

Impact of Artificial Intelligence on productivity of the employees

Mr. Anudeep Aravala¹, Mr. Akarsh Kumar², Mr. Sasank Devarakonda³, Prof. G. Suman⁴
^{1,2,3,4}Hyderabad, Telangana- 500040, India

Abstract- AI moved beyond the tag of buzzword and penetrated as an essential entity in this competitive arena. Artificial intelligence created a revolution globally at an amazing pace with the raising awareness about the positive impacts on organizational efficiency. AI drawn immense visibility with the advent of IOT (Internet of Things), at forefront by facilitating cultural shift in terms of providing promising insights in order to ensure high amount of accuracy in the desired output. In this study our line of focus is towards highlighting the role played by artificial intelligence in various forms to enhance the productivity of the employees.

Index terms- Technology, Artificial Intelligence, Internet of Things, Automation, process optimization, Productivity

INTRODUCTION

AI racing upward in the aspect of employee engagement to hike up the productivity by deploying tools feeded with timely information which is completely in line with business objectives. Executives opines AI powered applications streamlines the process and ensure quick turnaround which creates a space for quality workforce to focus to activities of high priority. In other words implementing AI is increasingly adopted in organizations amid the concerns of job replacement because, implementing AI results in accumulating great business value and reduces the tenure of man-hours drastically (MartinFleming, 2020). Thanks to technology, AI gaining high authority in the era of automation by mimicking human intellect which in turn assisting firms not only in complex decision making but also formulating strategies for process optimization. Majority of the organizations using tools like chatbots and digital assistants not only to reduce the human intervention in redundant tasks but also to ensure the responses are prompt and efficient. Reports states that by imparting AI profitability of

the organization upscaled by 38% and productivity rises upto 40% (AliceBerg, 2019). In recent times analytics lead to a new dimension by providing access to visualize prevalent data at finger tips which helps to progress far more than we are able to accomplish today in terms of generating actionable insights (BBC, 2019)

LITERATURE REVIEW

PWC opines AI as a Game-changer as it is tapping almost every area of our day to day routine. Most importantly the potential of AI lies in augmenting the potential of workforce and aligning their potential on tasks of higher value. In addition to this implementing AI, outstrips the data and personalize the services to facilitate the increase in consumer demand. In other words, AI turned to be a vital source for disruption to create more opportunities by replacing the current monotonous tasks to ensure the potential gains in the value chain (PWC).

Ginni Rometty (IBM CEO and president) opines AI completely reshapes the jobs and leads to digital transformation in the next ten years. She also opines analytics drives the businesses as data gaining great importance. To drift against this tectonic shift its highly crucial to up skill on emerging technologies which helps to transform the workforce as a potential asset. (LoriLoannou, 2019)

Bain & Company opines AI can be enabled in the format of intelligent automation such as bots to elevate process quality and compliance to a great extent. It also says that implementing AI will be a challenge if not executed with right skill which in turn hampers the basic purpose behind imparting AI in the organization. Executives pointing increase in productivity of employees, quick turnaround, and direct cost savings as a sign of progress by using AI. Currently organizations are focusing on creating a

compelling value proposition by providing opportunities for employees to upskill in this technology driven ecosystem (GregCaimi, 2018).

RESEARCH OBJECTIVES

To figure out the opinion of people on implementing AI at workplace

To understand current organizational practises of AI to increase the performance of the employee

To identify the potential reasons for implementing AI at workplace

SECONDARY RESEARCH

McKinsey opines advancement in the domain of artificial intelligence improved quality and speed w.r.t dynamics of the demand. Global business leaders adopting AI as it achieves good rate of progress by outpacing human intellect and boosts the productivity quotient significantly .It also says increase in technical feasibility accelerated the pace of employees alongside the machines helped in disrupting the competitors and achieve an edge in the global workplace (McKinsey, 2017).

Money control opines that organizations can witness the hike in efficiency of the employees and achieves core competence in the age of innovation by investing in AI. Almost 77 %of the executives opine AI boosts organization effectiveness and facilitate good benefits by adopting the technology. It also opines that employee engagement and accelerated innovation are at high margins mirroring a positive sign for the future by AI as an integral part of the organizational strategy. (MoneyControl, 2019)

AI is rapidly growing in the global markets and gaining good significance due to the challenge of analysing vast amount of data and providing promising insights to uproot the value of the business. Some of the revolutionary features of AI that increase the productivity of the employee are forecasting the market demand, using predictive analytics to solve complex problems with reference of the past trends and process automation. In this way AI reducing the lead times and ensuring high accuracy (JavierJimenez, 2018).

