

The impact of AI: Taking all industries in its fold



Artificial intelligence (AI) is taking humans to places we couldn't go before – creating a new era, the Age of With. The Deloitte AI Institute is leading the global conversation on AI by bringing forth insights and using deep knowledge of AI gathered by industry specialists to make sense of this complex ecosystem.

The AI-Fueled Organization is a series of discussions about how AI is transforming key sectors and industries. The first four installments of this webinar focused on the impact of AI on life sciences and health care, consumer technology, media and telecom, and financial services, respectively. The fifth installment looks across these sectors and industries to focus on the many possibilities for AI's impact. Beena Ammanath, executive director of the Deloitte AI Institute, leads the session with panelists Nitin Mittal, principal, Deloitte Consulting LLP and a leader of the Deloitte AI Institute; and Dan Helfrich, chairman and CEO of Deloitte Consulting LLP.

Their discussion reveals **10 ways** in which **AI** is driving impact across industries and enterprises.

1

Leveraging AI to drive transformation

AI is being adopted by both private and public-sector enterprises. Most organizations use AI as an automation tool. However, some organizations are going beyond simple automation and are infusing AI in all functions possible, thereby redesigning the way they address their customers and their way of operations. As a result, they are experiencing higher growth, improved market share, and reduced costs. Companies like Exelon have rethought their entire relationship with their customers using AI to sense outages and other customer challenges and proactively mitigate them using automation. A few telecom companies have redesigned their call center function entirely by integrating machine learning and deep artificial intelligence in their systems. This approach has resulted in better problem-solving and happier customers, thus building a strong case for using AI for transformation purposes.

2

Building trust through AI

Based on trends in multiyear engagements with enterprises to implement AI at Deloitte, it is observed that AI speeds up execution time and contributes to a reduction in cost. AI can break down complex problems into simple ones that can be intuitively comprehended through machine learning-generated insights. Through this, AI not only transforms the way in which organizations engage with their customers, but also builds trust, particularly in channel centers. Looking at the recent use of AI for solving real-life problems, it is worth noting that AI has been instrumental in the design and rollout of the COVID-19 vaccine that has given hope to billions of people around the globe.

3

More AI requires more AI-trained employees

AI specialists are a finite pool of people that most organizations are fighting to hire. Hence, organizations need to upskill and train more people to handle AI jobs of the future. If we want to truly embed an AI culture within the organization, it is essential that everyone in the team, including engineers, data scientists,

consultants, and functional experts, is armed with baseline skills to understand AI and machine learning. There are academies and institutes that offer deep levels of proficiency and skill development for the modern technologies and modern applications of AI. For even those who are already skilled, the task remains to raise the level of proficiency for modernization to truly happen.

4

More AI means a diverse pool of resources

At Deloitte, we believe that people, irrespective of their race, color, gender, sexual orientation, or any preferences, deserve a chance to train and work on modern technologies like AI. There are efforts to partner with nonprofits and academic institutions like UVA, UC San Diego, and Morgan State University, which traditionally have students from diverse backgrounds, to bring a diverse pool into to the workplace. By embedding AI studies in early education, it is easier to find people with passion and interest in areas of AI. It is also true that AI learns and becomes the people who train it. Algorithms are built by people, and when those people span diverse backgrounds, demographics, and experiences, algorithms become more fair and robust.

5

More AI means learning crucial skills

Apart from the need to build more AI learning in early education, it is also essential to learn two other aspects of AI. The first is the trustworthiness of how AI is applied, and the second is a business understanding of where and how AI can be best applied. Human skills like inclusivity, own experiences, and implications generated through it are essential in building AI algorithms. AI is a fast-growing field with startups, boutiques, and companies using AI in various forms in either their products or services. Here, AI is being presented as a value proposition. Someone who wants to make a career in AI needs to learn conversational AI, natural language processing, natural language generation, vision AI, data in motion, and generating insights to leverage machine learning algorithms.

