

# Employee Experience and the Role of AI in Today's Experience Economy

B. Joseph Pine II

A woman in an orange shirt and a man in a white shirt are looking at a laptop in a meeting room. The woman is standing and pointing at the screen, while the man is sitting and looking at the screen. There are other laptops and papers on the desk. The background shows a wall with various papers and a poster.

In today's experience economy, it's all about human experiences.

Rightpoint's Total Experience framework highlights that a company is made up of three core components: employees, customers and products.

In this POV, we'll cover why Employee Experience (EX) matters, how to empower employees to create value and human connection, and how to design AI-powered digital experiences that amplify employee productivity and engagement.



## Employee Experience is Only Part of the Total Experience Puzzle

The premise of Total Experience is simple, that no single component (employee, customer or product) works absent harmony with the others. Employee Experience touches everything an employee does and interacts with at work. Nothing slows progress more than cumbersome or outdated technology or ineffective tools, leaving employees frustrated and unproductive; that frustration spills over to detract from the experiences customers have as well.

In many ways, creating great Employee Experiences starts no different than work done for years with customer experiences; creating a smooth experience by removing friction. Apply that same mindset to your “internal customer” experience. What processes do employees have to deal with that cause them to jump through hoops or waste time? Things like timecards, expense reimbursement, training, and IT are often disconnected and impersonal activities that significantly impact an employee’s experience.

Every interaction matters, from meetings and events to how employees work with their manager and colleagues, career growth, communication, and more. How can you [create experiences that truly offer time](#)

[well spent](#)? Understand your employees, their needs and motivations and daily interactions to create experiences that are robust, cohesive, personal, dramatic, and even transformative.

Focusing on Employee Experiences means creating, designing, and staging engaging and memorable experiences for employees that enable them to do their best work. It drives engagement and productivity and can be a competitive advantage in a challenging talent landscape.

You wouldn’t create a single experience for all customers; the same should be said about employees. Every employee has unique motivations, values, and preferences. A single one-size-fits-all experience won’t meet those needs. Instead, employers must recognize their employees as individual humans and create experiences — plural — for each person.

Employee, customer and product experience combine to create Total Experience. This is the place to consider growth and development opportunities and each employee’s goals and needs. As the line blurs between work and life, employees want to be valued and develop not just as workers but as people. Your job is to help them get there.



## How Will Artificial Intelligence Impact Employee Experience?

While AI has been part of the Total Experience for many years, the explosion of hype and capability around Generative AI has become the impetus for many organizations to review their experiences. The opportunity to transform employee ways of working is in many ways without precedent.

The best way to think about AI is not automating jobs but augmenting people's skills, abilities, and activities. Even as technology grows, employees are still people with individual, human needs. By augmenting their skills, AI can make the most of their capabilities to create value for customers.

AI isn't an all-or-nothing game. It doesn't need to fully replace humans, but it can automate mundane and repetitive human tasks and give employees more time for creative and strategic work. AI can greatly benefit the Employee Experience by eliminating time-consuming tasks and freeing employees to spend more time on higher value and more engaging work. Some tasks are best done by people, some are best done by AI, and others are best done with AI augmenting human thinking and skills. It's up to employers to find the right application for their projects and employees.

Think of such use of technology not as artificial intelligence but as intelligent augmentation (IA).



# How to Use Intelligent Augmentation and Generative AI

Generative AI is growing at breakneck speed, with new tools seemingly announced weekly. The foundation of these tools, including GPT-4, Bard and others, is Large Language Models, or LLMs. These systems learn about the world from text, images, and video and then generate new text, images, and videos in response to prompts.

Gen AI has incredible potential. Imagine having a steady stream of content, data analysis, code, and products at your fingertips — but that doesn't mean the tools can be left alone. The best results come when humans strategically guide AI tools to reach a specific result. Human interaction turns AI into IA.

Combining the potential of human ability with AI opens the doors to a variety of capabilities:

- Improving the quality of supply chains and logistics
- Improving product design based on customer feedback and preferences
- Delivering customized customer service
- Searching for and extracting commodities
- Better customer service

AI turns human knowledge into information and in turn makes that information easily consumable by others. Goods and services happen externally, but the experiences and emotions happen within people as they react to what's going on around them.

