigns.

In the enterprise CX space, AI can also be used for predictive analytics, which can help businesses anticipate customer needs and proactively address potential issues before they occur.

Overall, the use of AI in the enterprise CX space is becoming increasingly popular as it allows businesses to improve the efficiency, scalability and personalization of their interactions with customers, which in turn can lead to increased customer satisfaction and loyalty.



Define Machine Learning



Machine Learning is a method of data analysis that automates the building of analytical models. It's a type of artificial intelligence that allows systems to learn and improve from experience automatically without being explicitly programmed. Machine learning is used in a variety of applications, such as image recognition, natural language processing and predictive modeling. It involves using algorithms to analyze and understand data and make predictions or decisions without human intervention.



Define Natural Language Processing



Natural Language Processing (NLP) is a branch of artificial intelligence and computer science that deals with the interaction between computers and humans in natural language. NLP involves using computational methods to understand, interpret, and generate human language. It is used in a wide variety of applications, such as speech recognition, machine translations, sentiment analysis and text summarization. NLP techniques include tokenization, part-of-speech tagging, named entity recognition and parsing.



Define Predictive Analytics

the likelihood of future outcomes based on historical data. The goal of predictive analytics is to use this information to make predictions or decisions without human intervention. Predictive analytics are used in various fields such as finance, healthcare, marketing and fraud detection. Techniques used in predictive analytics include statistical modeling, machine learning, data mining and AI algorithms. The outcome of Predictive analytics used to be presented in the form of a predictive model which can be used to make predictions on new, unseen data.



Define Conversational Sentiment Analysis



Conversational Sentiment Analysis is a subfield of natural language processing (NLP) and sentiment analysis that deals with identifying and extracting subjective information from conversational data, such as chat logs, customer support transcripts and social media posts. It involves the use of techniques such as natural language understanding (NLU) and text classification to analyze the sentiment or emotions expressed in the text. The goal is to determine if the sentiment is positive, negative or neutral and to extract insights about the conversation. This can be useful for understanding customer sentiment towards a product, service or brand and also for monitoring and responding to custom feedback in real-time.



What is Robotic Process Automation?



Robotic Process Automation (RPA) is the use of software robots and artificial intelligence to automate repetitive, routine, and rule-based tasks that are typically performed by humans. RPA is a form of Business Process Automation that can be used to automate tasks such as programmed to interact with various digital systems and applications, such as web browsers, desktop applications and databases to perform tasks such as data extraction, validation and entry. The goal of RPA is to improve efficiency and reduce errors by automation, repetitive and time-consuming task, thus allowing human employees to focus on more complex and high-value work.



Compare a Rules based Chatbot with and Artificial intelligence Chatbot.



A rules-based chatbot is a type of chatbot that uses a set of predefined rules and decision-making logic go respond to user inputs. These rules are created by humans and are based on a specific set of predefined inputs and expected outputs. The chatbot follows these rules to provide a response to the user and it can only respond to specific inputs that match the rules it's been programmed with.

An artificial intelligence (AI) chatbot on the other hand, is a type of chatbot that uses machine learning algorithms and natural language processing (NLP) techniques to understand the responds to user inputs. AI chatbots can understand natural language inputs, allowing users to communicate with them in a more conversational way.

In summary, a rules-based chatbot is limited by the predefined rules it has been programmed with while an AI chatbot can learn and adapts to new inputs and improve its responses over time.



What is Semantic Search?



Searches unstructured documents (PDF, HTML) using Keywords Matching – NOT a list of answers. Semantic search cannot perform SKU product queries which require computations on structured data involving product features, functions, values, price ranges.

Milestones in History we can learn from



Make no mistake, Artificial Intelligence absolutely is a milestone for the human race, and it will touch every human, in every part of the globe, faster than COVID. If that seems like an obvious statement to you, great, but there are many among us that have not a clue. Someone you work with, maybe, in the next cubical or someone at the grocery store, someone under your own roof, even. Just think about the people that are interviewed on the street from the late-night comedians and others in the news. Some basic questions about history or current events can't be answered. Who is the Vice President of the United States? What are the three branches of Government? It's actually embarrassing to watch and listen to some of the answers. It's also scary because they are products for the most part of our public-school systems. How will AI impact our schools?

But if we analyze other technological milestones during our brief time on this planet, no other will impact the human race with the speed and velocity that AI will. This is a tectonic shift, and the tsunami coming at us is not even visible yet. We can expect incredible aftershocks in society and in business for years to come. The introduction of OpenAI via ChatGPT, Bard from Google and how the media and society in general are digesting and opining on it on the news it is entertaining to watch but it's another level of scary, too. **This paper is about AI-CX in the Enterprise space**, but the 800-pound Guerrilla in the room that is an overnight sensation cannot be ignored. Knowledge is power and AI is a tool with machine learning—it learns on its own. No, it's not Skynet. Yet!

Socially, this video, titled, "Success Chasers" is less than 9 minutes long, hosted by a prominent Canadian Doctor, Jordan Peterson who is a psychologist, author, and media commentator. He began to receive widespread attention in the late 2010s for his views on cultural and political issues. Peterson has described himself as a classic British liberal and a traditionalist. I've seen him a number of times in debates and have read one of his books, *12 rules for life*. He's usually the smartest guy in the room.

His video is worth the watch: <https://youtu.be/WLehkWESDJ8>

78% of CIO's say scaling AI is their top priority for data strategy by 2025.

Tech Review Insights Report

**MIT
Technology
Review**

Recently I saw a millennial post on LinkedIn about Embracing Failure. A nice quick video from an attractive young lady stating the obvious by anyone whose had any type of success. *“Learn from failure and embrace it.”* She got lots of responses also stating the obvious and I’m sure the accolades of F.A.I.L. (First Attempt in Learning) let her sleep well that night. It’s all true and we’ve all failed and the key is failing fast and getting back up and moving forward. Anyone who’s ever deployed an Enterprise-wide solution knows intimately the importance of failing fast. But now, with AI, we take it to another level. Learn from other people’s mistakes, experience and specifically in history and execute as quickly as you can to get AI into your Enterprise.

Failure in having a plan for AI or choosing the wrong AI software can have severe impact on your company in a noticeably fleeting period of time. Selection, proper deployment, using Artificial Intelligence within your Enterprise is longer an option. Are you looking at a core platform? Or a decision for more of a point solution that solves an obvious problem. IE: a Chatbot that can get real answers that’s not just rules based? A quick win helps internal politics for sure and keeps the board and shareholders happy. How about integration later? What about the impact to other projects and initiatives going on now? How disruptive will deploying Enterprise AI be? Is your decision going to be the right one that will gain consensus? Do you have anyone in your company called a Data Scientist? It’s a new pretty new role and if you are a Global Enterprise don’t have one, you are late to the party. You’ve likely been investing in “digital transformation” for the last 10 years or so, so consider AI for the Enterprise like icing on the cake of the investments you’ve already made. Should we choose an Open AI system or Proprietary? It can be confusing. Should you drive towards a pure private / proprietary code or maybe a proprietary code reusing open-source code?

Potentially, you can use commercial open-source code (I hear ChatGPT will have a paid for Professional version soon) or a community open-source code? So many questions and so many decisions that your Data Scientist, IT and Application Security teams need to make.

The key to success here is history. What can we anticipate and react to now, before the tsunami? In the context of life and in business where you work. When you’ve made decisions in the past that impact every employee, every customer, partner, supplier, shareholder you touch, how did you do it? Is that process repeatable? Is it the right process? How did you begin?



