

ARTICLE SUMMARY : How AI is radically changing business process management

Business Process Management (BPM) benefits from Artificial Intelligence (AI) integration in various ways. AI enables automation of repetitive tasks, freeing up resources for more strategic activities.

It also enhances customer service by routing inquiries efficiently and providing real-time assistance. Moreover, AI-driven data analysis yields valuable insights, such as customer sentiment and trends, aiding in informed decision-making and continuous improvement of processes.

However, challenges and risks accompany the adoption of AI in BPM. Firstly, there's a lack of consensus on the broader application of generative AI in BPM processes, hindering its adoption. Secondly, weaknesses in generative AI, such as accuracy, bias, and data privacy concerns, need to be addressed for trust and reliability. Data quality is another challenge, as AI systems heavily rely on clean and accurate data for optimal performance.

Furthermore, organizations must be wary of new data risks and ensure proper data governance to mitigate privacy and security issues. Skill gaps pose a challenge, requiring organizations to invest in training or hiring employees with the necessary AI skills. Job displacement fears also exist, necessitating employee involvement and upskilling initiatives to alleviate concerns.

Finally, ethical considerations, including transparency, accountability, and bias mitigation, are crucial when applying AI in BPM. Organizations must prioritize ethical frameworks to guide AI initiatives and ensure responsible use of AI technologies.

In conclusion, while AI offers significant benefits in BPM, organizations must navigate challenges and ethical concerns to effectively leverage AI for process optimization and value creation. Addressing these challenges is essential for successful AI implementation in BPM, ensuring reliability, ethical integrity, and positive outcomes.

