GENERATIVE AI WILL BRING HUMAN BACK TO HUMAN RESOURCES.

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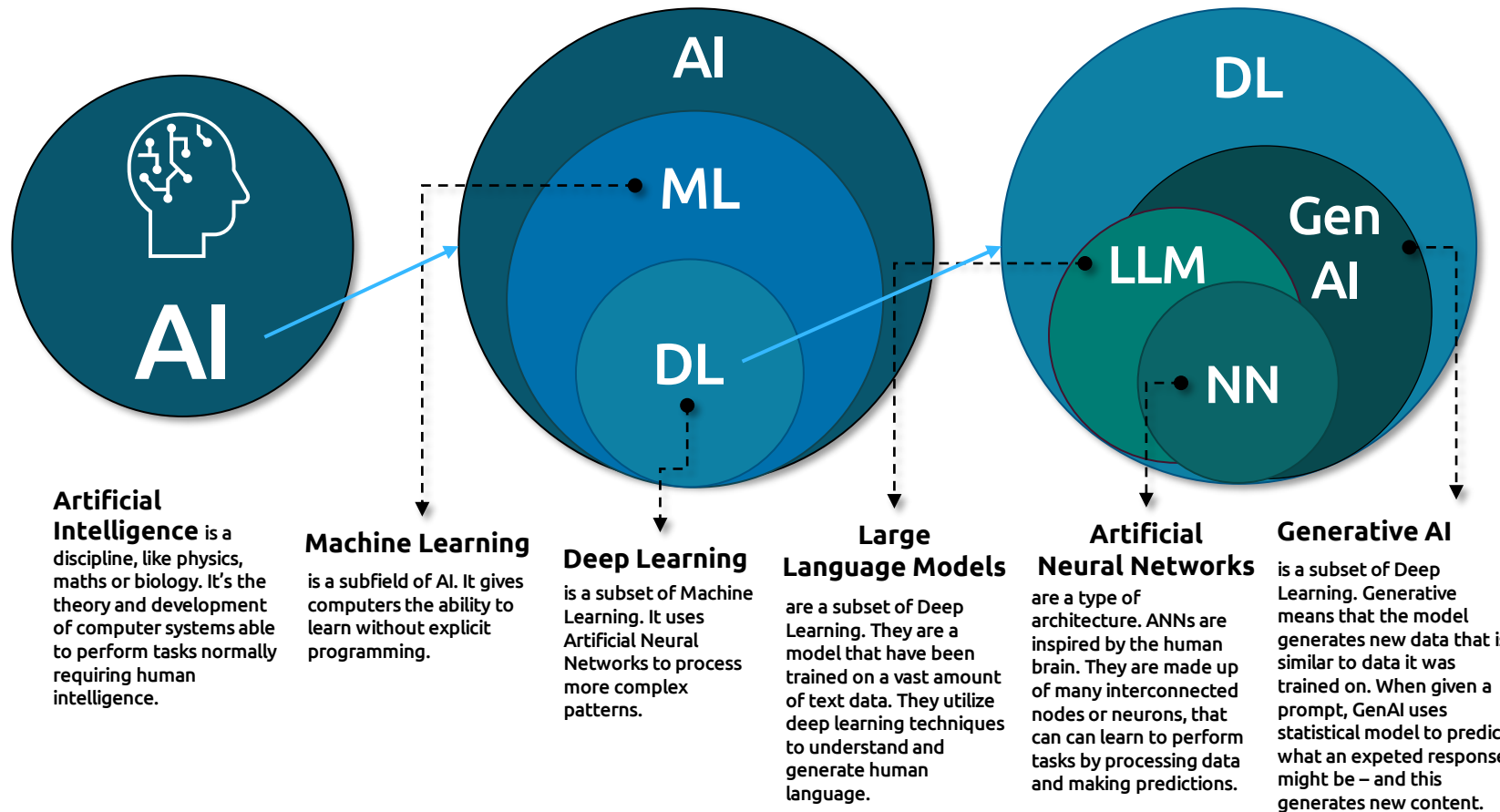
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NOT REPLACE THEM.

UNDERSTANDING GENERATIVE AI: SCOPE AND POTENTIAL IMPACTS

The adoption of this technology will impact all Hire-to-Retire (H2R) and unleash number of value streams that were difficult to achieve up to date (like true personalization and understanding of needs). It promises to redefine People Experience and reinvent the way HR serves.

AI

AI
ML
DL

DL
LLM
Gen AI
NN

Artificial Intelligence is a discipline, like physics, maths or biology. It's the theory and development of computer systems able to perform tasks normally requiring human intelligence.

Machine Learning is a subfield of AI. It gives computers the ability to learn without explicit programming.

Deep Learning is a subset of Machine Learning. It uses Artificial Neural Networks to process more complex patterns.

Large Language Models are a subset of Deep Learning. They are a model that have been trained on a vast amount of text data. They utilize deep learning techniques to understand and generate human language.

