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**Microsoft week 1 Measuring success in AI**

**英文原文 & 中文翻译**

（1）

English

Testing testing. Okay, I’m gonna go with that natural hush, so I’m not fighting against the tide. Thank you all for joining, and I’m Jay Brooks. I’m in Electro and Information Systems, and hopefully, you’re in the right place. This is 703 Managing with AI. So for the third of the room, the third of the room that haven’t had the seminar yet—which is directly after the lecture—then hi and welcome. And to everyone else that came this morning, welcome back, and you didn’t recognize the room, you’re still in the right place. We just had a bit of a makeshift while you were all gone to lunch, so yeah, thank you.

You’ll see from the design of the course: seminars that run with more applied learning, and then we use the lectures themselves to be able to have as many guest lectures in as we can, lots of practical business application—excuse me—so that you can apply some of the learning and the tools that we’re using in those seminars, and you can see how they’re operating in real life.

Okay, so first, and quite a shiny start, I have to say—a strong start for the course—we’ve got Microsoft in this morning, which is great, right? Because both a provider and also working with clients in a kind of consulting capacity to solve problems with tools such as AI. So hopefully lots… I’m sure you’ve got lots and lots of questions to ask them.

I’m gonna keep it short as in terms of introduction and hand it over, because you can also introduce your roles. But so, we have names: Hanna, Chris, and Daniel, all from… all right, and I’ll let them introduce themselves more fully. But I think let’s start with a really warm welcome to the course and to Microsoft, and thank you for joining us.

中文

测试测试。好的，我就顺其自然，不去逆流而上。感谢你们都来参加，我是 Jay Brooks，我在电机与信息系统系，希望你们在正确的地方。这是 703 Managing with AI（AI 管理）。对于三分之一还没参加过研讨会（研讨会是在这节课后直接进行）的人，你们好，欢迎你们。而对其他早上已经来过的人，欢迎再次回来，如果你们认不出这个教室，也没关系，你们依然在正确的地方。我们在你们午餐时稍微变动了一下座位布局，所以谢谢大家的配合。

你们会看到本课程的设计：研讨会更偏应用型学习，而我们利用讲座环节尽可能多地邀请业界嘉宾来做讲座，带来许多实际的商业应用案例——不好意思——这样你们就能把我们在研讨会上用到的学习内容和工具运用起来，并且看到它们在现实中是如何运作的。

好的，首先，我得说，这个课程开局相当亮眼——非常强势的开局——因为我们今天请到了微软，这很好，对吧？因为他们既是一个解决方案提供商，也在为客户提供类似咨询的服务，通过使用 AI 等工具来解决问题。所以，我想你们应该有很多很多问题想问他们。

我就不多做介绍了，把时间交给他们，因为你们也可以从他们那里了解各自负责的角色。我们今天有 Hanna、Chris 和 Daniel，都来自……好的，我会让他们进一步做自我介绍。但我想先让我们以热烈的掌声，欢迎微软，感谢他们的到来！

（2）

English

All right, so hopefully you can hear me okay. It’s all good, and everyone can see a screen. I’ll introduce myself, and then we’ve broken up this presentation so it’s a little bit more… not just me talking; Chris and Hanna also got sections—they introduce themselves more formally at the start of their sections. What an honor to be here, first of all, so thank you very much.

I would say, as the leader in the AI space, we should be here. We should be here talking to you about what we understand. But more importantly, I’m not gonna be talking to you about the technology, okay? You’re all gonna learn how to code, you’re all gonna learn how to write, you’re all gonna learn how to make models, you’re all gonna learn all this stuff over the course or over different courses that you’re on. This lecture—and I always say presentation—this lecture is around how we talk to businesses about AI, okay? It’s not about the toolset and what it can do. We’re going to talk to you about use cases, we’re going to talk to you about why, but more importantly, you need to be thinking about: how will a business turn on your amazing AI idea? You can have the coolest, shiniest, most brilliant idea, but if it isn’t relevant to a business, they’re not gonna turn it on. So it’s a waste, okay?

So that’s what we’re going to be talking about over the next session. A bit of background—you can read it. I know I don’t look like I’ve had twenty-five years in IT, you know, it’s been a kind life. But I’ve been through all of the sort of main… we call them industrial revolutions, funnily enough, but they’re not really industrial revolutions. But client-server—that’s when we start to actually have real compute power. Then I went through the internet—well, what a crazy ride that was. Then I went through mobile—well, suddenly we can use mobile devices for business transactions. And now we’re at the—pretty much the pointy end of AI. And what I mean by pointy end is no longer theory. AI is out there; businesses, consumers, customers are using it.

I have never, ever in my career seen so much excitement. And when I say excitement, I mean excitement from consumers, excitement from citizens, excitement from businesses. And then I’ve never, ever seen so much fear: “AI is going to take all our jobs. The robots are coming.” Okay, it’s nonsense. Your job will be taken by someone that knows how to use AI, not AI. That’s the fundamental belief where Microsoft have: all employees and citizens will be using AI to augment their business need and their journey. That’s why our AI toolset is called Copilot. It is not the pilot. You are still the pilot. You—the human—are still in control. But you have a copilot. You hear the word “agents.” It’s the same thing. You have an agent. You’re still in control of that agent as well.

