

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



Al will "increase the importance of human intelligence in the workplace."³

3 in 4 HR pros say

Where It Shines

AI SUPERPOWERS:

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

Al can do a lot. But not everything. Automate repetitive tasks Completely replace human empathy and judgment 📜

Analyze data for deeper insights Personalize benefits recommendations

Answer employee questions 24/7

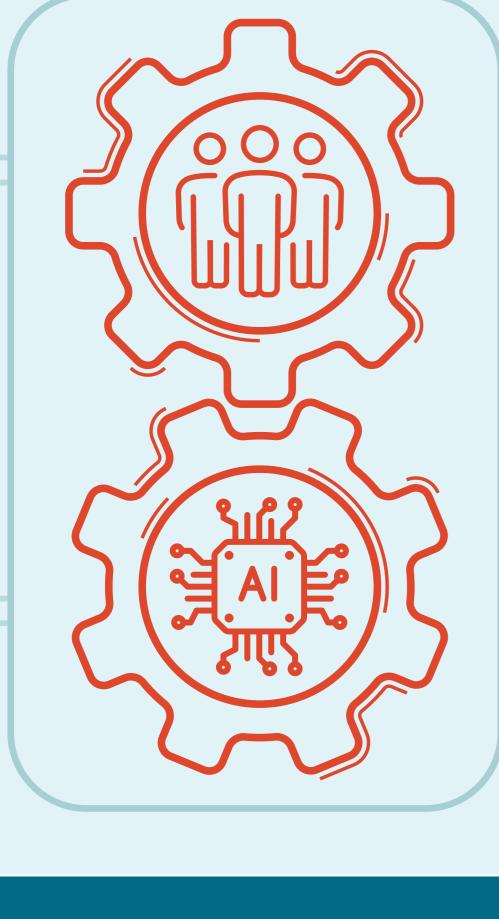
Be truly creative

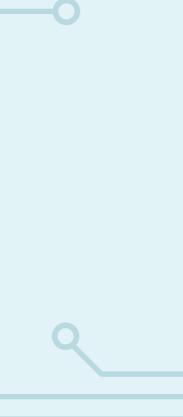
Solve complex problems independently

Fully understand contextual nuances

Why bswift's Mindful Al Wins

THE HUMAN TOUCH STILL MATTERS:



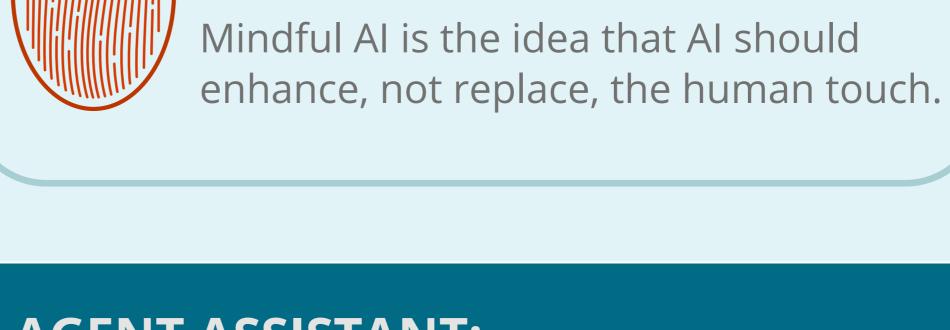




bswift's Mindful Al approach

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

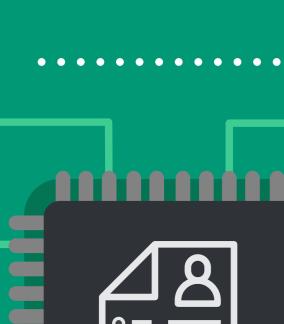
70% 94% 86%





Health Care Administrative of HR pros say Costs = \$600 billion to

Employee satisfaction rating.



Issues resolved on the first call.