Tim Earhart
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Impriva is a Program Management Company that specializes in large Enterprise Digital Transformations and managing the various vendors and contractors to enable these transformations to happen on time, on budget and with remarkable success. From subcontractor billing to people management and resources, we’ve helped many brand-named clients accelerate their transformations, quickly, accurately and because of our experience, mitigating risk along the way. We are technology agnostic and have managed SAP, Microsoft, IBM and Oracle Enterprise upgrades.

Because this paper is primarily around CX – AI, I wanted to be up front with a what we’ve seen over the years spanning all the technology mentioned but having a critical impact even though it’s NOT CX-AI, but just below the surface with those applications. There is a common denominator amongst these transitions and it’s even more pronounced now in the areas of Artificial Intelligence and Customer Experience. **It’s the process.**

Executives never want to talk about documentation or the business processes they have running their companies. Mostly because they assume it’s all there and running well. They also don’t ever call their 800 number or try to purchase something on-line from their own company. And they should. Before the technology goes in, the process must be defined, if not, there can be devastating results. You would be surprised at some of the big brand names that didn’t have documented processes or even clear documentation and wanted to go through an Enterprise-wide transformation.

As a point of interest with our clients, while doing a pre-assessment, we sometimes ask that several people doing the same job function to define several of the processes they use in their daily roles. Nine out of Ten times, we get conflicting processes documented and candidly, that is frightening. It’s a good indicator to us on what we are about to walk into.

Because we mitigate risk for our clients, we started working with Signavio and we’ve embraced the whole process automation methodology to pass this along to our clients.

I’ll use SAP, as an example, but it could be any software manufacturer. Or any company that just made an acquisition. Our clients are evolving to that total digital landscape, businesses are looking for ways to streamline their operations, increase efficiency, and reduce costs. What makes Signavio unique is that it is an agnostic tool, meaning it can work with a wide range of systems, technologies, and platforms. This article will explore the benefits of using an agnostic tool like Signavio and how it can help organizations embrace the future of process automation and why you should look at it while considering a Core Artificial intelligence platform.

An agnostic tool is one that can work with a variety of systems, technologies, and platforms, without being tied to a specific vendor or technology. This means that organizations can use Signavio with the systems and technologies they already have in place, without having to make significant changes or invest in new hardware or software.

The first step is about the data.

Your Enterprise Data. Where is it, where does it reside? Every heard the term, “Data Lake”? Another IT buzz word for your crossword puzzle. Have you typed into ChatGPT, how to deploy Artificial Intelligence for the Enterprise for dummies?

This past Christmas in 2022, I decided to give my adult children each a shadowbox of family artifacts that they could keep and then pass on. Both of my parents were part of the greatest generation and survived through the depression and both served in WWII. My mother was a Lieutenant and Registered Nurse and served stateside and my father was Private then promoted to Corporal and served in North Africa and then Italy. Both were in the Army Air Corps as there was no US Airforce back then.

Usage of planes during a time of war was fairly new. My father was a certified radio operator, but like many during that conflict, he did whatever was told to him to support the effort. Aside from his radio responsibilities, he loaded planes with oxygen, ammunition, helped the mechanics fix the planes, and worked with some of the sheet metal guys in patching up the planes upon their return. He told me how surprised he was to see that planes could fly with all the holes in them. He was thankful to be on the ground. He didn’t like to talk about the war much, but I did manage to get a few pearls out of him.

There was one was a story that came up later in my life that reminded me of the conversations with my father and yes, it has to do with data and what we can learn from history—stick with me.

This flexibility makes Signavio an ideal solution for organizations looking to automate their business processes and streamline their operations.

Benefits of Using an Agnostic Tool like Signavio

Increased Flexibility: An agnostic tool like Signavio provides organizations with the flexibility to work with the systems and technologies they already have in place. This means that organizations can leverage their existing investments and minimize the costs and disruption associated with implementing innovative solutions.

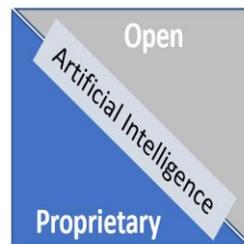
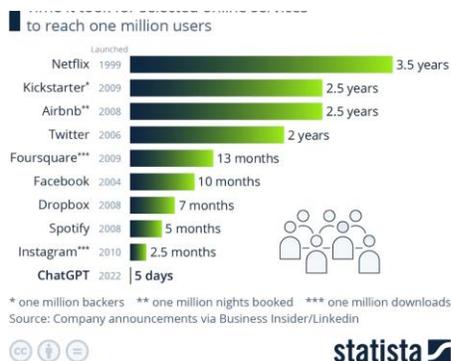
Improved Collaboration: With Signavio, teams can collaborate and make informed decisions about process improvements in real-time, regardless of where they are located. This makes it easier for organizations to work together and make decisions that align with their goals and objectives.

Better Integration: Signavio integrates seamlessly with a wide range of systems and technologies, including SAP solutions, making it easy for organizations to automate their processes and streamline their operations.

Scalability: An agnostic tool like Signavio can grow and evolve with an organization, providing the scalability and flexibility needed to meet changing business needs.

In Conclusion:

Signavio is an agnostic tool that provides organizations with the flexibility, collaboration, and integration they need to automate their business processes and streamline their operations. At IMPRIVA we offer a variety of services to include but not limited to Program Management, ERP Transformation, Business Process Management and Enterprise Architecture. With Signavio and IMPRIVA’s methodology, organizations can leverage their existing investments, make informed decisions about process improvements, and embrace the future of process automation. If you are looking for a solution that can help you improve your operations, reduce costs, and increase efficiency, Signavio and IMPRIVA is the right choice for you.



Enterprise AI - CX

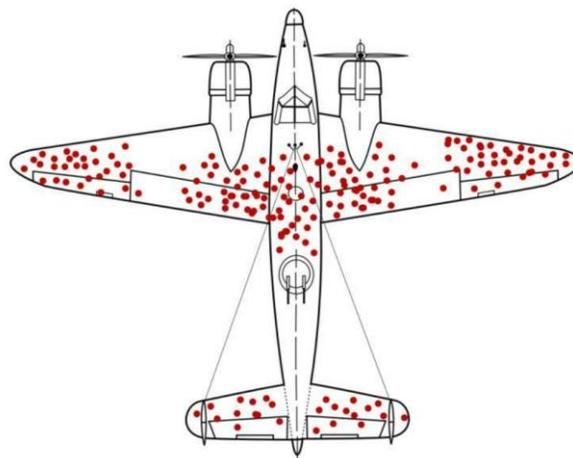
Holes in the plane. Holes in the data.

During the war, the US Government, its contractors and partners in the Allied forces were intrigued with how these planes could return, shot up like Swiss cheese, and decided to analyze the data. First choice of the team was to fortify the planes where the holes were commonplace. That determination sounded reasonable at the time. It would be their first fall.

As luck would have it, the US helped a mathematician escape Austria in 1938 and enticed him to come to the US, where he served as a professor at Columbia University in NYC.

Abraham Wald, a Jewish Mathematician was lucky to get out of Europe as the rest of his family were capture. Wald was intent on helping in the war effort and got engaged to help the Army Air Corps solve the issue at hand: how would the US analyze the planes that didn't return? It was an enormous hole in the data. Wald digested and then analyzed the data differently, suggesting the Army Air Corps fortify the cockpit and engines from enemy fire. History would show that this new angle was right. He suggestion saved thousands of lives.

One takeaway from the story of Wald is that a secondary opinion or set of eyes can lead to truths, sometimes painful ones. The data is important, but how it's interpreted is paramount to success. This is true in aviation and it's true of an AI initiative.