中文

好的，希望你们都能听到我的声音，一切都没问题，也都能看到屏幕。我来做个自我介绍，然后我们拆分了这场演讲，所以不光是我在说，Chris 和 Hanna 也会有他们的环节，他们会在各自的部分开始时更正式地介绍自己。首先，能来到这里是我的荣幸，非常感谢。

我想说，作为 AI 领域的领导者，我们就应该来这里，就我们所了解的内容和你们进行交流。但更重要的是，我不会跟你们谈太多技术层面的东西，好吗？你们都会学怎么编程，怎么写代码，怎么做模型，你们会在本课或其它课程里学到所有这些。本次讲座——也可以说是演讲——主要是围绕我们如何与企业探讨 AI 话题。好吧？并不是关于那些工具及其功能，而是关于应用场景，以及为什么要这么做。但更重要的是，你得考虑到：企业为什么要开启你那个超棒、炫酷的 AI 创意？你可以有个很酷、很闪亮、很出色的创意，但如果它与企业没有关联，他们是不会把它投入使用的。那就等于浪费，对吗？

所以接下来的这个环节，我们就要来探讨这个问题。我的一些背景信息——你们可以自己去看。我知道我看着不像在 IT 行业干了 25 年，我还是比较幸运的。但我经历了我们所谓的所有主要“工业革命”，其实它们并不是真正的工业革命。客户端-服务器（client-server）时代，就是我们开始真正拥有计算能力的时候。然后我经历了互联网——那真是段疯狂的历程。接着是移动时代——我们突然可以用移动设备进行商业交易。现在我们到了 AI 的尖端。我的意思是，如今已经不再是理论阶段，AI 已经落地使用；企业、消费者、客户都在用它。

在我职业生涯中，我从没见过如此大的热情。当我说热情时，是指来自消费者的热情，来自市民的热情，来自企业的热情。与此同时，我也从没见过如此多的恐惧：“AI 会夺走我们的工作。机器人要来了。”这纯属胡说。你的工作会被能使用 AI 的人取代，而不是被 AI 取代。微软的基本信念就是：所有员工和市民都将使用 AI 来增强他们的业务需求和旅程。这也是为什么我们的 AI 工具叫做 Copilot（副驾驶）的原因。它不是驾驶员，你才是驾驶员。你——人类——依然掌控着一切，但你拥有一个副驾驶。你也会听到“智能代理（agents）”这个词，是同一个意思。你有一个代理，但依旧由你来控制它。

（3）

English

All right, let’s get down to… oh, Hanna, do you want to say if you are—introduce yourself later? Sorry, I whizzed through those. It says, “You couldn’t be here.” That’s me again, wonderful.

Right, our journey today. So business decision makers—now that can be, depends on what environment you’re in, that can be a public servant, it could be a business owner, it could be the university. It’s about how you talk to the business decision maker. Then we’re going to show you a few use cases. So the use cases we’ve got—we kind of tried to pick them so they make a little bit of sense. One is: Chris is going to take you through the health sector. If you think about AI in health, there’s huge opportunity in AI and health. Just think about curing diseases. But break it down—something even easier: how about making a patient’s journey in a hospital easier, okay? So we’re going to talk to you about that.

Education sector: something I’m not very familiar with, but you guys are. Hanna is going to take you through education. I saw an article on the Herald this morning, something about the university not happy, or students not happy, with using AI. I hope that’s not this class, because that’s real trouble. You’re in the wrong class if that’s you, okay? So Hanna will talk about that.

I will talk about the legal sector. When I say legal sector, think of professional services. Now, I apologize in advance: we will use acronyms, we will use business language. Call us out; we’ll try and explain it. But occasionally, we’ll be just talking Dutch to you and you won’t understand what we’re saying. Please tell us, and we’ll correct that language as well. And I’m going to talk to you about something I know inside out—I think most of you will know inside out as well—contact center. What I mean by contact center: think of a call center, the traditional call center. I’m going to tell you the story about how Microsoft are using AI in our call center around the world. And the numbers are out of this world. Hopefully all of you—or a few of you—would have called the Microsoft contact center at some stage in your life. Think about, “Oh, darn it, my Xbox password,” “Oh, I can’t get into access into Office 365,”—that’s the contact center I’m gonna be talking to you about and how they’re using it.

And then, very exciting, I hope this works, by the way. I’ve never done this before—most growth mindset, pushing myself out there. We’ve created a little quiz. Now, the quiz is designed to make sure you’ve been listening. If you haven’t been listening, you’re gonna really tank in the quiz, and then the professors are gonna know that you haven’t been listening. All right? Ultimately though, if you have been listening and you win, there is a table of prizes. Woo! All right? Good Microsoft swag. I raided the marketing cupboard this morning. So competition. The world is about competition, right? So I want to see the winners come up and get their prizes as well. Then we’ll do a conclusion with a Q&A at the end. Now, at the end of each use case—well, session, section—(get my teeth in) we will stop and say, “Are there any questions about what we just covered?” If you’ve got general questions around, “Is AI going to take my job? When are the aliens landing?”—save those to the end, all right? We’ll save as much time as we’ve got to answer those questions. Then we’ll go into prize giving, photographs, you know, the whole thing, okay? That’s what it’s about.

