IT guide to generative AI in business communication

Part 1: Elevating productivity with GenAI

AI Receptionist
Your appointment has been updated

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Introduction

In the landscape of workplace technology, the emergence of generative AI (GenAI) stands as a transformative force reshaping employee productivity and collaboration.

Recent findings, such as those from a 2023 Gartner survey, reveal a compelling demand among employees for AI assistance in daily administrative tasks and information distillation. This whitepaper aims to guide IT leaders and Chief Information Officers (CIOs) through the growing role of GenAI in workplace collaboration applications and unified communication solutions. As we step into an era where such capabilities transition from advantageous to essential, understanding this shift becomes imperative for maintaining competitive edge and optimizing operational efficiency.
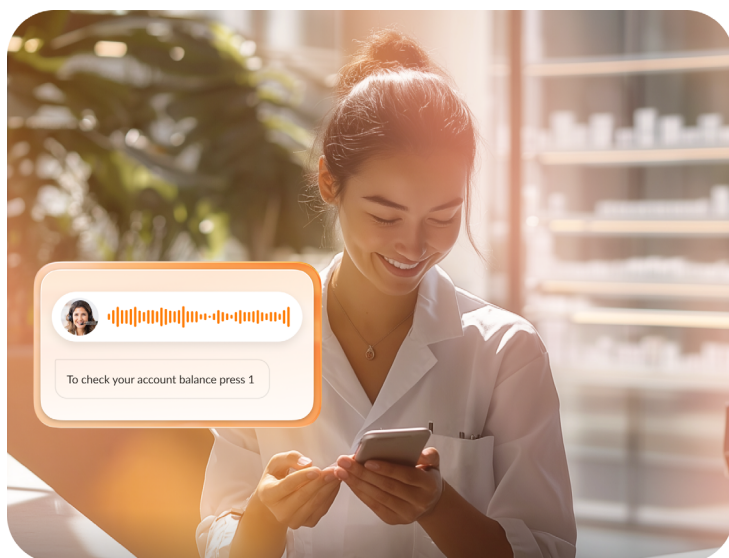
The rising imperative for GenAI in workplace technology

The employee perspective: Embracing AI for enhanced productivity

92% of employees express a desire for AI tools to streamline administrative duties and condense information
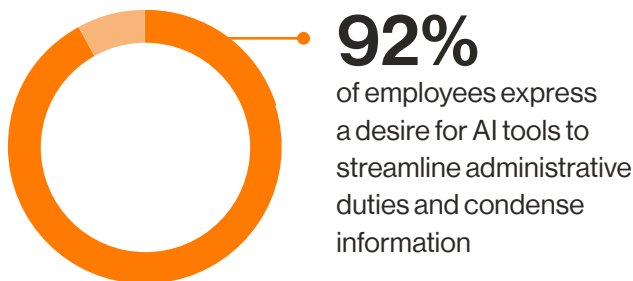
According to a Gartner survey, a staggering 92%[1] of employees express a desire for AI tools to streamline administrative duties and condense information. This statistic highlights a significant consensus among the workforce and underscores the transition of AI from a background utility—like cybersecurity measures—to an integral component in daily communication tools.

Applications such as RingCentral and platforms like ChatGPT have started embedding AI functionalities directly within their user interfaces, enabling users to interact with sophisticated AI tools seamlessly. This integration has led to a growing reliance on AI for daily operations. For employees, the ability to harness AI capabilities translates into substantial time savings and, by extension, cost efficiency.

CIOs' perspective: Productivity gains and cost savings

80% by 2026, 80% of digital workplace tools will incorporate GenAI capabilities
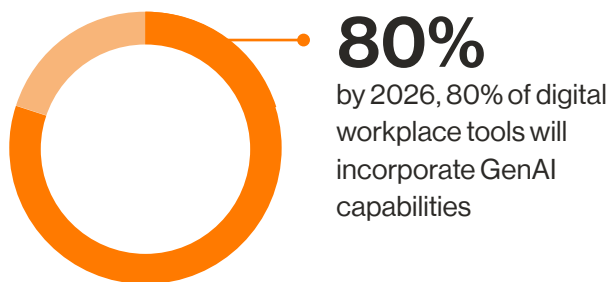
The strategic implications of GenAI for CIOs are profound. Gartner's survey of CIOs identifies productivity enhancement as the foremost benefit expected from AI integration. The rationale is clear: time saved equates to money saved. An employee who becomes 3-4 hours more productive each week due to AI can save an organization hundreds of dollars monthly. In a climate where cost-efficiency remains a priority, the adoption of AI-powered solutions presents an attractive proposition for CIOs striving to maximize return on investment.

