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AI Current State: Global and Southeast Asia

Information security category: SC-B

AI and generative AI are revolutionizing the industry, with over 65% of organizations having adopted AI in their workplaces

Organizations that have adopted AI in at least 1 Business function (% of respondents)

Adoption of AI

72
58
56
65
47
50
56
50
55
20
33

Use of generative AI

2017 2018 2019 2020 2021 2022 2023 2024
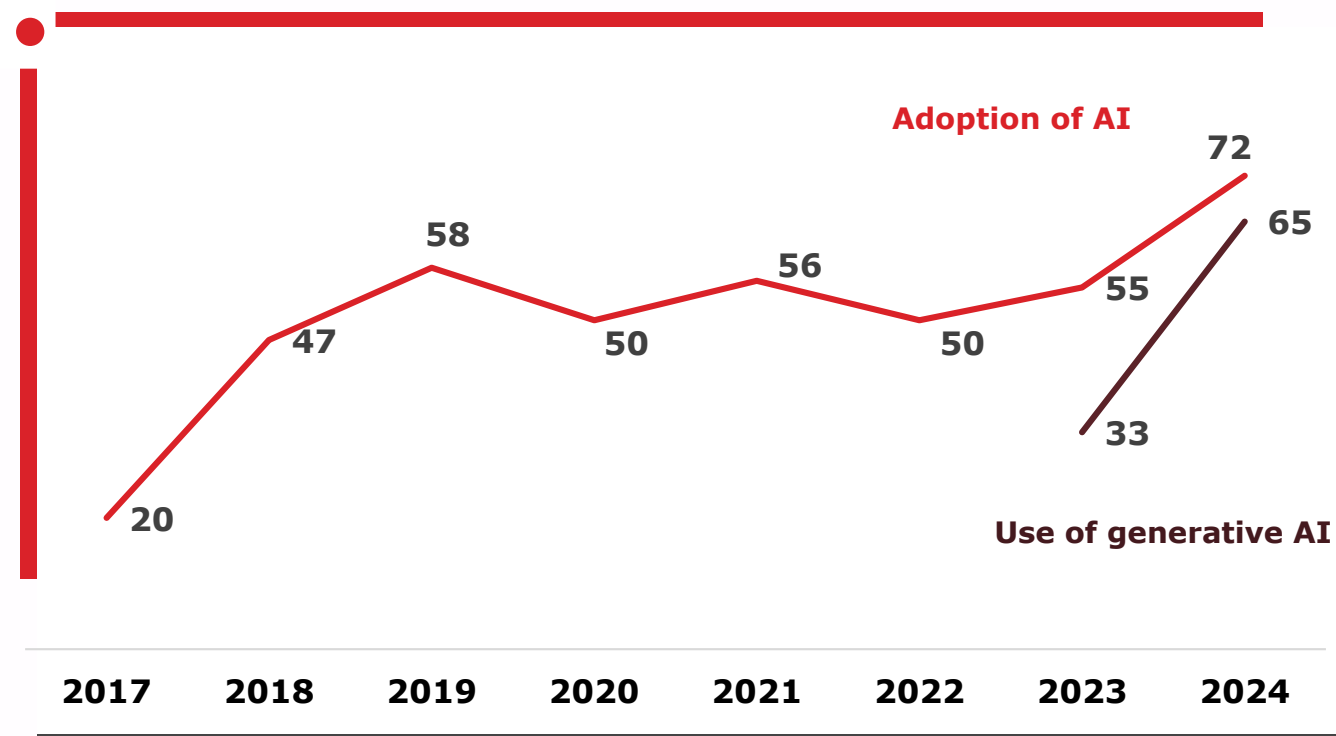
$117 B
Estimated number of Investment to AI (2030)