中文

好的，让我们开始……哦，Hanna，你想在之后再介绍自己吗？不好意思，我刚才说得有点快。幻灯片上写的是“你无法到场”，结果是我又在那里自说自话了，真好。

好的，今天我们的行程是这样：先说商业决策者——这取决于你所处的环境，可能是公务员，可能是企业主，也可能是大学方面。我们要看看如何同企业的决策者对话。然后我们会给你们展示一些用例。我们选了几个用例，尽量让它们更贴合现实。其中一个是 Chris 带你走进医疗领域。如果你想到 AI 在医疗领域的应用，其实存在巨大的机会，比如说攻克疾病。但再进一步想些更简单的例子：怎么让病人在医院的就诊流程更顺畅呢？我们会和你们聊聊这方面的内容。

教育领域对我来说比较陌生，但对你们来说再熟悉不过。Hanna 会给你们介绍教育方面的内容。今天早上我在《新西兰先驱报》（The Herald）上看到一篇文章，说什么大学不喜欢用 AI 或学生对使用 AI 不满，希望这不是你们这个班，因为那可就麻烦了。如果你们真是那样，那你们就走错教室啦，好吗？Hanna 会谈谈这方面。

接下来我会讲法律领域。当我说“法律领域”，其实可以把它视为专业服务。当下我先道个歉：我们会用一些缩写词，会用到商业语言。如果你不懂，请立刻打断我们提问；我们会努力解释。但有时我们会不自觉地说得像外语一样，如果你们听不懂，一定要告诉我们，我们好纠正这个语言表达。我还想讲一件我非常熟悉的事——我想你们大多数人也熟悉——那就是联络中心（Contact Center）。我说的联络中心就是你们常见的呼叫中心的传统模式。我要跟你们说说微软是如何在我们全球呼叫中心中使用 AI 的。数据非常惊人，希望你们当中有人，或者至少有几个人，曾打过微软的客服电话，也许是因为“唉，我的 Xbox 密码忘了”，或“我进不去 Office 365”，这正是我要说的联络中心，以及他们如何使用 AI。

然后，令人兴奋的是，我希望这能成功，我可没做过这个。为了展现成长型思维（growth mindset），我要放手一试。我们做了个小测验（quiz）。小测验的目的是确保你们一直在听，如果你没听认真，你就会在测验里翻车，老师们就会知道你没听。好吧？不过如果你仔细听了而且答对了，你就能赢到桌子上摆放的那些奖品。哇！好的？有一些不错的微软周边。我今天早上扫荡了市场部的储物柜。所以要有竞争意识。世界就是一个竞技场，对吧？我想看看谁会赢得那些奖品。然后我们最后会做个总结和问答环节。每个用例结束后，我们会先暂停一下，问问有没有关于刚才内容的问题。如果你想问的是比较泛的问题，比如“AI 会不会抢我工作？”、“外星人什么时候来？”之类的，就留到最后吧，好吗？我们会留出充足时间回答那些问题。然后再来颁奖、拍照，你们懂的，就是这些流程，好吗？就这样安排。

（4）

English

Right. No surprise: what are we hearing out there in the world? AI is shifting business today. Every individual is impacted by AI in the business climate. Every function in a business can have AI assisting it right the way through. There is no industry or no function that we can identify in a business, or in an institution, that doesn’t have a use case or doesn’t get benefit from using AI. We’ll talk about some of these in more detail.

Seventy-nine percent of leaders—and this is our research, you’ll see at the bottom of every slide, not me doing Trump facts, okay? I’ve verified everything, it’s down there for you—79% of leaders in businesses say their company needs to adopt AI to stay competitive. Think about that. I have never, in my career, seen that many business leaders go, excuse my language, “Shit, I need to do something about this.” Okay? What’s interesting about that stat is they say “stay competitive.” Why do I find that interesting? Fear. That’s businesses being scared that their competitors are gonna come up with a use case, or they’re gonna come up with a model in AI, that’s directly gonna impact their business—FOMO, fear of missing out. That’s what we’re seeing in the marketplace.

83% of decision makers will increase their AI spend this year. Thank God for that. We’ve got massive targets. We’ve got to sell a lot of AI. We’re starting from a very low point though, okay? A lot of people are playing with AI. Are you allowed to use Grammarly in the university? Shame on you. Check GPT—are you allowed to use ChatGPT? Yep? Brilliant. Awesome. Copilot, copilot—fantastic. Use it. Knock yourself out on copilot. The other two, not so good. Ours is great, all right? That’s the only pitch I make.