Furthermore, CIOs surveyed by Gartner anticipate that by 2026, 80%[2] of digital workplace tools will incorporate GenAI capabilities, indicating a sweeping incorporation of AI into the digital workplace landscape. This projection suggests a rapid pivot in technology roadmaps, with companies increasingly investing in AI to stay relevant and competitive.

1. Source: Gartner, Predicts 2024: AI's Impact on the Employee Experience
2. Source: Predicts 2024: Generative AI Will Transform IT Infrastructure and Operations

The future outlook: GenAI as table stakes
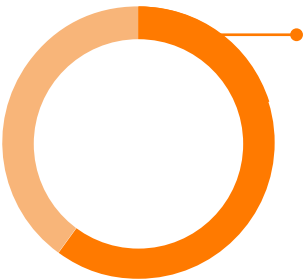
60%

By 2028, it is projected that 60% of enterprises will have replaced their SaaS workplace tools with those featuring GenAI capabilities.

By 2028, it is projected that 60% of enterprises will have replaced their SaaS workplace tools with those featuring GenAI capabilities. This estimate, while substantial, might understate the speed and extent of this transition. It is conceivable that the adoption could be near 100%, especially as organizations recognize the financial implications of not leveraging GenAI. For CIOs, the decision to integrate AI doesn't just align with technological trends but becomes a fiduciary duty, ensuring that their organizations are not only keeping pace but are also optimized for efficiency and prepared for future challenges.

It is essential to wonder if GenAI capabilities might become so critical that their availability could influence employee retention and recruitment. The possibility that AI could become table stakes for employment is not merely speculative but could very well define the future of work.
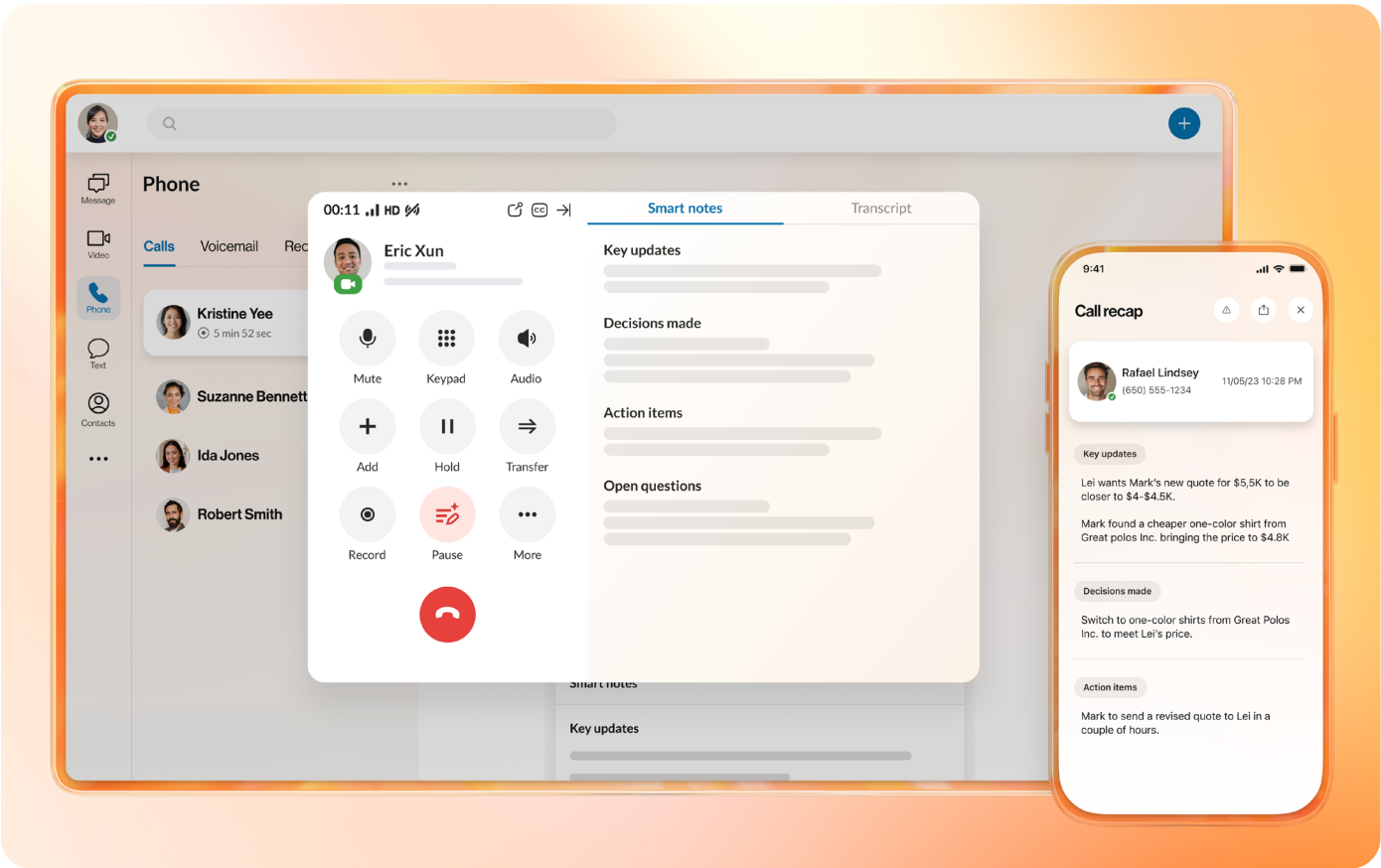
Generative AI's role in enhancing productivity across key work activities