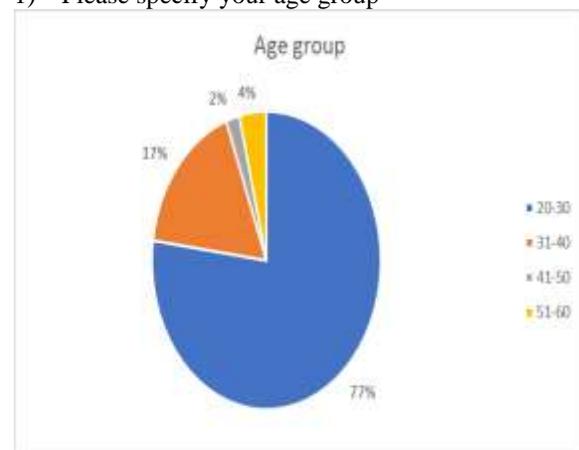
RESEARCH METHODOLOGY/DATA ANALYSIS

As part of our research study, we conducted both primary and secondary research to perform an analysis to understand the impact of artificial intelligence on the productivity pattern of the employees. Accordingly, to draw these final conclusions various Newspapers, company blogs, official sites and articles of leading consulting firms has been taken into consideration. Primary research was carried out to know the role played by AI driving employee motivation to enhance the productivity of the employees. It was done by conducting a survey through online questionnaire.

To achieve the mentioned objective, we had the following research design. The sample size includes 100 respondents including under graduates/ Postgraduates, working professionals and home makers ranging from the age group of 20 to age group of 60. In terms of segmentation I chosen Age and education as my segmentation variables. Moreover, to pursue detailed analysis we made use of various tools such as bar graphs, pie charts and line charts with the obtained responses. The methodology of research is purely based on the facts and insights that we collected through secondary research and the responses we received through the questionnaire as part of primary research.

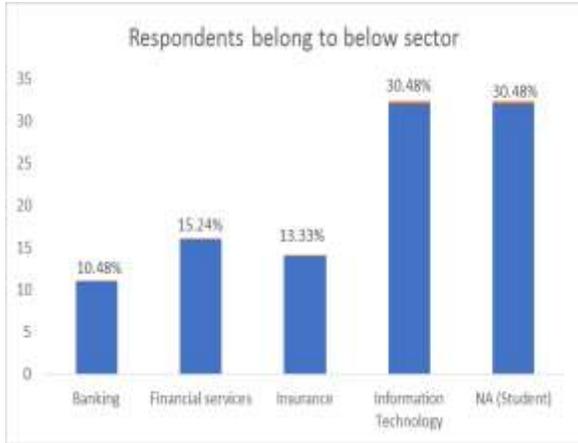
PRIMARY RESEARCH

1) Please specify your age group



People across the age groups have participated in the survey. But according to the data almost 77% are of age group 20-30 followed by age group of 31-40 with 17 %.

2) Please specify which of the below sector you belong to



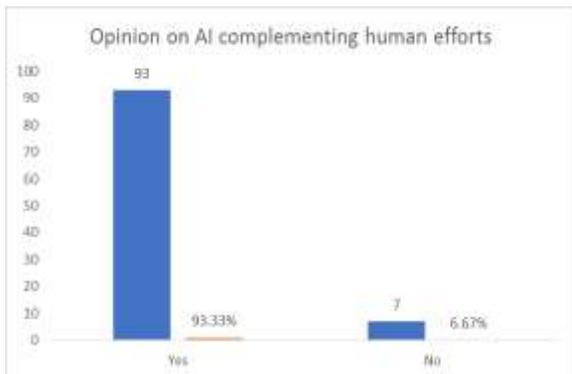
Working professionals from BFSI and IT have actively taken part in this survey. But IT and postgraduates topped the chart in terms of responses, which followed by Financial services.

