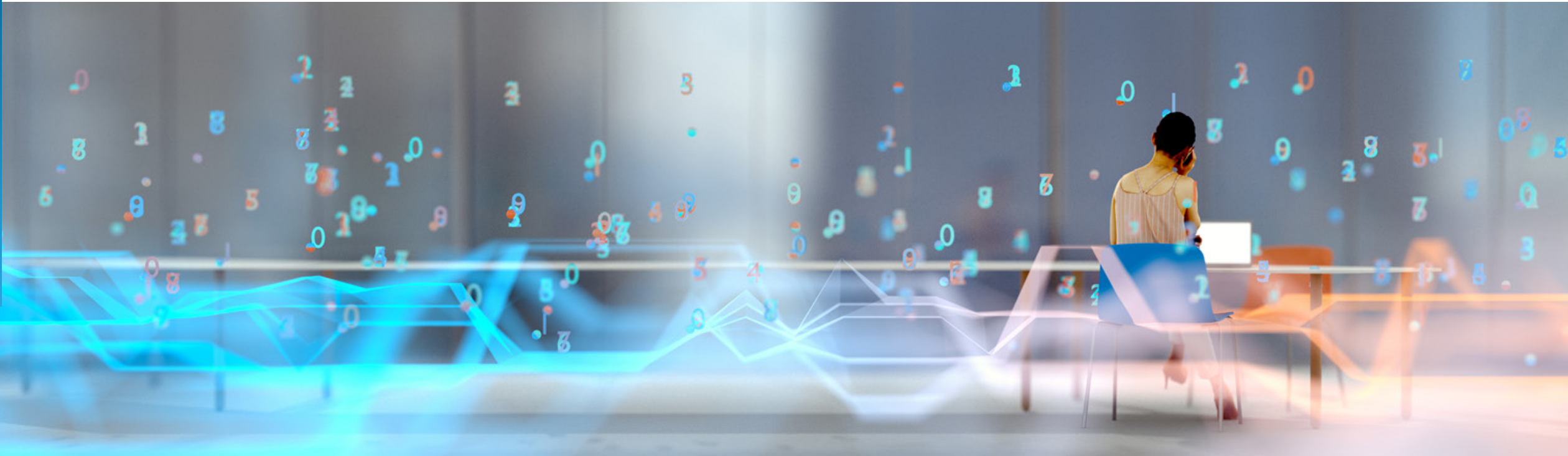


# Empowering the Future Workforce: The Transformative Impact of Generative AI

August 2023: Complimentary Abstract / Table of Contents



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## Background of the research

Although generative Artificial Intelligence (AI) as a technology has been around for a few decades, recent technological advances and digital transformations have redefined the way it was being leveraged. With OpenAI's launch of ChatGPT, the world is coming to recognize the true potential of AI, particularly how it could revolutionize various aspects of human life and work. Consequently, the market is perceiving rapidly scaling interest and investments from all major technology vendors, niche vendors, and service providers.

The applications of gen AI continues to multiply across industries, and with its ability to generate human-like content and mimic human creativity, it possesses immense potential and provides numerous direct applications in the digital workplace. From streamlining processes to enhancing productivity and personalization, gen AI can potentially disrupt the current pattern of operations and impact the various elements of workplace outcomes.

However, as with any transformative innovation, gen AI also presents certain limitations and ethical considerations that must be carefully addressed. In this report, we delve into what gen AI could offer from a workplace perspective, uncover its advantages, examine its limitations, and offer insights into harnessing its full potential.

### This report includes the following topics related to gen AI in the digital workplace:

- Overview of the gen AI ecosystem
- Key workplace-specific use cases in gen AI
- Prioritization of the digital workplace gen AI use cases
- Key challenges in the implementation of gen AI and ways to mitigate them
- IT service provider's investments and enterprise's approach to the adoption of gen AI