## Intelligent Augmentation Guides Experiences and Transformations

Putting this together, IA can transform how companies approach Employee Experience and transformations.

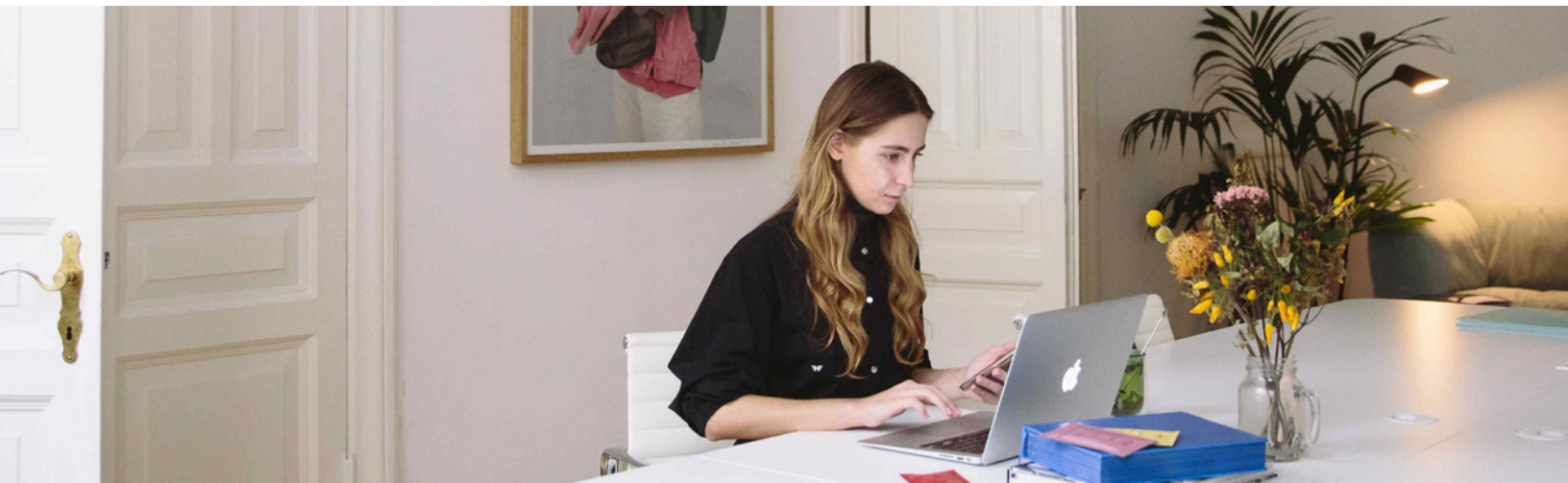
Consider these applications:

- IA can help us understand what people find engaging — and why. Modern experiences have created a wealth of data and information and Generative AI will more easily allow people to generate insights and actions.
- IA can help companies know if they should seek a transformation by tracking data on whether customers can achieve their goals and inspirations. Augmenting human skills takes out much of the guesswork of transformation to produce more reliable and strategic results.
- IA can help customers and employees gain insights about themselves. As discussed earlier, AI uses LLMs, or Large Language Models. However, systems can be trained to use PLMs, or Personal Language Models, to focus on the needs and desires of individuals. PLM-based AI can create customized content at scale to reach customers and employees individually.

## From Smart to Genius

AI currently powers many smart products. But imagine the potential to go beyond that to **genius platforms**. Like a team of humans who work together and collaborate, genius platforms create an ecosystem of smart products that understand **"digital context."**

Instead of sensing and responding to what customers and employees need, genius platforms can anticipate what each person needs and wants at this moment in time. Digital context expands what AI can do for companies and people and enhances their capabilities instead of replacing them.



## The Future of Employee Experience, Humans and Technology

As **Total Experience** makes clear, “You can’t deliver a great Customer Experience without a great Employee Experience, or excellent product design.”