3) Please specify your academic qualification/Profession



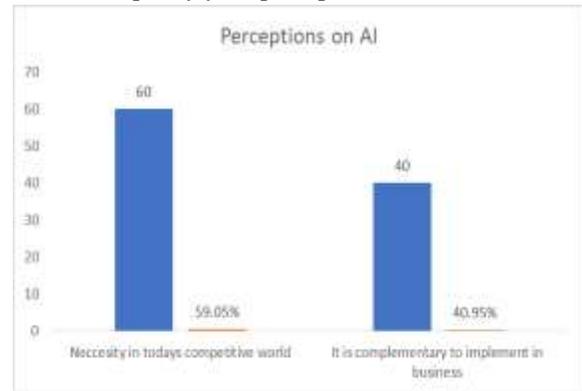
Based on the responses majority are the working professionals followed by the post graduates

4) Do you think AI complements human efforts and leads to innovation



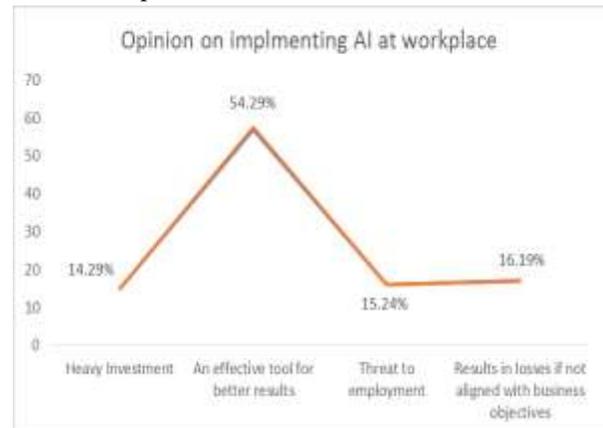
Majority of the respondents opine AI complements the human efforts and leads to innovation. Its a good sign that which shows good amount of awareness in the minds of people regarding the benefits of AI

4) Please specify your perception on AI



According to the data most of the respondents opine AI is a necessity because few of the organizations despite having requirement may not implement due to hefty price tag or lack of relevant skill to adapt AI. Interestingly, good percentage of people projected their inclination towards implementing AI in business.

5) Please select your opinion on implementing AI at workplace



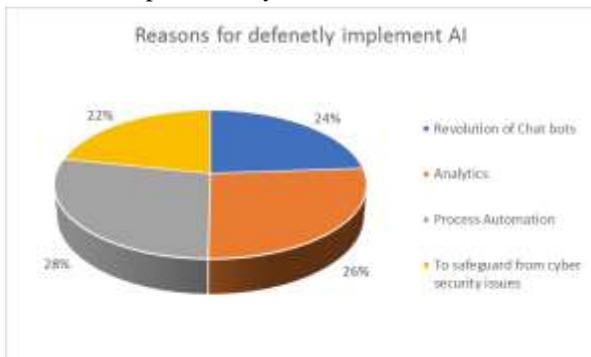
Based on the responses, majority of the people (54%) opine AI as an effective tool at workplace followed by people who are in disguise assuming AI replaces job. But studies clearly state that AI complements the human efforts by replacing monotonous jobs but never a threat to employment.

6) Please choose the current practises of AI in majority of the organizations



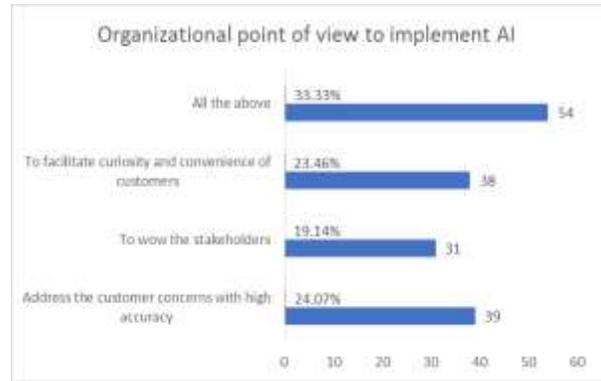
According to the data, majority of the people opine that currently organizations are working on improving practices for effective query resolution. Peoples opinion is exactly in line with the research studies. Like currently organizations focusing on automated communication systems like digital. virtual assistants like chatbots/ voicebots to solve customer queries effectively and ensure customer service excellence. Few other people opine implementation of virtual phone systems and generating automated performance reports are the current practices based on their experience.

7) Which of the below reasons makes you think AI should definitely be implemented in firms to enhance productivity



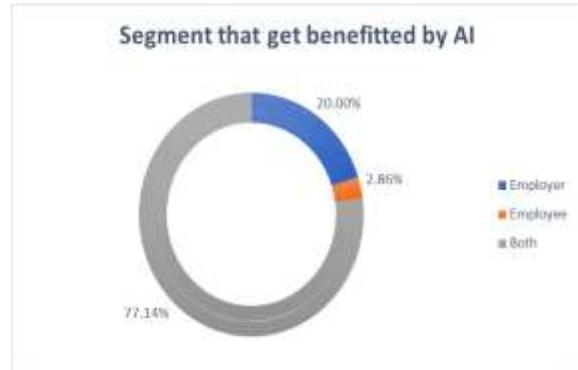
Based on the data, respondents opine that AI needs to be definitely implemented in the form of process automation. Because by imparting this many redundant tasks can be reduced, and employee productivity gets significantly increased. Few other people opine application of analytics and revolution of chatbots are reasons to implement AI.