59% of business leaders are worried about quantifying the productivity gains of AI. And that’s really what we’re going to be talking about—how do you quantify AI? Okay, it’s cool, it looks good, makes me a little bit more productive, helps me spell a little bit better—whoopee. That’s not really… to a business owner, that’s not really going to move the dial and make him do something. The potential of AI is clear. The question is: what will you build, and why? That is the fundamental thing you need to be asking yourself now. It’s the first day, first lecture, okay? Congratulations, all of you, because you are in the most relevant class in the business school. Look at those stats—89% of businesses want your skill set in the future, okay? There is no talent out there. I cannot find— I can find people that spell AI, I can find people that can use AI, but in terms of managing with AI, that is a new career path. That is something that you should congratulate yourselves on. You’ve made the right decision, okay? Got you. Give yourselves a round of applause. Come on. Well done. You’re in the right place.

And that’s really, really important. That is why we’re here, and that’s why we’re excited as a team to talk to you, because we see, when we’re talking to our customers, they keep saying to us, “Where are the people? I need the expert that can come and explain this to me. I don’t have someone that can explain this data model to me.” And that’s really the career path that’s open to you. There’s lots of career paths in AI—loads of career paths in IT—but if you think about managing it, being able to talk to business owners around why, what it means, how to govern, how to put data in there, that’s the career path that is opening to the world as well. All right, so you’ve made a good choice. Well done.

中文

好，毫不意外，现在我们在外面听到的消息是什么？AI 正在改变当今的商业环境。每个个体都受到 AI 在商业环境中的影响。企业的每个部门，都可以让 AI 完整地支持。在商业或机构中，没有一个行业或职能我们能说它没有用例或无法从 AI 中获益。我们稍后会更详细地谈到其中的一些方面。

79% 的领导者——这是我们做的研究，你可以在每张幻灯片下方看到来源，不是我瞎说的，好吗？都经过验证，数据就在下面显示——也就是商业领域里有 79% 的领导者表示，他们的公司必须采用 AI 才能保持竞争力。想想看，我这辈子从没见过这么多企业领导者，说句脏话，“糟了，我们必须得干点啥。”对吧？对这项数据，我觉得很有意思，他们说“保持竞争力”。为什么我觉得有意思？因为这是出于恐惧。企业担心竞争对手会率先用 AI 做出用例或打造模型，直接冲击到自己的业务——他们有错失恐惧症（FOMO）。这就是我们现在在市场上看到的状况。

83% 的决策者会在今年增加对 AI 的投入。谢天谢地，我们的目标非常庞大，我们要卖出大量的 AI。不过我们起点还很低，好吗？很多人都在玩 AI。问一下，你们学校允许你们用 Grammarly 吗？真丢人。那 ChatGPT 呢，你们能用吗？好？不错。太好了。Copilot 呢——用上它棒极了。去用吧，尽情使用 Copilot。其他那两个嘛，就不怎么样。我们的是最好的，行吗？这是我唯一要说的推销的话。

59% 的商业领袖担心无法量化 AI 带来的生产力提升。这正是我们要探讨的：如何量化 AI 的价值？嗯，AI 看起来很酷，也确实让我们更高效些，也能帮我拼写更准确一些——但这对企业主而言，并不足以推动他们采取行动。AI 的潜力显而易见，问题是：你打算构建什么，又为什么这么做？这是现在你最需要问自己的核心问题。今天是第一天，第一节课，好吗？恭喜你们，因为你们选择了商学院里最切合实际的课。看这些数据——89% 的企业在未来都想要你们的技能，好吗？市面上没人能胜任这些职位。能拼写“AI”的人很多，也有人会用 AI，但能做“管理 AI”这件事的人，这是个全新的职业道路。你们应该为此自豪。你们做对了决定，对吗？给自己掌声，来吧。不错，你们来对了地方。

而这确实非常重要。这就是我们为什么要来这里的原因，也是我们这个团队为什么这么兴奋地跟你们分享，因为当我们与客户交流时，他们总是说：“人在哪里？我要一个专家来给我解释这些，我没法让别人给我解释这个数据模型。”而这正好是你们的机会所在。AI 有很多职业发展方向——IT 也一样——但若谈到“管理 AI”，能向企业主说明为什么要用、如何用、怎样治理、怎样导入数据，这条职业之路如今在全球范围都逐渐打开了。好吧，所以你们做了一个很好的选择，干得好。

（5）

English

Okay, so when we’re talking to business leaders, there are four key areas that we hone in on. Now, Microsoft is a huge organization around the world. I won’t bore you with the numbers, but this is really what we, as a global company, have boiled down all the noise around AI—this is what we’ve boiled it down to:

1. Increase employee productivity and well-being. Okay? So this is about employees being happier in the tasks that they’re performing for your organization, and having more productivity. When we say more productivity, it’s taking the dumb stuff out of their job. So you’ll see some use cases with lawyers, for example. In the old days—actually, the old days are still happening today—but they’re gonna have to find the old information, find where someone won a court case ’cause a cat was stuck up a tree, and they’ve gotta search through all of this data. It takes hours and hours. You don’t go to university to learn how to search, right? So why do you leave university and spend half your days searching for information? Dumb. So that’s what we mean about productivity. And also, that means you’re more fulfilled because you’re using your skills to do something that really makes an impact to you in your day-to-day job.

