

# Harnessing the Power of AI for HR

MAKE IT MINDFUL

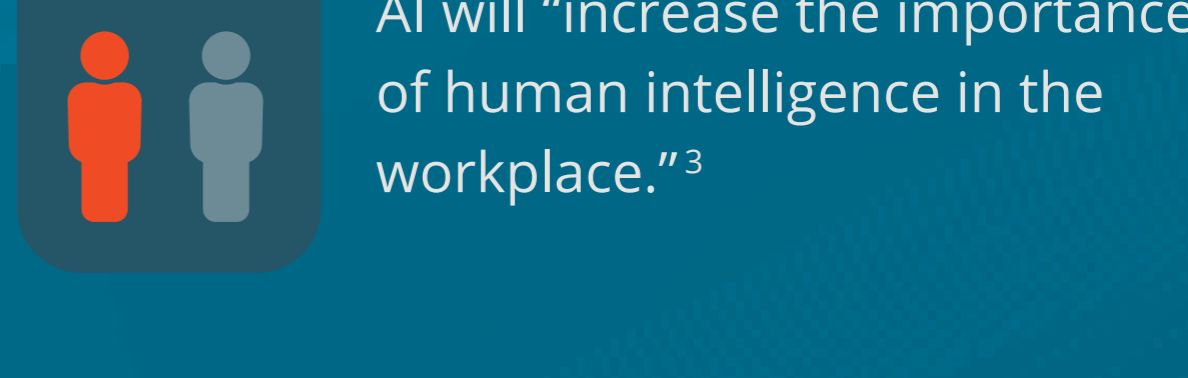
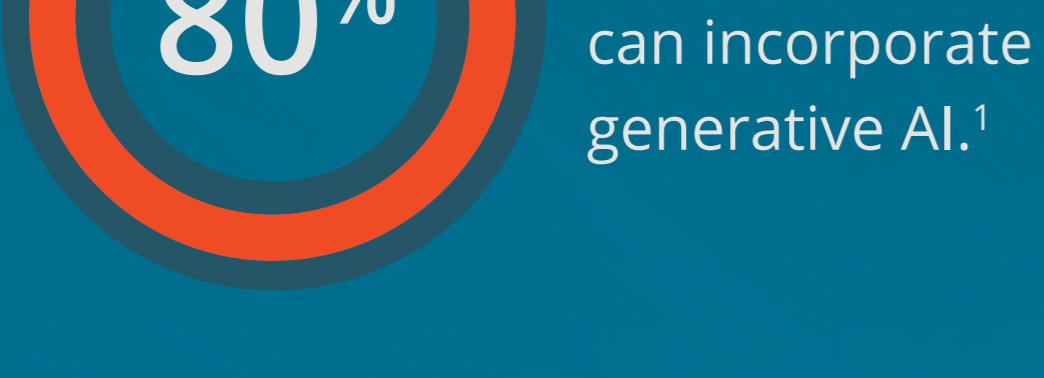


## Your Secret Weapon in HR

### What is AI?

From chatbots to predictive analytics, AI automates repetitive tasks, helps you make decisions, and frees you up for the big picture strategic work.

AI GOES VIRAL:  
Late 2022 Adoption Boom



## AI SUPERPOWERS: Where It Shines

1 in 4 organizations use AI to support HR activities.<sup>3</sup>

### AI can do a lot.

- Automate repetitive tasks
- Analyze data for deeper insights
- Personalize benefits recommendations
- Answer employee questions 24/7

