

IT guide to generative AI in business communication

Part 2: Embracing strategic implementation of GenAI



AI Assist

Suggested answer

Your order will ship in 2-3 business days.

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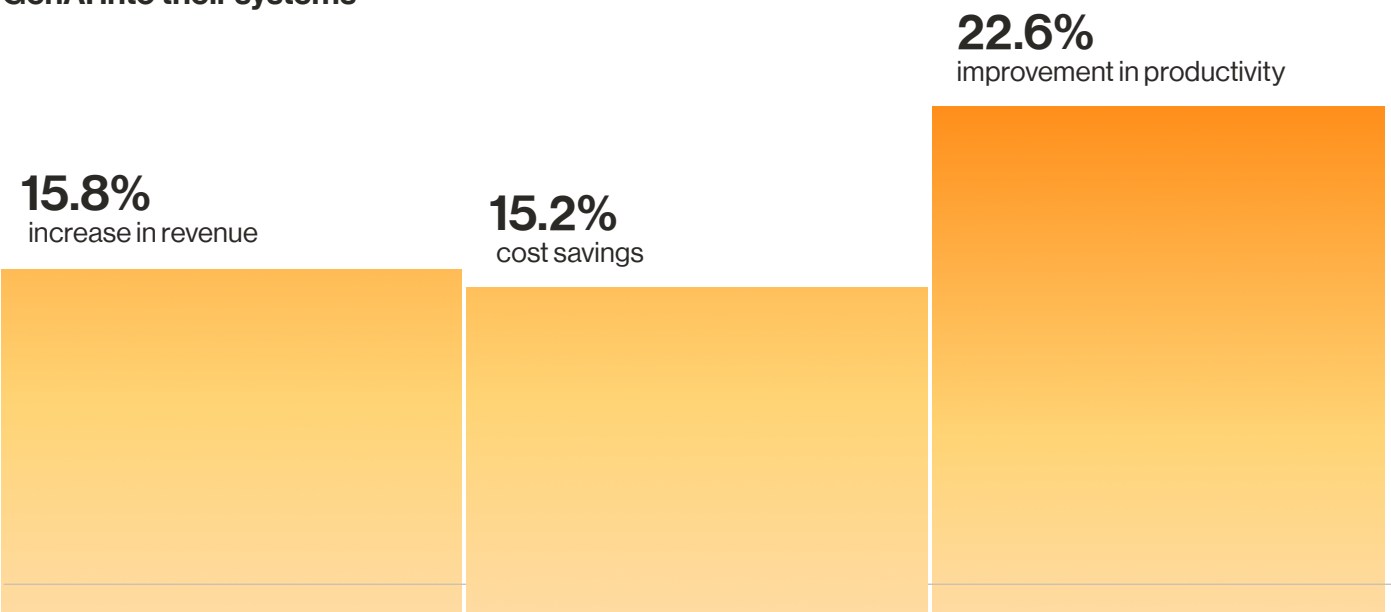
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Embracing generative AI in business communication

As the digital workplace evolves, IT leaders and Chief Information Officers (CIOs) are in a transformative era highlighted by the integration of Generative AI (GenAI) into workplace collaboration applications and unified communication solutions.

The growing interest in GenAI is not unfounded. According to a recent Gartner survey¹, IT leaders have reported significant benefits from incorporating GenAI into their systems, including a 15.8% increase in revenue, 15.2% in cost savings, and a notable 22.6% improvement in productivity. These statistics underscore the compelling business case for GenAI as a critical element in the future of enterprise technology strategies.

According to a recent Gartner survey, IT leaders have reported significant benefits from incorporating GenAI into their systems



1. Source: Gartner, How to Calculate Business Value and Cost for Generative AI Use Cases

Strategic implementation of generative AI in enterprise collaboration

Assessing the scope of GenAI integration

When considering the implementation of GenAI within workplace collaboration tools, IT leaders and CIOs face a number of decisions: should the access to GenAI capabilities be democratized across the entire organization, or should it be reserved for select groups of employees? What are the security and cost considerations? The recommended due diligence is not merely operational but strategic. Let's examine key implementation considerations during the evaluation process.