The integration of generative AI (GenAI) into business communication applications represents a shift in how workers engage with tasks and collaborate with peers. To appreciate the potential of GenAI, it is important to delineate areas of productivity where GenAI can be applied effectively.
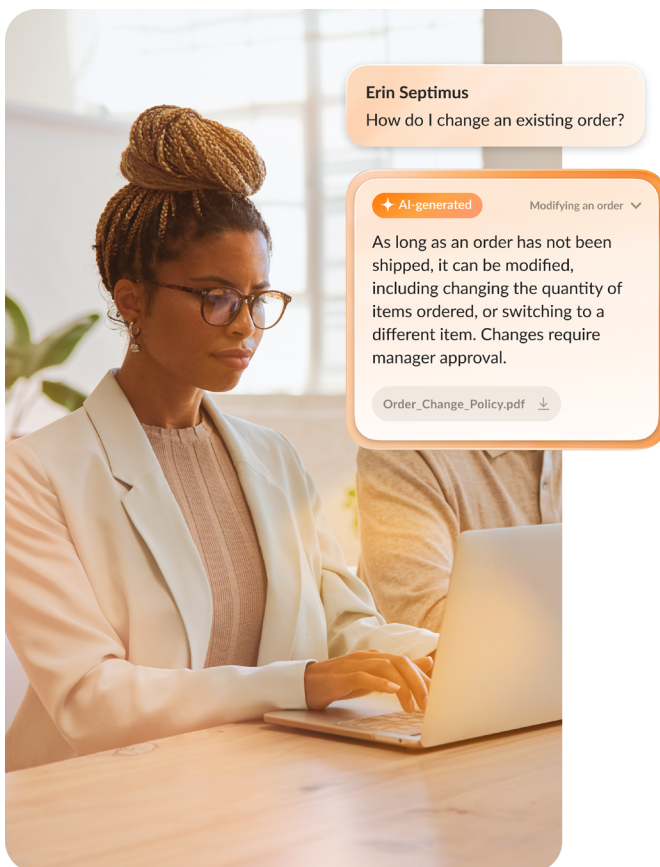
Let's explore key areas where GenAI can profoundly impact daily work routines:

1. Content creation and management

Content creation and summarization represent significant areas of strength. GenAI excels in crafting and refining textual communications, enabling workers to input key concepts and automatically generate well-written, professional messages within messaging applications, enhancing efficiency and clarity in workplace correspondence. This capability speeds up the content generation process but also ensures consistency and accuracy, elevating overall work quality.