$2.6 - $4.4 T
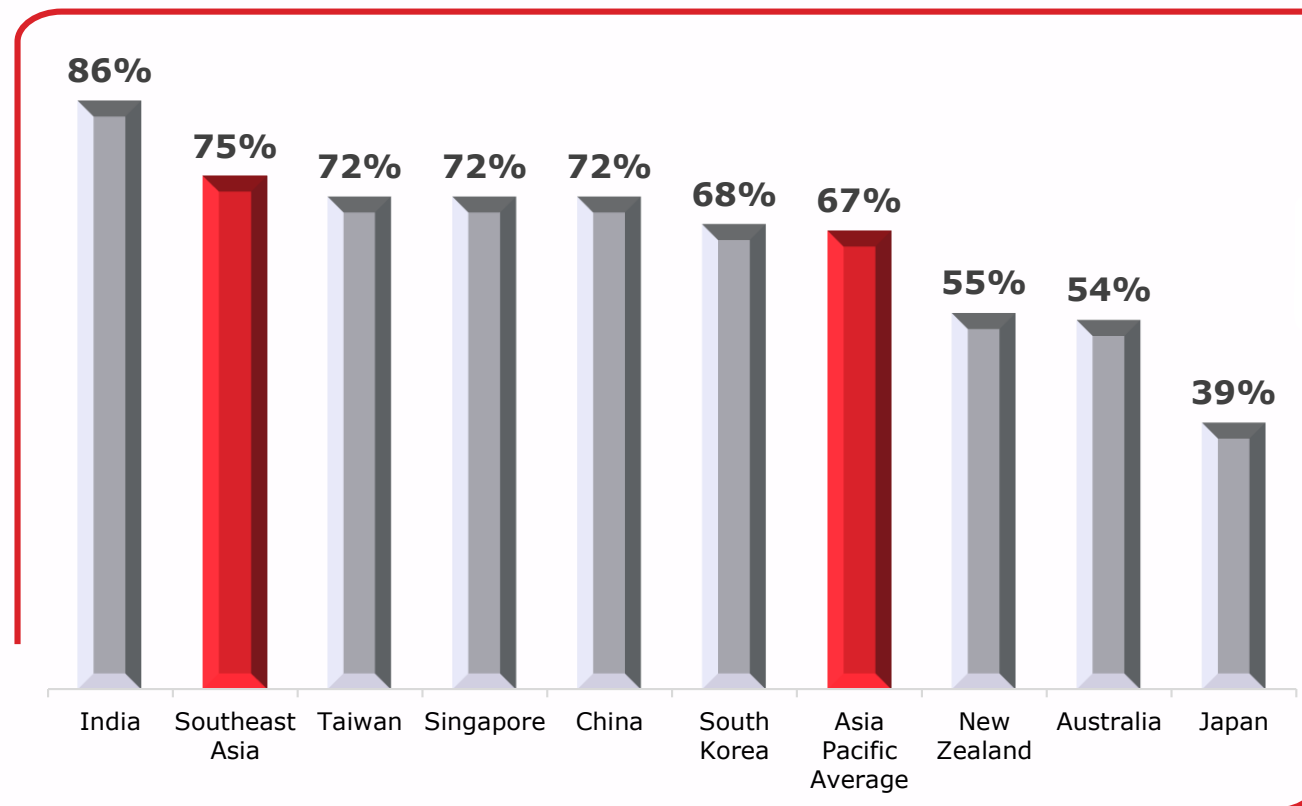Estimated Gen AI impact on economy

56%
Organizations expected improved efficiency and effectivity

Source: Various Sources (2024)

Number of adoption in GEN AI savvy workforce are growing especially in Southeast Asia

Number of Gen AI Adoption in the workplace
(% of respondents)

| India | Southeast Asia | Taiwan | Singapore | China | South Korea | Asia Pacific Average | New Zealand | Australia | Japan |
| 86% | 75% | 72% | 72% | 72% | 68% | 67% | 55% | 54% | 39% |

