

Generative AI Debunking common misconceptions to realise organisational value

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Like the internet before it, generative artificial intelligence (Gen AI) has the potential to drive exponential transformative change across a wide range of industries and sectors, from healthcare to education, finance and entertainment. Skip forward a few years and just like the internet, it's likely we won't be able to imagine life without it.

Gen AI's ability to understand natural language, interact with users and replicate higher-order intelligence is simply game-changing. Not only is it democratising AI by making it easy for everyone to use, but it also opens the door to a huge leap forward in what's possible in the current era of digitalisation.

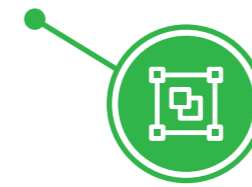
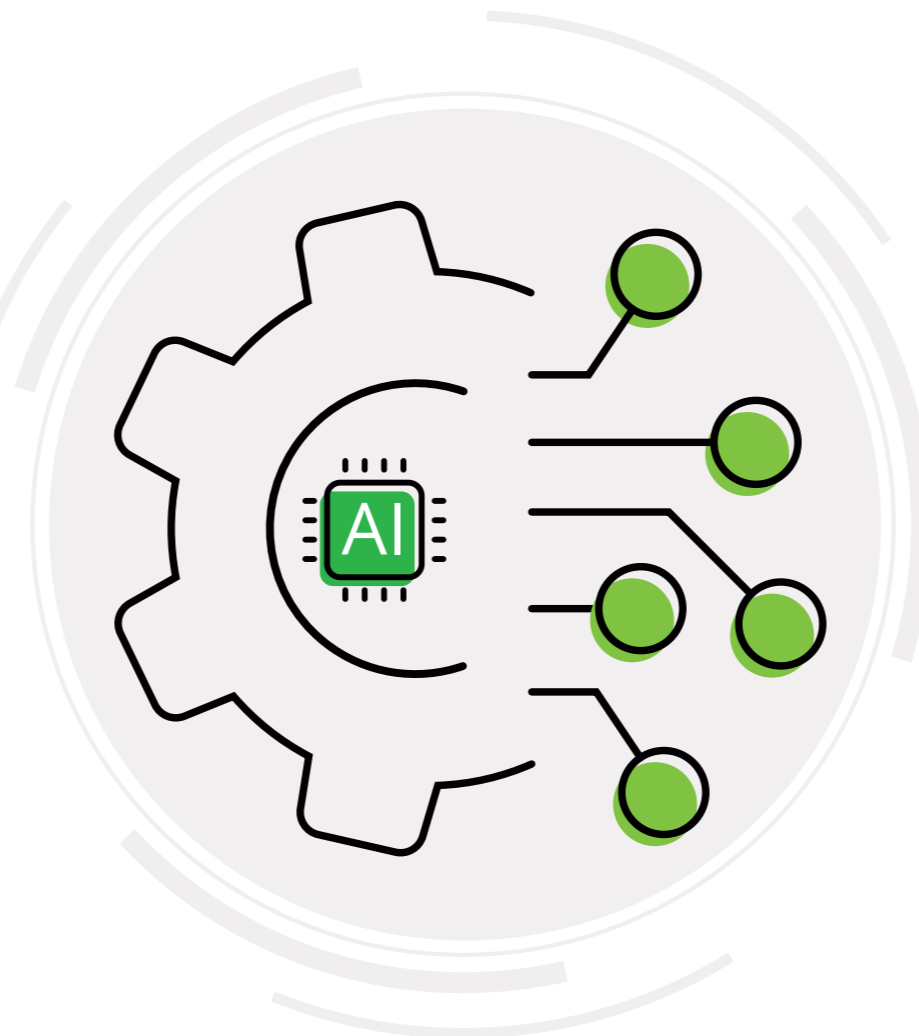
However, despite Gen AI's potential to make enterprises enormously more productive, many organisations remain cautious about this transformative technology. Common misconceptions include:

Gen AI will replace human creativity

There's no doubt Gen AI can create amazing art, but it is entirely derivative. Similarly, while generative language models appear to be able to think, what's being performed isn't real cognition but an understanding based on patterns around how language is formed. Instead of thinking about how Gen AI could replace human creativity, we need to reframe the conversation around how it can elevate creativity. With movies such as "Avatar: The Way of Water", computer-generated imagery technology is key to its success. Similarly, using Gen AI will be just as transformative, for example, enabling users to explore new ideas, iterate on existing concepts and receive real-time feedback and suggestions.

Gen AI is quick and easy to deploy

Consumer-grade Gen AI prompts on ChatGPT is easy to use and test, but for enterprise-level enterprise-level implementations, Gen AI needs to be paired with the right tools, systems and processes. This can require a considerable amount of 'prompt' engineering – that is, refining prompts or fine-tuning models to achieve better results or outputs.



