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## CTRL-ALT-Human

*Automation amplifies human potential, blending human intuition with machine efficiency to drive ethical, creative, and innovative outcomes*

Automation is stepping up, but it may be time to hit the reboot key and bring the human element back into focus. Ensuring people remain central to processes means blending intuition and oversight with machine efficiency. From critical decisions to ethical guidance, humans bring the adaptability and judgment needed to align automated outcomes and actions with corporate and societal priorities. AI is not just automating — it's amplifying human potential, taking on repetitive tasks while empowering people to focus on creativity and strategic innovation. Building robust collaborations between humans and machines ensures technology aligns with ethical values, fostering a future where human expertise and AI advancements reach new heights together. Amid all the technological breakthroughs, the real reset might just be rediscovering the power of the human touch.

### What

- By strategically deploying AI to handle routine tasks, organizations can significantly enhance operational efficiency. This allows human workers to engage more deeply in problem-solving and innovation, propelling productivity and driving business growth.
- Leveraging AI for predictive analytics and automated forecasting transforms decision-making processes. By integrating real-time data analytics, organizations can anticipate market trends and customer needs with unprecedented accuracy, ensuring strategic agility.
- Combining AI with existing domain expertise bridges the gap between data-driven insights and experiential knowledge, ensuring a holistic approach to problem-solving. This integration not only preserves but enriches the organizational knowledge base, facilitating continuous learning and adaptation.
- By placing humans at the core of AI development and application, we ensure that technology complements rather than supplants human capabilities, leading to a more resilient and adaptive organizational model.

### Use

- **Salesforce** has developed [Einstein AI](#) to power predictions, recommendations and chatbots within Salesforce CRM products. Keeping in mind the decision making based on AI, The Office of the Ethical and Humane use of Technology has been set up, guided by a set of core principles to ensure their AI promotes trust and maintains human oversight.
- At **Google**, clear AI principles, strong emphasis on creating socially beneficial, safe and accountable AI systems have been the core ideology. [‘Pair’ technology, which is part of Google’s People + AI Research initiative](#), focuses on the human side of AI by studying and designing user interactions with AI systems to make them more user-friendly and accessible.
- **Anaplan** uses AI and machine learning within its connected planning platform to [offer detailed and adaptive financial forecasting](#). The AI tools analyze historical data and current market conditions to forecast future financial scenarios.
- As **Walmart** is [advancing its use of generative AI to enhance customer care, operations, and productivity](#), it is closely monitoring potential AI hallucinations, with human presence in the loop, to ensure accuracy and protect both customers and the brand. It is about focusing employee efforts around high-value tasks and reserving their input for critical oversight.

- **Verizon’s** AI strategy implements [Human-in-the-Loop \(HITL\) oversight](#) to ensure responsible AI deployment in operations such as customer care. It feeds around 70 billion data points off the network every single day into AI engines to generate insights. It also constantly enhances tools available for customer care teams to remove the cognitive load off them.

### Impact

- Advanced natural language processing has been instrumental in analyzing and interpreting commercial loan agreements. Automation of the labor-intensive process has reduced the cost and effort of manual reviews allowing employees to focus on higher-value activities and decision-making, leveraging the human insight where it is most needed.
- AI-driven chatbots have taken over routine customer inquiries and transactions. Human agents are now free to handle complex customer issues providing a personalized service. Additionally, AI helps in understanding customer behavior and preferences, which in turn allows human advisors to offer tailored financial advice and products.
- Enterprise performance is enhanced via real-time ‘what if’ scenarios, for example, creating a budget aligned to the actuals to avoid variance analysis and focus on planning for market conditions.
- Integrated AI allows for human focus on scenario building, market understanding and business advisory. Adaptive insights and automation of budgeting process enables analysts to generate financial forecasts that adapt to changes in the business environment.
- For the new era of Human and AI collaboration, the initial upskilling of resources and creating more domain expertise-led persona is important to enable the right AI build.

### Tech

- **Autonomous/Super Agents:** [Microsoft](#), [Google](#), [AWS](#), [Salesforce](#), [SAP](#), [Anaplan](#)
- **Large Language Models (LLMs):** [OpenAI](#), [Google](#), [Meta](#)
- **Process Automation:** [UiPath](#), [Automation Anywhere](#), [Blue Prism](#), [SAP](#), [IBM](#)
- **Autonomous Control Systems:** [Honeywell](#)