Artificial Neural Networks are a type of architecture. ANNs are inspired by the human brain. They are made up of many interconnected nodes or neurons, that can can learn to perform tasks by processing data and making predictions.

Generative AI is a subset of Deep Learning. Generative means that the model generates new data that is similar to data it was trained on. When given a prompt, GenAI uses statistical model to predict what an expeted response might be – and this generates new content.

GENERATIVE AI MYTHBUSTING

MYTH

REALITY

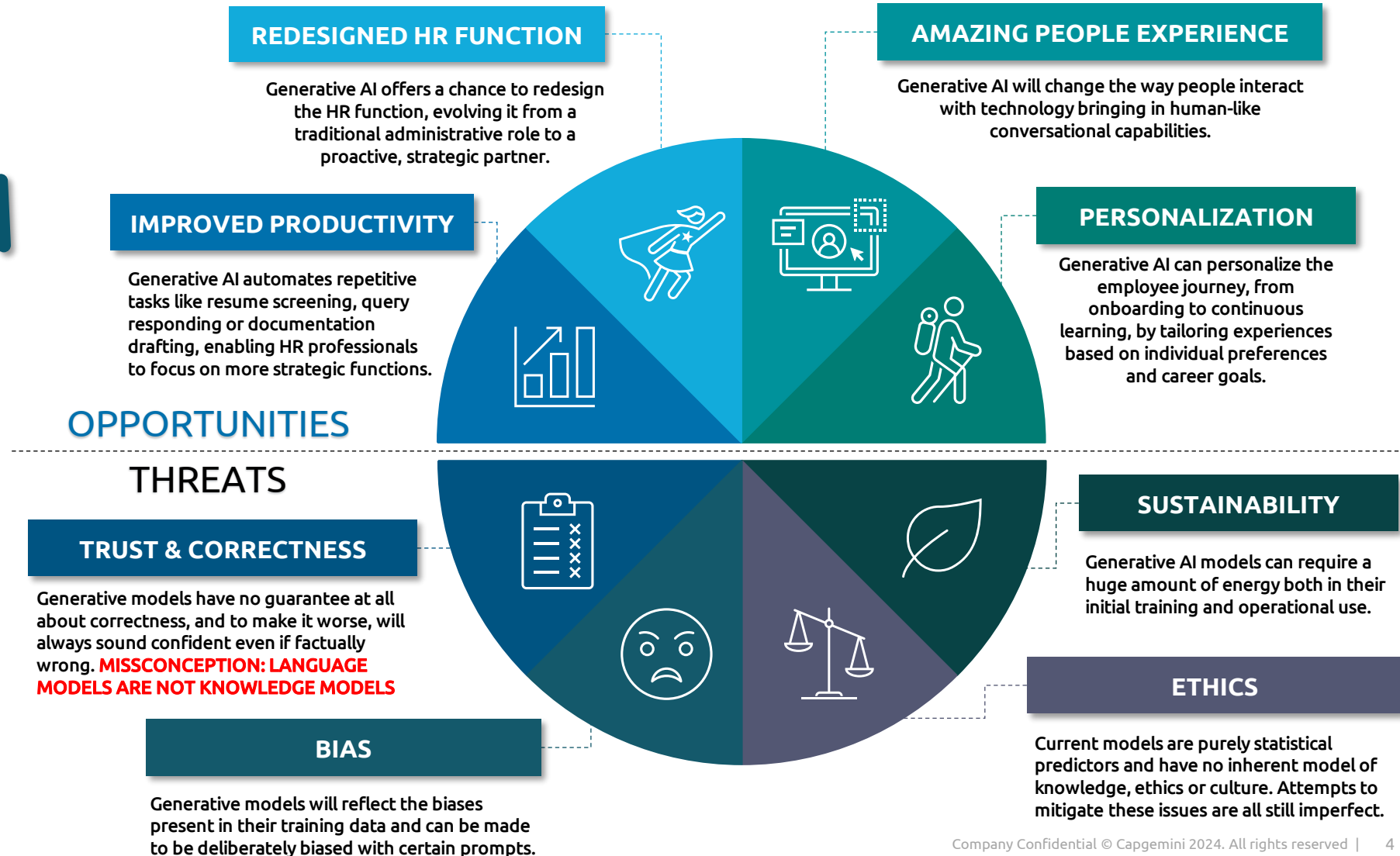| MYTH	REALITY
GENERATIVE AI IS NEW	Generative AI was a natural and expected next step, and many forms have been in use since the 1980s. Capgemini has been using it for over 6 years
GENERATIVE AI IS INTELLIGENT	No, it's very good at mimicking intelligence, but even that is still extremely impressive and commercial useful if used correctly
GENERATIVE AI IS LIMITED TO CHATBOTS AND TEXT	Generative AI can be used for any type of data, and many of the higher value use cases are not about text
GENERATIVE AI SYSTEMS OUTPUT THE TRUTH	Generative AI systems are no more capable of defining a universal truth than any human is and will reflect the biases and culture of the data they were trained on
GENERATIVE AI IS THE ONLY TYPE OF AI WE NEED TO CARE ABOUT NOW	Generative AI is one small part of a much bigger field of AI, all of which is important. It is often the wrong choice

OPPORTUNITIES & THREATS IN THE SCOPE OF HR

Generative AI offers ground-breaking opportunities within People Operations, reshaping the landscape of Human Resources and HR role function in business. It also poses challenges, potentially raising concerns about correctness and bias.