2. Enhanced meeting efficiency

Meetings are essential for collaboration but often result in lost productivity due to inefficient note-taking and follow-ups. GenAI tools are increasingly capable of producing video meeting and call notes, summaries, and action items, offering substantial value to both attendees and those unable to attend. This functionality ensures that insights and decisions are captured systematically, enhancing the continuity of projects and discussions.

Erin Septimus
How do I change an existing order?

✦ AI-generated   Modifying an order ⌄

As long as an order has not been shipped, it can be modified, including changing the quantity of items ordered, or switching to a different item. Changes require manager approval.

Order_Change_Policy.pdf ⤓

3. Streamlined decision-making

GenAI's ability to assess, interpret, and make recommendations is invaluable. By automating the analysis of data, GenAI helps streamline decision-making processes and reduces the cognitive load on employees, allowing them to focus on higher-level strategic activities.

4. Key insight retrieval

In large organizations, the vast threads of discussions in chat platforms and forums can bury valuable insights and questions. GenAI tools can summarize key discussions and updates, allowing team members to quickly catch up on ongoing projects without sifting through extensive message histories. This is particularly useful in environments where timely information dissemination is crucial.

5. Optimizing information search

GenAI significantly strengthens the ability to locate information quickly and efficiently. It enhances the attention, navigation, and summation aspects of searching, reducing the time spent finding necessary data and allowing employees to concentrate more on their core responsibilities.

6. Coaching and performance

GenAI can offer tailored automated coaching tips and areas for improvement with personalized feedback that is designed to be actionable and guides employees on how to enhance their communication skills. Whether it's improving clarity in meetings or in client pitches, GenAI can act as a virtual coach and foster professional growth and boost performance.

RingCentral AI for business communication: elevating productivity with generative AI

In an era where productivity and efficiency are paramount, RingCentral AI offers a next-gen experience for workplace collaboration across calls, meetings, and messages. It harnesses GenAI to enhance daily tasks, empowering employees and teams, enabling IT leaders and CIO's to deliver substantial productivity gains throughout their organizations.

Enhancing communication with advanced AI tools
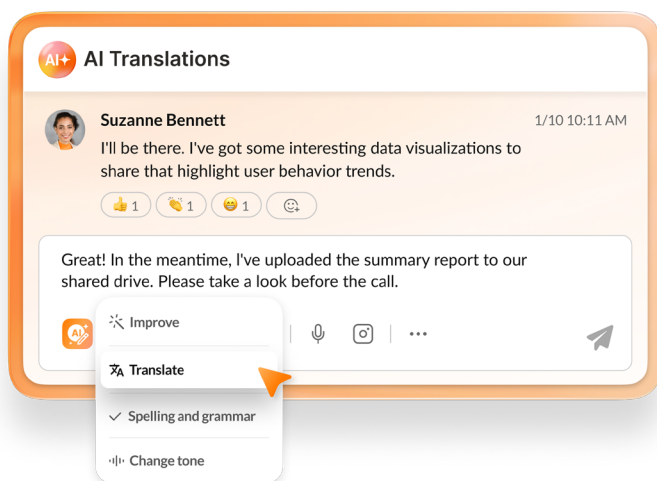
Automated note taking

RingCentral AI revolutionizes the traditional approach to note taking during calls. By automatically summarizing and transcribing phone conversations in real time, it captures essential details, decisions, and action items, effectively freeing employees from the burdens of manual note taking. This feature not only saves time but also ensures that no critical information is lost, providing a streamlined and accurate account of each call.