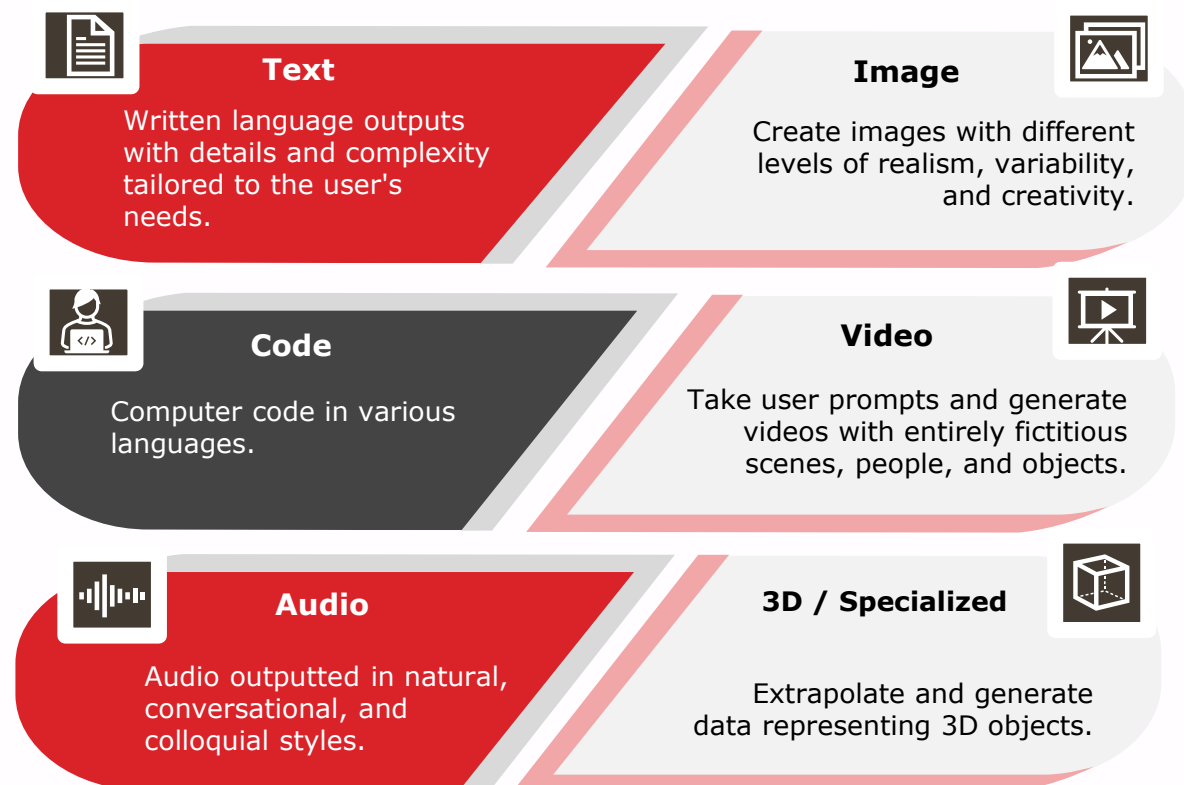Source: Various Sources (2024)

KEY INSIGHTS:

- **Developing economies** have a **30% higher share** of gen AI users **compared to developed economies**

- **16%** of **working hours** impacted by gen AI **per week**

- **80%** of gen AI users reported **faster task completion** – approx. saved 6.3 working hours per week