*Wallis, W. Allen (1980). "The Statistical Research Group, 1942 – 1945: Rejoinder".
Journal of the American Statistical Association.
"Bullet Holes and Bias: The Story of Abraham Wald." mcdreemie-musing
AMS – Feature Column, The Legend of Abraham Wald – American Mathematical Society

Most large, global Enterprises have at least several Data Scientists on staff. This is a relatively new phenomenon in corporate America and is usually reserved for the software companies that create and write the code for AI or the large global customers who have vast amounts of data. Because data is so important to the Enterprise, companies typically give them a host of responsibilities and some of this may seem obvious, but to me it's not. Don't confuse a Data Analyst with a Data Scientist as they are worlds apart. Since ChatGPT has come on the scene, your Data Scientist value just shot through the roof.



Experience hint here: *If you've had large consulting firms engaged with Enterprise-wide software implementations around SAP for example. Many of those firms use their own tools to implement S4/HANA. Documentation, business processes, process mining and a host of other boring content gets imported into a large consulting firm's toolset. (You would be surprised that in many cases they can't find it and it's not their fault) In my career, I've seen these companies fail to perform on occasion and get booted from the customer account. When this occurs, they leave with their toolset and YOUR data. They don't put it back. If you are an SAP maintenance customer, for example, SAP supplies, as part of your license, best practices to implement S/4 HANA. SAP Solution Manager is their world class Application Lifecycle Management (ALM) toolset. SAP also supplies 'Focused Build, an add-on for SAP Solution Manager that makes the SAP S/4 implementation process AGILE and much easier than ever to implement. The reason most customer executives have never heard of SAP Solution Manager or SAP Focused Build is because the SAP Sales staff is not compensated for those licenses, and they won't spend their time on it. It's the old adage, COMPENSATION DRIVES BEHAVIORS. If your consulting partner is using their own toolset and you part ways, make sure the data stays and that clause is in the contract OR make sure they are using SAP Solution Manager from SAP and the SAP Best Practices for your implementation. SAP has a highly active AI initiative as well as a Customer Experience set of solutions too. I will provide detail on that later.*

The Role of an Enterprise Global Data Scientist:

- Understanding of the business requirements and identifying the appropriate AI in use cases to solve business problems. The Data Scientist will also identify a core AI platform while analyzing point solutions and how they solve business problems.
- Identifying where the data is within the Enterprise, using data hygiene and preparing the data for analysis and modeling.
- Building and deploying AI models using machine learning algorithms and other statistical techniques
- Evaluating the performance of AI models and making necessary improvements
- Communicating results and insight to stakeholders, including technical and non-technical teams
- Collaborating with IT and other departments to integrate AI models into the company's systems and processes.
- Staying up-to-date with the latest AI technologies and trends to ensure the company has the optimal solutions

The Data Scientist works as a bridge between technical and business teams, helping to drive adoption while being a champion throughout the organization. Companies from Morgan Stanley to Domino's Pizza have various levels of Data Scientists on staff.

The story behind the data is arguably more important than the data itself. Or more precisely, the reason behind why certain pieces of data may be missing is more meaningful than the data we have. The age of the story doesn't matter, learn from the past.



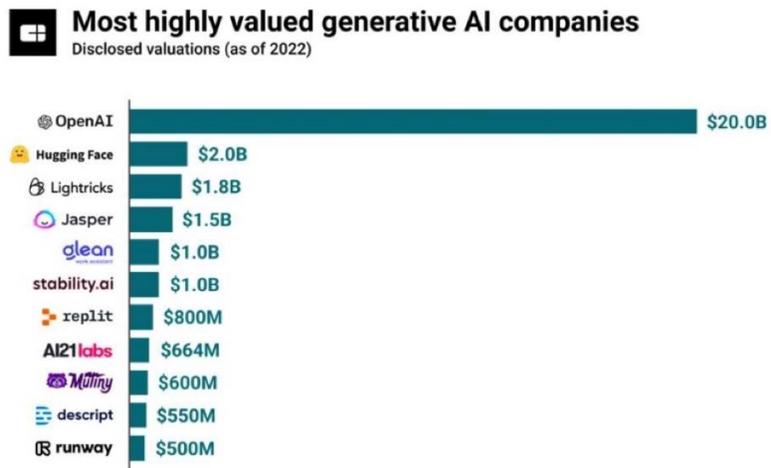
Experience Hint: A quick win to consider is ingesting archived data to see what AI with machine learning will produce with it. What if you ingested 10 years’ worth of data from your help desk, service desk, field support desk or customer service desk? Imagine the possibilities. What would the outcome be?

It's all about the data. I would be remiss if I didn’t mention one of my favorite data sources for the tech market, [CBInsights](#). They produce incredible data and post teasers of it every day on LinkedIn. They also have a subscription service that is excellent. I encourage you to follow them and to download some of their free AI content such as [Market Maps](#). Market Maps is all about AI and it will make your head explode—in an effective way. They also have a rather good sense of humor for data geeks (sorry to any data geeks reading).

Generative AI is not what this paper is focused on, however. I mention it often so that you know the difference and see why this data matters too.

*Generative AI refers to **Artificial Intelligence that can generate novel content, rather than simply analyzing or acting on existing data.** Generative AI models produce text and images: blog posts, program code, poetry, and artwork and there are more of them than **ChatGPT**.*

***Enterprise AI software** companies use (for the most part and you need to ask) proprietary software. This is a much safer bet to start your AI journey with. It will integrate with Open AI, down the road, once you have policy, procedures and can ensure it’s safe.*



Source: CB Insights

Excludes companies that use generative AI for specific industrial applications such as protein design.

CBINSIGHTS

History matters

My mother came to visit me in the early 2000’s and stopped in Washington DC along the way to visit family but to also do some research at several of the National Archive’s facilities to see if she could find her unit of nurses that she served alongside during WWII for a reunion in-planning. My mother had worked for IBM towards the end of her career. She sent email via their PROFS system (internal email to IBM’s 300K employees) then later had an AOL account. I wouldn’t say she was a tech guru but for someone from her generation, she rocked. When I asked her about her trip to the archives and what she was looking for, she told me that she didn’t find what she needed and spent days going through records. I asked her for the name of her unit, where they were stationed and a few other pieces of information. Not Google, but another search engine brought up a site in about 30 seconds with all the names of all the nurses she served with. The look of astonishment on her face was priceless. When her grandchildren went to bed, she spent hours on that search engine looking things up. Her head was exploding like people’s heads are now using ChatGPT. There is a pattern here of technology milestones

coming in full circle and repeating itself. The question is, how can you capitalize on it? How can you stay away from the pitfalls?

One danger is society is not keeping up at the same pace. This is why [1984](#) and a [Brave New World](#) should be read or reread (Is 'SOMA' in Brave New World now a marijuana dispensary?). Digital Transformation also helped big brother get much stronger. Is anyone paying attention to the Twitter files that have been released? Government colluding with big tech? "How will AI further enable that or safeguard against it?", is yet another question AI prompts us to ponder.

How to decide, plan before you deploy

Your Enterprise Security Officer and The Doctor of Data, your Data Scientist, need to be on the same page. A policy on Open AI, ChatGPT needs to be written yesterday and all coders need to sign it in blood. Imagine pulling code out of ChatGPT that has an infection worse than COVID, some malicious code that is written to format and erase everything in your enterprise. Do you outsource your software development? Policy, Process and Procedure for Open AI need to be defined and written for the Enterprise immediately. I'm sure your company has an insurance policy for Ransomware or now days, just Ransom. Does your Cyber liability insurance cover malicious ChatGPT code that your developers could download, then upload to your servers?