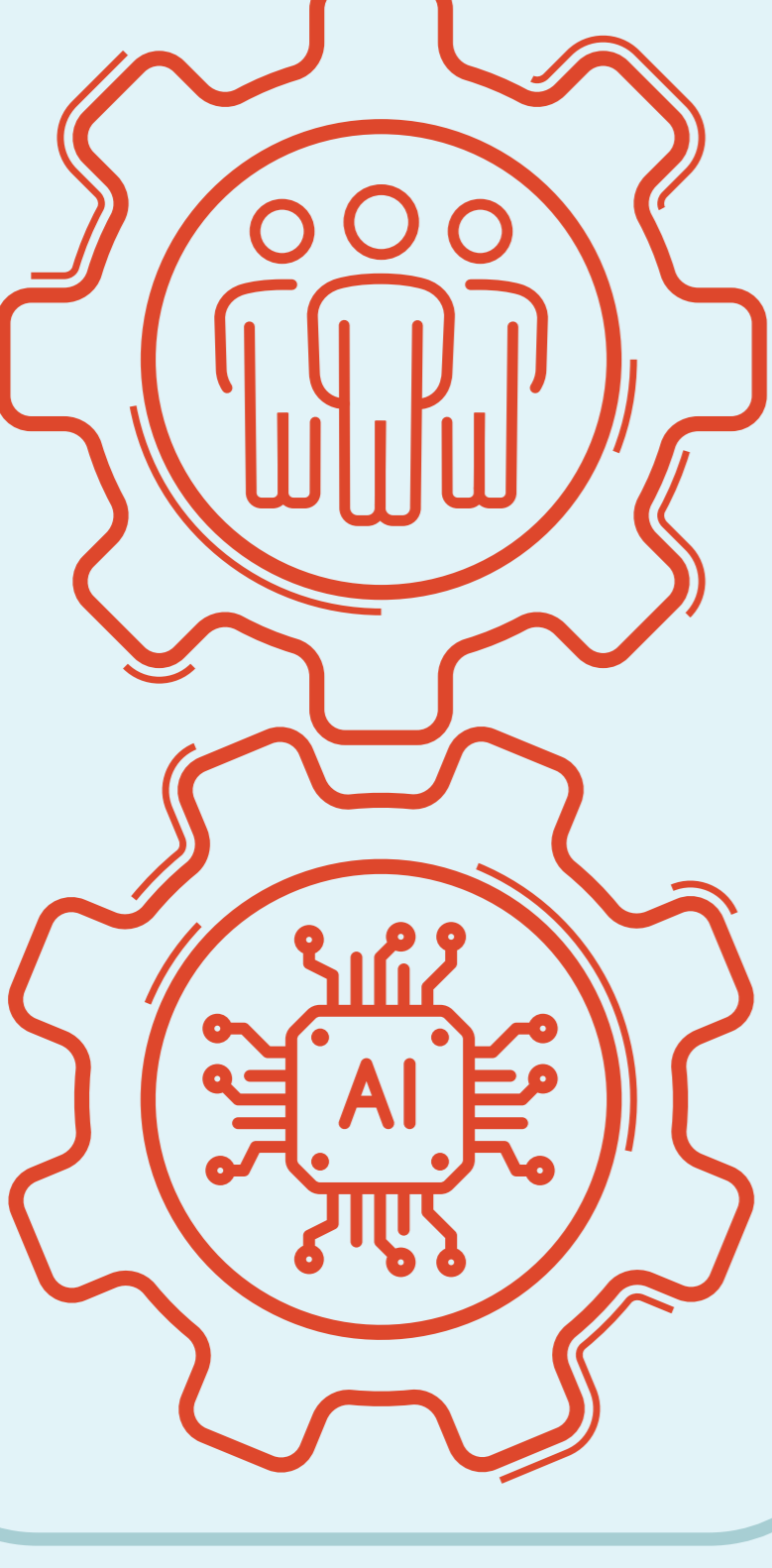
### But not everything.

- Completely replace human empathy and judgment
- Be truly creative
- Solve complex problems independently
- Fully understand contextual nuances

