

3 Ways AI Will Change the Workplace in 2024

With AI becoming commonplace, what does the near future of work look like?



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Published on Oct. 19, 2023



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Since the adoption of artificial intelligence in the workplace, it has revolutionized business processes like operations and employee engagement and transformed how organizations think about their future. As we look ahead, AI will continue its growth trajectory in both popularity and capabilities.

While these advancements hold great promise, they also carry the responsibility of grappling with AI's inherent limitations, which could prevent progress in the workplace. Such limitations include algorithmic bias, lack of emotion, creativity challenges and implementation costs. Organizations must comprehend these constraints to fully harness AI's capabilities. And the new breed of evolving AI — generative AI — will cause significant disruptions across industries and continue to change the way organizations work.

Here are the three main ways I foresee AI developing.

3 ASPECTS OF THE WORKPLACE AI WILL IMPACT THE MOST

1. Employee support and engagement.
2. Productivity and decision-making.
3. Ethical and regulatory considerations.

1. Employee Support and Engagement

AI has significantly enhanced employee support and engagement when integrated into workflow structures. When using in-depth analysis of email conversations and biometric data, AI allows employers to better understand employee satisfaction levels, enabling leadership to elevate the employee experience and create a healthier company culture. How does it do this?

AI-powered systems can provide managers with insights about when an employee is facing burnout as they gauge overall sentiment and activity on a daily basis, surpassing traditional tools such as surveys and basic feedback forms.

For example, AI and natural language processing-powered solutions have the ability to rate the sentiment of a conversation on both Microsoft Teams and Outlook. In doing so, it can rate the conversation in terms of positive, negative or neutral and analyze it over a period to deliver a strong understanding about the employee's exact sentiment of the workplace.

Employers can also use predictive analysis tools to recommend learning courses and information specific to employee needs and implement improvement action plans without waiting for review meetings.

Looking ahead, AI is set to further revolutionize personalized support and guidance for employees by optimizing workplace-specific algorithms. For instance, AI will incorporate nudging capabilities to identify project misalignments and tasks requiring immediate attention. These workplace-tailored algorithms are meticulously designed to boost productivity, ensuring employees receive timely, customized feedback.

Essentially, AI will enable organizations to shift from reactive to proactive engagement strategies. By implementing AI-based self-assessment tools and personalized recommendations, employees can take ownership of their workplace performance, work-life balance and overall well-being.

2. Productivity and Decision-Making

It's no secret that AI has empowered organizations to make more informed decisions than before, and this will not change. AI-driven decision-making will only grow as AI algorithms provide stronger, more advanced insights that aid such processes.

Advancements in task automation will continue to streamline repetitive and mundane tasks, freeing employees to dedicate their time to strategic and creative work. Consider a customer support team that previously spent a significant portion of its day manually entering data from customer inquiries. With automation, this time-consuming task is now taken care of, allowing the team to focus on delivering personalized assistance and resolving complex issues more efficiently.

Another area of innovation that has experienced great success thus far is AI-powered chatbots and virtual assistants. These tools can be transformative resources for improving the employee experience, and they will undoubtedly continue to excel. While these technologies can't fully replace the need for human intervention, they will offer more sophisticated capabilities in answering complex queries, understanding emotion and delivering personalized responses.

As a result of the trust organizations have in AI's ability to assist with decision-making, we will likely see an increase in AI for cybersecurity. AI will be instrumental in enhancing cybersecurity measures as it proactively identifies and mitigates potential threats to protect company data, allowing leaders to act based on AI-driven decisions.

3. Ethical and Regulatory Considerations

While AI cannot develop its own ethics and regulations, organizations will begin to prioritize ethical AI development and usage further as its adoption in all other areas will continue to grow. There will be an increased focus on AI governance, data privacy, fairness and transparency to address potential biases and AI-related risks. Striking the right balance between innovation and responsibility will be crucial in harnessing the full potential of generative AI for the betterment of workers and employers alike in 2024 and beyond.

When it comes to AI, employee support and engagement, productivity and decision-making and ethical and regulatory considerations will set the stage for workplace advancement in 2024. AI's capabilities are diverse and will continue to flourish as time goes on. As it evolves, businesses will find the advancements necessary to leverage to create a competitive edge, foster a more engaging and inclusive work environment and achieve company growth.

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