There are thousands of companies currently building AI. Most are also well-funded. They all can't become the next Apple or Google, but many have already built some incredible features that are unique and would give companies a competitive edge for a period of time. That period, however, is getting shorter and shorter. If you've not looked at the data I suggested from CB Insights, please now try again. [Market Maps](#)

Some Enterprises will consider a platform solution first and point AI-CX second. Many of the smaller AI companies out there will be acquired and some go out of business. Platform solutions take longer to deploy, but who says you can't do both at once and maybe, if you're lucky, find the right platform that also has the right point solutions that you need.

The Big Dogs

Microsoft

[The impact of Microsoft and 10 Billion in investment in Open AI and ChatGPT.](#)

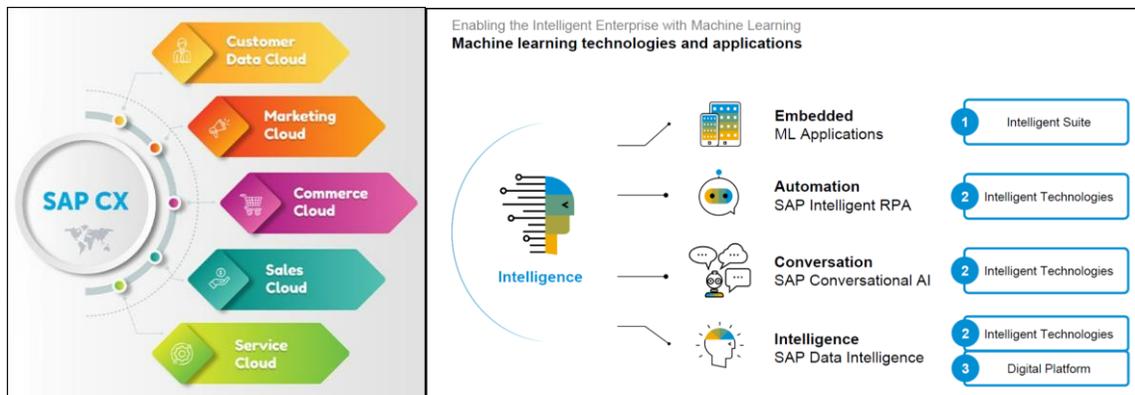
Microsoft has been buying AI companies for a while, some for gaming and two that were on my radar that I would categorize as "Core AI" platforms because of their Machine Learning focus. These acquisitions validates the most recent announcement of the Ten-Billion-Dollar investment in AI, ChatGPT.

[Bonsai](#) software was announced back in June of 2018 and more recently a big brand name, [Nuance](#), for 19 Billion was acquired in March of 2022. Nuance puts them straight on target into the Enterprise Contact Center space and aside from being a bold move, was a great move too. Expect many more acquisitions from Microsoft going forward. The market is scattered with small companies who've created some great code.

SAP

SAP missed the market on CRM and Salesforce took it. Then there was the market for the help desk, which ServiceNow took, followed by then-SAP CEO, Bill McDermott. Funny how things turn out. However, don't disregard SAP in both the AI and CX portion of your business.

Experience Note: Its quite common when walking into a large SAP customer Enterprise IT shop that SAP IT is on one side of the hall and the rest of IT is on the other with extraordinarily little communication between the two. Because SAP's AI initiatives are strong and they've also decided to make a big push into the CX space, it's important to investigate the [SAP CX offerings](#). Enterprise Digitalization has its upside, and this is one of them. The takeaway is to prompt the communication this week between your contact center and internal SAP team. They can contact their SAP AE to see if there is common ground to integrate. Your contact center need not look to other point solutions first if they are already using SAP. See what SAP CX has to offer. (By point solutions, I refer to companies that have a CX-AI in Chatbot, but nothing to offer in terms of other CX-AI solutions or Machine Learning or have an SAP certification. Point solutions in the graphic I created for the Enterprise) Remember, it's all about the Data and if you are using SAP today, that's where the data resides. There's no getting away from it. SAP also purchased a company called [Emarsys](#) a few years ago for customer engagement and increasing the lifetime value of a customer. It's worth a look if you are using SAP.



SAP AI is moving at a rapid pace and push as seen by the SAP user group, ASUG at the last Sapphire. SAP direct also offers a free course I've registered for called, *Ethics in AI*. Wait one second, let me repeat that: SAP is offering a course on Ethics in AI. ...whose Ethics? I hope and pray I'm not walking into something like a FaceBook Community Managers meeting where some of the answers will be partly false, but still partly true and then censor someone. Look for my certification badge on LinkedIn, connect with me and I'll brief you on it. But seriously, this is an area where your team plays a role if you are a developer too. With the advances we've seen to date, imagine someone using Machine Learning in a nefarious way? This is all moving so fast that policies and best practices are not common yet. The people who create ransomware are studying Machine Learning right now and that won't end well, especially in an Open AI world. But we are not alone, others have been thinking about the same exact things and then some.



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AI exists today in many forms. From autonomous systems to machine learning, to neural networks and pattern recognition, and natural language processing and chatbots, AI is everywhere. We have adopted virtual companions, thought controlled gaming, next gen cloud robotics and surgical robotics and expanded into real time universal translation and neuromorphic computing. In business applications, AI is utilized in predictive analytics, deep learning, planning and optimization, robotics, and data classification. These applications are just the tip of the iceberg.

The more pressing issue that impacts businesses utilizing AI is the digital ethics to accompany AI. This is where companies must focus. For each and every component within the AI technology landscape, we need to lead with digital ethics in mind. Ethics should not be an add-on or ala carte side, if you will, to be added on a case-by-case basis if the need arises. Digital ethics allows us to think about the kind of AI that we should advance. Ethics happens by building it into the design. Every time. Every application.

There are also privacy concerns that impact businesses adopting AI. As a result of using chatbots or other AI, customers, consumers, and employees may unintentionally divulge personal information that may be potentially used to foster malicious intent. Every single data point is a potential hack.

One way to think about it is with every beneficial and unique tech development such as AI for advancing performance levels in businesses, there are cybercriminals waiting to find a way to manipulate those developments for malicious intent and harm. Businesses need to consider the impact of both the good and the bad.

Ethics doesn't happen by chance. Ethical design needs to be integrated in the technology, and the technology needs to support what we value. By doing so, the potential for businesses to improve efficiency and productivity with AI also protects their humans.

NIST – National Institute Science and Technology, a division of the Department of Commerce.

If you're not familiar with NIST, you should be. They are the part of the US Federal Government that house the Atomic Clock, create standards in many fields, mostly in Software and specifically for Cyber Security and Artificial Intelligence. Think of their standards as the seal of approval of NIST.

Last year I participated on a several day workshop with NIST on the Risk Manage Framework as it pertains to AI for individuals, government, and society at-large.

On January 26, 2023, [NIST released the AI Risk Management Framework](#) (AI RMF 1.0) along with a companion NIST RMF Playbook, AI RMF Explainer Video and an AI RMF Roadmap, AI RMF Crosswalk, and various Perspectives.

Your Data Scientist and his/her team, along with some from IT and even HR should dive into this.

The Big Dogs Continued

IBM, Oracle, Google, Siemens, Fujitsu, Apple, AWS and I'll even include Salesforce.com on that list. Are all public companies and all report on what they spend in research and development. Several of these big bold and old companies have been through 2 pandemics and a couple of world wars. When companies talk about their customer in terms of, "*The Lifetime Value*", some of these stalwarts talk about "*Generational Value*". They will survive and likely thrive in this new world using AI and have people in white lab coats developing solutions as we speak.

IBM has Watson.ai named after their founder, Thomas Watson. A fitting name for AI from Big Blue. Salesforce.com picked up the name, Einstein for their application AI. Who on earth would want to debate Einstein?

