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CLOUD COMMUNICATIONS

AI, the Future of Work and the Importance of Change Management

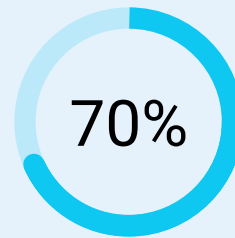
AI-enhanced tools becoming popular in the workplace

Increasingly, Artificial Intelligence (AI) is becoming a buzzword across multiple industries and is a particularly hot topic when it comes to the future of work, the UC and collaboration space.

AI, (or Intelligent Communications as coined by Microsoft) promises to facilitate individuals' work, enhance collaboration and increase productivity. AI-enhanced tools, such as Microsoft Teams and Cisco Webex Teams are leading the way in this regard.

However, the key advantages of AI can only be achieved if the technology is used correctly by everyone, and most importantly, fed the right data.

Focusing on the end user and getting your adoption strategy right is therefore essential for reaping the benefits of AI-enhanced tools and preparing your organisation for the future of work.



70% of business executives agree that AI has the potential to enable humans to concentrate on meaningful work, as well as indulge in more leisure activities.


[PWC, 2017](#)

For a successful AI adoption, organisations must adapt their workflows, ensure they have the right data ecosystem set up and develop a company culture that embraces the technology.

Without effective, user-focused [Organisational Change Management](#) this can be difficult to achieve.

Ensure a successful AI adoption with Organisational Change Management by:

- Helping employees understand what AI actually is
- Humanising AI with internal marketing campaigns
- Assessing current attitudes & business readiness to identify AI adoption challenges
- Providing hands-on training to integrate AI technology into everyday work



A successful program requires firms to address many elements of a digital and analytics transformation: identify the business case, set up the right data ecosystem, build or buy appropriate AI tools, and adapt workflow processes, capabilities, and culture.

[McKinsey, 2017](#)

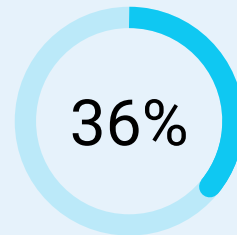


Help employees understand what AI actually is

Dispel any misconceptions of and prejudices against AI by educating your employees about the technology before you take any steps to implement it.

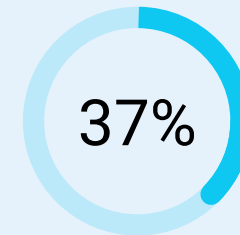
Getting employees up to speed on the basics of AI will make the implementation stage much smoother. There has been a great deal of myth propagation about AI technology that has resulted in widespread fears (some rational, some less so) that may harm your adoption rates.

Organisational Change Managers work with your employees to understand their concerns and answer their questions about the technology to ensure your implementation starts off in a positive way.



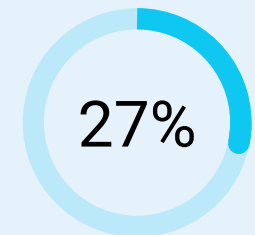
36% of the public believe that the development of AI poses a threat to the long term survival of humanity.

British Science Association, 2015



37% of the general population are worried about automation putting jobs at risk.

PWC, 2018



27% of UK workers are worried that AI will disrupt their role within two years.

Investors in People, 2018

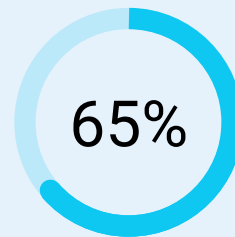
It's important that your workforce understands that:

1. Bots are not sentient. They can't think or plot against you.
2. AI features are controlled by you. How advanced your AI technology becomes is completely dependent on how much data you feed it.
3. AI-enabled tools are there to assist and enable employees - not to replace them.
4. If used correctly, virtual assistants enhance security rather than threaten it.

The third point is especially important for helping employees understand the benefits of enabling AI features. It's imperative to explain the mundane tasks that AI-enabled features can assist them with, such as:

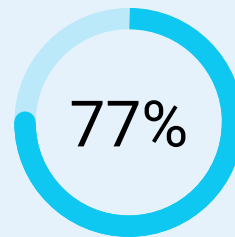
- organising meetings
- sending invites
- summarising notes
- automatically correcting typos

This is likely to yield a positive response from employees as they understand how AI features can free up their time to concentrate on more important work.