REDESIGNED HR FUNCTION

Generative AI offers a chance to redesign the HR function, evolving it from a traditional administrative role to a proactive, strategic partner.

AMAZING PEOPLE EXPERIENCE

Generative AI will change the way people interact with technology bringing in human-like conversational capabilities.

IMPROVED PRODUCTIVITY

Generative AI automates repetitive tasks like resume screening, query responding or documentation drafting, enabling HR professionals to focus on more strategic functions.

PERSONALIZATION

Generative AI can personalize the employee journey, from onboarding to continuous learning, by tailoring experiences based on individual preferences and career goals.

OPPORTUNITIES

THREATS

SUSTAINABILITY

Generative AI models can require a huge amount of energy both in their initial training and operational use.

TRUST & CORRECTNESS

Generative models have no guarantee at all about correctness, and to make it worse, will always sound confident even if factually wrong. **MISSCONCEPTION: LANGUAGE MODELS ARE NOT KNOWLEDGE MODELS**

ETHICS

Current models are purely statistical predictors and have no inherent model of knowledge, ethics or culture. Attempts to mitigate these issues are all still imperfect.

BIAS

Generative models will reflect the biases present in their training data and can be made to be deliberately biased with certain prompts.

KEY ADOPTION COMPONENTS FOR GENAI

Adopting Generative AI for your business resembles driving a car.
There are three key components that will drive a success or cause a failure of the adoption.

DATA IS FUEL FOR GENAI

With a bad quality fuel, you will never get a good performance out of it

Focus on the quality of your digital knowledge assets, review them and make sure that they are up to date!
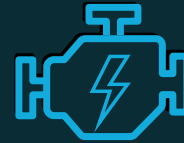
EMPLOYEE IS A DRIVER

Your employees sit behind the wheel of Generative AI

Without a proper training they will not use full potential of it

Worst case scenario - they will not even start using it putting your investment at risk!

SOLUTION IS AN ENGINE

Best in class Generative AI solution will make or break your adoption.

Factors like data security, quality of output or ease of use will slow you down or accelerate your business!

THERE IS A SEA OF GENERATIVE AI OPPORTUNITIES FOR HR

CANDIDATE FEEDBACK SUPPORT
CANDIDATE SOURCING   INTERVIEW CO-PILOT
CHATBOT FOR CANDIDATES
FIRST LIVE SCREENING   ROLE MAPPING ASSISTANT
INTERVIEW TRANSLATION
JOB DESCRIPTION CREATION   CV SCREENING
PAY REVIEW ASSISTANT   REWARD ASSISTANT
PAYROLL PLANNING ASSISTANCE
PAYROLL CO-PILOT   BENEFIT OPTIMIZER
PERFORMANCE MANAGEMENT ASSISTANCE
PAYSLIP ASSISTANT   ISSUE PREDICTOR
KNOWLEDGE BASE MANAGEMENT
SENTIMENT ANALYSIS   AGENT SUPPORT
HUMAN-LIKE CHATBOT EXPERIENCE
IM ASSISTANT   DOCUMENT CHECKER
WORKFORCE PLANNING ASSISTANT
CO-PILOT FOR HR ADMIN   T&A COPILOT
CO-PILOT FOR COMMUNICATION
DOCUMENT CREATOR AND EDITOR
CAREER PATHING   CAREER COACH
MULTIMEDIA AND CODE GENERATOR
ADAPTIVE LEARNING STYLE CREATOR
AI LEARNING PATH ADJUSTMENT
BENCHMARKING AND MATURITY ASSESSMENT
ATTRITION PREDICTION
BUSINESS RECOMMENDATIONS
GENERATIVE INSIGHTS   CULTURE ANALYZER
ENGAGEMENT SURVEY ANALYSIS

OUT OF 40+ USE CASES PICK THOSE THAT ALIGN WITH YOUR PRIORITIES

GENERATIVE AI USE CASES FOR HR

JOB DESCRIPTION CREATION

Generative AI will help create detailed and accurate job descriptions based on skills required for the role rather than the job description itself.

VALUE
- SIMPLICITY
- ACCURACY
- QUALITY
- CONSISTENCY

Embrace the challenge and focus on use cases that will truly support your business.

