

Your Secret Weapon in HR

From chatbots to predictive analytics, Al automates repetitive tasks, helps you make

What is Al?

decisions, and frees you up for the big picture strategic work.

Late 2022 Adoption Boom

AI GOES VIRAL:



can incorporate generative Al.1

of jobs



organizations that do not adopt AI will fall behind.2

of HR leaders say



3 in 4 HR pros say Al will "increase the importance of human intelligence in the workplace."³

Where It Shines

1 in 4 organizations use Al to support HR activities.3

AI SUPERPOWERS:

Al can do a lot. But not everything.

Automate repetitive tasks Analyze data for deeper insights

Personalize benefits recommendations

Answer employee questions 24/7

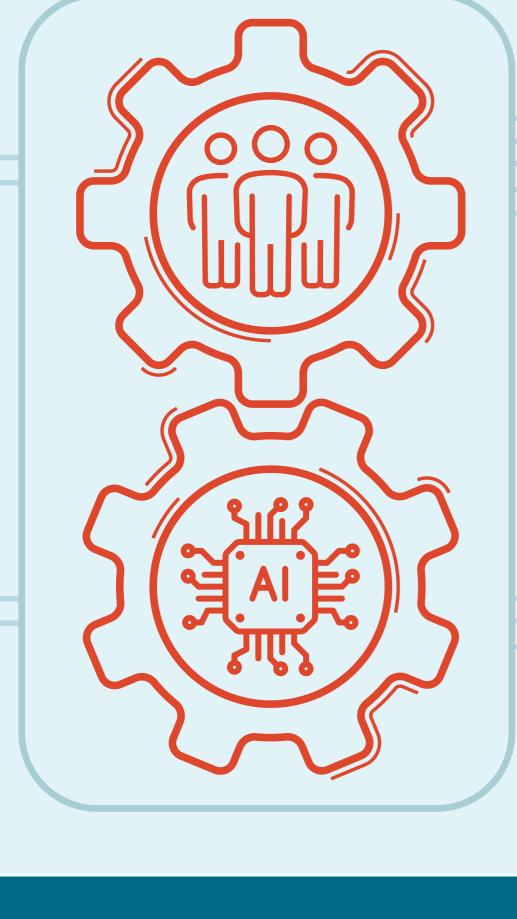
Be truly creative Solve complex problems independently

Completely replace human empathy and judgment 📜

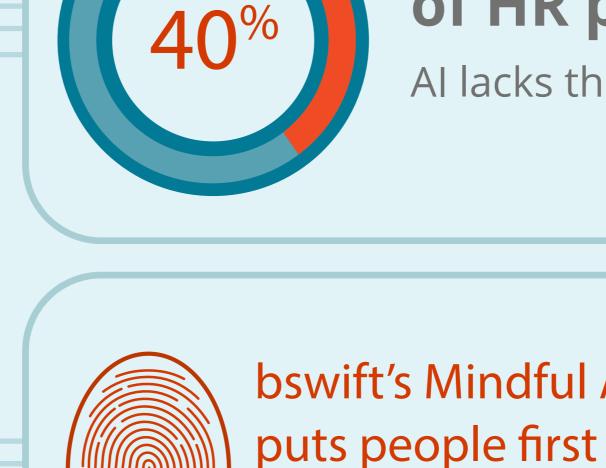
THE HUMAN TOUCH STILL MATTERS:

Fully understand contextual nuances

Why bswift's Mindful Al® Wins



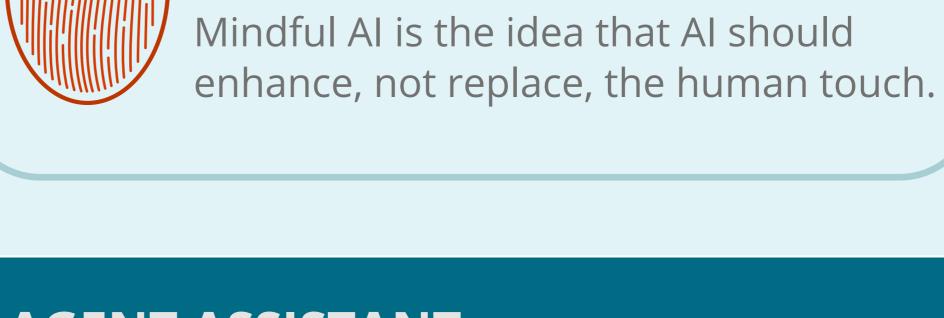




bswift's Mindful Al® approach

of HR pros say

Al lacks the human touch.³

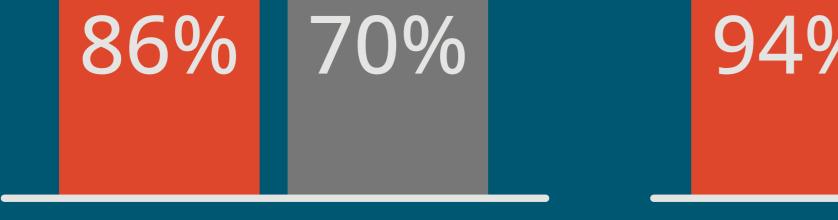


EMMA™ AGENT ASSISTANT:

