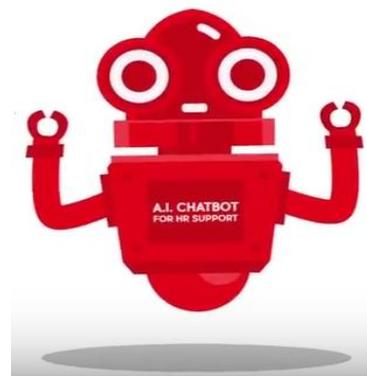




LOOK INSIDE:

The changing world of work, the best ways to provide employee support, demystifying artificial intelligence, what to look for in AI, HR, and chatbots.



MODERNIZING EMPLOYEE HR SUPPORT

USING ARTIFICIAL INTELLIGENCE TO EMPOWER HR

Learn how AI is empowering HR to reduce costs, gain company insights, and make employees happier.



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CONTENTS

- The changing world of work1
 - The Modern Workplace2
 - FACT: Employees expect the same experience at work2
 - FACT: Employees rate tools more highly than pay2
 - FACT: Employees expect immediate support2
- Supporting your workforce3
 - Good: One-off support.....3
 - Better: Shared Service3
 - Best: Automated Tools (HR Chatbot)3
- Chatbots & Artificial Intelligence3
 - Natural Language Processing4
 - Machine Learning.....4
 - Robots.....4
 - Bringing it all together: Chatbots5
- Conclusion.....5

THE CHANGING WORLD OF WORK

The pace of change in the human resources world is unprecedented. Employers today are struggling to attract and retain top talent. Yet what

EMPLOYEES VALUE TOOLS MORE HIGHLY THAN PAY

Company culture and the right tools are the most important factors when employees choose to join and remain at their job. What tools are you providing your employees?

worked yesterday won't work today. Let's explore some key trends that are elevating both HR and IT into strategic positions in the executive team.

The Modern Workplace

FACT: EMPLOYEES EXPECT THE SAME EXPERIENCE AT WORK

In the age of ubiquitous mobile phones and internet access, there exists the ability for someone to get any information, anytime they want. Think about watching TV or a movie: Netflix is there. Getting a car? Click Uber or Lyft. Pay someone? Venmo or Square Cash.

But what about work? What if I need to know my health plan's group number at 10AM on a Saturday because I'm at the doctor's office with my kids? Or need to know our dress code policy while I'm packing the night before my business trip? Can I get the same anywhere-anytime service that I get in my personal life? Often, no. But the right business tools can change that.



FACT: EMPLOYEES RATE TOOLS MORE HIGHLY THAN PAY

Due to the point made in trend number one above, employees are viewing the ease of technology-based tools in the workplace as even higher value than salary.

This juxtaposition of pay, meaningful work, and the company culture & tools leaves some organizations scrambling to ensure that their environment is up with the times. This is driving HR to invest in the right tools for employees, including the use of artificial intelligence and cloud-based software to provide cutting-edge tools to new hires.

FACT: EMPLOYEES EXPECT IMMEDIATE SUPPORT

With the emergence of Wikipedia (for reference information), LinkedIn (for looking up colleagues), and Twitter (finger on the pulse of trends and news), employees now also expect their employment information (policies, procedures, benefits info) to be available via the mobile tools we described above. And if they have a question? They demand to be supported 24x7x365 in the language of their choice.

Not sure where to start at your organization? Start by thinking about how you support employees from an HR perspective. How does your workforce get answers to their questions? How are important communications getting to employees? Do new employees get a "white glove" buddy experience? Let's first explore how organizations have traditionally supported employees, and the best ways to do that with modern tools.

SUPPORTING YOUR WORKFORCE

When it comes to providing HR support to employees, there are a few different approaches that typically build upon one another. Let's take a moment to explore them here.

