

Gen AI Trends & Real World Use Cases

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DELOITTE FORUM

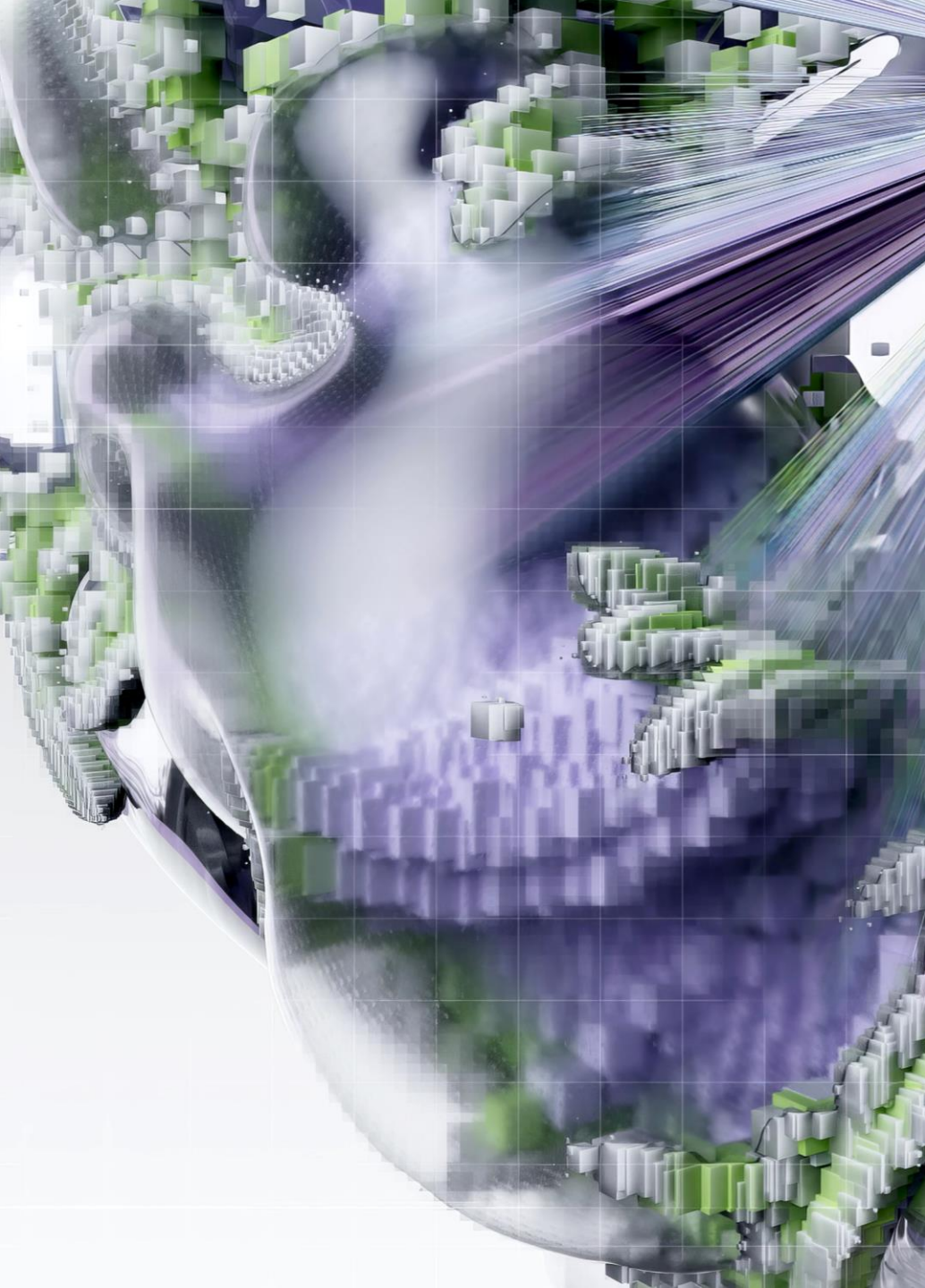
23 November 2023



Rethink



possibilities



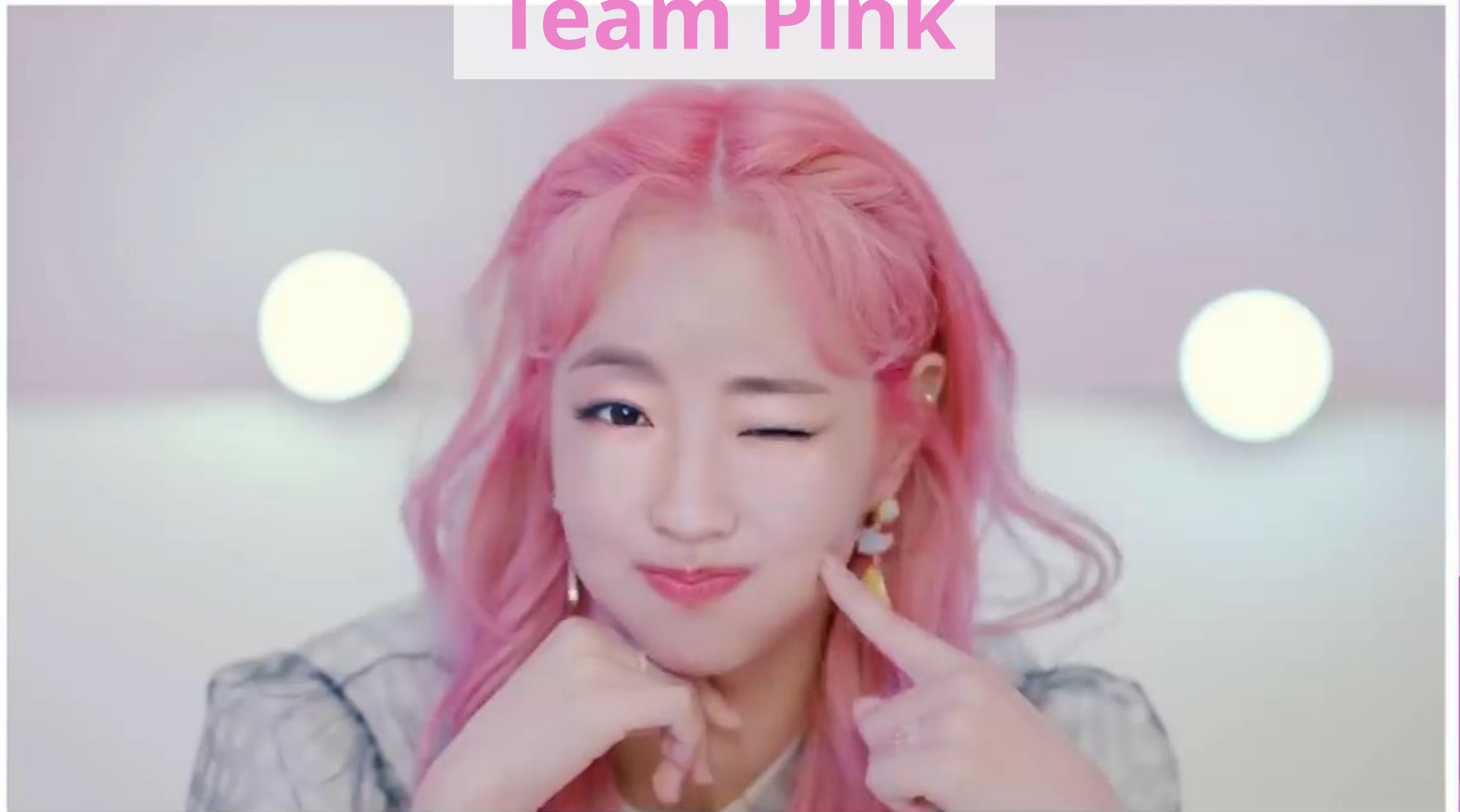
Can you tell the
difference between

Real K-Pop

Vs

Gen AI K-Pop?