AI-powered writing and translation

The AI writer and translator component allows for the crafting of articulate, contextually aware text and chat messages. Whether polishing existing messages or creating new ones from scratch based on simple prompts, it ensures clarity and appropriateness of communication. Additionally, it supports accurate translation across multiple languages, including Chinese, French, English, Spanish, and German, facilitating seamless international and multilingual interactions.

Records & summarizes customer conversations

RingCentral AI enhances organizational efficiency by seamlessly transcribing and summarizing various forms of communication such as phone calls, video meetings, and emails. This ensures that all pertinent information is captured and stored for easy retrieval after the call is over. By automating documentation, employees can focus on the content of the conversations and less on administrative tasks, improving productivity and accuracy.

Keeps CRMs up to date

One of the notable time-saving features is its ability to leverage AI to digest and summarize conversation, and automatically update sales CRMs like Salesforce, Hubspot, and Zendesk. This ensures all customer interactions are logged accurately and efficiently, providing sales teams with up-to-date information that can be crucial for tracking customer engagement and optimizing sales strategies. This automation reduces the administrative burden on sales staff, allowing them to concentrate more on building relationships and closing deals.

Provides AI-powered coaching tips

To further empower teams, RingCentral AI delivers automated coaching tips tailored to enhance sales and communication strategies. By analyzing past performance and current practices, it offers actionable advice that helps team members refine their approach and deliver consistent, successful pitches. This boosts individual performance and ensures a uniform level of service across the team, enhancing overall organizational effectiveness.

Delivers insights on what customers care about

Understanding customer preferences and concerns is critical for any business. It provides deep insights into the topics, competitors, and products that customers are most interested in. This intelligence is gleaned from ongoing conversations and interactions, enabling businesses to tailor their marketing and sales strategies more effectively. By aligning customer interests, organizations can enhance engagement, improve customer satisfaction, and increase the likelihood of successful outcomes.
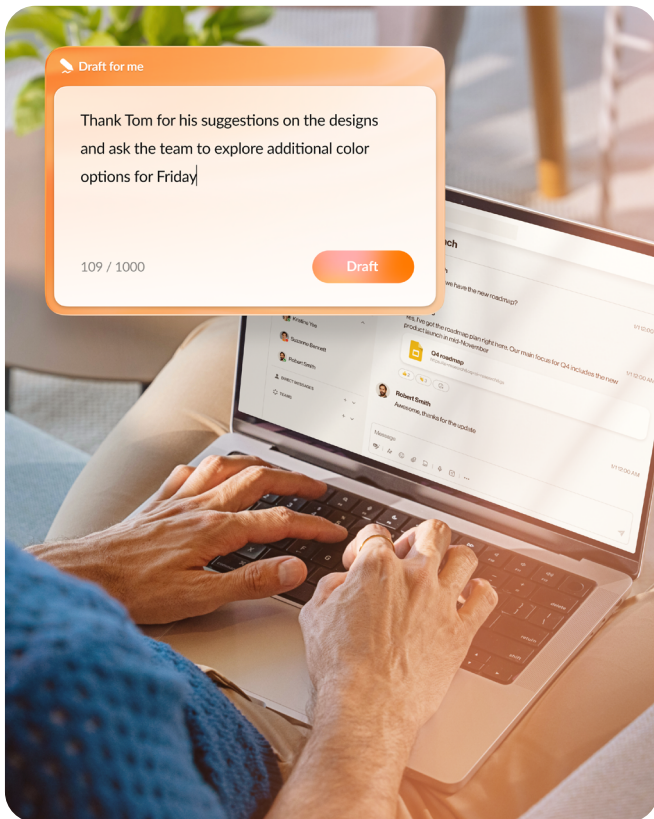
Comprehensive integration and global reliability

Seamless integration and ease of use

Our AI is designed to integrate seamlessly with RingCentral's RingEX app, requiring no additional training or setup. This ease of integration ensures that users can immediately benefit from AI capabilities across a broad spectrum of calling scenarios in the award-winning business communication platform.

99.999%

RingCentral AI

The platform's five-year record of 99.999% uptime and availability in 46 countries underscores its global reach and dependability

Trusted security and global accessibility

With a proven track record of reliability, RingCentral includes robust security measures and privacy certifications. The platform's five-year record of 99.999% uptime and availability in 46 countries underscores its global reach and dependability, ensuring organizations can rely on secure and uninterrupted service.