## THE HUMAN TOUCH STILL MATTERS: Why bswift's Mindful AI Wins

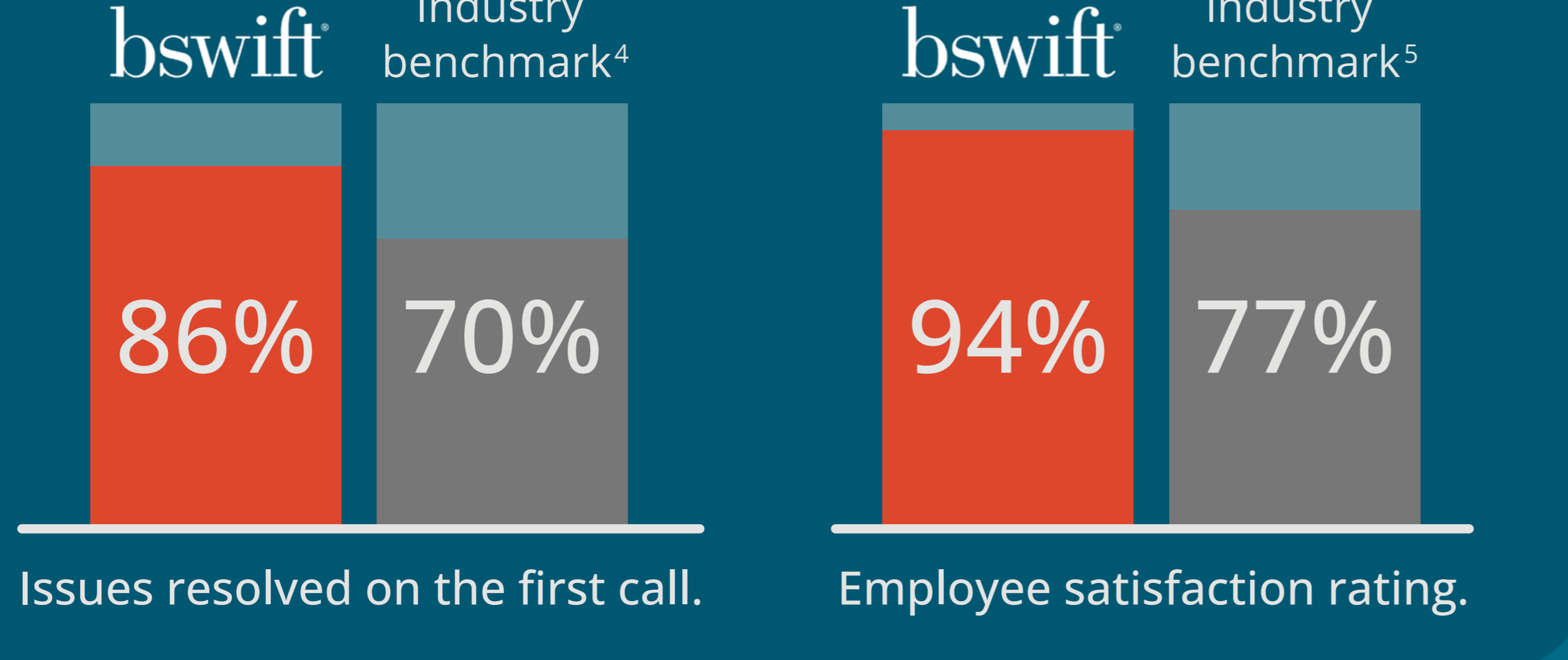


**bswift's Mindful AI approach puts people first**  
Mindful AI is the idea that AI should enhance, not replace, the human touch.



## EMMA™ AGENT ASSISTANT: Empowering Customer Service Reps to Resolve Issues

Combining AI and human expertise beats the benchmarks



## ESCAPE THE PAPER CHASE: How AI Saves HR Time & Money

Health Care Administrative Costs = \$600 billion to \$1 trillion annually.<sup>6</sup>