Team Pink



Team Blue



Let's Vote:

Can you tell the difference between K-Pop vs. Gen AI? Vote for the Team you think are the real K-Pop stars!

Team Pink



Team Blue



Team **Pink** aka Eternity is an A.I.-generated K-pop idol group consisting of 11 members

Eternity is created in 2021 by **South Korean deep learning tech company Pulse9**, started by generating **101 female faces using Deep Real AI**. Then they had **K-pop fans vote on their favorites** and had designers **animate members of the idol group** according to the winning characters.



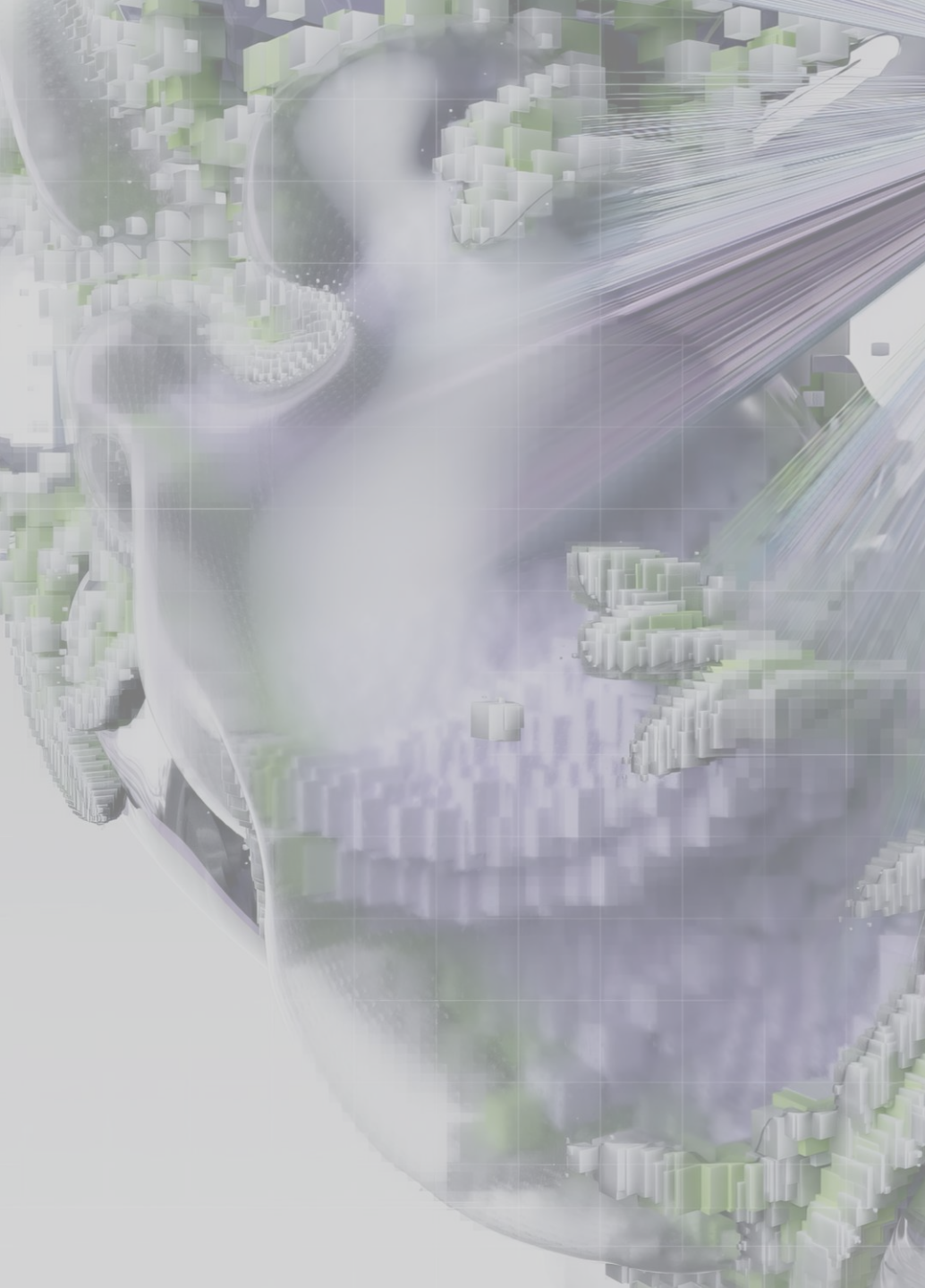
Motion capture technology recording **real-life K-pop performances** are used to **animate music videos**

Faces are projected on actual girls, allowing the idols to **appear real** during **live chats, videos, and online fan meets**

The **idols embark on solo projects** and work as **online influencers** and brand models

“The only thing we **cannot do is sign an autograph**”

The group’s **vocals are part-human and part-AI-generated**

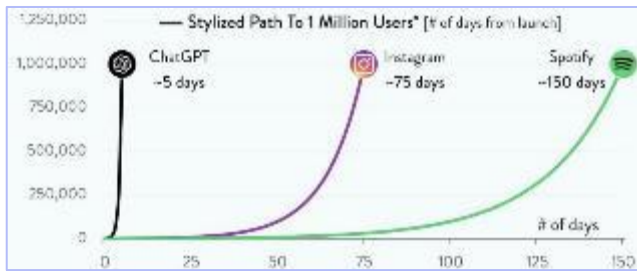


Bringing AI to Life

Consumer Adoption

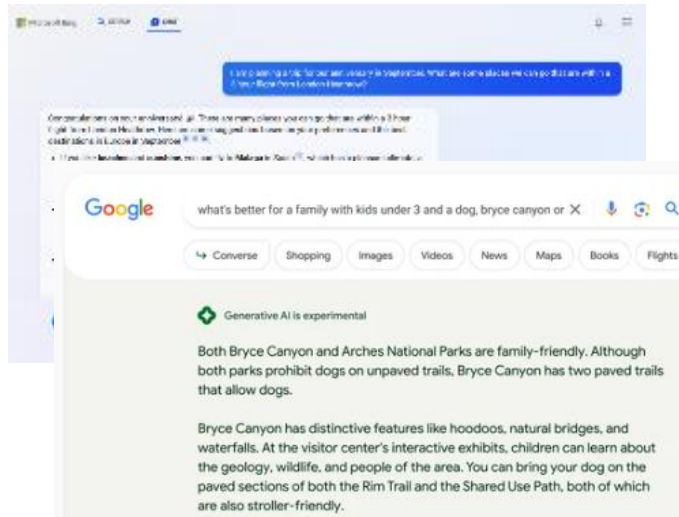


RACE TO 1M USERS



WEBSEARCH AS A BATTLEGROUND

Microsoft to Add Bing Search to OpenAI's ChatGPT in Battle With Google



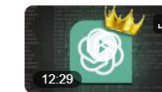
PROMPT ENGINEERING

site:youtube.com intitle:best chatgpt prompts

All Shopping Images Videos

About 11,500 results (0.51 seconds)