2. Reshaping every business process, right? Let’s choose a business process: I go online, I want to buy a new bike, I put my details in, I leave it. Two days later, I come back, put my details back in again—not sure. With AI, it should remember me. I go back onto that website, I want to put an order in—“Oh, Daniel, you were looking at this bike last time. How about this? What about this suggestion? You could use this bike here; here’s a price for it here. I can get it here on Wednesday.” That’s an agent. That’s an AI agent that we’re building. They’re out there today, right? But that’s AI in a business process. If you didn’t have AI in the business process, there’s a person doing that mundane task, looking for quotes, looking at what you contacted us for before. So AI is enhancing that business process and taking cost out, but also giving you a better customer experience.

3. Which is the next block along. Also in public sector—and public sector and universities—it’s around citizen experiences. Have you had a wonderful experience today? Did any of you get lost? Did any of you know where you were meant to be? Were any of you late for your lectures? None of you gonna say yes, I know that, but AI should be able to build you—and can build you—tomorrow. So for example, every morning I go to my computer, say, “What have I got to do today?” It tells me the five things I need to do today, looks in my diary, looks in my meetings, looks at my emails: “What have I got to do today?” Then I say to it, “What’s my priority?” Because I can’t do everything I’m meant to do; it tells me my priorities. That’s how you should be using AI now about your university, for example: “What lectures have I got today? Where have I got to be? Am I late? I’m sure none of you are going to be late handing in work. What do I need to do as a priority?” Again, that is giving you a better experience.

4. And then the last one is bending the curve on innovation. Let’s use an example of Mercedes, for example. They’ve got all the employee productivity, they’ve got business processes using AI, they’ve got better customer experience. They’ve unlocked value—dollars—that they can then use to invest in bending the curve in innovation by using AI models to reshape the next car, to reshape to find a new product line that they’re not in, to advance their products, their services, and their business. So that’s the four pillars that you need to be thinking about in terms of unlocking business value.

中文

好，当我们和企业领导者对话时，会专注四个关键领域。微软是一家全球庞大的企业，我就不在数字上跟你们纠缠了。我们作为一家跨国公司，经过多方考虑，把所有与 AI 相关的讨论归纳为以下几点：

1. 提升员工生产力和幸福感。 好吗？这意味着员工在为组织工作时能更愉快，而且生产力更高。说到生产力提升，就是要剔除那些无聊琐碎的工作内容。比如律师这个用例，以前——事实上到现在也还是这样——他们要找一个历史案例，可能是某人打官司，因为树上有只猫被困了，他们得把所有文档翻个遍，这得花费大量时间。你可没在大学里学怎么搜索，对吧？那为什么你要在毕业后花一半时间干搜索的活？太荒谬了吧？所以我们所谓的生产力就是这个意思。同时，你也会更有成就感，因为你将真正运用所学，做对你每天工作更有意义、更有影响的事情。

2. 重塑所有业务流程。 举个例子：假设我上网想买辆自行车，填了信息后先走了。两天后再回来，又得重新填一遍信息，不确定能不能查到之前的记录。有了 AI，就可以记住我。再次上那个网站下单时，“哦，Daniel，你上次看过这辆车，要不要看看这辆？或者这个方案怎么样？你可以买这辆车，价格是这样；到周三就能送达。”这就是一个智能代理（agent），是我们在构建的 AI 代理。其实它们已经存在了，对吧？这就是把 AI 融入业务流程。如果业务流程里没有 AI，就得人工去做那些重复又枯燥的活儿：去翻报价、去找之前聊过的需求。所以 AI 在这方面可以增强业务流程，降低成本，同时还能给顾客带来更佳的体验。

3. 这一点自然衍生到下一个板块。 在公共部门——尤其是公共部门和大学领域——重点是用户体验或市民体验。今天你们有没有体验到更好的服务？有人迷路了吗？有人知道要去哪里吗？有人上课迟到了吗？大概没人会承认，不过未来 AI 可以帮你。举例来说，我每天早上打开电脑，会问它：“今天我要干嘛？”它告诉我今天要做的五件事，基于我的日程、会议、邮箱之类的信息来决定我的任务优先级。“我今天该优先完成什么？”就是这样。设想一下如果把这些应用到你所在的大学，你想知道你今天有哪些课，应该在哪里上课，自己有没有迟到，或需要优先完成什么作业。相信不会有人做作业迟到吧，但总之这能给你更好的用户体验。

4. 最后一个点是通过创新来拉动增长。 还是以奔驰为例，企业已经搞定了员工生产力问题，也把 AI 融入业务流程，让顾客体验也更好。于是腾出的预算、节省下来的资源就能再次投入到创新中，通过 AI 模型研发下一代车，或者探索尚未涉足的新产品线，拓展它们的产品与服务，壮大企业。这就是在企业创造价值时需要思考的四大支柱。

（6）

English

Right, now it gets a little bit more real-world. This is what we have to do. This is what I do for a job—I know it’s going to sound very depressing and glamorous. I walk into boardrooms—Microsoft, we walk into boardrooms like this—and our language is return on investment, ROI. Are people familiar with this, or is this a…? Great, a few people familiar, great. Okay, some are bored to death. But everything you do, you’ve got to be thinking about what is the ROI. For those that don’t know, if a system cost you a hundred dollars and you make two hundred dollars from it, then your ROI is expressed as a hundred percent, okay? You can see the calculation at the bottom. Might be a quiz question, okay? That is the ROI calculation that you need to do. You need to be thinking about some little examples for you:

• Customer service automation. You look at customer service, you think, “Why—where am I gonna find the ROI in that?” Why? The ROI is found in reducing labor costs, because that is a direct cost to your business: fewer human people, and then replace them with AI agents, okay, and supplementing those people. So for example, Air New Zealand, with the global engine problems at the moment, you may or may not be aware of, so they’re losing flights, having to reschedule things. It is causing massive disruption to their network, which means their call center is getting hit by a lot more volume of chats, calls, emails. They can’t predict when that’s gonna happen. So for them, automation is key to them providing a great user experience. It means they stay off the front page of the Herald newspaper, unlike Qantas in Australia that had real problems, that’s got real value to them, but also means 24/7 availability, and it means faster response time conversations. Their calculation is going to cost them five hundred K, two hundred K to implement. They did the calculation, ROI 150%. That project is delivered. If it wasn’t for that demonstration of the ROI, as well as the problem statement—yeah, don’t forget the problem statement, you want to scare them, right? You want to scare them if you want the front page of the Herald ’cause your service is crap, you know, that kind of thing makes people do stuff, but you need the ROI to back it up.

• Manufacturing is a great example with Fonterra. Do you think about Fonterra? Predictive maintenance. Think of the equipment, the assets that Fonterra has around this country: making baby formula, making all the other stuff around the world, and then exporting it around the world. If one of their machines breaks in a window where it shouldn’t, or where they predict it to break, that means the whole production goes down. Massive disruption to their business. Huge disruption to their customers and to their shareholders, which is important. So with this program, they’re looking at reducing machine downtime. How are they doing that? Putting sensors, feeding models. They’re actually listening to vibrations in their machines, and they’re using AI models to say, “If it starts to vibrate this pattern, we think there’s a problem. Alert engineering.” That’s not the old days of, you know, someone standing there just putting their hand on the machines, trying to feel the vibration all day, right? That’s not gonna happen. But with AI, they can put that in place across their assets, across their entire fleet, if you like, and then they can actually start preventing maintenance, because it’s a lot easier to fix something at the start of a problem than it is when the problem’s actually happened. And that’s the model that they’re going through with Fonterra as well.

So that’s just some examples of what we talk to businesses around and the kind of way that they think about ROI. Start with your use case—I’m not familiar with the use case yet, it’s just an idea—how you frame it up, okay?

中文

好的，现在咱们更接地气了。这就是我们要做的事，也是我的日常工作——听起来很枯燥，也可能很风光——我们会走进董事会议室（对，微软的确会这样进到董事会上），我们的对话语言就是投资回报率（ROI）。有人对此概念熟悉吗？有一些人点头了，好。也有人觉得很枯燥。但不管怎样，你做每件事都得考虑 ROI。简单来说，如果一套系统花了你 100 美元，但帮你赚回了 200 美元，那么 ROI 就是 100%——对吧？如你所见，底下有个计算公式。可能会成为一个测验题，对吗？你就需要做这样的 ROI 计算。再给大家一些小例子：

• 客户服务自动化。你可能会想，在客户服务里，怎么找 ROI？其实你要找的是如何降低人力成本，因为那直接影响你的业务成本：减少人工，然后让 AI 代理去做，或做辅助。就拿新西兰航空为例（Air New Zealand），他们最近的发动机出了全球性的故障，你们也许知道也许不知道，总之导致很多航班取消，要去重新安排。这对他们的网络造成了极大冲击，让呼叫中心一下子面对更多的聊天、电话、邮件。他们没法预测什么时候会爆量，所以对他们而言，自动化就是让用户体验保持良好的关键。那意味着不用上《先驱报》的头版去道歉，不像澳航（Qantas）在澳大利亚遇到的那些大麻烦，对他们而言非常有价值。同时也保证了 7×24 小时在线，并能更快地回复对话。他们算过，最开始要投入 50 万，实施费用大概 20 万，共计 70 万；然后做了 ROI 计算，结果是 150% 的回报率。这个项目就这么批下来了。如果没有那个 ROI 证明，以及突出痛点——对，不要忘了要把问题说得严重些，比如“你是不是想上报纸头版被骂？”——这些才是让他们真的行动起来的动力。所以，还是需要 ROI 来支撑。

• 制造业。恒天然（Fonterra）就是很好的例子，尤其是在预测性维护（predictive maintenance）方面。想想恒天然在全国乃至全球范围内有多少设备和资产，生产婴儿配方奶粉，以及各种其他产品，再出口到世界各地。要是哪台机器在不该出问题的时候出现了故障，或者说在预期以外的时候坏了，那整个生产就得停工。对他们业务打击非常大，对客户和股东影响都很严重。而通过这套方案，他们希望能减少设备停机时间。怎么做？给机器加传感器，然后把这些数据输到模型里。他们其实是在监听机器的震动，用 AI 模型去判断“如果开始出现这种震动模式，说明有问题了，提醒工程师检修”。不再是过去那种，站个人在机器边上，整天用手摸机器听振动——显然不现实。有了 AI，就可以对他们所有设备整体做监测，然后在潜在问题刚出现时就进行维护，比真的等机器坏了再去处理要容易得多。这就是恒天然的做法。