Versatility across business roles

Applicable to a diverse range of business roles, our AI facilitates effective communication across various industries and channels, including customer-facing, partner, and internal communications. This versatility makes it an indispensable tool for any organization looking to enhance collaboration and streamline communication processes.
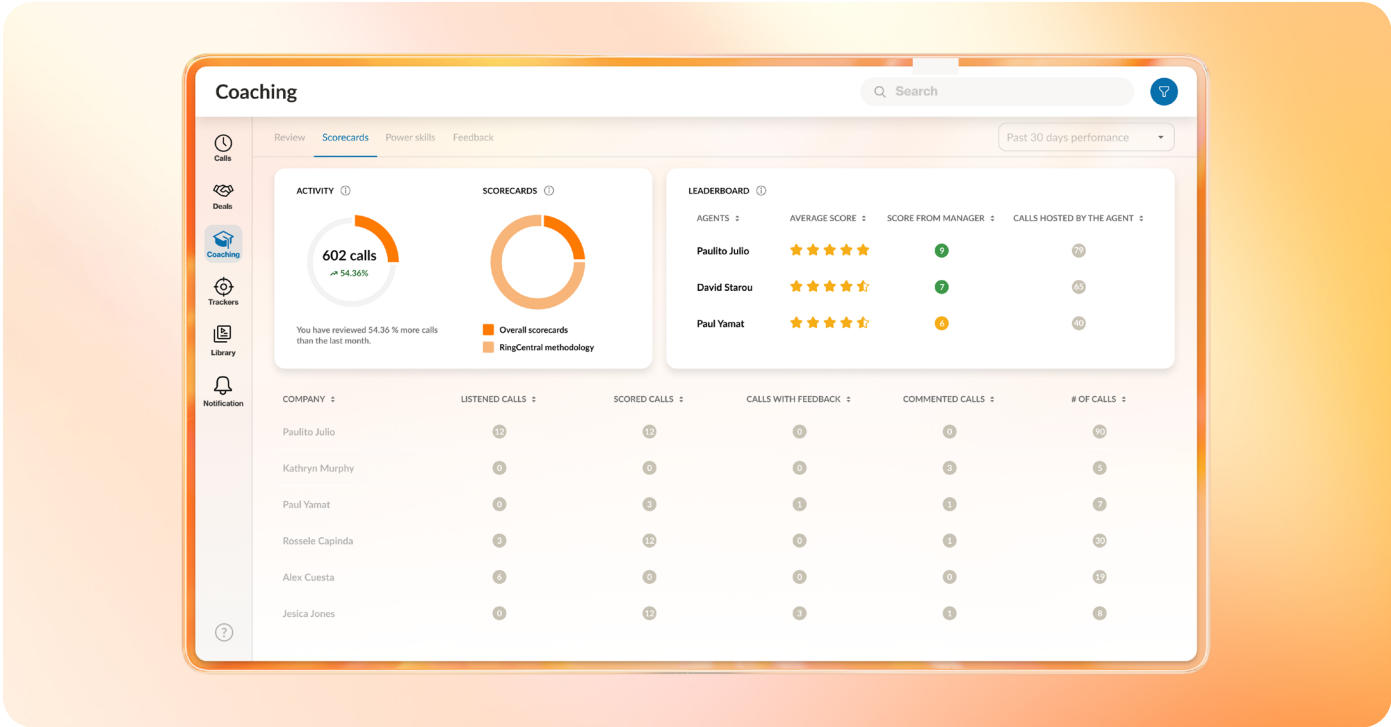
Conclusion

RingCentral AI represents a pivotal advancement in the use of generative AI for business communication across calls, meetings, and messages. By automating routine tasks, providing deep insights into communications, and enhancing message quality and accessibility, it not only boosts individual productivity but also drives organizational efficiency. As businesses continue to evolve, embracing GenAI-driven solutions will be key for IT leaders and CIOs to maintain a competitive edge.

Visit ringcentral.com/ringex/ai-assistant.html.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral

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