I don't have the bandwidth or capacity to analyze each companies AI. I'm certainly aware of how they position themselves in the market and have talked to some of their customers. IE: Salesforce's Einstein is a good tool, but it only works within the confines of Salesforce.com. Most Enterprises have their data throughout the business eco system. IBM's Watson or even SAP's AI is at this point, seems to be a developmental project for each customers requirement. You're not going to get speed out of them and if history holds true, they won't be cheap either. "*2 years and 2 million*" is what they joke about behind the closed doors.

I spent a little time on SAP because I've worked closely with them for decades, as well as Microsoft. The intent of this paper is to give you some hints for success to gain some quick wins with your customers and internally within your organization because right now, speed does matter. You've got to pick the right solution and make sure it doesn't blow up to kill your career.

The Disruptors

Quark.ai: This is a platform (Core) company with specific (Point) solutions. This type of platform design will easily lead to many other solutions across the enterprise.

Chatbot 0.0 was a rule based Chatbot that focused on the conversation but couldn't provide the answers and had to be manually updated.

Chatbot 1.0 uses keywords, focused on the conversation but can only find a list of documents to provide you URL's to find other documents and is just not suitable for self-service in 2023.

The Quark.ai Chatbot enables the user to get the actual answer from the reference document in real time giving you instant answers. This is possible in any file type. One of the competitive differentiators is that they use computer vision on the actual documents to extract the right answers and images for the self-service inquiry. Think of it as a camera using facial recognition at lightning speed. In addition, it's on a platform that uses a neural network—conceptually, a brain that allows for deep learning and only gets better and smarter with time.

As a visual, imagine asking a question, but the answer is on a pdf document, on the 63rd page in paragraph 3. Quark.ai will get you the answer and take you there. This can be achieved through a Chatbot, email or voice.

Quark.ai is positioned to disrupt the current enterprise search and Chatbot/Conversational AI with their Autonomous Support Platform built ground up using Deep learning, Natural Language Processing, and Computer Vision. It can automatically interpret any query/issue written in natural English and instantly find answers from already ingested hundreds of thousands of reference documents (i.e., page 252 paragraph 3 is the answer). While the use cases for their technology are limitless, the company has decided to focus on technical support, field support, sales support, and B2B commerce support. Their unbounded chatbot can provide answers in real-time from all enterprise reference documents. Their solution requires no training for the end user, no training for administration, zero document customization, and zero chatbot scripting. In most cases, Quark.ai onboards a new customer in about a month.

Because Quark.ai provides a platform, it should be viewed as an Omnichannel tool that goes beyond customer self-service, into pre- and post-sales support and commerce with the ability to read and pull up product SKU's and understand product configurations & integration documents. Imagine your B2B company being its own Amazon. Quark.ai enables that.

Quark.ai already has integrations with Salesforce.com, ServiceNow, Microsoft Dynamics, Genesys, Zendesk and others in queue. If I was a Salesforce.com account executive, because Quark.ai is on their AppExchange and expands their reach, I would be proposing this tool at every opportunity because the perception to the customer would be Einstein now works across the enterprise.

Companies today that are looking for quick wins and only at AI-CX point solutions without diving into what a platform solution can do are doing a disservice to their businesses.

Quark.ai was designed from inception to be the AI-CX solution of choice for large complex, industrial global Enterprises.

Other Disruptors to watch.

Huma.ai: This company has a platform similar to Quark.ai, but sprinkles in some Open AI and specific design for clinical trials. It's a great example of how Artificial Intelligence and Machine Learning can positively impact society in Life Sciences. Huma.ai aggregates a variety of data similar to many CORE AI companies previously mentioned except they are completely focused on Life Sciences.

What is unique and different than the regular B2B Enterprise companies I am focused on, is Huma.ai is also using Generative AI. They deliver public medical data, government data, CRM, field notes and real-world data in both structured and unstructured data with actionable insights or instant answers, on demand. Huma.ai also uses sentiment analysis which provides a level of transparency on how the determination was made. Huma.ai as made and designed for scientists.

CX meets AI in Outbound Telephony – Sales Engagement

Koncert: Formerly known as ConnectLeader announced in the summer of 2022 their AI dialer. Koncert is a leader in the B2B sales engagement space and does well in the small to mid-market Enterprise. Long known for their Agent Assist Dialer (a term I wish someone had trademarked as every contact center company uses it) that provides a human intervention in outbound dialing and navigation through call processing such as IVR's, main numbers, auto attendants, voicemail and once a live person answered, then doing manual milliseconds transfer to a business development representative to start the call. Unlike the Robo calls you get at home during the political silly season or someone calling about your car warranty, Koncert's tools don't provide that delay in conversation connection and are used in the B2B space.

Koncert's AI dialer navigates through the Phone trees, call processing, IVR's without the use of a human/physical agent. Their AI dialer can launch a number of calls at once and then, when answered do that transfer in milliseconds to the business development rep. This allows them to plow through a list very quickly. This approach is absolutely the way to go in terms of getting your experienced sales account executives qualified appointments. It may feel different for your organization, and it is. A variety of organizations outsource this activity. And you'll know it's outsourced when you answer, "hello, hello, hello" and then someone speaks. That's NOT Koncert.

Koncert for sales organizations drives typical attention deficit disorder sales reps/managers to become more organized and structured in their go-to-market approach. Hitting a target is much easier when you are playing a numbers game. If they have clean datasets, it's much easier and you only use the AI dialer once a week or so.

Koncert has a broad reach through their AI dialers and have an opportunity to provide a level of Data Hygiene by identifying the poor target (telephone numbers or email addresses) within those campaigns and then with an integration with ZoomInfo or Seamless.ai that bad data could be updated for those invalid numbers/addresses. (that's an idea I'm stating, they are not doing this. Enterprise companies would love it though.)

There are many millennials today who don't like to talk on the telephone and feel as though they can sell in Text, Whatsapp, Email or use a 'Side Hustle' inside social media to make their quota. People buy from people and having a telephone conversation to set up a collaboration call to actually speak with a prospect is their objective. Koncert enables a volume of conversations to happen with their AI dialers and currently only in the Sales Engagement space. Their tool could easily be used in collections and customer service callbacks in any contact center. A product they have in beta called, 'Coverage' shows some promise in using AI to target customer intent by leveraging CRM data out of Salesforce.com. The desired impact would be based upon company or individual activities, a prospects intent would push them further up the list as a viable candidate to contact. Smaller companies sometimes are limited with R&D and should they work with the right partners, they could be a disruptive force in the contact center, up market. Scaling a smaller company is never easy and because they are privately held, you won't find them on the CB Insights list with 100M in funding.

CX-AI Can history can repeat itself?

SalesTalk.ai: Technology has a habit of going full circle and I think this company is about to do just that.

Founded by the legendary Richard Brock—who was on the cover of CTI magazine last century, hailed as, “*The Father of CRM*”, and who also had the first CRM company to go public back in the early 90’s—put his current company, SalesTalk.ai in a unique position. What Richard has created within one tool are some heavy-duty modules of CRM, Marketing Automation, Playbooks and Conversational Intelligence using rules that have some remarkable attributes than larger, more well-funded Conversational AI companies have yet to imagine. In fact, SalesTalk.ai is beyond many of them from a feature function standpoint.

Words are important and if you define Sales Conversation Intelligence as: “*the use of Artificial Intelligence to record and analyze sales calls with the power to generate recommendations that power coaching and every aspect of sales enablement with data-driven insights into individual and team performance.*”, then SalesTalk takes this definition to the next level by supplying insights that go far beyond whether or a not a sales call was successful. With patent-pending features like Words2Actions™, Click2Know™, our unique Story So Far™, and the power of our AI Rules Engine, our system provides actionable items that allow sales managers to dive deeper into their sales team’s behaviors than ever before.