Despite many adoption by employees, **businesses are falling behind on gen AI adoption** according to their own employees.
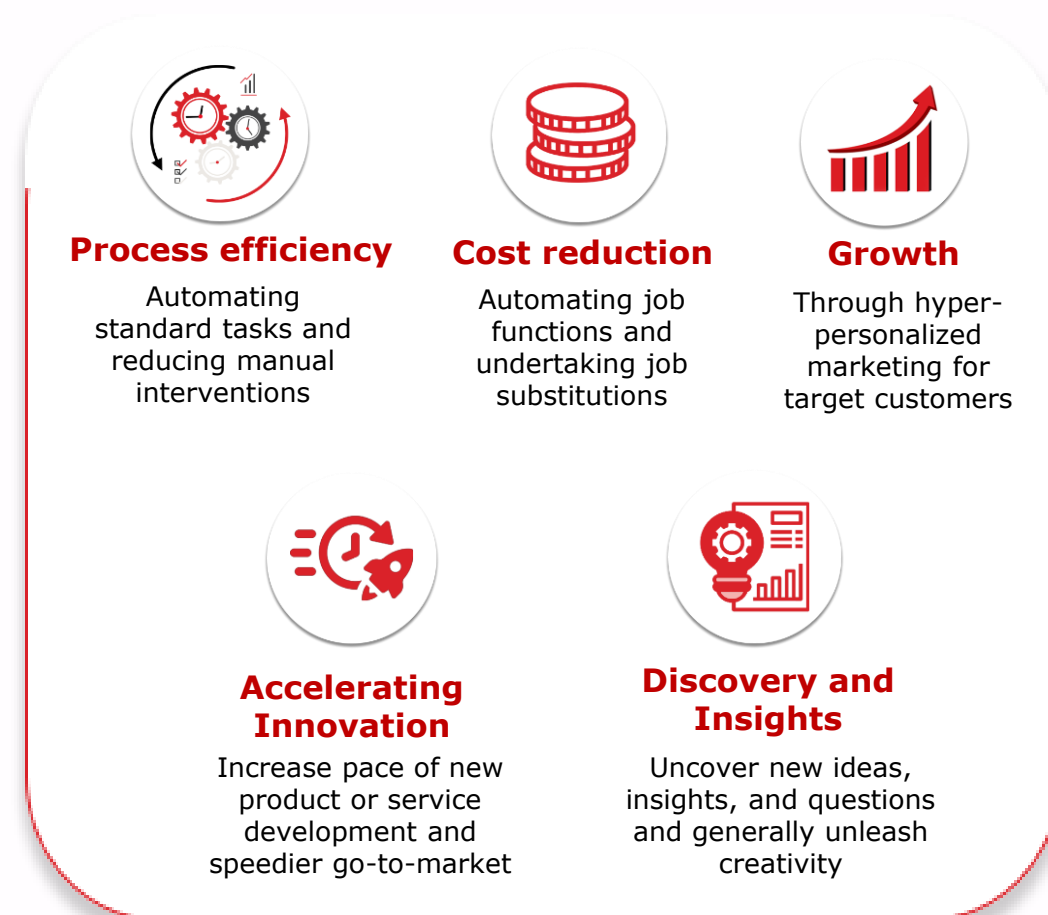
What Can be done with Gen AI

Gen AI models can now generate data across six key modalities:

Text

Written language outputs with details and complexity tailored to the user's needs.

Image

Create images with different levels of realism, variability, and creativity.

Code

Computer code in various languages.

Video

Take user prompts and generate videos with entirely fictitious scenes, people, and objects.

Audio

Audio outputted in natural, conversational, and colloquial styles.

3D / Specialized

Extrapolate and generate data representing 3D objects.

Main value capture for Gen AI

Process efficiency

Automating standard tasks and reducing manual interventions

Cost reduction

Automating job functions and undertaking job substitutions

Growth

Through hyper-personalized marketing for target customers

Accelerating Innovation

Increase pace of new product or service development and speedier go-to-market

Discovery and Insights
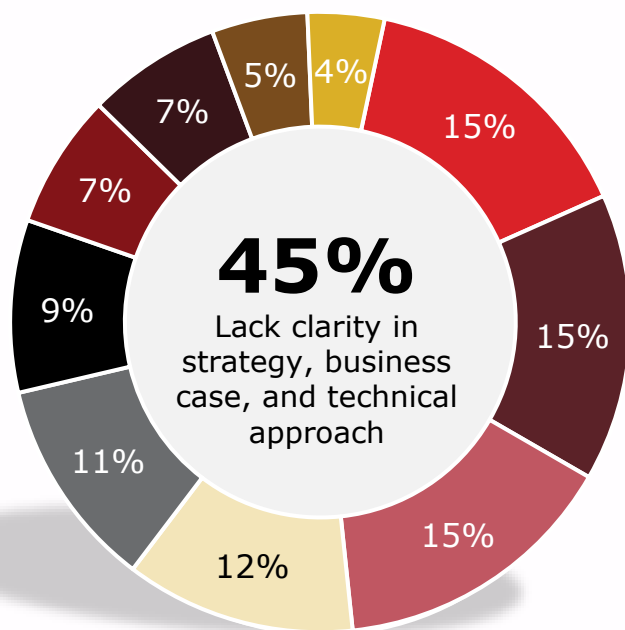
Uncover new ideas, insights, and questions and generally unleash creativity

Number of adoption in GEN AI savvy workforce are growing especially in Southeast Asia

Businesses should first conduct a **thorough business needs analysis** to identify areas where Gen AI can provide value before planning its implementation in their organization.

