AI360 podcast

Season 1, Episode 11: The best insights from our first 10 episodes

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Sachin Patro: And I'm Sachin. And this is AI360, the podcast where we deliver the latest insights in AI in just 360 seconds.

Grant Griffith: And welcome to our 11th podcast. We just hit our most recent milestone of 10 podcasts. And so we thought, why not do a little retro, where we look at some of our favorite moments over the past 10 podcasts?

Aneesha Prakash: For our first clip, we have Baris Sarer talking about what businesses should consider when deciding to build, buy, or partner for foundational models.

Baris Sarer: Right. So first of all, this is not one decision. It's going to be a series of decisions, but to help our clients address that question, we developed a decision framework with four key considerations that you should apply to your use cases. One, you have to start with your business strategy. What is more important for you? Is it time to value? Is it monetization of your proprietary data? Is it differentiation, or is it creating a reputation for technology innovation to attract certain types of talent? more interest now with these more memory-intensive language models that we can start unlocking new use cases on devices.

enterprise platform foundation and sequenced in a way that generates frequent wins as use cases come live. And then most importantly, the timing of these wins need to align with the broader strategic plan and priorities of the business at the executive level.

Aneesha Prakash: Next, we have Howie Stein talking to us about some key challenges in customer service that can be solved with GenAI today.

Howie Stein: Yeah, I think despite many years of seeing organizations try to make sense of their data with work around data warehouses, data lakes, many organizations continue to struggle with getting to that single view of their data. This manifests itself in many ways.

One way is around limited relevance of knowledge articles and self-service and digital channels. Customer information also continues to be very fragmented and inconsistent. This prevents agents from driving meaningful insights and conversations, especially with more complex service-related issues.

Inefficient case routing continues to be a challenge in many organizations without considerations for skill sets or entitlements of their agents. And finally, appropriate governance around capturing, maintaining, and sustaining knowledge base and knowledge articles continues to be a very manual and human-intensive task.

Sachin Patro: Next, we have Jason Williamson, who discusses some of the immediate steps for M&E executives looking to infuse GenAI into their businesses.

Jason Williamson: Yeah, yeah, so happy to. I would really distill it into three key points around most of the conversations I'm having lately.

The first is AI is not just a technology exercise in your organization. Look at it comprehensively—involve your workforce, involve your stakeholders, involve your leadership, and just make sure that there's a clear, transparent conversation just to demystify the technology and really kind of drive understanding in the technology and a vision of the value that it can deliver.

The second is around workforce. So develop your workforce. Help them understand that this technology helps augment their capabilities, the creative process. At the same time, you're going to find that your workforce has a lot of observations and feedback. They're really going to make the implementation of AI in your content supply chain more effective, higher quality, and deliver more value to the enterprise.

And then third, understand the ROI and make sure that you're tracking that. So we do an awful lot of work looking at—given our use cases and speculations on how this can be deployed—what's the value to the business? And that really helps justify to our clients—to their business—the experimentation and implementation and engagement of these technologies.

Grant Griffith: And now let's hear from Greg Spillman, who talks a little bit about what does a GenAI future look like for creators, advertisers and platforms.

Greg Spillman: What's really exciting is what's changing for the end consumer of the content that creators are generating, content for advertisers, or partnering with advertisements in platforms are creating a seamless experience to enjoy that content. And the consumer wants content that is hyper-personalized to them. And they want it, you know, when they're out on the go, they want it at home, they want it to meet them where they are. And what's exciting is that creators with Generative AI have the ability to iterate more, advertisers have the ability to know their customer a bit better, and platforms have the ability to be that glue that connects all these parties together. What we'll talk about in a little bit [is] they're also the central point of providing safety and trustworthiness across the ecosystem.

Grant Griffith: And now let's hear from Julie Shen, who answers the question, what are some of the no-regret moves that developers can make to ensure their success, as AI continues to grow and explode?

Julie Shen: Here are my top three. So number one, focus on the human, not the AI. Remember, these are only tools. They're meant to support your developers. Make sure your developers are the hero of the story. Number two, don't forget about the soft skills. Skills such as communication and collaboration, industry and domain expertise, and creative problem-solving that all reside in a great developer today will only be more important in the future as these tools blur the boundaries of technical and nontechnical teams. Continue investing and training your developers in these skills and the soft skills, not just the AI ones, to unlock their full potential. And number three, lead with trust. Communicate with transparency to your developer teams, adjacent teams, even your customers and partners, around which use cases you'll focus on and where you are in the maturity curve, as well as how you'll mitigate potential risks. Invite these groups, especially your developers, to chart your journey together.

Sachin Patro: Next, we have Jagjeet Gill, who will lay out his top three predictions on the future of CPQ processes, especially given the ongoing advancements with GenAI.

Jagjeet Gill: See predictions—it's always hard to make when the technology itself is evolving so rapidly. However, some of the use cases, in addition to what I laid out earlier in the conversation, are the conversational quoting, where the sales reps will be able to create quotes with verbal instructions. The second one is generating the sales training and the certification program content, which is tailored to the sales rep's specific role, the segment they are targeting, and the type of learning preferences they have. And finally, collating and quickly surfacing the type of content to build a very robust proposal, which is very tailored to the specific customer and the partner needs.

Sachin Patro: And finally, we have Laura Shact, who walks us through how companies should prepare for GenAI impacting a large majority of roles, in the coming years.

Laura Shact: Well, it's not one and done, and it's likely just starting in the year 2024. The technology is improving so rapidly, and it's likely to impact different business models, different times. So we're all going to be upskilling ourselves for a long time. In the immediate term, I work with companies to define various learning personas and then develop curriculum around them. So typically we think about four personas: the executives, the leaders and managers, nontechnical business professionals, and then technical business professionals. So the key there is to provide the courses and the learning that's most relevant to them. And so these groups aren't overwhelmed, but see it as giving them access to opportunities and access to more learning if they want it. Within Deloitte, we offer an AI academy to build these schools, and I see a lot of companies also developing their own courses or enrolling people in technical bootcamps, especially in areas like data science, for more upskilling on the technology.

Aneesha Prakash: Thank you so much for listening. We hope you enjoyed our highlights. Stay tuned for more episodes from AI360.

enterprise platform foundation and sequenced in a way that generates frequent wins as use cases come live. And then most importantly, the timing of these wins need to align with the broader strategic plan and priorities of the business at the executive level.

Mark Szarka: It seems obvious, but there will be an increasingly disproportionately higher volume of AI features available to those companies, those users, those end users, or even anyone that has a higher compute device. Right? So there's legacy devices, but that increasing set of features and that will all be driven by orchestration. It will unlock who actually has access to those features because of the economics. Now, that ties to the second point, which is the interplay between the AI features from ISVs and others, as well as it will tie directly to the OEMs and device refresh cycles, because there will be an interplay there of the "chicken or the egg" supply/demand equation—we'll have to monitor that. But as we start to build in more and more, the demand for the increased set of compute on down the device will increase that refresh cycle. And then lastly, just the continued monitoring of the shift to the importance of inference. We'll start to see some really interesting changes in model architectures down for the smaller set of compute devices. Not GPU racks up the cloud, but down to the device, we'll have models that will have a quarter of the footprint, same sort of outputs. It's the interplay between power, speed, and accuracy to be able to balance all this. So it'll be really interesting, a very fast-moving space, but we're very excited about what's coming ahead of us.

Rohan Gupta: Fantastic. Mark, thanks so much for being on AI360. I'm really excited about your prediction, and I'm sure we'll have you back for a future episode.

Mark Szarka: Awesome. Thank you Rohan, thank you for having me here today.

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