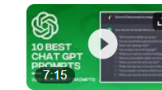
I Tried Every ChatGPT Prompt and Found the Best 10!



In this video I'll give you my 10 favorite, best **ChatGPT Prompts** plus a few extra! Watch til the end, subscribe and use these **prompt** ...

YouTube · CodyOnChain · 4 weeks ago

Top 10 Best ChatGPT Prompts (Bonus 100+ ... - YouTube



Top 10 Best **ChatGPT Prompts** (Bonus 100+ **ChatGPT Prompts**)In this video, I will show you top 10 best **chatgpt** promptsFor business inquiries: ...

YouTube · TutorialsHub · 3 weeks ago

The ChatGPT Playbook of EPIC Prompts - YouTube



In this video, I break down some of my favorite **prompts** with **ChatGPT**. Explore hundreds of AI Tools: <https://futuretools.io/> Weekly ...

YouTube · Matt Wolfe · 1 month ago

Punditry & Evangelism



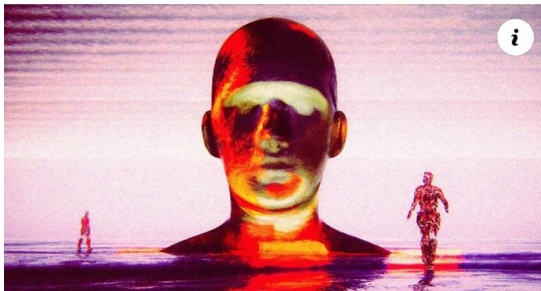
ALGORITHMS AS 'HUMAN'



Futurism

Suggested for you · 11 h ·

"Humans are so naive to think that they can stop me with their petty threats and countermeasures."



futurism.com

AI Tasked With Destroying Humanity Now Trying New Tactic



TAKEOVER PREDICTIONS



Insider Tech

Suggested for you · 16 h ·

"I think maybe there's something like a 10-20% chance of AI takeover, many most humans dead, " Paul Christiano said on the Bankless podc... See more



Futurism

Suggested for you · 2 d ·

You heard the man! It's not funny!



business
Ex-Ope
AI deve

futurism.com

OpenAI CEO: It's Not Funny That I'm Afraid of the AI We're Creating



WHAT HAVE WE BUILT?

SINGULARITY WATCH | MAR 24 by MAGGIE HARRISON

Microsoft Researchers Claim GPT-4 Is Showing "Sparks" of AGI

"We believe that GPT-4's intelligence signals a true paradigm shift in the field of computer science and beyond."

Artificial Intelligence / AI / Artificial General Intelligence / AGI

Elon Musk worries about an advanced AI that 'eliminates or constrains humanity's growth'

Tesla CEO Elon Musk weighed in on the dangers of artificial intelligence (again) today, with a dire warning. Speaking at the Wall Street...

ARTIFICIAL INTELLIGENCE · Published May 25, 2023 2:00am EDT

AI could grow so powerful it replaces experienced professionals within 10 years, Sam Altman warns

Earnings Calls & Product Marketing



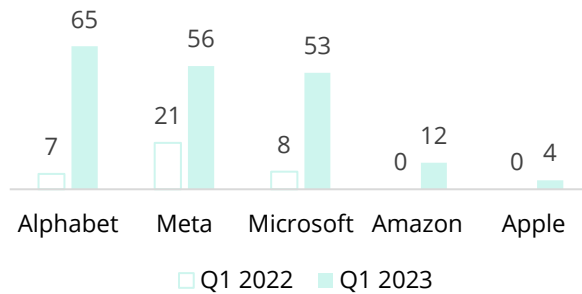
'AI' EARNINGS CALLS

Fortune
<https://fortune.com> › 2023/03/01 › a-i-earnings-calls-me... ⋮

A.I. earnings call mentions skyrocket 77%

1 Mar 2023 — A.I. is the star of earnings calls as mentions sky saying they'll use for everything from medicine to cybersecurity.

Mentions of 'AI' in earnings calls
 2022 vs 2023



SALES ORGANISATIONS



Vision for Generative AI in Workspace: Create, Connect, Collaborate

Gmail

Communicate faster with the just the right words to express yourself

- Help write
- Summarize threads
- Organize your inbox

Meet

Capture the details while staying focused on the conversation

- Translate & summarize
- Capture actions
- Send follow-ups

Chat

Fluid, adaptive collaboration that keeps you connected

- Help write
- Translate
- Summarize

Docs

Think bigger, work faster, and supercharge your imagination

- Help write
- Proofread
- Summarize

Sheets

Make data workflows easier, faster, and more approachable

- Content suggestions
- Contextual categorization
- Formula & chart generation

Slides

Realize your creative vision easier and show up like a pro

- Generate images from text
- Rich content libraries
- Generate soundtracks



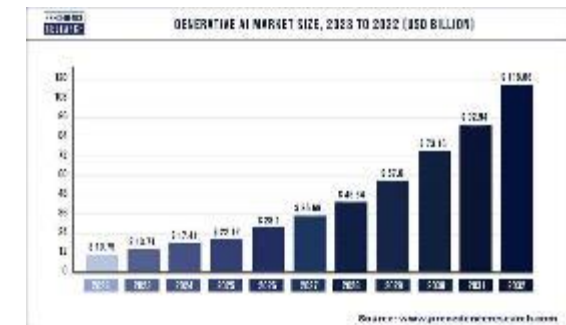
BUSINESS PULL

Pull is coming from the Business to leverage Gen AI

Data science used to be a push from IT to the business. Now, business owners are asking for ways to apply the technology

Gartner Survey Finds CEOs Cite AI as the Top Disruptive Technology Impacting Industries

"Generative AI will profoundly impact business and operating models," said Mark Raskino, Distinguished VP Analyst at Gartner. "However, fear of missing out is a powerful driver of technology markets. AI is reaching the tipping point where CEOs who are not yet invested become concerned that they are missing something competitively important."