Key considerations for CIOs

Broad vs. selective access

Broad Access: Offering GenAI tools to all employees can maximize the potential for productivity gains and foster an inclusive environment of innovation and collaboration. However, this approach requires security measures, training programs, and significant investment in scalable infrastructure.

Selective access: Alternatively, limiting access to GenAI tools to specific teams or departments can help manage risks and cost more effectively. This targeted approach allows for focused experimentation and optimization of GenAI capabilities in areas where they can provide the most value, such as R&D, customer service, or marketing.

Security and privacy

Security and privacy are paramount when deploying GenAI tools, as they can access sensitive information and impact decisions that can affect key aspects of



a business. Implementing responsible security protocols and ensuring compliance with privacy laws and regulations are crucial steps in mitigating potential risks.

Cost implications

The financial aspect of implementing GenAI is also significant. The potential for long-term savings and efficiency gains can justify the upfront costs. CIOs must evaluate the return on investment carefully, considering both the direct and indirect costs associated with GenAI deployment.

Cultural and organizational impact

Organizations must cultivate a culture that embraces change and innovation while addressing any concerns from the workforce. Effective change management and clear communication are important in ensuring a smooth transition and employee buy-in.

Gauging industry sentiment

A Gartner webinar poll conducted in September 2023 reveals a strong sense of optimism among IT leaders regarding GenAI, with 78% agreeing that the benefits significantly outweigh the risks. Despite this optimism, responses to GenAI's integration can vary at the individual or departmental levels. These varied approaches reflect the diverse strategies and philosophies organizations should address when integrating emerging technologies.



Defining the goals: Desired outcomes from generative AI in business communication

As organizations explore the integration of GenAI within their workplace collaboration tools, it is important for IT leaders and CIOs to define outcomes they want to achieve. What does success look like? This chapter outlines several key use cases and the beneficial impact GenAI can have across different organizational functions.

Use cases and desired outcomes

Customer experience and revenue growth

GenAI can significantly improve customer service by providing real-time assistance to customer-facing representatives through AI-driven insights, transcriptions, and: call and video meeting notes. This leads to higher engagement by staying present during interactions, translating to increased customer satisfaction, enhanced customer retention and revenue growth.

Additionally, by analyzing customer data and prior interactions, GenAI enables personalized experiences that cater to individual customer preferences. This boosts customer loyalty and enhances upselling and cross-selling opportunities, directly impacting revenue growth.

Cost optimization

By automating routine and repetitive tasks, GenAI reduces the workload on employees and lowers operational costs. This automation allows staff to focus on more strategic tasks that add greater value to the business.



Business continuity

GenAI can play a critical role in disaster recovery by enabling faster response times and aiding in the management and retrieval of data during unexpected events. This ensures businesses can maintain operations and minimize downtime, which is crucial for continuity.

Innovation and thriving through disruption

GenAI can identify customer trends and generate ideas in the form of message creation or AI-powered coaching, fostering creativity, innovation, and improvement within teams. By embracing the advantages of new technologies like GenAI, organizations stay ahead in competitive markets.

Enhancing employee experience

GenAI enhances workplace collaboration by facilitating more efficient communication and project management. It can free up time to be more productive through AI-assisted meeting summaries, real-time call notes, and crafting professional messages with minimal effort.

According to Gartner, 92% of employees say they want AI to help them with administrative tasks and to summarize information on a particular topic. Adopting GenAI can potentially increase engagement and employee retention rates.

Addressing the undecided stakeholders

For stakeholders who are undecided about the benefits of GenAI, practical demonstrations and pilot programs showcasing its capabilities and benefits can help in gaining their support and commitment.

Question for IT leaders and CIOs

As you reflect on these scenarios, consider which use cases resonate most with your strategic priorities. Which of these applications do you see offering the most significant benefits to your organization? By identifying the areas of greatest impact, you can tailor your GenAI initiatives to drive meaningful change and deliver substantial value to your organization.