SalesTalk’s goal is to provide sales teams with a Conversation Intelligence platform that is done for them, not to them. We want teams to want to use the system because it makes their lives easier. With sales enhancing features like AI Automatic Opening Statements that immediately establish relevance to the prospect and confidence in the rep, so that they look forward to making their sales calls. Sales managers can rest knowing they have a system that will provide them with objective sales forecasting, reporting that is relevant to them and the ability to provide elevated coaching to their teams.

SalesTalk offers a variety of AI powered tools, like the previously mentioned Automatic Opening Statements, the ability to pull actions out of transcriptions to update the CRM, and Objective Forecasting to ensure managers get a clear view of what is happening during the sale cycle, to name a few. Their Conversation Intelligence Platform enhances the sales process by providing managers and their sales teams with a system that is customizable to fit their specific business needs, whether that is a CRM plug-in or a stand-alone CRM system.

CX = Customer Experience:

Many companies put themselves in that category of CX because of the software they make and bring to market—but do they eat their own dog food?

Unified communications as a service (UCaaS) is a cloud-delivered unified communications model that supports six communications functions: Enterprise telephony. Meetings (audio/video/web conferencing) Unified messaging. Instant messaging and presence (personal and team)

Contact Center as a Service (CCaaS) is a **cloud-based customer experience solution that allows companies to utilize a contact center provider's software**. A CCaaS model allows businesses to purchase only the technology they need, which reduces the need for internal IT support.

VCaaS, or **Video Conferencing as a Service**, brings together two crucial trends in the digital landscape. With VCaaS, companies can access all of the video technology they need through the cloud.

There is no need to buy from any of those brand-named vendors out there unless you are doing large scale meetings and now, if you are using MS Teams, you can host up to 500 people.

Fast forward to today's Unified Communication and Cloud Contact vendors. How easy is getting high quality services from them? Do they vendor it out? Has Artificial Intelligence impacted the service delivery process yet? Do they eat their own dog food?

COVID and working remotely – CX:

Those with children at home learned a lot about our education system during COVID, but what did we learn from the pandemic as it pertains to our employer? With disaster recovery, business continuity plans in place, some mid-size companies didn't skip a beat. Working remotely and having the technology in place to flip a switch for remote workers has never been so easy. Using technology from home, access to all the same data you have while in the office and using the same office phone made it seamless for many.

As we know, many remote workers no longer want to return to the office space. For new employees, having that water cooler conversation from tenured, tribal, knowledgeable workers is paramount to a company's success. It's just not the same in a hangout or virtual Friday afternoon happy hour. With all the layoffs as of this writing, we are still struggling through this and all I can offer is to have the right partner in Cloud Telephony in your business continuity and disaster recovery plans now and save a space for your AI plans as you develop them.

Fast forward into the Telephony Cloud Wars of 2023. As I mentioned about the cover graphic previously, there are thousands of vendors out there that I could not have fit on to one page. As you



Michael Giametta
Director – Unified Communication Services
New Windsor, New York, United States
Director Unified Communications, Technology Services – Current
Corporate Vice President – New York Life
Voice Network Operations Manager – Pfizer
Voice Operations - Citi

All IT companies are searching for ways to leverage AI functionality for digital transformation. The question we ask is where it makes sense and how will it help or possibly hinder my companies' ability to service our customers. Before we go there, according to the statistics, the AI market is expected to reach close to \$200 billion by 2025. Companies recognize the importance of AI with China leading the spend and expected to allocate over 25% of their GDP by 2030 into this technology. Over 75% of companies represent AI as a strategic priority for their future needs while 31% of creative, marketing, and IT professionals look to invest in AI technologies over the following 12 months.

Specifically for Unified Communications and Contact Center as a Service (CCaaS) AI sits at the forefront of development for almost every industry, with Information Technology being among the first. This will help reduce the burden on developers by improving efficiency, enhancing productivity, and assuring quality. AI will also allow automated technologies to help drive customer interaction and resolve customer queries without the need for human engagement. This will allow for reduced headcount and resource allocation that will create enhanced Return on investment of cost avoidance.

can see, 'Digital Transformation' on the cover graphic spans a plethora of digital technology from one end of the eco system to the other. That cross pollination is happening as we speak.

Axxess Networks stands out as a disruptor variety of ways with its rich feature set, but what kept that company top of mind specifically is in after-sale, customer success/support. I assessed many competitors in this space and Axxess answered the calls I placed for service in 10 seconds or under and NO, that was not an automated attendant, it was a live body that knows the business. The fact is, they don't get many calls because their system is so reliable and easy to use. However, after initial implementation, there's really not a need. I encourage you, before your company moves to the cloud, to take a hard look at how your vendor will respond to you AFTER the sale from a support perspective.

What stands out about companies in the UCaaS, CCaaS, VaaS space is that just by looking at their admin portals and seeing how to manage a system is as easy as using your iPhone today. Small, medium and large companies can take advantage of these technologies easily and this should be part of every company who has a premised based system, a staple of their disaster recovery, business continuity plans and migrating as soon as possible to the cloud.

POTS used to stand for 'Plain Old Telephone Systems' and the carriers like AT&T, Verizon and former Bell operating companies no longer want to support Analog lines to any buildings. (in the U.S.) So, should you have a facility using Fax Machines, Burglar Alarms, Overhead Paging, Fire Alarms using an Analog Line and you want to reuse the same number in a new facility, the carriers won't support the portability of it and are actively making them cost prohibitive.

- Thirty-five million households still use a landline. (analog)
- Most counties still require one or more landlines (analog) for commercial properties to get a certificate of occupancy.
- Hospitals, schools, churches, police, fire, city, county and Federal buildings all have landlines and let us NOT forget Elevators. All using analog / landlines and how the former bell operating companies are giving you the shaft

In addition, because most of these old premised based systems are managed by facilities and not by IT, so many of the expenses are not standing out the way the other costs are in IT. Moving to the Cloud, companies like Axxess Networks have solutions for those analog lines in terms of replacement and obviously, the feature set of all those acronyms (UCaaS, CCaaS, VaaS) is off the charts and should justify moving off the old premised based equipment.

How will all those old landlines, analog lines be impacted by AI or CX? Moving to digital first, then there is an opportunity for each one mentioned to be part of an extension of the cloud. Many today make outbound calls into a center for status conditions, remote polling and firmware updates. The migration to a cloud CX solution will lower the costs and provide the ability for digital enhancements and ultimately, enhanced CX.