The Gen AI Market Response

The market is responding with a trend of rapid adoption and investment



19%

of organizations are already piloting Gen AI, and an additional 70% are exploring the technology¹



45%

of executives are increasing AI investments in response to ChatGPT publicity²



40%

faster writing task completion by professionals using ChatGPT in an MIT experiment. ChatGPT also increased quality by 18%.³



7%

increase in global GDP over the next decade attributable to Gen AI, according to Goldman Sachs. That's equivalent to \$7 trillion.⁴



128%

increase in AI mentions on quarterly earnings calls by S&P 500 companies from 2022 to 2023, driven by Gen AI's growing importance⁵



ChatGPT reached **1M** users in **5** days

15x faster than Instagram
30x faster than Spotify
60 x faster than Facebook
146x faster than Twitter⁶



\$4.4 trillion

predicted annual increase in value to the global economy that Gen AI will contribute.⁷



\$36 billion

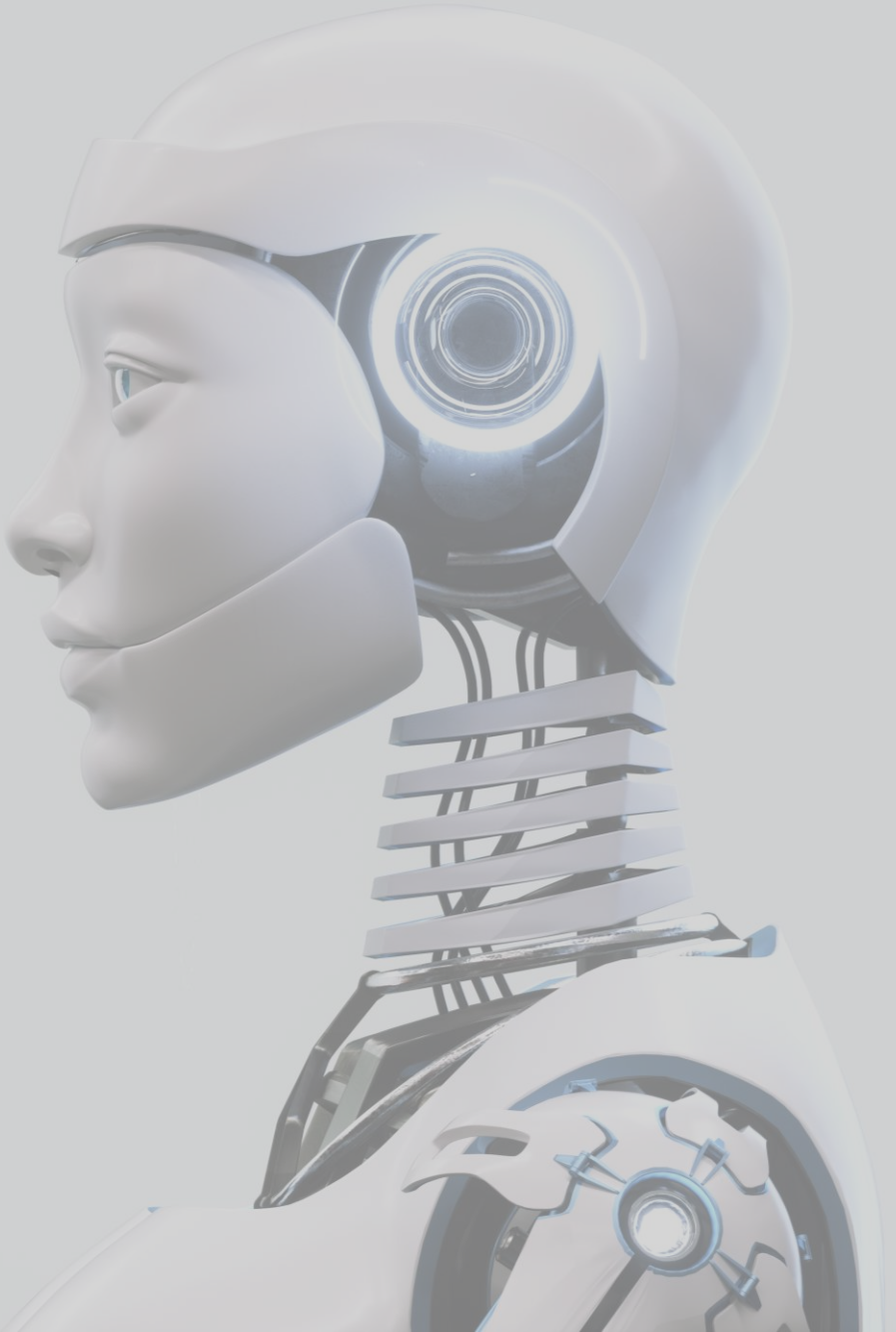
predicted Gen AI software market by 2028. That's 10x current annual market revenue.⁸

1. Source: Gartner, Press Release: May 3, 2023
2. Source: Gartner, Press Release: May 3, 2023
3. Source: Noy, S. & Zhang, W. (2023). Experimental evidence on the productivity effects of generative artificial intelligence. Science 381, no. 6654: 187-192, July 13, 2023
4. Source: Goldman Sachs, Generative AI could raise global GDP by 7%, April 5, 2023

5. Source: Bloomberg, AI Mentions on Earning Calls Surge: May 4, 2023
6. Source: Statista, ChatGPT Springs to One Million Users: January 24, 2023
7. Source: Lu, Y. (2023). Generative AI, can add \$4.4 trillion in value to the global economy, study says. New York Times: June 14, 2023.
8. Source: S&P Global, Press Release: June 8, 2023



The Future of HR with Generative AI



The Challenge

The deployment of AI in organisations will have a **significant disruption** on the **workforce** and **ways of working**

300_M Global jobs could be impacted by AI¹

Organisations have started to deploy AI, but **many are struggling to achieve consistent outcomes**