LEARNING CONTENT CREATION

Generative AI to create different fragments of learning content (learning paths, learning modules, quizzes and others) and generate multimedia like graphics, voiceovers or videos.
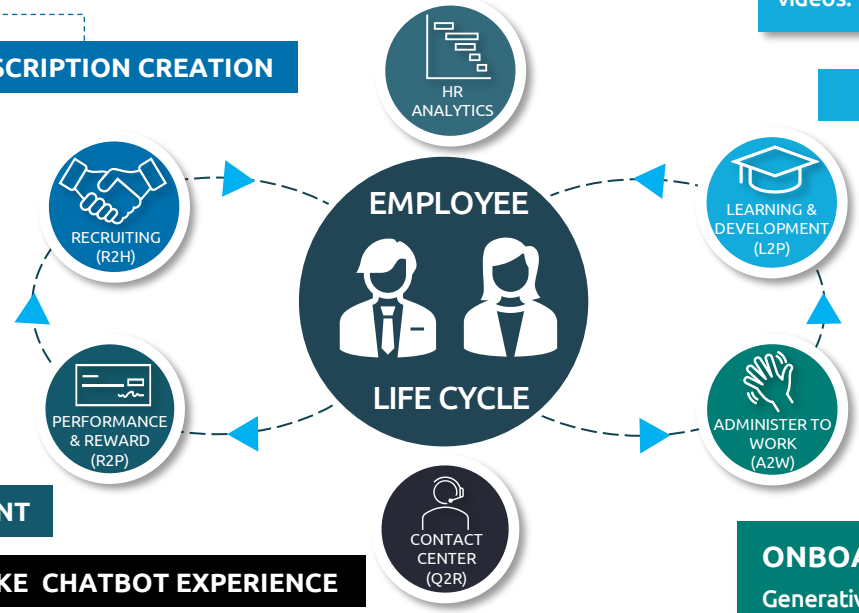
VALUE
- EFFICIENCY
- SCALABILITY
- COST REDUCTION
- CONSISTENCY

JOB DESCRIPTION CREATION

LEARNING CONTENT CREATION

PERFORMANCE MANAGEMENT ASSISTANT

Generative AI to assist employee and manager with performance management review. It can summarize performance, feedback and outcomes of work and put it against business and development goals.

VALUE
- EFFICIENCY
- QUALITY
- DEVELOPMENT
- ACCURACY

HR ANALYTICS

EMPLOYEE LIFE CYCLE

RECRUITING (R2H)

LEARNING & DEVELOPMENT (L2P)

PERFORMANCE & REWARD (R2P)

ADMINISTER TO WORK (A2W)

CONTACT CENTER (Q2R)

PERFORMANCE MANAGEMENT ASSISTANT

ONBOARDING ASSISTANCE

HUMAN-LIKE CHATBOT EXPERIENCE

KNOWLEDGE BASE MANAGEMENT

HUMAN-LIKE CHATBOT

Generative AI will provide a human-like conversation experience by, generating contextually relevant responses

KNOWLEDGE BASE MGMT

Generative AI to support creation and curation of the knowledge assets for knowledge base.

VALUE
- CONSISTENCY
- ACCURACY
- EXPERIENCE
- QUALITY

ONBOARDING ASSISTANCE

Generative AI to help walk employee through onboarding in a conversational manner. It can generate onboarding checklist, monitor progress, track experience and answer questions about company policies and procedures.

VALUE
- EXPERIENCE
- ACCURACY
- EFFICIENCY
- QUALITY

TYPICAL GENERATIVE AI SOLUTIONS FOR HR
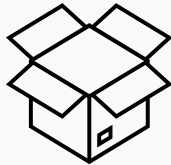
OUT OF THE BOX SOLUTIONS

GENERAL USE CASES

LIMITED FUNCTIONALITY

NO BUILD COST

ALREADY AVAILABLE

servicenow **zendesk**

CIELO · ORACLE HUMAN CAPITAL MANAGEMENT · workday

SAP SuccessFactors

CUSTOM BUILDS WITH HYPERSCALERS

TAILORED TO A USE CASE

HIGHLY CUSTOMIZABLE

HIGH BUILD COST
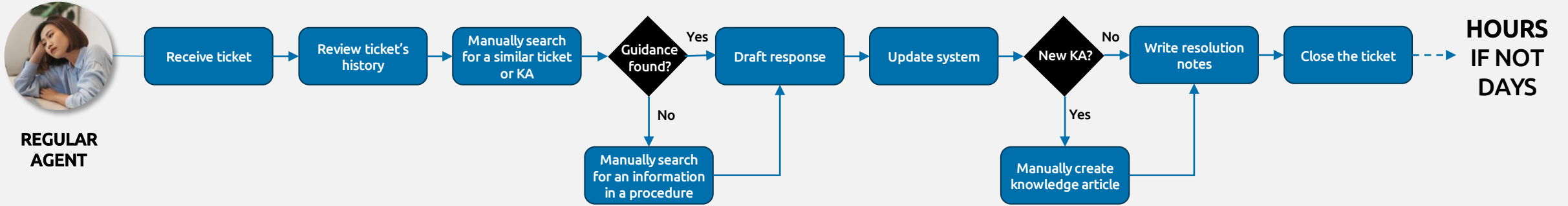
LONG TIME TO DEPLOY

Microsoft · aws · Google

MICROSOFT COPILOT

Microsoft Copilot can significantly enhance HR operations by automating and streamlining processes, thus freeing up time for HR professionals to focus on more strategic tasks.