Understanding the high costs of training and operating your own large language models

By 2028, more than 50%¹ of enterprises that have built their own models from scratch will abandon their efforts due to costs, complexity, and technical debt in their deployments.



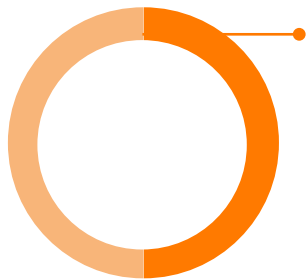
Enterprises considering the development and deployment of their own large language models (LLMs) to deliver GenAI capabilities have significant fiscal considerations before moving forward. While experimentation with LLMs can produce successful test pilots, training and operating large language models like those with billions of parameters involve considerable long-term financial investment, primarily due to the substantial computing resources required.

The training process alone demands significant computational power, utilizing specialized GPU hardware capable of handling billions of calculations with each interaction. This need persists even after the model is fully trained, as running the models to respond to prompts continues to consume similar levels of resources.

These factors make budgeting and cost management challenging. For most enterprises, buying pre-trained large language models (LLMs) from established vendors integrated into workplace collaboration solutions offers a more cost-effective and less complex solution compared to building and maintaining their own models. This approach not only mitigates the substantial initial investment in specialized hardware and expertise required for training but also provides a more predictable cost structure and faster implementation time.

1. Source: Gartner, How to Choose an Approach for Deploying Generative AI

Embedding responsible AI in business communication



50%

By 2027, more than 50% of enterprises are expected to have implemented a responsible AI governance program

As GenAI becomes increasingly integrated into business communication tools, the need for responsible AI governance becomes paramount. By 2027, more than 50%¹ of enterprises are expected to have implemented a responsible AI governance program, a significant increase from less than 2% today. This chapter outlines the importance of responsible AI practices within the context of workplace collaboration, focusing on ethical deployment, transparency, and regulatory compliance to ensure the technology benefits all stakeholders without compromising ethical standards or organizational values.

Defining and implementing responsible AI

Responsible AI encompasses principles designed to guide ethical decision-making in the deployment of AI technologies. These principles include transparency, fairness, accountability, privacy, and safety, among others. Each principle serves to build trust and confidence among users, safeguarding the interests of both the organization and its employees as they interact with AI systems. For business communication tools, this means ensuring that AI functionalities such as automated decision-making and data processing are conducted in a manner that is explainable and justifiable to its users.