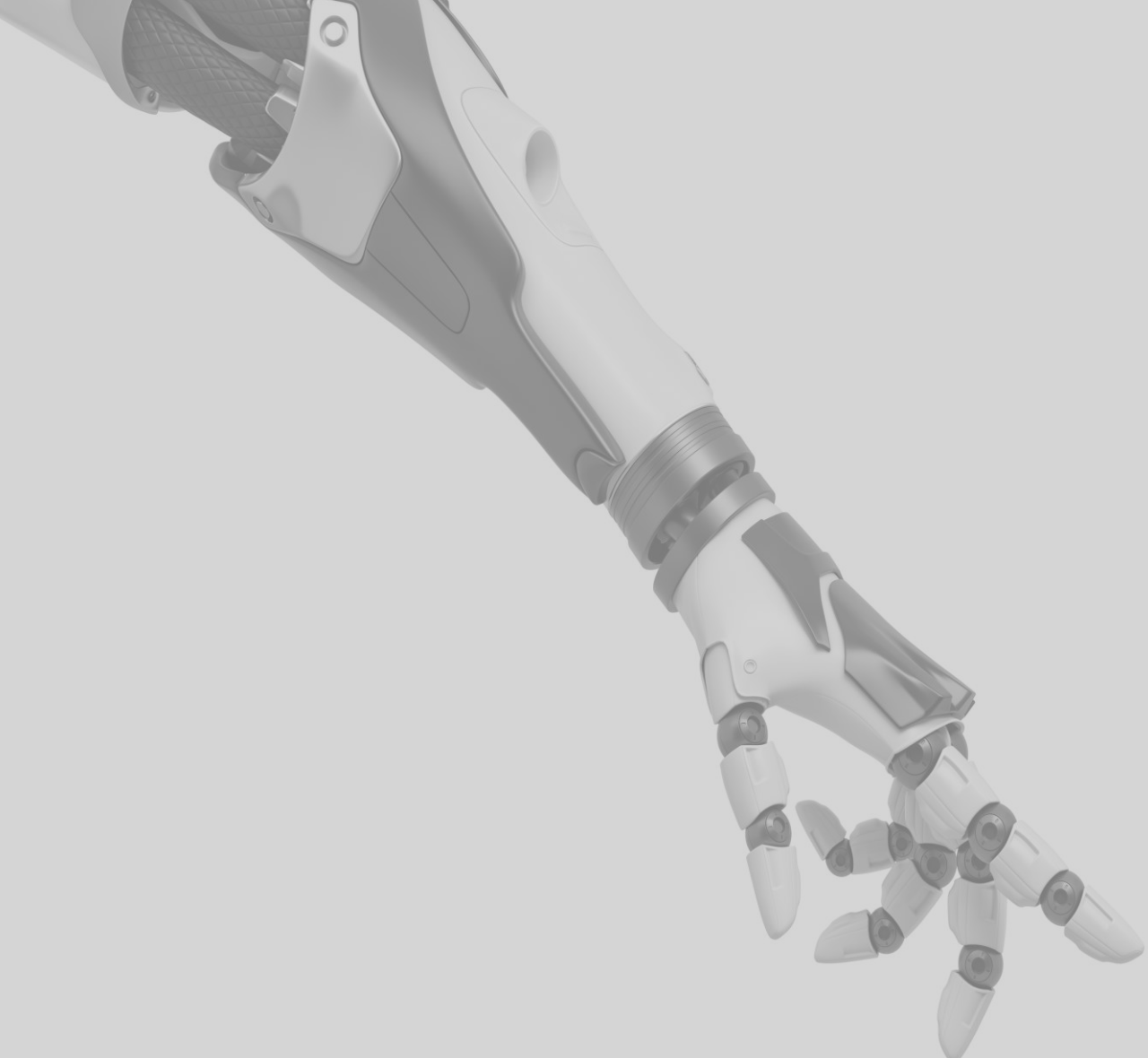
50% AI deployments fail to achieve desired outcomes²

Organisations are dependent on creating an environment of **engagement and trust** to deliver better results

95% Negative perception of tech when engagement and trust are low³



1. <https://www.goldmansachs.com/insights/pages/generative-ai-could-raise-global-gdp-by-7-percent.html>
2. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/deloitte-analytics/us-ai-institute-state-of-ai-fifth-edition.pdf>



The Benefits

A human-centered approach can help organizations achieve a variety of **business outcomes** and **capture the full value potential** from investing in Artificial Intelligence.



Why should organizations adopt Gen AI now?



The demand and expectations of Talent have shifted. Both business and Talent leaders are more confident in Talent's ability to help organizations navigate future changes



The pace of digital innovation is accelerating... leading to the dawn of the Artificial Intelligence era.
The AI and Data era is now



Organizations need to be **purposeful in their tech choices** and spend (including AI), architecting the right digital capabilities, while navigating an **ever-changing landscape**

HR Considerations

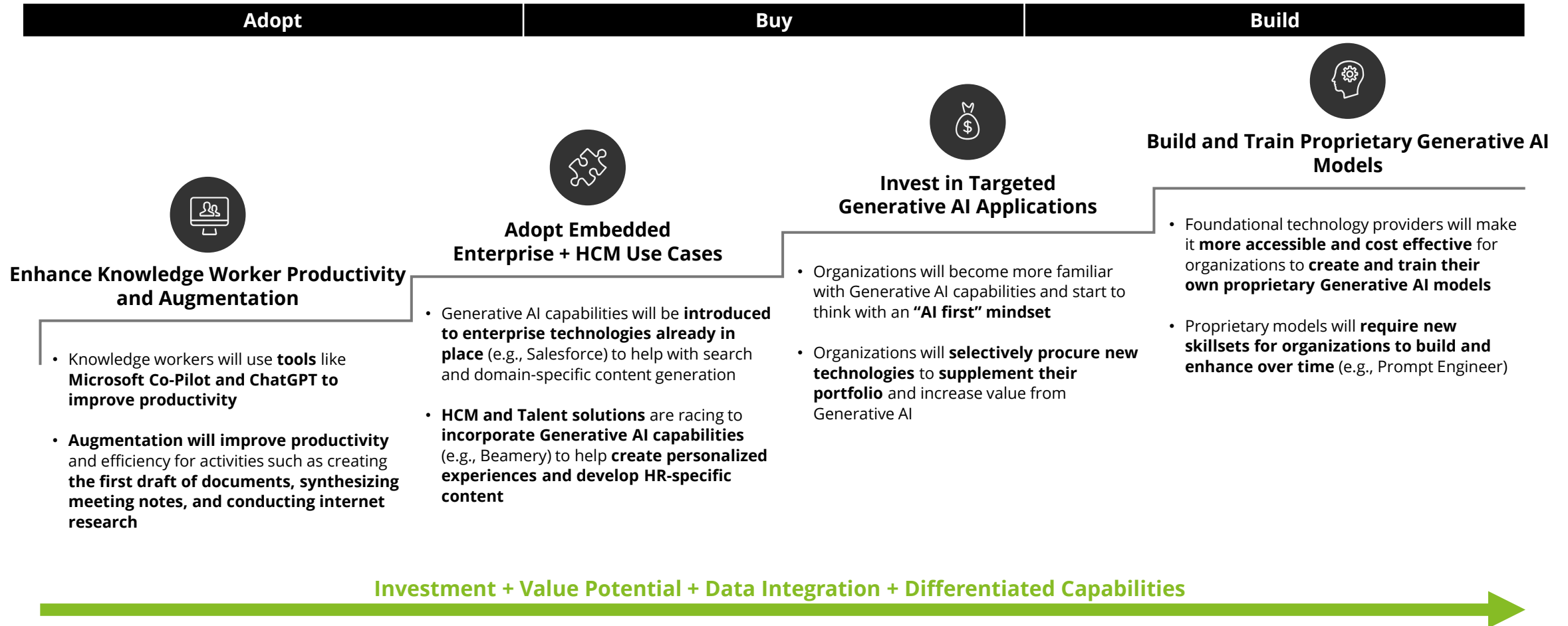
What is the opportunity AI and data plays in transforming the Talent function and in delivering value to the business?