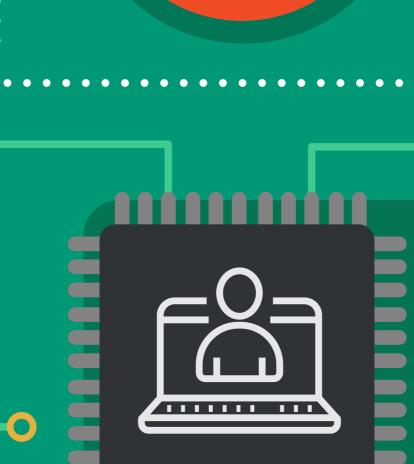
Recruitment

AI-powered screening and

matching to enhance hiring

& Hiring

\$1 trillion annually.6



Onboarding Automated, personalized

onboarding for new hires

Performance

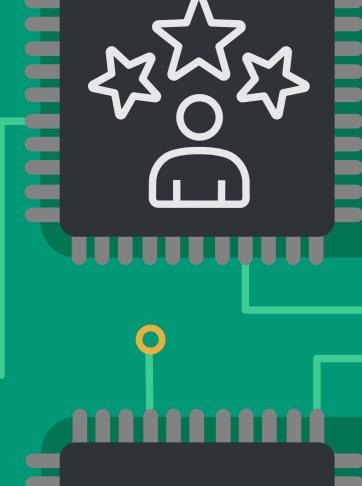
Management

Fair, objective feedback and

development plans

Al saves them time on

administrative tasks.7



Puts people

first – Al

enhances,

not replaces,

the human

touch

Engagement Al identifies areas to improve engagement and productivity

Learning & Development

Personalized, on-demand

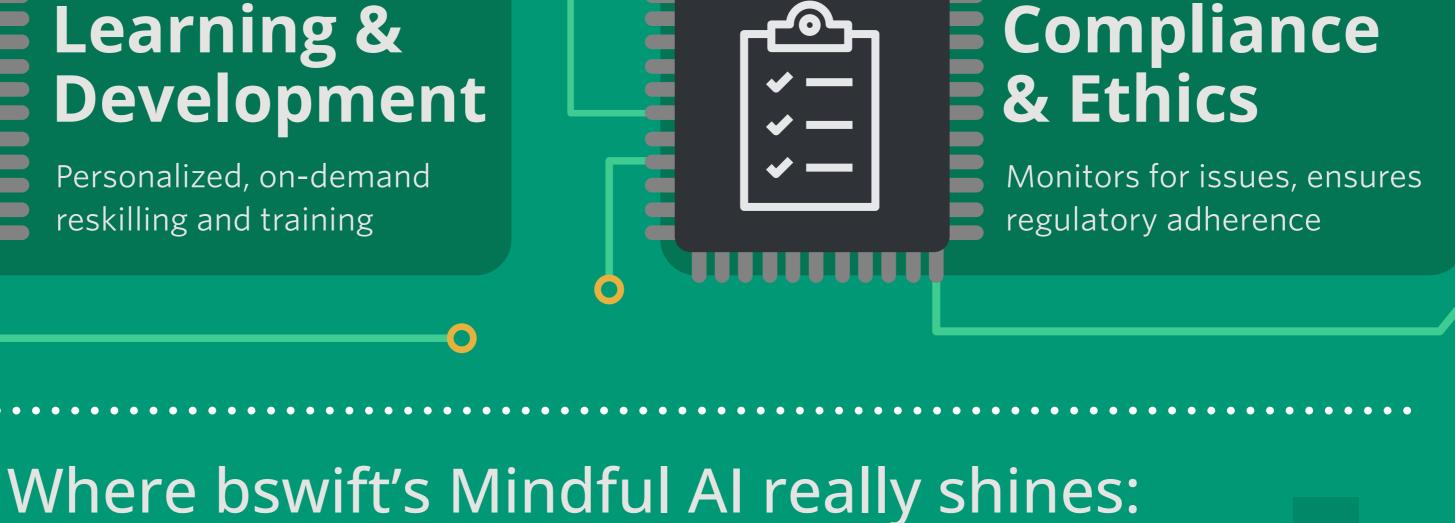
reskilling and training

Automates

repetitive tasks

to boost





Quickly

analyzes and

resolves issues

Ensures

consistent,

high-quality

support

efficiency service

LEVEL UP YOUR WORKFORCE:

Helps customer

service deliver

personalized,

empathetic

The Al Advantage bswift's Mindful Al approach delivers impressive results.8

quality rating satisfaction rating bswift customer service reps make things easy

9 in 10 customers say

ANSWERS IN A FLASH:



same-day

resolution

customer

inquiries fielded requests after hours resolved

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

Unleash the Power of Al in Your HR Strategy

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Follow bswift for more on Al for HR

and other industry insights.

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%20call%20center%20industry%20average,for%20the%20average%20call%20center ⁵The American Customer Satisfaction Index https://theacsi.org/the-acsi-difference/us-overall-customer-satisfaction/

The way benefits are meant to be

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

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/ ⁸Data sourced from bswift's internal records, 2023 ⁹According to a 2022 bswift analysis

⁶Administrative Expenses in the US Health Care System https://jamanetwork.com/journals/jama/fullarticle/2785479

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How Al Speeds Up HR Support Emma does more than just help CSRs. She also answers employee questions 24/7.