

Question

How are organizations leveraging AI automation in employee engagement, collecting and analyzing sentiment, forming data-driven action plans, and instigating purposeful change?

Introduction

In 2022, 91% of surveyed business leaders reported having an enterprise-wide AI strategy, commonly employing AI for insights, process optimization, cost reduction, and enhanced collaboration.⁽¹⁾ Even though AI popularity is on the rise, top HR leaders are not always sure how best to implement artificial intelligence to improve employee engagement and experience. This paper provides some background on the topic as well as best practices for AI Implementation at all levels of management.

The Transition between Traditional Data collection to New AI Automation

Historically, employee data has been manually collected through different annual sentiment surveys and internal company information system platforms. McKinsey believes that the technical potential to collect data and process data has significantly improved as a result of generative AI capabilities. As generative AI evolves, business leaders expect automation of data collection and processing capabilities to significantly improve. As a result of improved generative AI capabilities, businesses will start to expand automation of traditional data collection (e.g., launching surveys, analyzing internal HRIS data) and further utilize natural language processing to synthesize data.⁽¹¹⁾

Organizations are using AI automation to enhance employee engagement strategies and improve the employee experience. AI tools are being used to analyze employee sentiment, provide personalized recommendations, identify and resolve issues proactively, automate workflows, provide support through chatbots, predict employee turnover, personalize learning and development, and monitor employee well-being. These AI-driven tools are helping organizations create a more engaged, productive, and satisfied workforce.⁽¹¹⁾ See Appendix

Key Transitions:⁽¹²⁾⁽¹³⁾

- **UX:** Mainly Desktop-based user interface > Mobile First, Gamification, AR/VR
- **Productivity:** Business process management tools > AI-driven search, Predictive services, Easy decision making tools
- **Engagement:** Comp & Benefits, Support tickets > Chatbots, self service, Omnichannel access

Best Uses for AI When Measuring Employee Experience

With the rise of AI, there have been many developments within the talent management space. Below are some of the most effective applications of AI when measuring employee experience and sentiment specifically:

Real-time Feedback and Sentiment Analysis: AI chatbots swiftly gather and analyze employee feedback, providing instant insights for responsive workplace improvements.⁽²⁾⁽³⁾ The AI Chatbots allow the HR team to focus on developing actionable insights versus data wrangling and developing a sense of the common themes within the data.

Natural Language Processing (NLP): NLP uncovers subtle language nuances, deepening understanding of employee sentiments, and identifying trends in feedback to enhance engagement strategy effectiveness.⁽⁴⁾⁽⁸⁾

Employee Surveys: AI can tailor surveys to individual roles, departments, or tenure, using predictive analytics for fine-tuned questions that yield more actionable results.⁽²⁾

Social Media Monitoring: AI can be used to track social media for employee opinions beyond formal channels, complementing internal surveys to provide a holistic view of sentiment.⁽⁵⁾

Personalized Recommendations For Learning and Development: AI analyzes diverse data, providing tailored recommendations for employee growth and well-being, aligning initiatives with individual needs and preferences.⁽²⁾

Recognition and Rewards: AI can recognize and acknowledge employee achievements in real-time, contributing to a culture of appreciation and recognition through automated systems. ⁽⁶⁾

Diversity and Inclusion: AI can analyze HR data to detect bias in hiring, promotion, or compensation processes, suggesting corrective actions for a more inclusive workplace. ⁽²⁾

Steps to Implementing AI for Employee Engagement

As with many things, there are best practices for implementing AI in the workplace, Research shows that there are six main steps to properly implement artificial intelligence within the employee engagement space:

- 1. Define Objectives:** Clearly outlining AI goals forms a roadmap, guiding strategic implementation to address specific aspects of employee engagement. ⁽⁸⁾
- 2. Choose the Right Tools:** Aligning AI tools with organizational objectives ensures features like real-time feedback and sentiment analysis, contributing to effective engagement measurement and improvement. ⁽⁸⁾⁽⁹⁾
- 3. Foster a Culture of Trust:** Transparent communication on AI's purpose, data processes, and mutual benefits builds trust, making a culture of openness vital for AI's long-term success in employee engagement. ⁽⁴⁾⁽⁸⁾⁽⁹⁾
- 4. Data Collection and Integration:** Establishing a strong data collection process, integrating AI with HR systems, accesses historical and real-time employee data. Prioritizing data security ensures responsible AI use in engagement initiatives. ⁽⁹⁾
- 5. Employee Training:** Training employees and managers on AI tools enhances understanding of benefits, while emphasizing AI's role in improving engagement encourages active participation. ⁽¹⁰⁾
- 6. Monitor and Iterate:** Continuous monitoring and feedback enable ongoing improvements in AI performance, leveraging its learning and adaptive capabilities for iterative refinements based on insights. ⁽²⁾⁽⁸⁾⁽⁹⁾

In addition, designing and implementing advanced workplace technology significantly impacts employee experience. The widespread use of Artificial Intelligence (AI) poses risks, including ethical concerns when applied beyond its original purpose.

Recommendation: To address this, the concept of ethically advanced technologies (ETHAD) is proposed for intelligent workplaces. ETHAD involves integrating ethical considerations into technology design and coding to detect and address ethical issues early in the prototype stages. This proactive approach ensures that potential ethical problems are identified and addressed during prototyping rather than after widespread implementation, fostering a workplace where technology promotes human flourishing upon release. ⁽¹³⁾

Conclusion

AI automation has revolutionized employee engagement by enabling organizations to gather and analyze employee sentiment, form data-driven action plans, and instigate purposeful change. Organizations are leveraging AI tools for real-time feedback, personalized recommendations, proactive issue identification, workflow automation, chatbot support, employee turnover prediction, personalized learning and development, and employee well-being monitoring. Additionally, AI is used to monitor social media for employee opinions, analyze HR data to detect bias, and provide tailored recommendations for learning and development.

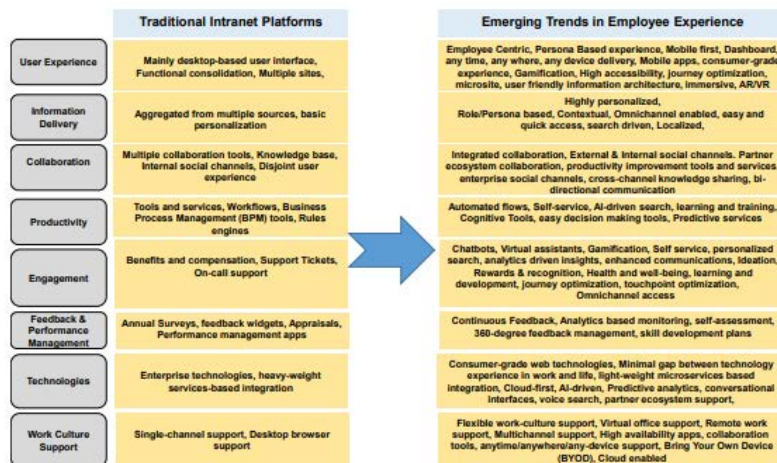
When implementing AI for employee engagement, organizations should consider ethical implications through the ETHAD framework, which integrates ethical considerations into technology design and coding. By adopting AI automation and considering ethical implications, organizations can create a more engaged, productive, and satisfied workforce, ultimately driving organizational success.

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Appendix

Figure 5-1 gives the main technology trends in the digital workplace space.



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