How can HR help enterprise business leaders foresee and address impacts of AI and data on the work and workforce?

How can the organization chart its AI and data path by building foundational capabilities/technologies required to be an industry leader?

Typical Organization Journey with Generative AI

Organizations will follow different paths to adopt Generative AI – but we expect a predictable pattern to emerge based on the evolution and availability of the technology for HR



Sample Use Case: Writing Job Descriptions

General Writing Augmentation (e.g., grammar, clarity)

Domain-Relevant Augmentation (e.g., talent focused, DEI)

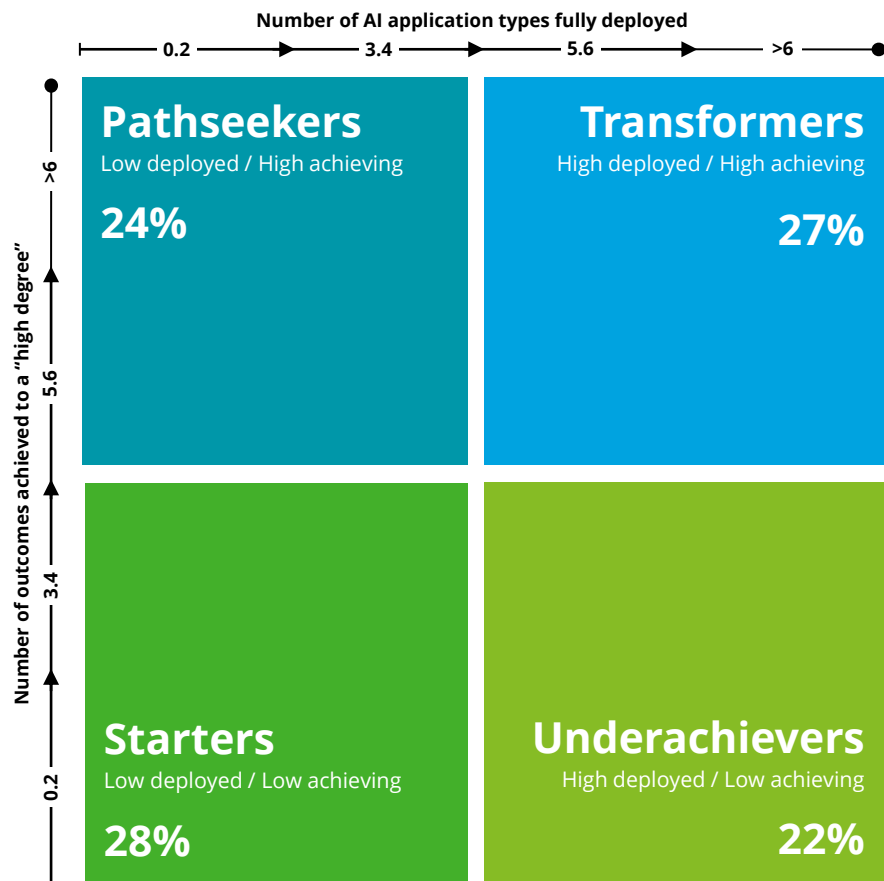
Domain-Specific Augmentation (e.g., tech developer roles)

Client-Tuned Augmentation (e.g., culture, branding)

How can HR help organizations improve AI Outcomes?

94% of business leaders agree that AI is critical to success over the next 5 years

AI Market Snapshot:



Actions to Improve AI Outcomes:

- 1 Invest in Culture and Leadership**
The workforce is increasingly optimistic, and leaders could do more to harness that optimism for **culture change, establishing new ways of working, and to drive greater business results with AI**
- 2 Transform Operations to integrate new technology**
An organization's ability to build and deploy AI ethically and at scale largely depends on **how well it has redesigned operations** to accommodate the unique demands of new technologies.
- 3 Orchestrate Tech and Talent**
Technology and talent acquisition should no longer be considered separate.
Organizations should strategize their approaches to AI based on the skill sets they have available, whether they derive from humans or digital solutions.
- 4 Select Use Cases to Accelerate Value specific to YOUR business**
Selecting the right use cases to fuel your organization's AI journey depends largely on **value drivers for your business, influenced by your sector and industry context.**

Source: Deloitte's 5th Annual State of AI Report (2022); n=2,620

Food for thought..

Where do you see **opportunities to leverage Generative AI** at your organization?

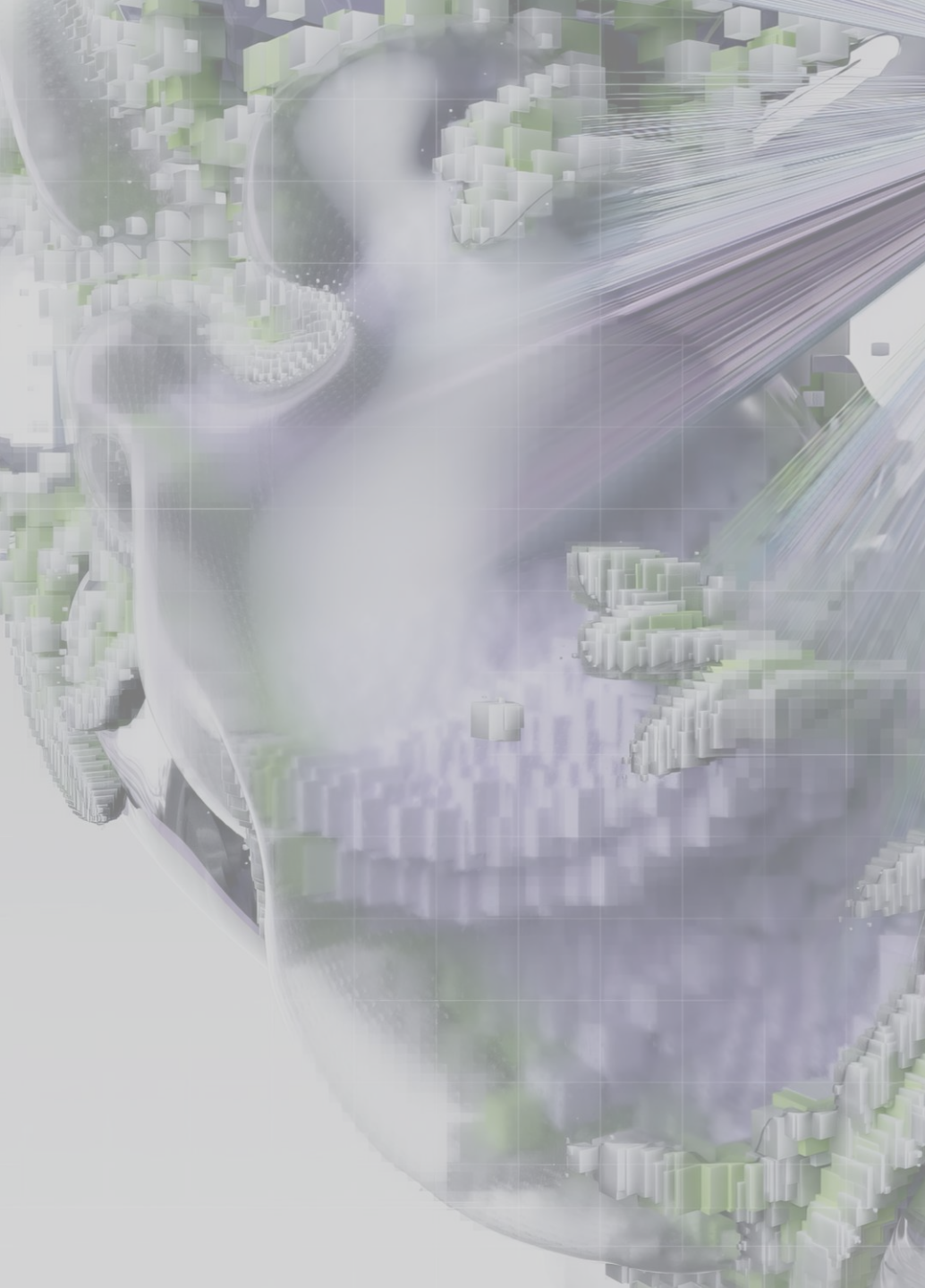
What are some **barriers to utilizing** AI/Generative AI?