这只是我们在和企业讲解时，用来说明 ROI 的一些例子。先从你想做的用例开始——也许你现在对用例还没那么熟——然后想想怎么把它提出来，好吗？

（7）

English

Here’s some examples of where you can go hunting, okay? So let’s say you’ve got a job or whatever organization. Here’s a great example to look at a business—any business—and say, “Where could I find a use case for AI?” Call center support is absolutely a gimme. You go to any organization that’s got a contact center or call center, there are AI cases through the wazoo. You’ve gotta find those. Move to about a few of those. Hyper-personalization—that means if your business is really about our engagement, our engagement, I wanna know everything about you, every time you talk to me, I’m gonna tell you, “Well, you know that, but let’s share.” It’s gonna be really smooth. You’re gonna feel exclusive. It’s a one-on-one, okay? That’s hyper-personalization. So some of the luxury brands, you know, think about the journey they want to take their customers through, and that loops into customer experience. But customer experience is broader. It’s how do you rock up to someone in the shop, but how do you rock up to them on the web, how do you actually buy something on your mobile? Again, suggestions—“Oh, you bought those shoes? With those shoes, we think you should like this.” Again, matching the customer experience to the products that you have. Science and design, process automation, just-in-time training—we’re gonna talk about some just-in-time training soon. And then you’ve got more things like content summarization—think about legal sectors, we’ll talk about that as well—and then you’ve got knowledge extraction, which is really important. If your organization requires you to pull a lot of data, pull a lot of knowledge to make a suggestion or to find a model, the knowledge extraction—AI is superb for that. It can read a lot quicker than you can, it can summarize a lot quicker than you can, it can just take thousands of pages of data and provide you the two summary points that you need. You’ll be using a lot of that going forward in this course, I suspect. Let’s say that. But yeah, you, maybe, I’m sure doing a lot of knowledge extraction and using the tools to help you. And then the other ones you can see as well—organizational and blah, blah, blah, okay? Those are some of the use cases that you should be thinking about.

中文

这里还有一些你可以去挖掘的点。假设你在一家企业，或无论你在什么机构，你可以这样去想：“在这家公司里，AI 的用例能放在哪儿呢？”呼叫中心就是特别明显的一个地方。任何企业只要有客服中心或呼叫中心，就有大把的 AI 用例机会。再比如个性化推荐（Hyper-personalization），如果你所在的业务非常依赖与客户的互动，你就想要尽量了解客户的所有信息，每次客户跟你互动，你都能拿出恰当的回应——“你之前可能知道这个，但我这里还有别的可以和你分享”，让互动流程很顺畅，给对方一种专属、一对一的感觉。有些奢侈品牌就是这么干的，你可以想想它们如何给顾客打造那种尊享体验，也会与客户体验这一块呼应起来。但客户体验的范围更广，既包括实体店里如何迎接顾客，也包括网络端和移动端的购买方式；举个例子，“你买过这双鞋，那这双鞋搭配的其他商品你可能也会喜欢”，这种做法就是要让顾客体验和企业的产品精准匹配。还有工艺设计、流程自动化、及时培训（just-in-time training）等等——我们稍后会讲这个。再例如内容摘要（content summarization），在法律领域就很常见，一会儿我们也会说到。还包括知识提取（knowledge extraction），如果某家组织需要汇总海量数据和信息来做决策或者构建模型，AI 的知识提取能力就很棒。AI 读东西比你快多了，总结能力也比你强，它能从数千页的材料中快速提炼出你真正需要的两三点。相信在这门课里，你们会一直接触这些应用。我敢肯定你们会频繁用到知识提取工具来帮忙。还有组织架构相关的一些场景等等等等，总之这是你们可以去思考的一些 AI 用例领域。

（8）

English

Then, what do you do? You come up with a use case. You sit down with the business. This matrix is the matrix—yeah, matrix quadrant, thank you—this quadrant is something that we use with our customers, and businesses use internally in their teams. You should be using this for when you’re thinking about your AI use cases. So up the side, we’ve got the barrier to implementation or complexity—the harder it is—and then we’ve got expected value or benefits. So you look at your use cases, and you go, “I can do that one, it’s an easy, it’s gonna turn on some AI, great, I can do it. It’s not that hard, it’s not really, you know, it’s having a few benefits. Great, I’ll put that use case in that quadrant. This quadrant, highly complex. It’s got some value, but it’s highly complex as well, so let’s put that case by case. We’ll put a list of all down, and maybe one or two of those ones you do, when they become more valuable or more relevant to you as well. Must do. Must do is your low-hanging fruit. What’s a fruit basket—your low-hanging fruit? What I mean by that is it’s high-impact, high-value to your organization, but it’s quite easy to do. That’s where we want you to focus, want our customers to focus. We want the government to focus really on must do. And then need to do: need to do them because they will deliver high value, but they are complex. So then you start thinking—organizations sit there with their use cases mapped out into these quadrants, and then they have a very senior conversation around what is the investment, how difficult, and then they prioritize these use cases. And then they’ll probably go to an agile form, where they’ll split the use cases out across agile, they’ll start developing, testing them, and deploying them. But that is a great way for you to start thinking when you’re coming up with your… you’re gonna have way more ideas than me around AI, I can tell you that now. But that’s what you want to start doing: framing them up into that quadrant. We share these slides as well, so you’ll be able to see this and use these.