to Resolve Issues

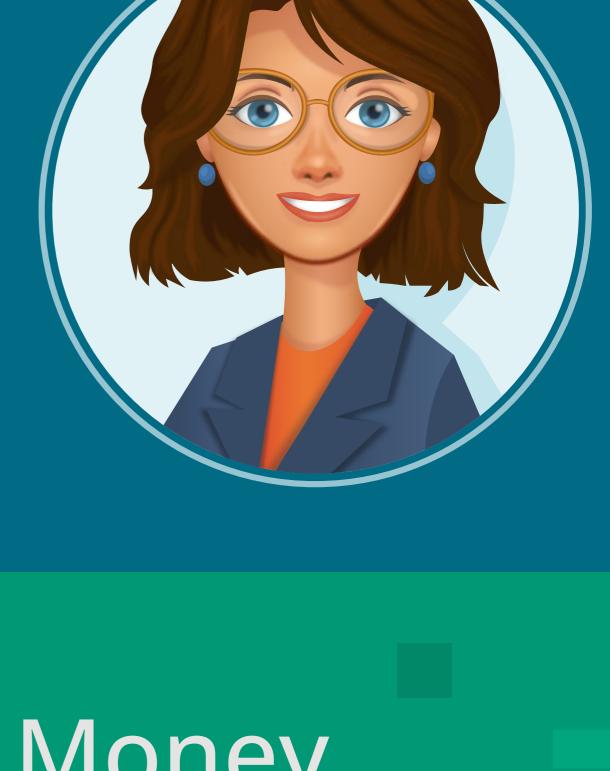
Empowering Customer Service Reps

Combining AI and human expertise beats the benchmarks Industry benchmark⁴ Industry benchmark⁵ bswift bswift



Issues resolved on the first call.

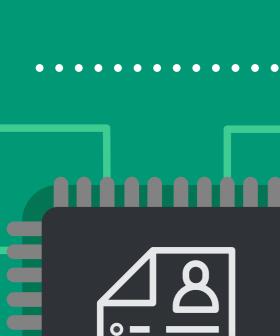




Health Care Administrative

of HR pros say Costs = \$600 billion to Al saves them time on \$1 trillion annually.6 administrative tasks.7

0



Puts people

first – Al

enhances,

not replaces,

the human

touch

Recruitment & Hiring

matching to enhance hiring

AI-powered screening and



Al identifies areas to improve

engagement and productivity

Learning &

Development

Personalized, on-demand

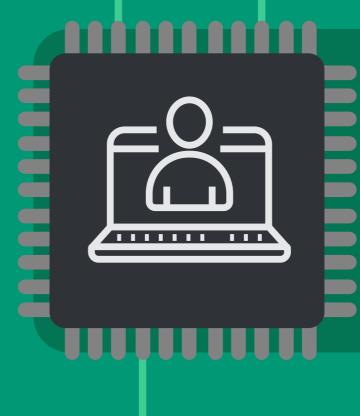
reskilling and training

Where bswift's Mindful Al really shines: **Benefits Administration**

Automates

repetitive tasks

to boost



Onboarding Automated, personalized

Management

Fair, objective feedback and

development plans



efficiency service

Helps customer

service deliver

personalized,

empathetic

The Al Advantage

bswift's Mindful Al approach delivers impressive results.8

LEVEL UP YOUR WORKFORCE:

satisfaction rating bswift customer service reps make things easy

ANSWERS IN A FLASH:

9 in 10 customers say



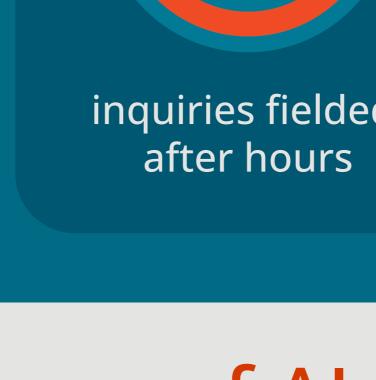
quality rating

Emma does more than just help CSRs. She also answers employee questions 24/7.

Emma Chat Experience⁹

inquiries fielded

customer



resolved

requests



Follow bswift for more on Al for HR

and other industry insights. # • • • X • in

Start today!

2 in 3 organizations started using Al for HR in the last year.³

DSWIII (®

²AI in HR: The Ultimate Guide to Implementing AI in Your HR Organization www.gartner.com/en/human-resources/topics/artificial-intelligence-in-hr ³2024 Talent Trends - Artificial Intelligence in HR by SHRM https://shrm-res.cloudinary.com/image/upload/AI/2024-Talent-Trends-Survey_Artificial-Intelligence-Findings.pdf ⁴First Call Resolution, Wikipedia https://en.wikipedia.org/wiki/First_Call_Resolution#:~:text=The%20center%20industry%20average,for%20the%20average%20call%20center ⁵The American Customer Satisfaction Index https://theacsi.org/the-acsi-difference/us-overall-customer-satisfaction/ ⁶Administrative Expenses in the US Health Care System https://jamanetwork.com/journals/jama/fullarticle/2785479 ⁷Online Marketplaces, The Impact of AI On Human Resources, As Told by HR Departments https://www.onlinemarketplaces.com/articles/the-impact-of-ai-on-human-resources-as-told-by-hr-departments/

The way benefits are meant to be

⁸Data sourced from bswift's internal records, 2023 ⁹According to a 2022 bswift analysis Copyright ©2024 bswift LLC. All rights reserved.

onboarding for new hires Performance

Quickly

analyzes and

resolves issues

Ensures

consistent,

high-quality

support

¹McKinsey & Co, OpenAI https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/generative-ai-and-the-future-of-hr