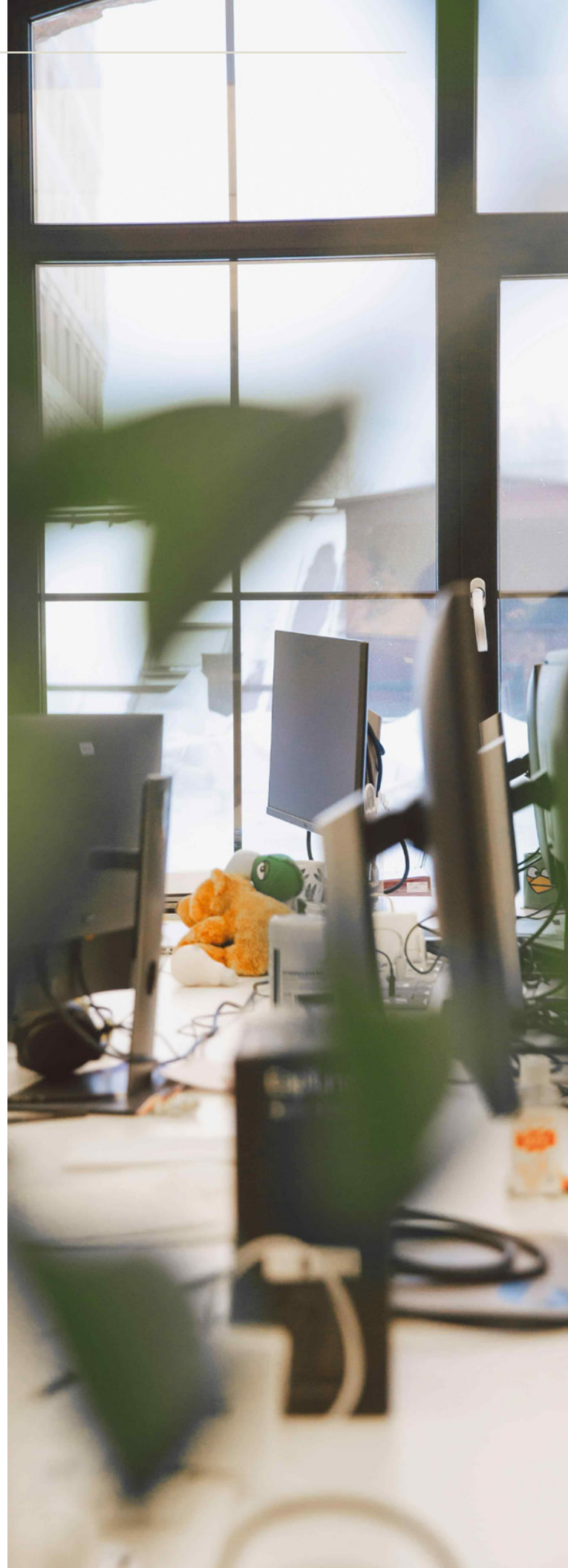
In today’s Experience Economy, humans and technology must work together to lead change and innovation. Employees in fact are your greatest asset; technology should augment them, not replace them. Properly leveraging AI can help you create personalized experiences for each employee.

Humans and technology need each other to create great experiences. Valuing employees sets the foundation for a leading Total Experience, both now and in the future.



## About the Author

B. Joseph Pine II is an internationally acclaimed author, speaker, and management advisor to Fortune 500 companies and entrepreneurial start-ups alike. He is cofounder of [Strategic Horizons LLP](#), a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings. In 2020 Mr. Pine and his partner James H. Gilmore re-released in hardcover [The Experience Economy: Competing for Customer Time, Attention, and Money](#) featuring an all-new Preview to their best-selling 1999 book introducing this concept. The book demonstrates how goods and services are no longer enough; what companies must offer today are experiences – memorable events that engage each customer in an inherently personal way. It further shows that in today's Experience Economy companies now compete against the world for the time, attention, and money of individual customers.





## About Rightpoint

Rightpoint, a Genpact company, is a global experience leader. Over 700 employees across 12 offices work with clients to drive growth by delivering experiences that transform how people, technology and businesses interact. We call this Total Experience. Our diverse teams lead with empathy, data and creativity—always in service of experience. From whiteboard to roll-out, we help our clients embed experience across their operations from front to back office to accelerate digital transformation through a human-centric lens.

Learn More

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