cogito

3 Steps to Increase AI Adoption in the Workplace

To support a more productive, engaging future of work, organizations must take steps to increase AI adoption and ensure all employees feel comfortable and confident with the technology.

1 Step 1: De-Bias Your Data

Machine learning models and AI systems have an inherent bias, largely due to the data used to train and develop them. Organizations must take on the responsibility of ridding data of bias. **Here's how:**

- Actively ensure diversity is incorporated in the training samples.
- Ensure the humans who label the audio samples also come from diverse backgrounds.
- Engage with your teams and scientists to monitor and identify bias as it arises to put an end to it as soon as possible.
- Apply de-biasing machine learning techniques where necessary.

2 Step 2: Be Transparent

Successful organizations introducing AI in the workplace are transparent about the technology and how the data is garnering employees' trust.

38%
of consumers do not know what data is being collected OR how it is being used.

43%
would have a more positive perception of a company and AI if they were more explicit about their use of AI technology, the data collected and how it is used.

IDEA:
Conduct an **open dialogue town hall** to discuss new technology, its purpose, and answer questions about its data collection. Employees will feel more comfortable and willing to adopt the technology by doing so.
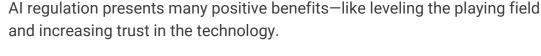
3 Step 3: Welcome Regulation

AI regulation presents many positive benefits—like leveling the playing field and increasing trust in the technology.

33%
of consumers believe federal regulation of AI-enabled tools would help them become more comfortable with the technology.

39%
of consumers would feel more comfortable using AI-enabled tools if brands had a clear customer code of practice.

AI Adoption in the Call Center

Introduce AI to better serve customers and empower call center employees, significantly impacting their respective and collective experiences.

Agents are tasked with handling complex and emotional calls daily. Prone to cognitive overload and compassion fatigue, agents need support to engage and service customers effectively. By adopting human-aware AI technology, like Cogito's, agents can improve their emotional intelligence, communication skills and resilience.

How supervisors interact with agents has drastically changed since the shift to remote work. Increasing AI technology adoption in the call center will support better supervision. Specifically, AI ensures supervisors can playback calls, review data and have informed discussions with their agents—no matter their location.

Customers' expectations of brands today are higher than ever. By experiencing positive impact of AI on the other end of the line, customers will feel more heard and experience better, more genuine interactions in their time of need.

So, what are you waiting for?

Today's leading companies are not letting digital transformation and technology improvements sit on the sidelines—they are leading adoption efforts and innovation.

To learn more about Cogito, head to our website at
cogitocorp.com