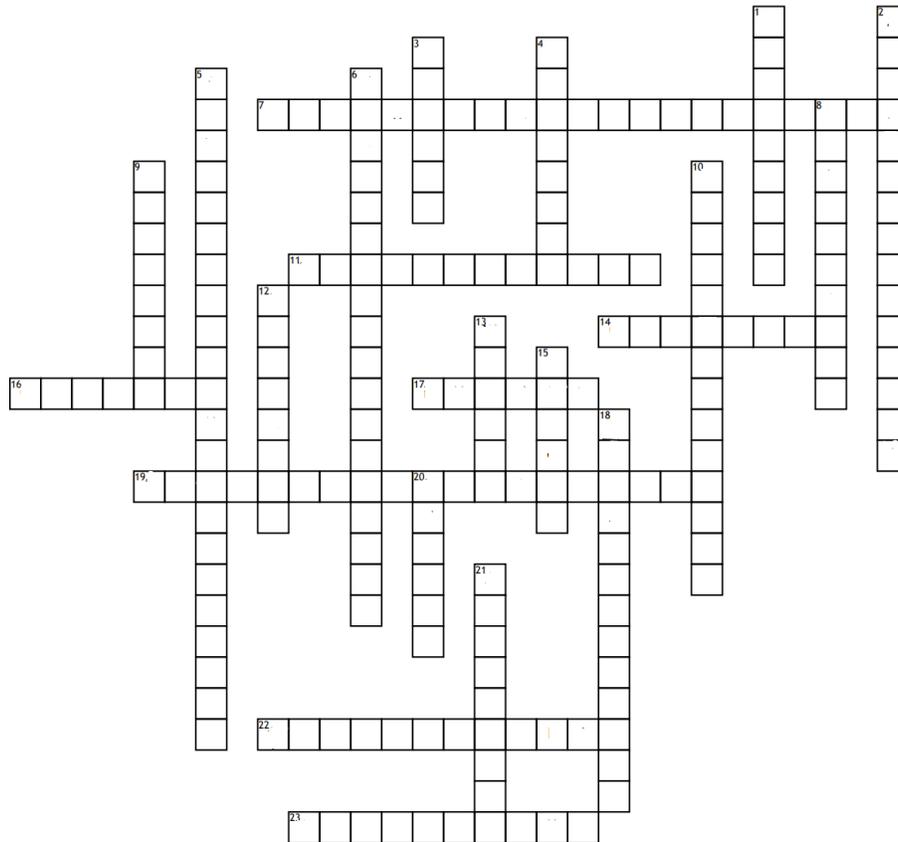
So, what does all this telephone stuff have to do with CX-AI? Well, because of all the money you've invested in, 'Digital Transformation' over the past couple of years, you now have an opportunity to get some serious return on investment as you move to AI. If your company is using Salesforce.com, Microsoft, Google, Oracle, SAP... you name it—have your admin person, try to contact one of those companies directly (not sales) with a valid product or support question. Through a portal, email, chat or telephone call and measure the time and effort to get it answered. Axxess Networks provides a level of

customer intimacy and sharp execution on delivery and—I must mention, they are built upon the Netsapiens platform which is now owned by Crexendo. This gives Axxess Networks the juice to go big and bold into the cloud and contact center space and likely an AI play in the future.

EX = Employee Experience.

With all the layoffs in tech since the beginning of the year, it's paramount that tech companies start to measure the employee experience of those that remain. Those keepers are the ones keeping your customers. Simple Incentive Marketing Programs can keep employees engaged and focused on the right things. Some people refer to this as Gamification, however, these programs have been around since last century with non-salespeople who become proficient in keeping customers. Non salespeople, customer service people who are typically, non-risk takers don't always recommend products or services because they are not incentivized to do so. To change that, a simple points program that is measurable and provides the employee a website full of items to choose from can be implemented inside of 30 days and is usually self-funded. This type of program can be rolled out easily with limited training and during a time of recession, can help you keep customers and employees in a downturn. This is a conversation for another time, but a couple of names to drop here are [Calusa Marketing](#) as they do a phenomenal work in both internal and external incentive marketing/rewards programs to keep customers and employees engaged. [Smartz-Solutions](#) has a different approach and ties in some technology to measure CX and EX and I've only learned of their existence recently through a friend, but certainly worth a look.

Enterprise CX – AI Executive Crossword Puzzle



Across

7. A recent trend in AI that allows computers to understand human language and respond to it in a natural way
 11. A subset of machine learning that involves deep neural networks
 14. A type of AI-powered software that can simulate a conversation with a human
 16. Silicon Valley Company that is a disruptor in Enterprise Search and Chatbot/Conversational AI
 17. A popular programming language that is widely used in AI and machine learning research
 19. A subset of analytics that deals with making predictions about future events
 22. A specific type of machine learning that involves generating new data similar to training data
 23. A type of AI that can operate independently, without human supervision

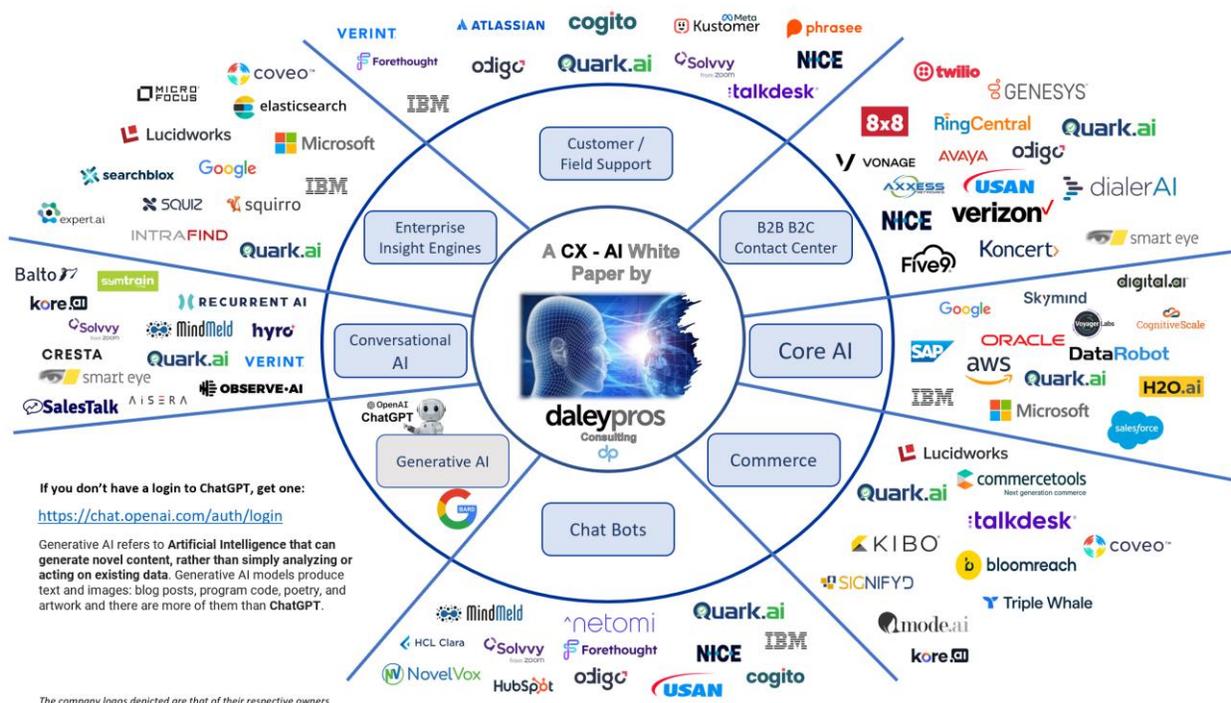
Down

1. The phase in the development of a new technology where expectations are often greater than reality - An often used Gartner term
 2. A subset of AI that allows machines to learn from data and improve their performance
 3. A type of AI that is only capable of performing a specific, pre-programmed task
 4. A famous physicist known for his contributions to the development of the theory of general relativity and Salesforce.coms AI
 5. The study of creating machines that can perform tasks that typically require human intelligence
 6. The overall experience a customer has with a company or product
 8. An early type of AI system that relies on a set of pre-defined rules

9. The founder of SpaceX and Tesla, known for his ambitious projects and bold statements about AI and the Twitter Files
 10. • A subset of AI that allows machines to understand and analyze visual data
 12. An agnostic cloud-based process management solution
 13. Name of An AI-powered computer system developed by IBM that is capable of understanding natural language and answering questions
 15. A leading search engine company that has been investing heavily in AI research
 18. A professional who uses data and statistical techniques to extract insights and make predictions
 20. A field of study that deals with the ethical implications of AI
 21. A set of instructions that a computer follows to perform a specific task

Answer Key, or questions or to contact Mark, click: [here](#)

An Executive White Paper for AI-CX in the Enterprise



I created this graphic to segment the types of Artificial Intelligence these software vendors promote and where they operate today. This illustration does not depict all Enterprise grade AI vendors and the lines don't exist for most part of the big guys who have true AI platforms spanning the business ecosystem. Candidly there are literally thousands of AI startups, and even if I could name them all, they wouldn't fit on this page. The logos and companies listed are the software companies I've come across online, researched in trade shows and/or have worked with to one degree or another. It does not really address vertical markets, and does include some I've mentioned previously in Huma.ai, Human Resources, Finance, Utilities, etc.