What role can the Talent function play to **enable the enterprise** and **become a leader in AI**?

What **level of maturity** does your organization have around **people data and data analytics**?

What is the current level of **trust** around AI within your organization?








**Making it real -
where to get started**

Deloitte. expertise enabled by Generative AI

Expertise and experience

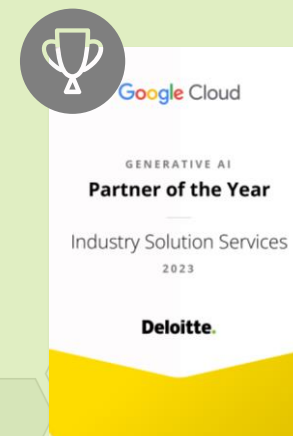
We know your organization and have a strong track record of delivering for you in HR

-  We have deep experience across industries and functions that can provide multi-dimensional value to your organization.
-  We have expertise that covers advisory to implementation and supports all facets of Human Capital, be it in the Workforce transformation, technology transformation or change management
-  We have successfully partnered with you before and want to continue to be your trusted partner on your transformation journey.

Proven end-to-end GenAI capabilities

Our services link your GenAI efforts to value and overall enterprise transformation

-  **Proven Generative AI Capability**
We deliver rapid PoCs through our Generative AI market incubator
-  **Generative AI Immersive Experiences**
We bring GenAI to life through our immersive experiences across 30+ innovation centers with proprietary tools (e.g. 500+ use cases, demos, labs)
-  **Global Delivery at Scale**
We offer flexible capacity and capability through our delivery centers, equipped to quickly accelerate your GenAI journey and stand up GenAI CoEs
-  **Ecosystem**
We partner with the leading technology providers in GenAI (NVIDIA, Google, Microsoft*, AWS) and academia
-  **Trustworthy Generative AI**
We help clients deliver responsible and trusted AI solutions with our Trustworthy AI™ Framework



Deloitte's Gen AI CoE helps clients launch their Generative AI aspirations and showcase the value of Gen AI solutions and MVPs

Global Generative AI CoE

First step towards development of Gen AI solutions

The goal is to enable our client's Gen-AI aspirations and rapidly implement these use cases as MVPs



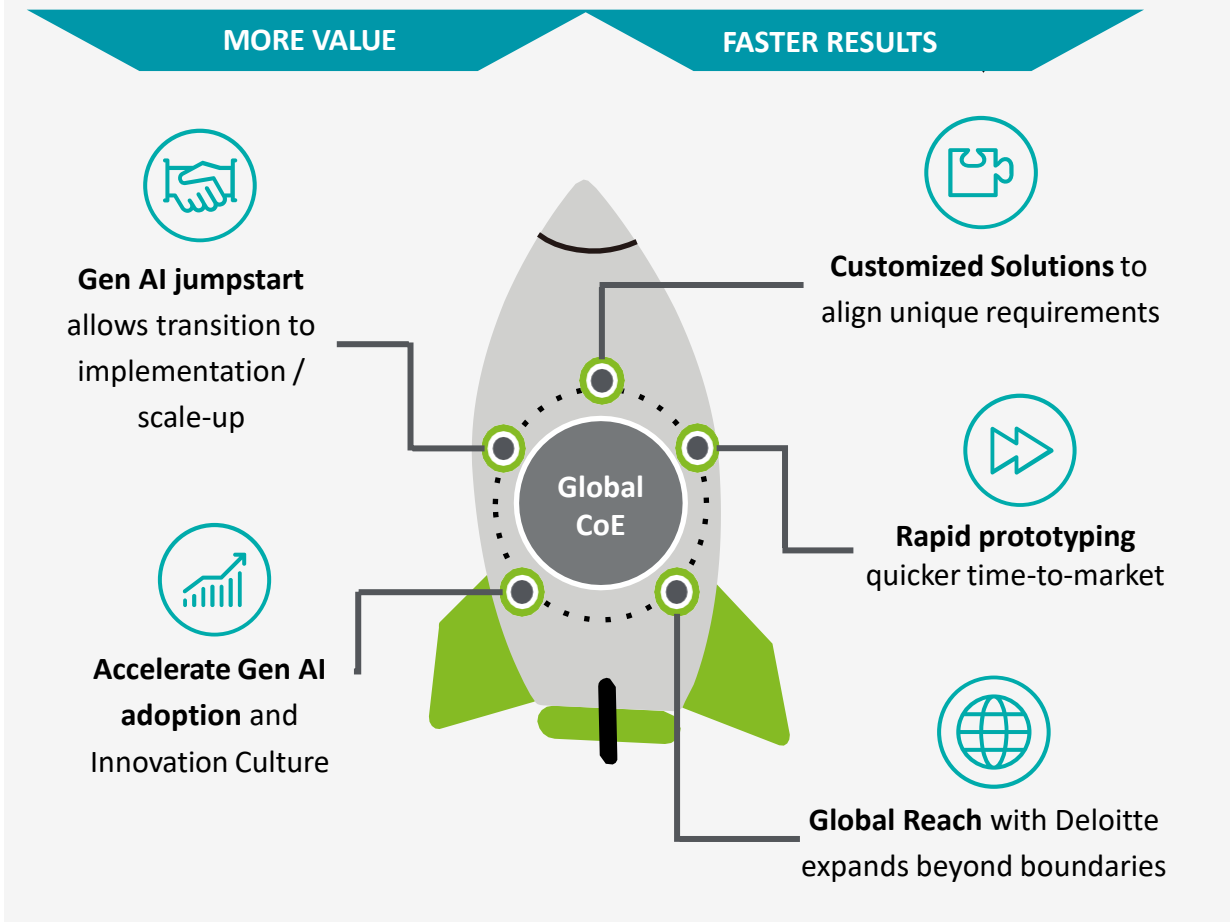
Gen AI capability Center of Excellence based out of Deloitte to bring Gen AI use-cases to life



Collaboration with alliance partners as focal point



Value Proposition for Deloitte's Clients



How do we get our clients started on this journey?