This technology can play the role of a personal assistant, or a one stop shop for HR connecting with other technology platforms and executing actions.

GENERATIVE AI AUGMENTED IN A FLOW OF WORK

REGULAR AGENT

Receive ticket → Review ticket's history → Manually search for a similar ticket or KA → Guidance found?

- Yes → Draft response → Update system → New KA?
- No → Manually search for an information in a procedure → Draft response

New KA?
- No → Write resolution notes → Close the ticket → **HOURS IF NOT DAYS**
- Yes → Manually create knowledge article → Write resolution notes

GENERATIVE AI USE CASES FOR AGENTS

UP TO 80 % TIME SAVING FOR SELECTED USE CASES

CASE SUMMARIZATION

MICROSOFT COPILOT

GEN AI FOR COMMUNICATION

AUTOMATIC RESOLUTION NOTES

RESOLVED TICKET MATCHING

NEXT BEST ACTION SUGESTION

KNOWLEDGE ARTICLE CREATION

UP TO 70 % REDUCTION IN CLICKS FOR KNOWLEDGE SEARCH

GENAI ENABLED AGENT

Receive ticket → One click to summarize ticket's history → AI to find matching tickets and KA → Guidance found?

- Yes → GenAI to draft a response → Update system → New KA?
- No → GenAI to find information in the procedure → GenAI to draft a response

New KA?
- No → Resolution notes automatically created by GenAI → Close the ticket → **MINUTES**
- Yes → KA suggested and created by GenAI → Resolution notes automatically created by GenAI

zendesk   servicenow   Microsoft   Google   aws   workday.   SAP SuccessFactors   ORACLE HUMAN CAPITAL MANAGEMENT

GENERATIVE AI REDEFINING ROLES AND RESPONSIBILITIES

MANUAL HIRING PROCESS

185 min

- **RECRUITER** 80 min — Interview candidate and provide feedback
- **MANAGER** 15 min — Provide key role requirements
- **RECRUITER** 20 min — Create job description
- **RECRUITER** 30 min — Assess profile, prepare gap analysis and interview questions
- **RECRUITER** 15 min — Create Job Ad for Social Media
- **RECRUITER** 15 min — Write communication to candidate
- **RECRUITER** 10 min — Post Job on hiring portal

SHIFTING RESPONSIBILITY FROM RECRUITER TO HIRING MANAGER

AI AUGMENTED HIRING PROCESS

75 min

110 min saved

- **MANAGER** 3 min — Create job description
- **MANAGER** 2 min — Create Job Ad for Social Media
- **AUTOMATION** 0 min — Post Job on hiring portal
- **MANAGER** 2 min — Write communication to candidate
- **MANAGER** 3 min — Assess profile, prepare gap analysis and interview questions
- **MANAGER** 65 min — Interview candidate and provide feedback

✦ **GENAI**

GENERATIVE AI WILL REDEFINE ROLES AND RESPONSIBILITIES ACROSS THE BUSINESS. IN TALENT ACQUISITION IT WILL EMPOWER HIRING MANAGERS TO TAKE OVER MOST OF HIRING ACTIONS REDUCING EFFORT AND COST OF RECRUITMENT ACTIVITIES.