6

Using AI to solve business challenges

It is not enough to simply learn the technical aspects of AI. It is also important to learn and understand the application of AI in a trustworthy manner to bring business benefits and solve business challenges. AI truly means having conversations about a business challenge on subjects around engaging customers better, faster, and in a more cost-effective manner. These conversations are not always led by technology-minded people, but rather also by business and functional associates. Irrespective of the function, it is important for organizations to equip their teams with working knowledge of AI to maximize the impact that AI can generate for their function.

7

AI use cases at Deloitte

Deloitte has started implementing AI in several business functions. AI is being used in the recruitment and talent acquisition process. It is used to source the right talent by screening resumes and eliminating the element of human biases that may emerge from past experiences. Deloitte Finance functions extensively use AI to improve bill cycle times and invoice processes. Deloitte also often works on big technology implementations and cloud migration engagements with embedded AI to enable technology and digital transformation for clients. Similarly, in the manufacturing domain, AI has been used for smart factory implementations that work to make plants more modular and nimble. The customer engagement area at Deloitte uses AI to generate personalized content and services, which helps in bringing longevity and lifetime value to customers.

8

AI as a game changer in life sciences and health care

While AI is being adopted in practically every industry in different forms, there are two industry segments that embrace and embed AI extensively. These are the life sciences and health care industries. Within these sectors, there has been much adoption of AI in government and public services, and AI is being applied in every aspect of how the government digitally

converses with citizens. Patient management, an integral part of the health care industry, relies heavily on AI innovation for privacy and precision in documents and processes. With companies in technology constantly working to bring new and improved AI-enabled platforms, other industries like financial services are also matching the pace in terms of AI emergence.

9

Futurescape: AI in 2030

The pace at which AI is growing is exponential. Those who constantly scrutinize their processes and the before and after of AI in systems and infrastructure will emerge as winning individuals and organizations. The ability to disrupt yourself will be crucial to success.

Future work will be increasingly agile and flexible, and people will have to keep reinventing themselves in order to stay in the game. There will certainly be an acceleration in the Age of With, wherein our society and civilization will be smarter and hyper-connected. It will then be absolutely paramount to figure out the right synergies between humans and intelligent machines.

10

Bringing trust and ethics in AI-fueled organizations

Trust is the foundation of the success of any business, and Deloitte is no different. In fact, Deloitte as an organization prides itself on trust as a major differentiator in its relationships, both with clients and customers and with employees. The same goes for implementing AI for clients and making sure it is managed with appropriate governance and ethics. Trustworthy AI entails several elements like data privacy and filtering out noise from the underlying data itself. It also includes monitoring and rectification of algorithms to remove biases brought in consciously or subconsciously by humans.

AI-fueled organizations can truly succeed when the seed of trust and ethics is embedded deeply into culture, as well as when people who lead organizations are fluent in AI skills. We will truly adopt AI when we change our language system, our thinking, and our understanding of this field from just artificial intelligence to augmented intelligence.

“It’s time for all boards of directors to have AI fluency for all their members.”

— **Dan Helfrich, chairman and CEO of Deloitte Consulting LLP**

“The winning organizations and individuals are going to be the ones who are constantly scrutinizing the way they’re doing things—scrutinizing the before, the infrastructure they develop, the core processes they’ve enabled—and are willing to disrupt themselves.”

— **Dan Helfrich, chairman and CEO of Deloitte Consulting LLP**

“For us to essentially be an AI-fueled organization and ourselves start applying AI, it’s not only in the context of back-office, but it’s also in the context of essentially some of these solutions and value propositions that we’re actually building, embedding AI for the benefit of the AI field in our own clients.”

— **Nitin Mittal, Deloitte Consulting principal and a leader of the Deloitte AI Institute**

Get in touch

Beena Ammanath

Executive Director of Deloitte AI Institute
Deloitte Consulting LLP
bammanath@deloitte.com

Nitin Mittal

Principal
Deloitte Consulting LLP
nmittal@deloitte.com

To learn more about the **Deloitte AI Institute**, please visit deloitte.com/us/ai-institute

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