

Chapter 2

Enterprises

How to build the human-tech partnership

The interplay between people and AI, also known as augmented intelligence, resets organizations' expectations for what data can do. Organizations that once focused on personalized experiences are learning to do something more: humanize them. Bots, once relegated to online customer services, are now becoming trusted advisors to employees.

With insights increasingly derived from data-fueled algorithms, which conclusions are worth accepting? And what might provide false promise, or precipitate unintended consequences?