- UP TO **60 %** REDUCTION IN EFFORT
- UP TO **80 %** AUTOMATION RATIO
- UP TO **80 %** SOURCING COST REDUCTION

NEW GENERATION OF INTERACTION MODEL

INTEGRATED DIGITAL PEOPLE EXPERIENCE
ONE STOP SHOP FOR THE EMPLOYEE TO CONNECT WITH HR, IT AND FINANCE

EMPLOYEE **MANAGER**
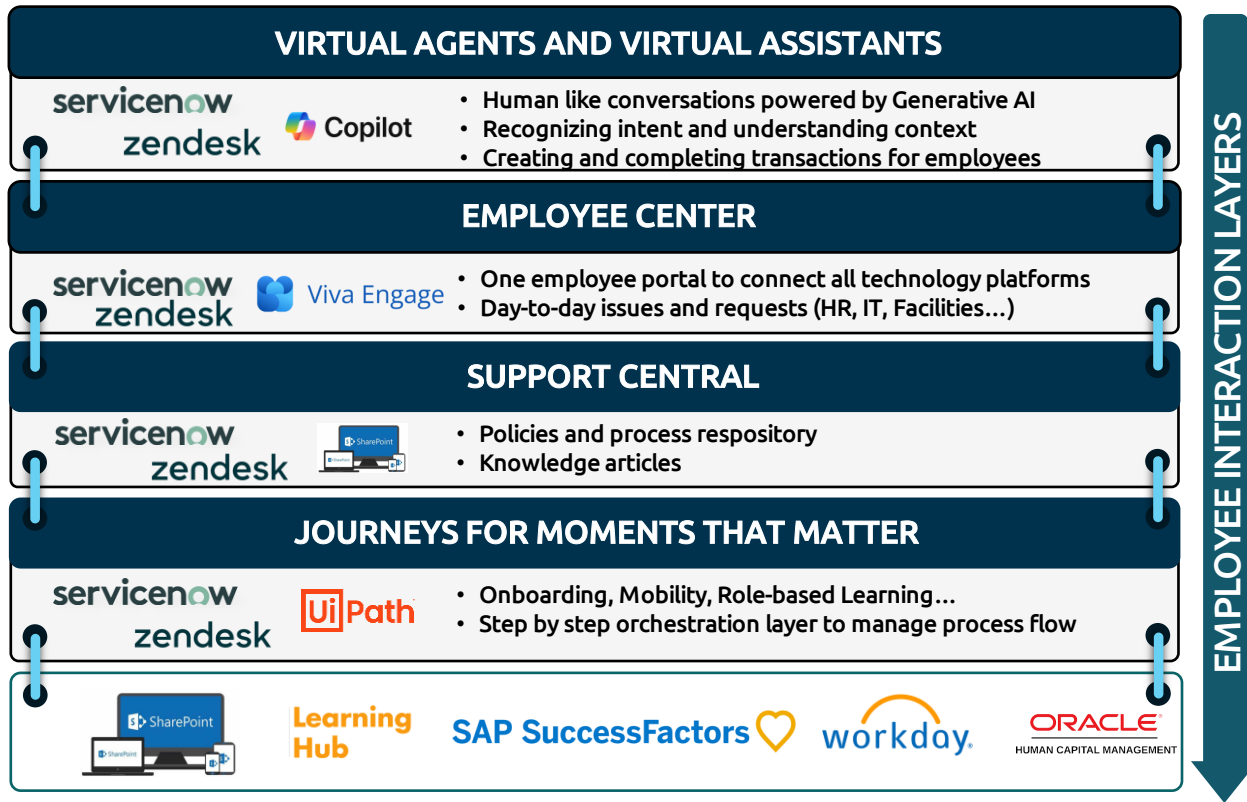
GenAI enabled agent

HR / IT / FINANCE

Agents respond to queries, process transactions, curate knowledge, and continuously Improve/evolve processes

Generative AI assistance for agents

Automatically categorize and triage cases

Recommend next-best-actions to agents

Easily summarize chat, case or incident records

Automatically generate recommended knowledge articles

VIRTUAL AGENTS AND VIRTUAL ASSISTANTS

servicenow zendesk Copilot
- Human like conversations powered by Generative AI
- Recognizing intent and understanding context
- Creating and completing transactions for employees

EMPLOYEE CENTER

servicenow zendesk Viva Engage
- One employee portal to connect all technology platforms
- Day-to-day issues and requests (HR, IT, Facilities…)

SUPPORT CENTRAL

servicenow zendesk SharePoint
- Policies and process respository
- Knowledge articles

JOURNEYS FOR MOMENTS THAT MATTER

servicenow zendesk Ui Path
- Onboarding, Mobility, Role-based Learning…
- Step by step orchestration layer to manage process flow

SharePoint • Learning Hub • SAP SuccessFactors • workday • ORACLE HUMAN CAPITAL MANAGEMENT

EMPLOYEE INTERACTION LAYERS

RESULTS FROM A CUSTOMER'S GEN AI PILOT PROVIDED BY TECHNOLOGY PARTNERS

83%
Deflection rate improvement with virtual agent
BASED ON LARGE ENTERPRISE PILOT