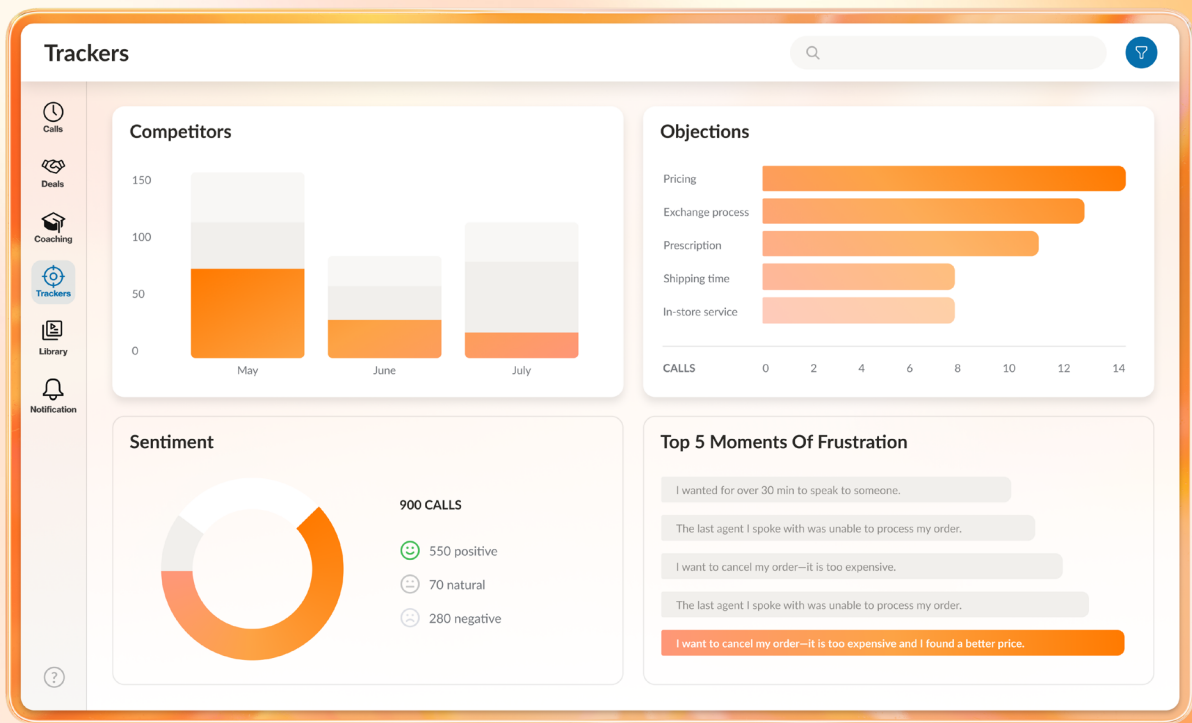
Organizations should tailor their own approach to responsible AI according to their operational environment and ethical considerations. This involves creating a definition of what responsible AI means and integrating those principles into the strategy, development, and execution phases of AI projects. By doing so, businesses can ensure AI systems are effective in enhancing productivity and collaboration while also aligned with broader ethical and business values.

1. Source: Gartner, A Comprehensive Guide to Responsible AI

Choosing the right vendors and partners

The responsibility of implementing ethical AI does not rest solely with the organizations using these technologies but also with the vendors that develop them. It is vital for enterprises to select vendors who provide technologically advanced solutions but also demonstrate a commitment to responsible AI practices. This includes adherence to AI ethics, transparency, and privacy regulations, which are increasingly becoming a focus of regulatory bodies worldwide.

When selecting a vendor for business communication tools, enterprises should assess the vendor's AI governance frameworks and their adherence to ethical standards. Partnering with vendors who prioritize responsible AI can stimulate trust, growth, and a better functioning of AI systems throughout the enterprise. Moreover, such partnerships can enhance the organization's reputation and contribute to a safer, more ethical digital environment.



RingCentral's comprehensive approach to AI governance and trust

AI governance at RingCentral

RingCentral is committed to fostering trust and responsibility in the use of AI within its workplace collaboration solutions. To ensure the development and deployment of trustworthy AI, we have established a robust AI governance program guided by the NIST AI Risk Management Framework. This program is steered by a cross-functional AI Governance Council and is grounded in an internal AI Policy that emphasizes core principles for responsible and ethical AI utilization.

These principles advocate for the safety and security of AI-enabled systems, ensuring they do not threaten people, privacy, property, or the environment. Transparency and explainability are also central, guaranteeing that users have clear information on how AI systems operate and the nature of their outputs. Furthermore, RingCentral upholds stringent privacy standards compliant with prevailing laws and internal policies, and strives to ensure fairness by addressing potential biases and promoting equality in AI applications.

AI models, customer data, and vendor relationships

RingCentral's approach to AI models and customer data is defined by a commitment to privacy and security. We utilize proprietary and select third-party AI models to enhance its features, ensuring these models are not trained on customer data nor allow third-party vendors to use such data. Customers may opt to use their data to fine-tune AI models within their accounts, enhancing their user experience under strict privacy guidelines detailed in the Product Privacy Datasheets available in RingCentral's Trust Center.