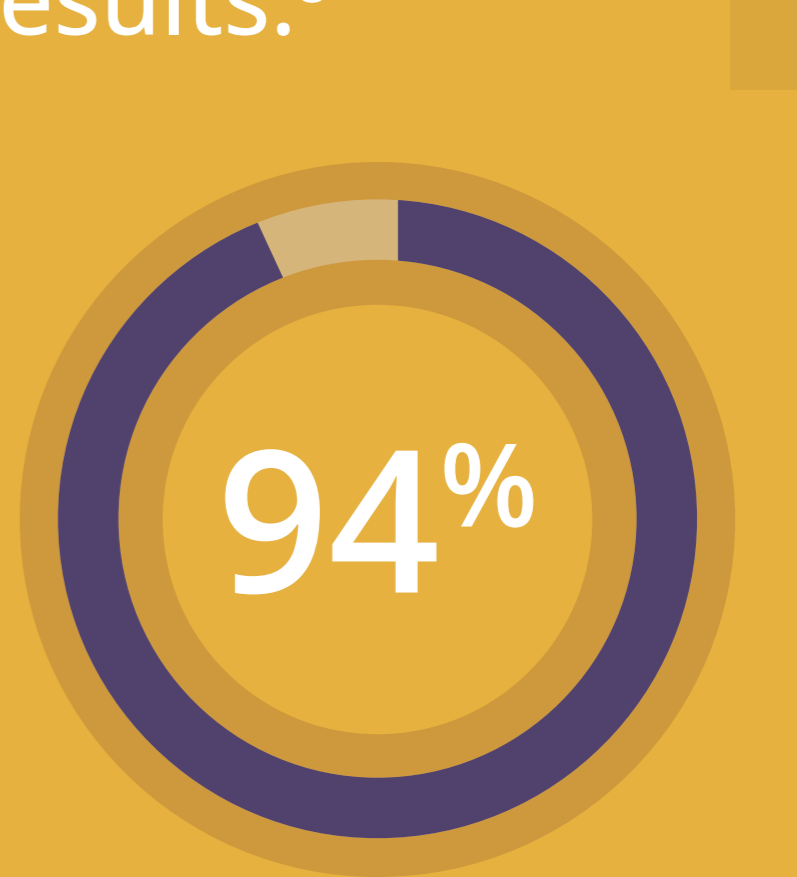
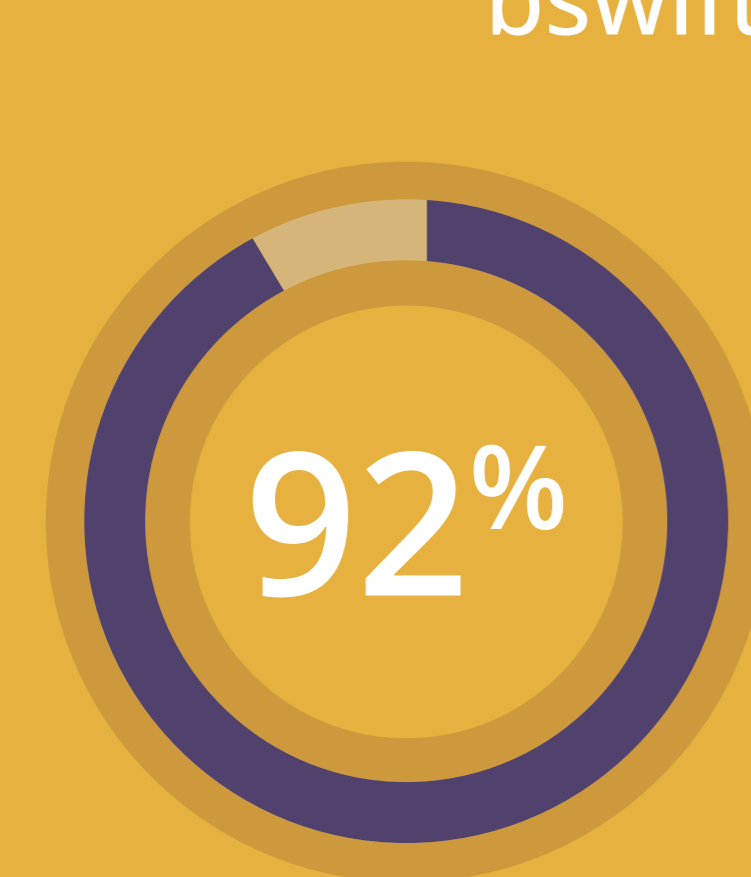