Good: One-off support

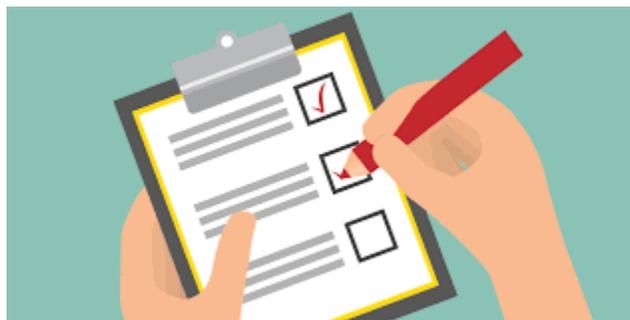
- Assign an HR person to a group within the organization. This is good in that employees can call or email an HR generalist. However, inconsistent answers and the inability to use this option anywhere and anytime limit options.
- Intranet pages are useful and can provide consistent information, but employees still find it hard to find what they need.

Better: Shared Service

- A central help desk option can enable employees to phone or email an HR shared service. This provides a coordinated way to ensure questions are answered consistently and promptly. However, the asynchronous nature of email, telephone hold times, and the inability for a support person to know everything still makes this option less than ideal.
- The addition of a ticketing system where you can track employee requests ensures that you don't miss anything, and you always know the status of a request.

Best: Automated Tools (HR Chatbot)

- In addition to a central help desk with a tracking system, adding an employee self-service chatbot enables additional benefits. First, the employee can ask questions in plain everyday language. Second, the bot will answer questions immediately, 24 hours per day. Finally, your organization can reduce help desk costs while gaining insights about the workforce.
- A bot will provide predictable and correct answers. Additionally, the bot will learn new information, adding additional value as time goes on. And if the bot doesn't know, it can assign the question to the right HR resource.



CHATBOTS & ARTIFICIAL INTELLIGENCE

Most organizations could benefit from an AI-based HR chatbot. That said, how do chatbots work, anyway? And how are they related to artificial intelligence (AI)? How do I separate the hype from the reality?

In short, AI can be defined by software that approximates human behavior. AI is typically broken into three categories: Natural Language Processing (NLP), Machine Learning (ML), and Robotics.

Natural Language Processing

In general, humans speak in languages. Computers speak in math and logic. Because of this, most software programs have very specifically defined interfaces. For example, a text box is presented to the user with a command: “Enter name here.” The software will know exactly where to expect a name. However, language is a bit less structured, giving computers some difficulty. For example: “Hi there. My given name is Michael but my friends call me Mike.” This sentence seems pretty basic, but the software has to understand how to parse the sentence to get the right information. If software can successfully understand language (either voice or text), then the software is said to be showcasing AI. (Whether the underlying software is really AI or not is another matter. Look for a chatbot that employs true NLP.)

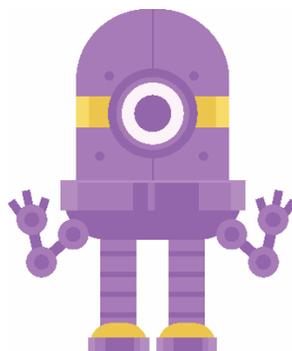


Machine Learning

Another technique that computers can employ that can exhibit human characteristics is called machine learning. Specifically, machine learning describes where a machine can progressively improve performance on a specific task by using data to “learn,” without being explicitly programmed. In this way, things like self-driving cars, image recognition, speech processing, and text matching can improve with more information. Quality chatbots employ machine learning.

Robots

The third type of AI is robots, whereby computers use physical items like limbs, vision, and propulsion to dynamically respond to its environment in the real world. Examples include robot arms that assemble products, self-driving cars (which are really just big robots on wheels), and warehouse robots that deliver goods to human pickers for ecommerce sites.