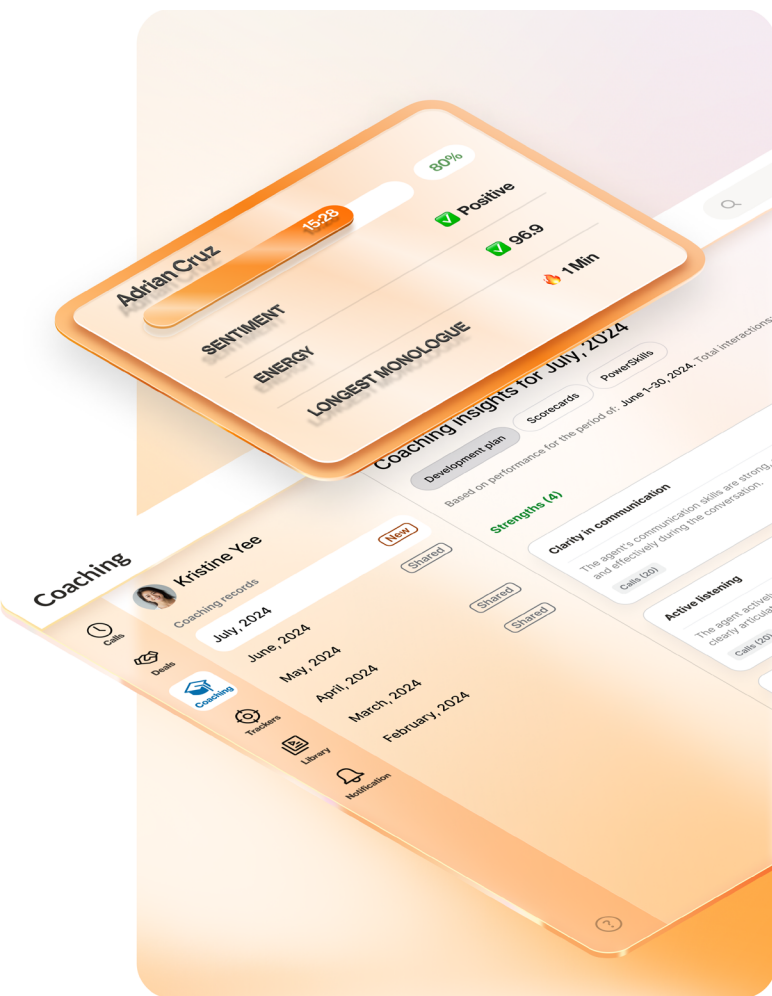
When incorporating third-party AI functionalities, RingCentral adheres to a stringent third-party risk management framework. This ensures that all third-party service providers meet RingCentral's high standards for data protection and security before they are onboarded. For instance, services like Microsoft Azure OpenAI, Google Translate, and Google Speech-to-Text are integrated only after thorough vetting and are listed in the RingCentral Subprocessor List for transparency.

Customer empowerment and secure AI use

RingCentral empowers customers to make informed decisions about using AI-enabled systems through clear notifications and opt-in mechanisms. This approach extends to individual features, such as call and meeting transcription, which users can enable, receiving a notice that informs all call participants about the transcription. This ensures that users maintain control over their engagement with AI tools and are fully informed about their interactions.

We also place an emphasis on preventing bias and ensuring security across all its AI applications. AI features are rigorously tested for bias and equality to ensure they do not perpetuate existing disparities. Security measures are stringent, with restrictions and operational protocols in place to safeguard access to and management of AI models.

RingCentral's commitment to AI security and ethical use is mirrored in its shared responsibility model, which outlines the roles of both RingCentral and its customers in ensuring safe and secure AI usage. While RingCentral manages the architecture and security of the AI services, customers are responsible for managing their configurations and ensuring proper use within their organizations.



Conclusion

RingCentral's comprehensive AI governance framework shows our dedication to building trust and ensuring the responsible use of AI in business communication. By prioritizing ethical principles, customer privacy, and robust security measures, RingCentral not only adheres to best practices in AI but also sets a standard for the industry, promoting a safer and more trustworthy digital environment for all users.

Visit ringcentral.com.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

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