65% of global workers cite security as a concern when using technology such as virtual assistants.

Cisco, 2017



77% of workers are interested in bots taking meeting notes.

[Cisco, 2017](#)



Humanise AI with internal marketing campaigns led by Change Managers

Developing an internal marketing campaign helps to challenge misconceptions about AI and build a positive reaction throughout your organisation. Email campaigns raise awareness of the benefits and long term goals for the business and help your employees understand why AI is advantageous.

Adopting natural language and contextualising the technology in terms of everyday working practises humanises AI and avoids alienating your workforce.

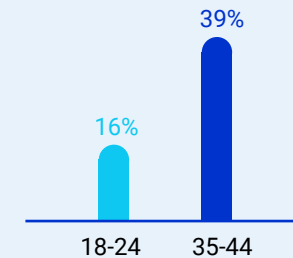
Maintaining positive messaging around the topic is essential to keep the momentum of the project going, especially during training periods and implementation.

Organisational Change Managers develop and execute a tailored communications strategy to best suit your company and its needs.

Choosing employees to act as Change Champions is also a fantastic way to humanise AI and boost user adoption rates.

Change Champions set an example to other employees, demonstrate how AI can improve their everyday tasks and minimise resistance within their team.

Ensure that your Change Managers are evenly spread across departments and seniority as some age groups are likely to be more receptive to AI technology than others.



Only 16% of 18-24-year-olds are worried that AI will disrupt their role, compared to 39% of 35-44-year-olds.

[Artificial Intelligence at Work: Perceptions & Attitudes, 2018](#)



Identify AI adoption challenges by assessing current attitudes and business readiness

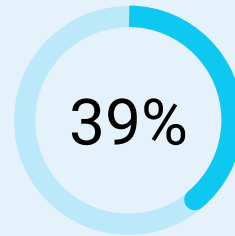
One of the most crucial stages of a successful AI adoption actually takes place before the implementation of AI. Before you get started, you need to assess the current behaviour, working patterns and attitudes towards change throughout your organisation to inform your way forward.

Change Managers conduct technical and user assessments to determine where your organisation stands on its digital transformation journey and how to move forward from there.

These assessments also help to identify where the biggest challenges will be when trying to integrate AI into everyday work processes.

Do your employees use Microsoft Teams for some meetings, Facetime for others, make some notes by hand and others straight into a CRM?

Organisational Change Managers plan an adapted approach for the best way to train employees to centralise all work tasks into one solution, such as Microsoft Teams or Cisco Webex Teams.



39% of workers believe that their manager lacks the skill to integrate AI into the team.

[Investors in People, 2018](#)



Provide hands-on training to integrate AI technology into everyday work

Centralising data and information into one place helps to expand the capabilities of AI-enhanced tools, making them more advanced and effective.

The technology is only as good as the data you feed it with.

If your employees fail to use the tools correctly, your organisation will not be able to fully reap the benefits of AI-enhanced technology. Therefore, it's imperative that your adoption rates are high.

Provide your employees with practical hands-on and online training to teach them about the capabilities of Microsoft Teams or Cisco Webex Teams and how to use them effectively.

Train your employees to conduct work tasks such as scheduling meetings, tracking files and summarising meeting notes within the tool. This enables AI modules to take data from emails, meetings and team and instant messages to provide intelligence to inform business decisions.

AI becomes impactful when it has access to large amounts of high-quality data and is integrated into automated work processes.

[McKinsey, 2017](#)

Key takeaways

Make the implementation of AI-enhanced tools a success in your company by applying [Organisational Change Management](#).

Remember that:

- Education reduces fear factors and helps employees to understand what AI actually is.
- Internal marketing campaigns challenge misconceptions about AI by humanising the technology.
- Business readiness assessments identify where the biggest challenges will be when integrating AI and inform the best methods for a successful implementation.
- Training helps to integrate AI technology into employees' everyday work which makes collecting data more efficient. The better the data, the more sophisticated the technology will become.

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