8). What do you think would be on the firms' point of view to implement AI at the workplace



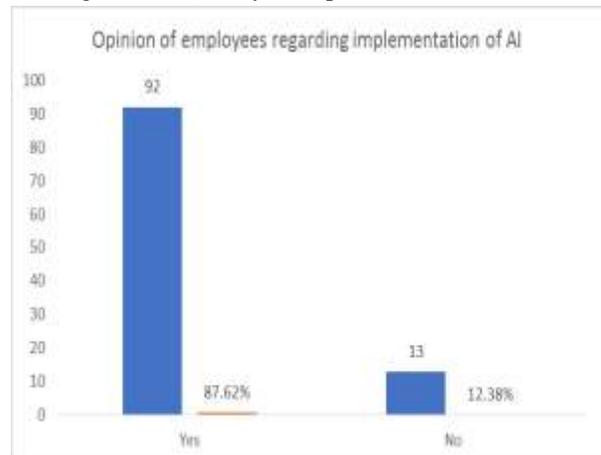
Most of the people opine organizations needs to implement AI to resolve the concerns with high accuracy, to enhance the curiosity of the customer and also to amaze the stakeholders.

9) By implementing AI which segment do you think will get benefitted more



According to the data majority of the respondents opine both employer and employee gets benefitted by implementing AI because the productivity, efficiency and accuracy can be phenomenally accelerated.

10) If you have a chance to implement AI in your organization, will you implement AI



Majority of the employees opine they implement AI in their organization if they get a chance to implement.

CONCLUSION

According to the inputs from the responses few insights are drawn as part of the study. Majority of the respondents opine AI as a better tool which adds business value and ensures process optimization. In addition to this virtual phone systems and automated employee performance reports are some of the current practises implemented in the organization. In other words, most of the respondent's state that revolution of chatbots, advent of automation and application of analytics are few potential reasons to implement AI at organizations. Collaborating all these insights we opine AI is a boon which creates more and more opportunities to survive and ensure the rise in productivity and accuracy of the employee performance with quick turnaround.

REFERENCE

- [1] AliceBerg. (2019, July 01). 5 WAYS ARTIFICIAL INTELLIGENCE CAN BOOST EMPLOYEE PRODUCTIVITY. Retrieved from Blog Potential: <https://blog.potential-x.com/5-ways-tech-and-ai-can-boost-employee-productivity/>
- [2] BBC. (2019, July 19). How Artificial Intelligence is changing the Workplace. Retrieved from How Artificial Intelligence is changing the Workplace: <http://www.bbc.com/storyworks/specials/how-artificial-intelligence-is-changing-the-workplace/>
- [3] GregCaimi. (2018, September 13). Building a Workforce for Digital. Retrieved from Bain&company: <https://www.bain.com/insights/building-a-workforce-for-digital/>
- [4] JavierJimenez. (2018, May 22). Technology and IOT. Retrieved from Industry week: <https://www.industryweek.com/technology-and-iiot/article/22025683/5-ways-artificial-intelligence-can-boost-productivity>
- [5] LoriLoannou. (2019, April 02). AT WORK. Retrieved from CNBC: <https://www.cnbc.com/2019/04/02/ibm-ceo-ginni-romettys-solution-to-closing-the-skills-gap-in-america.html>
- [6] MartinFleming. (2020, March 24). AI Is Changing Work. Retrieved from Harvard Business Review: <https://hbr.org/2020/03/ai-is-changing-work-and-leaders-need-to-adapt>
- [7] McKinsey. (2017, January). Automation, Employment and productivity. Retrieved from MckinseyGlobalInstitute:file:///C:/Users/sasank/Downloads/MGI-A-future-that-works-Executive-summary.pdf
- [8] Money Control. (2019, May 27). Artificial Intelligence will double innovations. Retrieved from Money Control: <https://www.moneycontrol.com/news/world/artificial-intelligence-will-double-innovations-productivity-in-india-by-2021-microsoft-study-4026531.html>
- [9] PWC. (2020, may). How will automation impact jobs. Retrieved from PWC: <https://www.pwc.co.uk/services/economics-policy/insights/the-impact-of-automation-on-jobs.html>
- [10] PWC. (n.d.). What's the real value of AI for your business. PWC.