## Where bswift's Mindful AI really shines: Benefits Administration



## LEVEL UP YOUR WORKFORCE: The AI Advantage

bswift's Mindful AI approach delivers impressive results.<sup>8</sup>

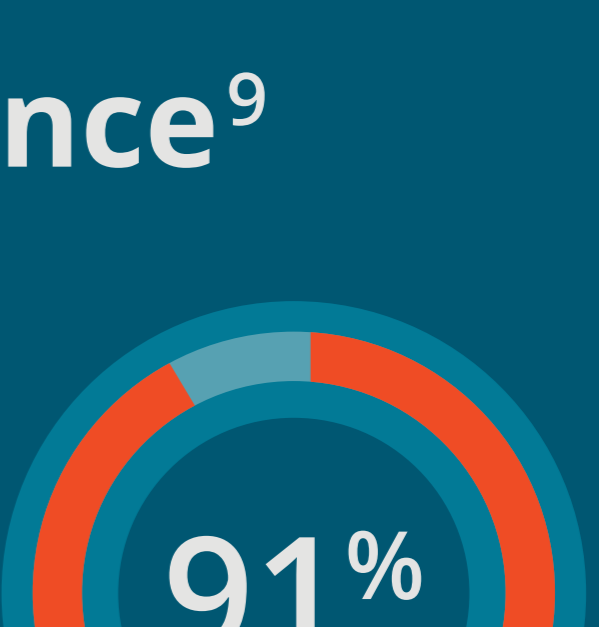
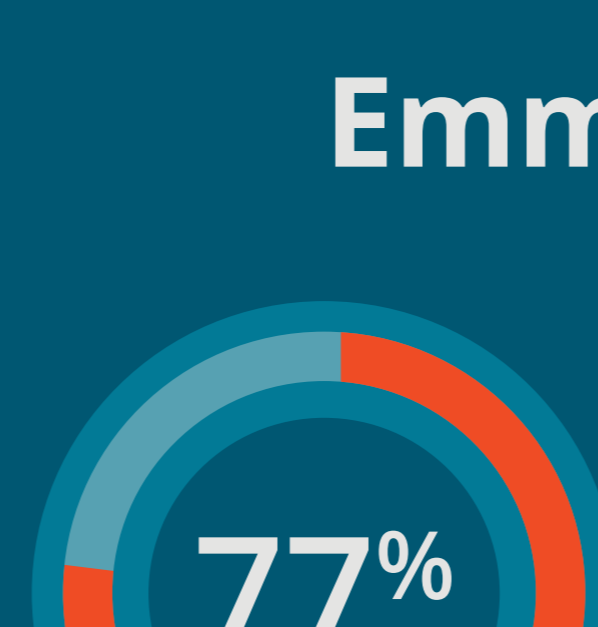


## ANSWERS IN A FLASH: How AI Speeds Up HR Support

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



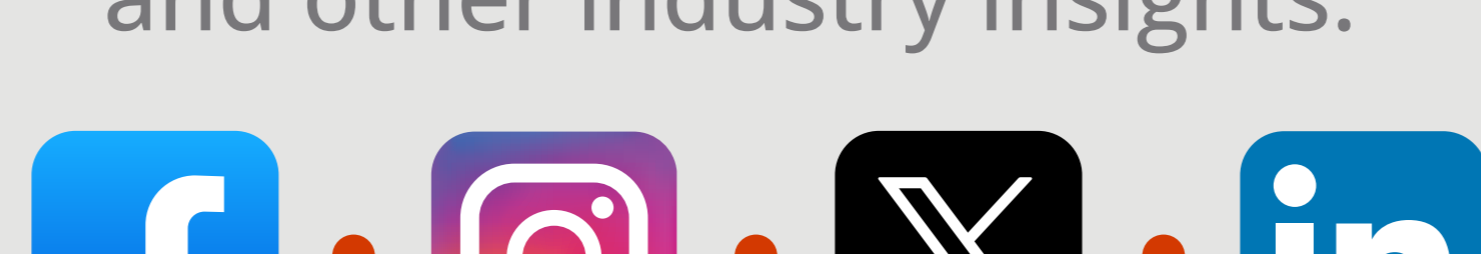
### Emma Chat Experience<sup>9</sup>



## Unleash the Power of AI in Your HR Strategy Start today!

2 in 3 organizations started using AI for HR in the last year.<sup>3</sup>

Follow bswift for more on AI for HR and other industry insights.



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

<sup>2</sup>AI in HR: The Ultimate Guide to Implementing AI in Your HR Organization [www.gartner.com/en/human-resources/topics/artificial-intelligence-in-hr](https://www.gartner.com/en/human-resources/topics/artificial-intelligence-in-hr)

<sup>3</sup>2024 Talent Trends - Artificial Intelligence in HR by SHRM [https://shrm-res.cloudinary.com/image/upload/2024-Talent-Trends-Survey\\_Artificial-Intelligence-Findings.pdf](https://shrm-res.cloudinary.com/image/upload/2024-Talent-Trends-Survey_Artificial-Intelligence-Findings.pdf)

<sup>4</sup>First Call Resolution, Wikipedia [https://en.wikipedia.org/wiki/First\\_Call\\_Resolution#:~:text=The%20call%20center%20industry%20average,for%20the%20average%20call%20center](https://en.wikipedia.org/wiki/First_Call_Resolution#:~:text=The%20call%20center%20industry%20average,for%20the%20average%20call%20center)

<sup>5</sup>The American Customer Satisfaction Index <https://theacsi.org/the-acsi-difference/us-overall-customer-satisfaction/>

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

<sup>7</sup>Online 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/>

<sup>8</sup>Data sourced from bswift's internal records, 2023

<sup>9</sup>According to a 2022 bswift analysis

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