### Scope of this report

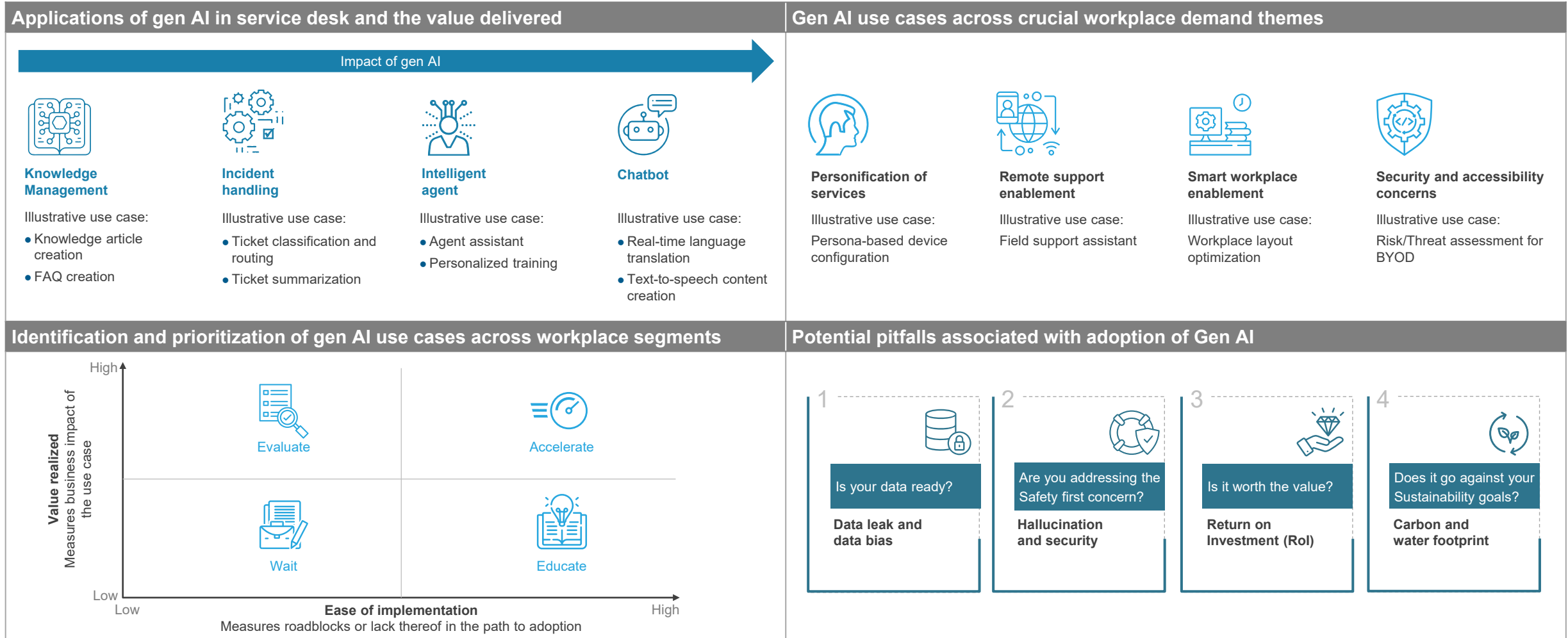


**Geography**  
Global



**Technology**  
Generative Artificial Intelligence  
(Gen AI)

# This report provides insights into the transformative impact of generative AI in the digital workplace, outlining its applications, implications, and limitations across segments; below are four charts to illustrate the depth of the report



# Research calendar

## Digital Workplace

Published
  Planned
  Current release

Reports title	Release date
Workplace Communication and Collaboration (WCC) Services – Provider Compendium 2023	January 2023
Workplace Communication and Collaboration (WCC): Enabling Employee Engagement and Belongingness with Metaverse Adoption	March 2023
Digital Workplace Enterprise Pulse 2023: from Provider to True Partner – the Road not Taken	March 2023
Workplace Employee Experience Management (WEEM) Platforms PEAK Matrix® Assessment 2023	April 2023
Workplace Employee Experience Management (WEEM) Platforms – Provider Compendium 2023	July 2023
Digital Workplace State of the Market: Harnessing the Solar Maximum of Workplace Revolution	July 2023
<b>Empowering the Future Workforce: The Transformative Impact of Generative AI</b>	<b>August 2023</b>
Digital Workplace Services PEAK Matrix® Assessment 2023 – North America	Q3 2023
Digital Workplace Services PEAK Matrix® Assessment 2023 – Europe	Q3 2023
Digital Workplace Services Provider Compendium 2023 – North America	Q3 2023
Digital Workplace Services Provider Compendium 2023 – Europe	Q3 2023
Exploring the Business Case for Workplace Transformation	Q3 2023
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