20+
Minutes saved per incident
BASED ON GLOBAL PROFESSIONAL SERVICES ORG PILOT

80%
Time saving with case summarization

90%
Time saving with Agent handover

up to **80%**
Reduction in clicks with knowledge search

up to **60%**
Time saving with recommended next best action

INTERACTION MODEL OF TODAY

- LOW LEVEL OF AUTOMATION
- BASIC CHATBOT
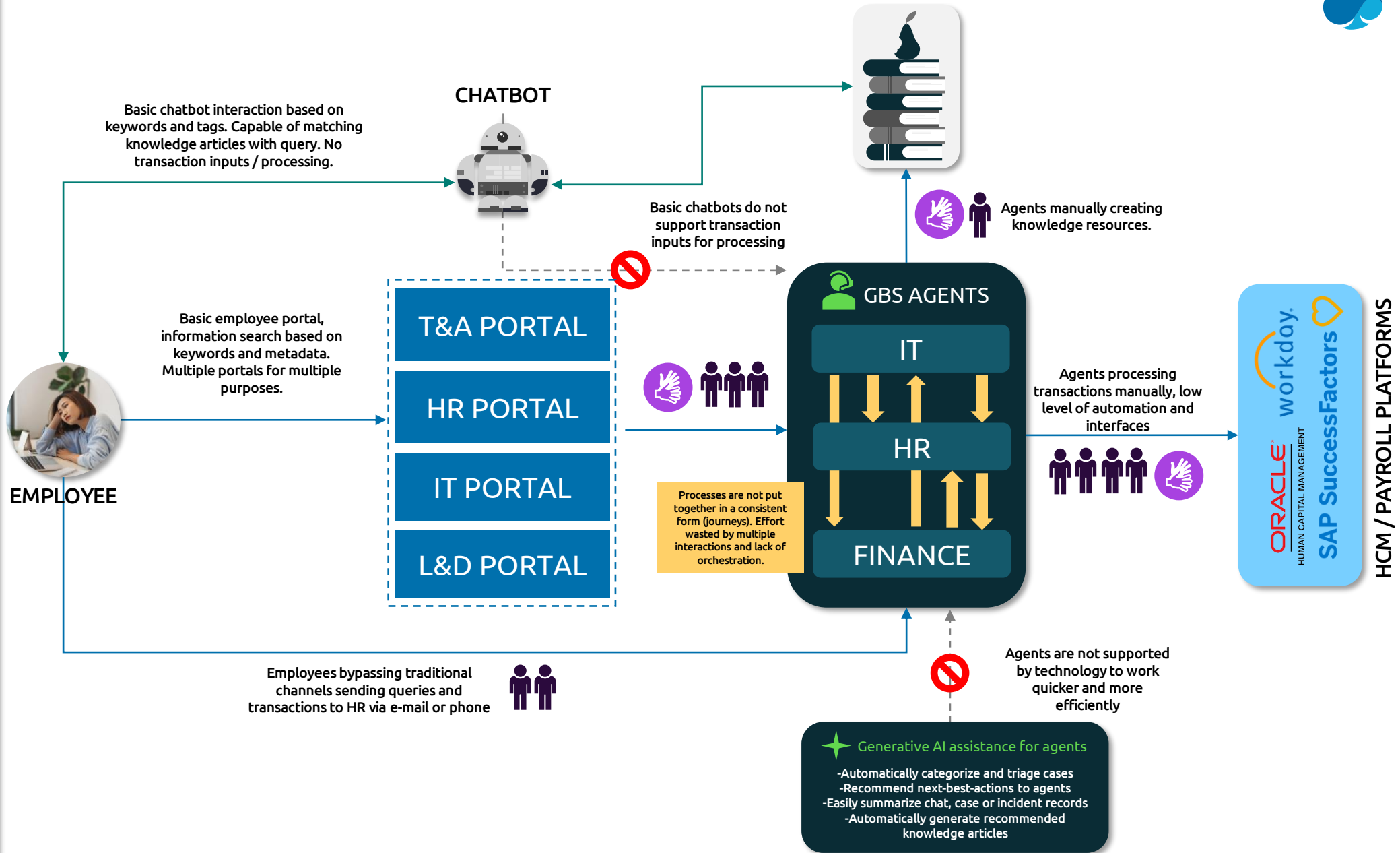- MANUAL KA CREATION
- MULTIPLE PORTALS
- NO GENAI SUPPORT
- DISPERSED PROCESSES

100 AGENTS NEEDED TO RUN MID SIZE OPERATIONS

100

MANUAL EFFORT

KNOWLEDGE REPOSITORY

CHATBOT

Basic chatbot interaction based on keywords and tags. Capable of matching knowledge articles with query. No transaction inputs / processing.

Basic chatbots do not support transaction inputs for processing

Agents manually creating knowledge resources.

Basic employee portal, information search based on keywords and metadata. Multiple portals for multiple purposes.

EMPLOYEE

- T&A PORTAL
- HR PORTAL
- IT PORTAL
- L&D PORTAL

GBS AGENTS
- IT
- HR
- FINANCE

Processes are not put together in a consistent form (journeys). Effort wasted by multiple interactions and lack of orchestration.

Agents processing transactions manually, low level of automation and interfaces

Employees bypassing traditional channels sending queries and transactions to HR via e-mail or phone

Agents are not supported by technology to work quicker and more efficiently

Generative AI assistance for agents
- Automatically categorize and triage cases
- Recommend next-best-actions to agents
- Easily summarize chat, case or incident records
- Automatically generate recommended knowledge articles