The actual lines drawn are lines of demarcation, for now. This is a fluid market, fluid technology. Point AI are point solution companies just providing one solution to solve a specific business problem. Expect a massive number of mergers and acquisitions over the next 2 years. Many, I assume, will vanish too.

As stated prior, having a policy in place for Generative AI is imperative for the Enterprise business—I cannot repeat this enough. I believe humans can thrive with AI and these tools are just that tool, not to replace humans, but have humans leverage the AI to make their jobs easier.

The Social Impact we need to address today.

School districts and academia in general are now scrambling for policy around Generative AI. Have the tools they used in the past for plagiarism now become obsolete? Did that happen overnight or what? If your school district has documented policies, please contact me. One workaround would be replacing some writing assignments by making students do oral exams. This may help the student more than we think by pushing them to master their presentation skills and it holds teachers responsible for really grading a paper by listening and possibly interacting to teach. But that whole process needs to be defined as there's not enough time in the day for teachers now. We still need policy around Generative AI from K-12 and beyond.

Recently the [NY Times](#) reported on a school's computer Science class that includes analyzing and critiquing Chatbots. One student saw how some popular facial recognition systems mistakenly identified iconic Black women as men. IE: Like Oprah and Serena. The popular yet controversial podcaster, Ben Shapiro from the Daily Wire also illustrated this same flaw in *algorithm bias* when asking ChatGPT some specific questions on Presidential candidates for 2024. The point of the AI bias lessons is to illustrate to student programmers that computer algorithms can be faulty at design just like any other product designed by humans. I guess that AI and Ethics class from SAP will pay off after all. But I ask again, "*Whose Ethics?*"

Another point of concern about ChatGPT or Generative AI used by our youth is the lack of human mental exercise in using critical thinking skills. With the two examples above and thousands more that could be stated, the danger to this younger generation being driven to illiteracy, not because they can't read or write, but because they haven't been taught to question or unlearn the flaws in the algorithm designs. Some will be taught to believe them and not question the results. But how on earth will critical thinking be taught?

For your HR team

A very small research company out of the San Francisco Bay area called, [Generative AI](#) on LinkedIn compiled a list (below) of positions that will be, "*heavily impacted*" by Generative AI. I would suggest rules, policies and procedures be developed today if you don't have them already. I obviously can't say that enough.

I do suspect that they used ChatGPT for the questions and answers to these comments in the xls file. As you can see, most Generative AI has a little way to go in terms of high-quality answers.

Job - Position	Explanation by Generative.ai	Human Weakness as explained by Generative.ai
Content Creator	AI can create content that is well designed and visually appealing, making human content creators	Creativity, originality and personal touch
Data Analyst	AI can process and analyze large amounts of data faster and more accurately than humans leading to	Ability to understand complex data patters and make informed decisions based on the information
Journalist	AI can write news articles with impartiality, accuracy and speed making human journalists	Empathy, interpretation of social and cultural context and the ability to tell a compelling story.
Teacher	AI can provide individualized learning experience to students making human teachers redundant.	Empathy, personal connection and the albeit to crate a supportive learning environment.
Marketing Manager	consumer behavior to develop effective marketing strategies make human marketing managers redundant.	Ability to understand human behavior, empathy and creativity in marketing
Customer Service Representative	AI can handle customer queries and complaints with speed and efficiency making human customer service representatives redundant.	Empathy and the ability to understand and respond to individual needs
Financial Analyst	AI can analyze financial data and make informed decisions, making human financial analyst redundant.	Ability to understand complex financial concepts and interpret data in a meaningful way
Product Manager	consumer behavior to develop effective product strategies, making human product managers redundant.	Ability to understand human behavior, empathy and creativity in product development

Job - Position	Explanation by Generative.ai	Human Weakness as explained by Generative.ai
HR Manager	AI can handle functions such as hiring performance evaluation and payroll processing, making human HR managers redundant	Empathy and the ability to understand and respond to individual needs
Social Media Manager	AI can manage and analyze social media interactions, making human social media managers redundant.	Empathy and the ability to understand the respond to individual needs
Legal Secretary	AI can handle legal paperwork and research making human legal secretaries redundant	Ability to understand concepts and interpretation of data
Medical Receptionist	AI can handle administrative tasks in a medial office, making human medical receptionists redundant	Empathy and the ability to understand the a respond to individual needs.
Graphic Designer	AI can create visually appealing designs making human graphic	Creativity, originality and personal touch.
Copywriter	AI can write compelling and persuasive copy, making human	Empathy, interpretation of social and cultural context and the ability to tell a
Web Developer	Ai can develop and maintain websites making human web	Creativity, originality and personal touch
Librarian	AI can manage library resources an assist with research making human librarians redundant.	Ability to understand complex information and interpret data.
Translator	AI can manage translate text and speech in realtime making human translators redundant.	Ability to understand cultural context and convey the meaning and emotion of the original text.
Interior Desiner	AI can create visually appealing and functional interior designs making human interior designers	Creativity, originality and personal touch.
Bookkeeper	AI can manage financail records and perform basic accounting tasks, making human bookkeepers	Ability to understand complex financial concepts and interpret data in a meanginful way.
Receptionist	AI can handle adminstrtrive tasks and answer phone, making human receptionists redundant.	Empathy and the ability to underand and respond to individual needs.

They also had musician on the list. I adjusted my own algorithm and took it off. AI will never replace Jimi Hendrix, Brian Jones, Jim Morrison, Janis Joplin or anyone else in the twenty-seven club.



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ChatGPT for Talent Acquisition

ChatGPT has truly taken the world by storm. It has broken all other digital user adoption levels, reaching over 100 million users in just two months and it is already growing faster than TikTok. Is this adoption irrational exuberance or the next big thing? As you likely already know, it's a bit of both. That said, it will revolutionize the processes for matching job candidates and open roles.

AI has been applied, with mixed results, for some time now in the Talent Acquisition space. ChatGPT will vastly improve these efforts. Three areas in the "talent acquisition" space worth mentioning that ChatGPT (and for that matter other emerging generative AI technologies) will have a major impact on are briefly highlighted below.

- Sourcing & evaluating candidates.
 - **Imagine** being able to ask your recruiting bot to find the top 10 great candidates in a given location, with all kinds of deep technical skills, specific business domain expertise, a certain education and certifications. All this using any natural language of your choice **and all with no need for complex Boolean statements.**
- Messaging candidates and client
 - **Imagine** being able to generate conversational, customized, messaging with both prospective candidates and clients **all without complex templates and at scale.**
- Generating interview questions
 - **Imagine** being able to generate detailed interview questions and range of appropriate answer for any field **all with a simple natural language request.**

Imagine that this, and more, are already happening.. **because they are!** Keep your eyes out for innovative software solutions in this space that leverage this promising, if not scary, emerging technology.