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Practical use cases for generative AI

Generative AI is adding fuel to the intelligent automation fire. It uses historical data and user intent to expand or summarize content in a world where everything is constantly changing. Sumit Johar, Automation Anywhere's Chief Information Officer (CIO), offers a peek into areas his team is already researching, where generative AI can be used to replace expensive tools, save human bandwidth, and generate game-changing returns on investment.

1 Contract reviews

Legal teams spend hours each day scanning contracts for problematic terms or clauses. **Generative AI is remarkably effective at analyzing unstructured data and could reduce the time it takes for contract reviews.**

2 Language translation

Manual translations to create localized content are slow and expensive. **Generative AI can reduce the time and funds typically spent on localization efforts.**

3 Automated IT support

Even the smartest chatbots are currently limited in their ability to understand the intent behind a question. **Combining generative AI with existing chatbot experiences and an intelligent automation platform can deliver a more conversational (and automated!) IT support experience.**

4 Review of security alerts

Changing work models forced enterprises to increase security operations spend over the past few years, driving a flood of security alerts. Unfortunately, most turn out to be false alarms yet still require human effort to manage. **Generative AI can review and recommend a resolution for every alert or elevate it for human intervention.**

5 Sales outreach

Sales outreach emails are typically just annoying spam. But, those personalized based on contacts, interests, or areas of concern tend to get noticed. **Generative AI can do a better job by automatically conducting background research on prospects while driving significant cost and time savings.**

6 Customer response quality

The quality of customer support responses can make or break the support experience. AI-powered bots can score response quality before messages are sent. **Generative AI can then integrate with a CRM platform to analyze text-based unstructured data and offer further insights.**

7 Data cleansing

CRM data quality is notoriously poor, according to sales reps, but CRM systems might miss errors that are obvious to a human. **Generative AI can absorb and process large sets of unstructured data and start to solve CRM data quality problems.**

Learn how the **Automation Success Platform** natively integrates with ChatGPT and lets you keep a human in the loop when needed.