Gen AI will replace human workers

While wider use of Gen AI may lead to some jobs disappearing, the technology does not have the experience or the ability to tell right from wrong that would be required if it were to replace human workers. Instead, Gen AI will help to lighten the load for employees by assisting with time-consuming cognitive tasks, enhancing their capabilities, and adding value to their output. This might include using Gen AI to perform complex tasks like determining the price and volume for shipping routes, considering elements like customer behaviour, customer history, the nature of the request and whether it is a risky product. Enterprises could also leverage AI algorithms to create customised workflows and processes based on individual worker's preferences, skills, and needs.

Gen AI is accurate and unbiased because it's based on data

Gen AI is trained with large datasets to recognise patterns and relationships in the data, and generate content based on those patterns. But there are no guarantees that the resultant content will be accurate or unbiased. Gen AI models are prone to "Hallucination" – that is, generating an authoritative-seeming response that does not actually have a basis in its training data. Results can also demonstrate bias against groups who might not be well represented in training data sets. For example, facial recognition models trained on a database of faces from one segment of society might not be representative of the broader community. This leads to the risk of racial profiling.

Understanding Gen AI's potential

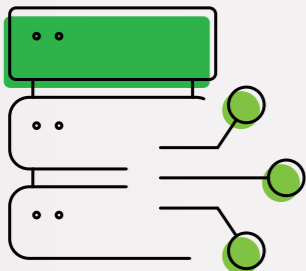
There's no doubt that the rapid advance of Gen AI platforms like Google's Bard is making AI more accessible than ever before.

Enterprises globally are already using it to boost productivity, drive cost efficiencies and improve customer service. However, Gen AI's reasoning capabilities also present significant possibilities for supporting higher-order knowledge based work.

As Thomas Kurian, Google Cloud's CEO, said recently, "Google Cloud's advancements in Generative AI have the ability to transform work across industries, from providing employees with tools that help them become more productive, to enabling companies to connect with their customers in new ways."

So, where should enterprises start? While there's no one-size-fits all solution for deploying Gen AI, there are several areas where we believe it will make the most difference. These are:

Transforming enterprise data to knowledge



Enterprises have vast quantities of structured and unstructured data, such as contacts, meeting minutes and product descriptions, but it is often difficult to access.

Gen AI helps unlock enterprise data, making information more accessible to anyone who needs it. This includes finding the most relevant products or content listings in a product catalogue based on a customer's prompt. Or, if the customer's preferred product is not available, it can recommend other products that they may like.

Human-like decision-making

Enterprises often need to make thousands of daily decisions about issues related to contracts or customer applications.

Gen AI can ease the decision-making process by analysing contributing factors such as price, customer behaviour and customer history, searching organisational databases to understand inventory levels, and then making a recommendation that a human can sign off on.

This type of advanced reasoning can also be used to interpret regulatory policy or documents to identify potential violations relative to operating procedures.



Accelerating knowledge discovery

In today's information-rich, hyper-competitive environment, understanding what's going on is critical. However, this requires a heavy cognitive effort from enterprises. This is where Gen AI's powerful summarisation capabilities can help.

At Deloitte, for example, we are using Google's Gen AI capabilities to reduce the cognitive load for our clients by synthesising insights from hundreds of news articles, analysing them within the context of clients' autonomously retrieved enterprise data, and providing them with timely insights that help them maintain their competitiveness.



Optimising value with internal and external capabilities

Gen AI presents enterprises with significant opportunities but with the technology evolving at a rapid pace, it can be hard to know where to start. This is why supplementing your internal capabilities with external expertise, tools and platforms can be helpful.

Deloitte's Generative AI practice works with clients to harness the power of Gen AI and leading AI foundation models to enhance clients' productivity, accelerate the pace of business innovation and deliver genuine value. This includes using Google Cloud's Gen AI capabilities to design, build, implement and scale tailored solutions that help clients to responsibly benefit from this transformative technology.

We also work with clients to help them build internal capabilities, so they can continue to optimise the value of their technology.

Enterprises will also need to consider the ethical implications of using Gen AI and how they ensure it is used in an ethical, responsible, and transparent way. This is something Google addresses in its AI Principles. These best practices underscore the tech company's commitment to the responsible use of AI, emphasising societal benefits and avoiding creating or reinforcing unfair bias. By adhering to these principles, Google aims to develop AI systems that contribute positively to the world and uphold ethical values.

Ethical AI is something that we will talk more about in our next article.

With strong foundations in place, enterprises can then start to build Gen AI capabilities that enable greater agility, innovativeness, and productivity. The potential is almost endless.

If you would like to find out how we can help you embark on your Gen AI journey, sign up for our Gen AI Workshop or contact the Deloitte Greenhouse team with the details below. We would love to hear from you.

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