Barriers to gen AI implementation in the workplace

45%
Lack clarity in strategy, business case, and technical approach

- 15%
- 15%
- 15%
- 12%
- 11%
- 9%
- 7%
- 7%
- 5%
- 4%

- Strategy and use case
- Value and invsetment
- Technology approach
- Adoption and resistance
- Regulatory concerns
- Privacy and cybersecurity
- Talent to deliver
- Accuracy and reliability
- Legal Exposure
- Data accessibility

of Public Concern

Gemini

Source: Various Sources

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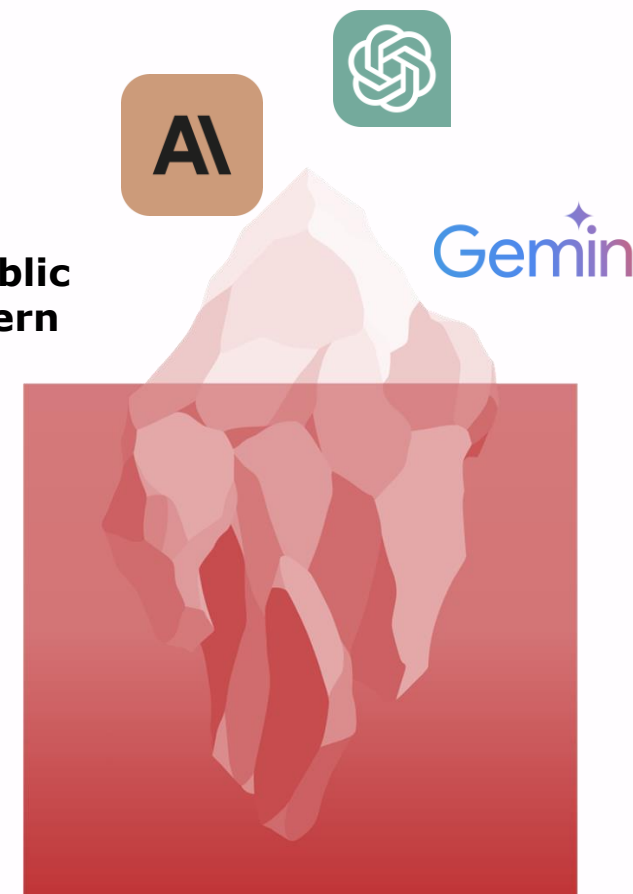
Market Trend for GenAI in Business Function

Usage Trends in Gen AI Adoption

Business Function	Use Case	Well Known Provider
Software Development	• Software development workflow: requirements to user stories, test cases, codes up to documentation	Amazon Code Whisperer, GitHub Copilot, Claude 3, Google Bard
Customer Operations	• AI-powered chatbots • Virtual Assistant • Automated email responses	infobip, twilio, IBM, haptik, Omnichat, sendbird
Marketing & Sales	• Personalized ad content • Sales forecasts based on historical data • Copy writing & content creation	HubSpot, UpLead, IBM, salesforce, sugarcrm, aws
Human Resource Management	• Recruitment Process • Onboarding Process • HR Analytics and Reporting	eightfold.ai, effy, dataiku, TALENTGUARD

Transformation in Software Development through Gen AI

In what ways Gen AI can transform software development field?

AI can **speed up** and **enhance** each of the software development workflow, from requirements to **user stories**, **test cases**, **codes** up to **documentation**.

AI-generated boilerplate code and AI-assisted copilots will make **coding more efficient** by **translating natural language** into **functional code**, **simplifying complex codebases**, and ensuring **best practices**.

Biggest benefit of AI as part of their workflow, according to professional developers are:
1. **37.4% Increase in productivity**
2. **27.9% Greater efficiency**
3. **27.4% Speeding up learning**

Case Study

Background:

Shopify, as a provider of essential internet infrastructure for commerce, needs to maintain high reliability and continuously improve the shopping experience for consumers. To achieve this, their engineering teams must efficiently produce and maintain high-quality code.