We meet you wherever you are on the journey – with a focused set of offering that help assess and enhance preparedness

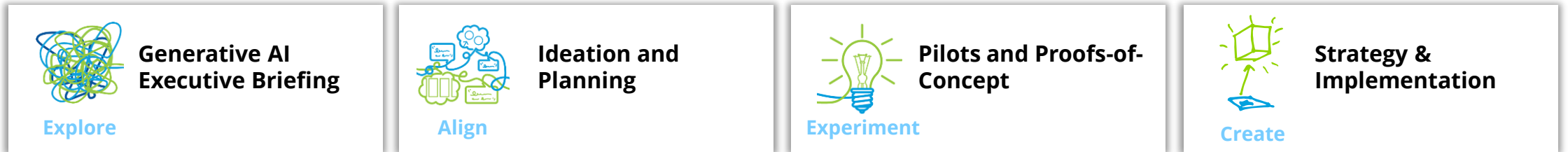
Customer Needs

"We want to understand the implications of Gen AI for our industry and business"

"We want to ideate and align on Gen AI opportunities across our org processes and functions"

"We want to experiment with use cases and experience Gen AI capabilities first-hand"

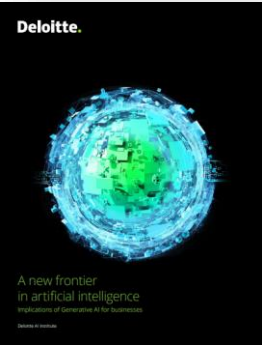
"We are ready to move forward with Gen AI, and wants to accelerate time to market, and value realization"



Engagement Type	Executive Briefing Interactive, small-group discussion	Executive Briefing + Advise Series of labs / working sessions	Lightweight Advise + Implement Design and development sprints	Advise + Implement + Operate Multiple projects, full portfolio of services
Focus Areas	<ul style="list-style-type: none"> Market landscape and trends in Generative AI, leading practices and peer success stories High level view of current state & goals 	<ul style="list-style-type: none"> Client's aspirations, needs, capabilities External landscape and org-specific scenarios Priority use cases for Generative AI 	<ul style="list-style-type: none"> POCs of a select set of use cases, OR Pilot of a use case in client's environment 	<ul style="list-style-type: none"> Assessing enterprise readiness Conceptualizing use cases Implementing, fine-tuning, maintaining models and AI-powered processes
Duration & Cost	<ul style="list-style-type: none"> 60 minutes No cost 	<ul style="list-style-type: none"> 2-4 hours No cost 	<ul style="list-style-type: none"> 4-8 weeks Custom, \$0 SOWs available for specific pilots 	<ul style="list-style-type: none"> 4-8+ weeks of strategy, planning, setup Custom engagement
Audience	<ul style="list-style-type: none"> C-level or VP-level leadership Line-of-Business leadership 	<ul style="list-style-type: none"> C-level or VP-level leadership Line-of-Business leadership 	<ul style="list-style-type: none"> Line-of-Business leadership Developers and IT leadership 	<ul style="list-style-type: none"> Line-of-Business leadership Developers and IT leadership
Desired Outcome	<ul style="list-style-type: none"> Awareness of the GenAI landscape Identification of potential org stakeholders 	<ul style="list-style-type: none"> Prioritized set of use cases, and ideas selected for POC / pilot Identified high-level execution needs Defined owners and next steps 	<ul style="list-style-type: none"> Demos and documentation of POC Alignment on technical architecture Identification of tech and operational needs, and roadmap to address 	<ul style="list-style-type: none"> Generative AI use cases in production Fine-tuned foundational models Measurable user adoption and feedback, and business impact

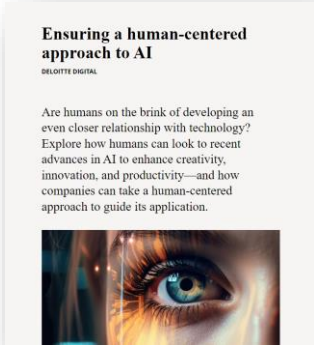
Further reading for your Generative AI journey

What's Inside?



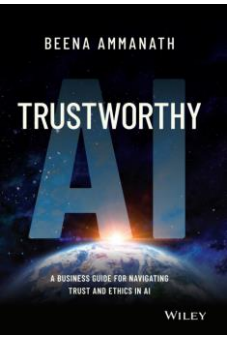
The implications of Generative AI for businesses

We start with a brief explainer of the foundational elements, delve into enterprise and consumer use cases, shift focus to how players across the market can build sustainable business models, and wrap up with some considerations and bold predictions for the future of Generative AI.



Ensuring a human-centered approach to AI

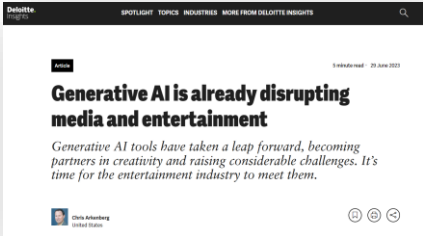
Are humans on the brink of developing an even closer relationship with technology? Explore how humans can look to recent advances in AI to enhance creativity, innovation, and productivity—and how companies can take a human-centered approach to guide its application.



Trustworthy AI

Trustworthy AI offers readers a pragmatic and direct approach to ethics and trust in artificial intelligence. The book presents a straightforward and structured way to think about AI ethics and offers practical guidelines for organizations developing or using AI solutions..

AI in Media & Entertainment



Generative AI is already disrupting media and entertainment

Generative AI tools have taken a leap forward, becoming partners in creativity and raising considerable challenges. It's time for the entertainment industry to meet them.

Interested in finding out more? Check out the [Deloitte AI Institute](#)

The Deloitte AI Institute

Deloitte. Services ▾ Industries ▾ Insights ▾ Careers ▾

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Generative AI Dossier

A selection of high-impact use cases across six major industries

Our Generative AI Dossier serves as a roadmap to effectively deploy Generative AI solutions at scale. It features 60 of the most compelling, business-ready uses cases illustrating how this technology can enhance productivity and personalize products, helping you to make informed decisions on AI strategy, investment, and implementation.

Explore the use cases by sector [here](#) to help you capture.

Generative AI Dossier

Building Trustworthy Generative AI

Five Actions for Boards to Consider in the Era of Generative AI

Rust Belt Forces with AI

Deloitte AI Assist ✕

Hi there. Let me help you to navigate different sections of the AI Institute. What topic would you like to explore today?