HCM / PAYROLL PLATFORMS

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workday.
SAP SuccessFactors

INTERACTION MODEL OF TOMORROW

- HIGHLY AUTOMATED
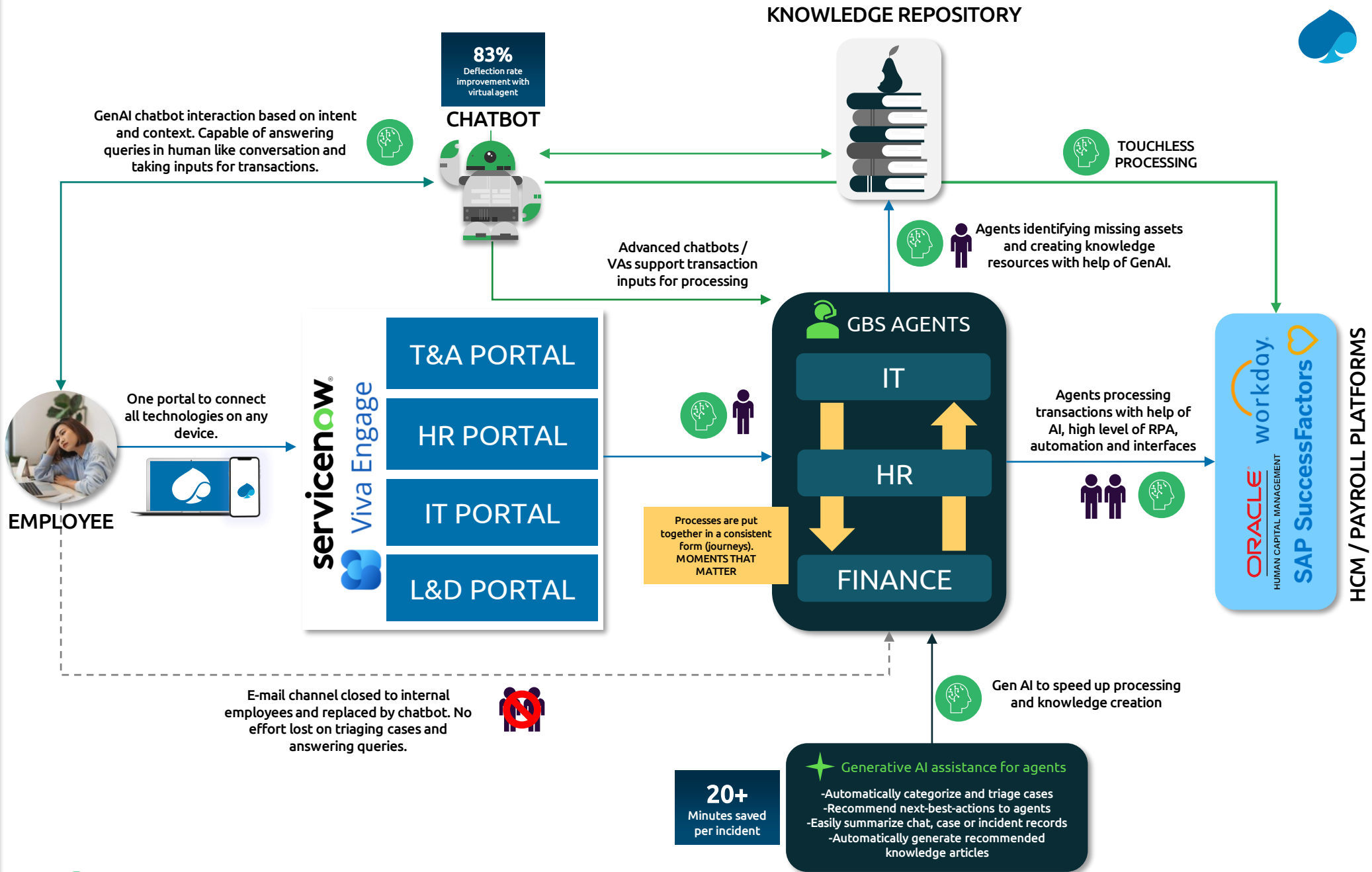- ADVANCED VA / CHATBOT
- GENAI KA CREATION
- SINGLE DIGITAL LAYER
- GENAI SUPPORT
- ORCHESTRATED PROCESSES

40 AGENTS NEEDED TO RUN MID SIZE OPERATIONS

40

AUTOMATION/AI/GENAI

KNOWLEDGE REPOSITORY

GenAI chatbot interaction based on intent and context. Capable of answering queries in human like conversation and taking inputs for transactions.

83% Deflection rate improvement with virtual agent

CHATBOT

TOUCHLESS PROCESSING

Advanced chatbots / VAs support transaction inputs for processing

Agents identifying missing assets and creating knowledge resources with help of GenAI.

GBS AGENTS

One portal to connect all technologies on any device.

EMPLOYEE

servicenow
Viva Engage

- T&A PORTAL
- HR PORTAL
- IT PORTAL
- L&D PORTAL

IT

HR

FINANCE

Processes are put together in a consistent form (journeys). MOMENTS THAT MATTER

Agents processing transactions with help of AI, high level of RPA, automation and interfaces

ORACLE HUMAN CAPITAL MANAGEMENT workday. SAP SuccessFactors

HCM / PAYROLL PLATFORMS

E-mail channel closed to internal employees and replaced by chatbot. No effort lost on triaging cases and answering queries.

Gen AI to speed up processing and knowledge creation

20+ Minutes saved per incident

✦ Generative AI assistance for agents
- Automatically categorize and triage cases
- Recommend next-best-actions to agents
- Easily summarize chat, case or incident records
- Automatically generate recommended knowledge articles

GenerativeAI for Learning

CREATE POWERFUL LEARNING CONTENT USING GENERATIVEAI

Q&A

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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