Solution:

By adopting GitHub Copilot, Shopify's engineering leaders aimed to address these challenges by improving development efficiency, ensuring adoption rates, and maintaining high code acceptance.

Impact:

90%+
adoption rates

>24,000
lines of code accepted everyday

Source: https://stackoverflow.co/, https://www.infoworld.com/, https://resources.github.com/

Improving Customer Experience with Gen AI

In what ways Gen AI Chatbot is improving Customer Experience?

While conventional customer service is often costly, basic AI chatbots are usually limited in their ability to assist customers with more complex issues

- **Using speech-to-text and natural language** to generate empathetic and personalized conversations.

- Customer can gain **faster response and resolution.**

- **Resource effectiveness**: free up human agents to focus on more complex customer issues.

Case Study

StarHub

Background:

StarHub was looking to deliver prompt support and **enhance CX on messaging channel**s, also wanted to deliver **outstanding CX led by NPS improvement**

haptik

Solution:

Haptik offered the **chatbot answers queries** for their services across **Digital TV, Cable, IPTV, Broadband Internet, Telephone, and Mobile.** With 3000+ unique intents to answer queries around prepaid plans, fiber broadband, brand offers, and recontract eligibility.

Impact:

125%
Improvement in NPS. Within just less than 8 months the **NPS improved from -40 to +10**

80% **Automation Rate.**
With the immense traction garnered by Facebook virtual assistant, Starhub also enable AI assistant on their website and WhatsApp

Source: haptik.com

Harnessing GEN AI in **Marketing**

In what ways GEN AI is improving marketing?

Companies often faces challenge in managing and optimizing marketing content due to variety in customer profile.

- Create **more personalized and contextually** relevant content.

- Create product descriptions, imagery, video, and more **much faster and more consistently.**

- **Enhance regulatory compliance** for materials across different geographies, cultures, and topics.

Case Study

Background:

dentsu **MERKLE** a dentsu company

In 2023, as marketing and advertising agency, Dentsu initiate to help their client to optimize **connected customer experience** through **more engaging and personalized moments**

Solution:

salesforce

Merkle's generative AI solution, **Merkle GenCX**, will be available for businesses to use with **Salesforce Einstein GPT** to help brands harness the power of generative AI to deliver, manage, and optimize connected customer experiences.

Impact:

26%	**27%**	**29%**
Average increase in Marketing ROI	Average improvement in campaign effectiveness	Average increase in the number of customer leads

Source: salesforce.com

Effective **HR Process** with Gen AI

In what ways GEN AI can improve HR?

Excessive time is spent on manual HR tasks such as data entry, paperwork processing, and scheduling, hindering HR teams from focusing on strategic initiatives

✓ **Craft Job Descriptions** with Job-Specific Insight **in Minutes**

✓ **Personalized onboarding guidance** for New Hires with **Personalized Mentoring**

✓ **Craft Intelligent OKRs** in Minutes

Case Study

LARSEN & TOUBRO

Background:

- Larsen & Toubro, is a Conglomerate group in India with over **58,000 employees** in **247 locations** and **44 countries**
- For Larsen & Toubro, finding the right people at the right time is a priority to keep ahead of the competition.
- Larsen & Toubro partnered with PeopleStrong for transformative talent acquisition strategy.

peoplestrong

Solution:

PeopleStrong is a leading provider of HR technology solutions with Gen AI framework embedded across Employee Lifecycle from Recruitment, Core HR, Learning, Talent Coach, Performance, Analytics, and Reports

Impact:

| **40%** Reduction in Employees' Queries | **70%** Reduction in Manpower for Salary Processing | **50%** Reduction in Joining Time |

Source: peoplestrong.com

Towards Successful AI Adoption: Insight and Strategies for Organizations

Information security category: SC-B

Closing Statements

1

Don't be dismissive from current technological revolution

2

Embrace and Adopt Gen AI Strategically

3

Harness Gen AI Responsibly

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THANK YOU!

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