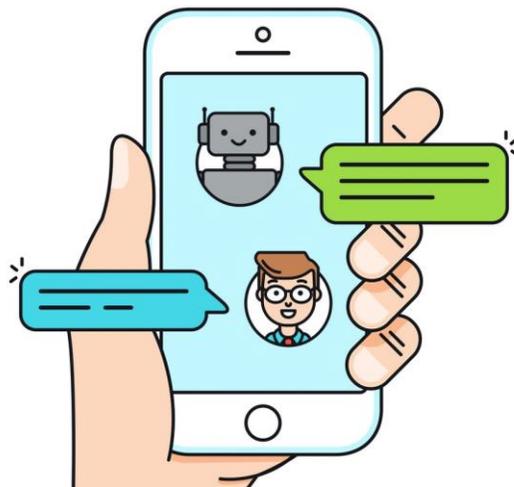


Bringing it all together: HR Chatbots

A quality chatbot employs the first two types of AI described here. First, the bot uses natural language processing to be able to chat with a human in everyday language. Second, a bot can employ machine learning to get “smarter” over time based on its interactions.

Going back to the demands of the current workforce, HR chatbots can provide the three key items we mentioned above:

- **Employees expect the same experience at work:** since the user experience with a chatbot is really a lot like texting back and forth, users don't need any training to start using the tool right away. And since the bot is typically available on a mobile device, day or night, in any location, the experience is much like their personal experience with technology.
- **Employees rate tools more highly than pay:** employees who start a new job, only to find that they must wait on hold via telephone to get a simple question answered, quickly become disillusioned with the organization, even if other aspects of the org are ideal. By providing tools like a self-service chatbot, the organizational culture is perceived as progressive.
- **Employees expect immediate support:** Spoiled by the Internet, mobile phones, and the immediate gratification culture in which we live, employees expect the same in the workplace. Tools that provide anywhere/anytime access win the day.



CONCLUSION

The workplace is a very different place than even just ten years ago. Employees expect modern tools, immediate support, and the ability to work in the same manner that they live their personal lives. An HR chatbot can make supporting employees easier, more cost effective, and provide an all-around better experience for your workforce.

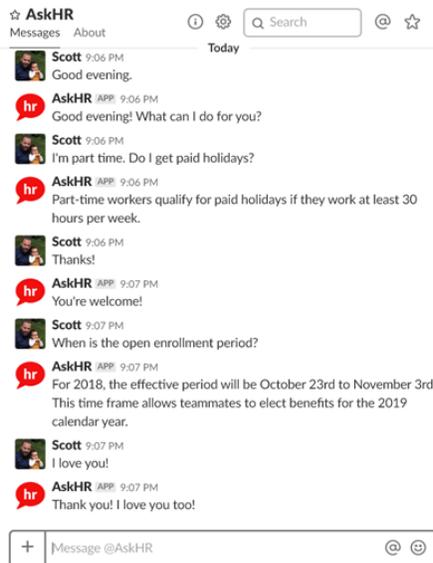


Intelligent HR Chatbot

Empowering HR with intelligent employee support.

Provide 24/7 support to your workforce with an easy-to-use chatbot. Employees can get answers to common workplace requests quickly and easily by accessing the bot with chat, email, voice, or text.

AskHR is a friendly, cloud-hosted bot that understands your HR policies and procedures. Employees interact with the bot using a mobile device or laptop and ask questions like "I need to update my W4." The bot will provide answers, relevant information, walk the employee through necessary steps, or capture the request for HR follow-up.



Why our customers love AskHR

- Reduce cost of providing HR support to your workforce
- Increase employee engagement and satisfaction
- Deploy HR team strategically while the bot manages routine tactical questions
- Gain workforce insights with robust analytics & reporting
- Communicate key events like open enrollment, annual reviews, & town halls

Reduce Support Costs

- Reduce the number of staff needed for common HR questions
- Deploy your HR team on more strategic activities
- Respond to HR inquiries from former employees and family

Lower support costs by auto-answering common questions.

Increase Employee Engagement

- Create happier employees with 24/7 instant answers to HR needs
- Support dependents directly through voice, text, email
- Proactively address employee concerns

Keep employees happy with 24x7 support in over a dozen languages.

Gain Key Insights

- Pinpoint training opportunities across the organization
- Predict workforce issues before they crop up
- Empower your HR team to provide the best support

Understand where you need to focus your HR efforts.

"AskHR has provided us multiple benefits, including the ability to answer common workplace questions in a quick, self-service way. Employees love being able to get answers 24x7."

-Jen, VP, Human Resources, Fortune 500 Technology Company