中文

好，那么接下来怎么做呢？你想出了一个用例，就去和企业坐下来讨论。这份矩阵（对，就是这个矩阵象限，谢谢）是我们在和客户合作时常用的，很多企业也在他们的团队内部这么用。当你考虑 AI 用例时，应该用到这个方法。在纵轴是实施难度或复杂度，越往上越难；在横轴是预期价值或效益，越往右越高。你把你的所有用例摆上去，比如有一些用例很容易实现，能快速用 AI 做点什么，收益虽不大但也不错，那么它就落在“低复杂度、低价值”的区域。另一些用例价值很高，但也很复杂，你可以另做标记，也许列出所有用例之后，你会筛选出哪些先做，哪些等以后再做。一定要做的那些，是你先“摘的果子”（也就是价值高、难度低的“低垂果实”）。我们希望你去聚焦这一类，企业也是这么做的，政府部门也该是这样。还有一种是“需要做”的，因为它们会带来高价值，但是很复杂，就要结合投资、难度等多方考量，再决定哪些先做，哪些后做。接下来企业可能会用敏捷方式（Agile）把用例划分开来，一步步地研发、测试、上线。这套框架很适合你们在构思时使用。你们肯定会想出比我多得多的创意，我可以打包票。但你就可以用这样的矩阵，把它们逐一进行分析。我们也会把这些幻灯片给到你们，你们可以随时拿来用。

（9）

English

Okay, busy slide. I’m trying to help and guide you to where you can find the gold, okay? What I mean by that is, by job function, there are return-on-investment or KPIs—key performance indicators—that that job function is targeted on. What do I mean by that? If you’re talking to someone that is responsible for customer service across the globe at Microsoft, who’s got, you know, 1 million, 1 billion customers to serve, okay, they are focused completely on these KPIs: first-call resolution—in other words, a contact comes in, I want to close that straight away. Why is that important to me? Because it means I don’t pass it onto a human with the cost. It means I’m closing calls quickly. I’m getting the information to the customer for them to close that call. That’s cost. The quicker I close it, the less cost there is to me, and the end of the day, a customer service call center is thought of as a cost center; it’s not a revenue-generating part of the business, it is a cost. Resolution time, customer retention—you have a bad experience in a call center… I don’t know, I changed my insurance last year because of an absolute shocking—I’m not gonna say who with—absolute shocking experience in their call center. I’m not trying to make a claim—absolute shocker, right? My trailer for my boat got stolen outside my house. It took them nine months to pay for a trailer on a road, right? How complex—how complex is that? And I was so angry with them because they never followed up, I’d send them a message, “Where’s my claim? What’s going on?” never responded, absolute awful. So then I moved my entire insurance—everything, car, everything, house—from that person to another insurer. Sometimes you’ll hear the word “churn.” That’s also known as churn, customer churn. Very big in telco. Let’s be honest, New Zealand is, what, five million people now, three telcos all doing the same thing. There’s nothing really—one’s not doing anything better than the other, really. It’s all the same thing. The only way they can make money is by stealing customers from other telcos, or by upselling you a different data plan or something else, okay? That’s—that’s their market; it’s saturated. So you hear things like churn when you talk to customers in the telco space as well.

Moving across: sales, get customer retention, discount, upsell—you can read that yourself. Finance: time to close, compliance, forecast accuracy is major. This is a real important part for AI. AI in finance—if you’ve got a finance background or finance interest, you, great, start thinking about forecast accuracy. What does that mean to a business? I’ll give you an example. Last quarter, Microsoft… we missed our Azure consumption number, which is basically saying our Azure platform, how much we’re gonna generate. We told Wall Street it was gonna be… it was 21% growth, we forecasted that month before, we forecasted it, we hit 20%. We missed by 1%. It knocked 7% of our company’s value off in one day trading. It’s real. 1% knocked 7% off the largest firm in the world, right? That’s trillions, not billions of dollars, okay? That’s why forecast accuracy is so important. So models being built to look at this—the financials, the forecast, the market, the conditions, “What if there’s a disaster?”, “What if that data center turned off?”, “What if this happens?”, “What if, what if, what if?”—huge part of finance and huge part of what’s going on in the world, and that’s a good example.

Health: marketing—yeah, not sales, health care—we’re going to talk about as well. Average wait time is important, revenue per patient, cost per patient, you see it’s about cost, it’s about revenue, it’s about making more sales, it’s about the revenue opportunity and cost out as well. And then education: one for yourself as well, which is very important, and in tertiary, you, you… you’re measured on this, but student retention, personalized learning, course pass rate, accelerated learning, efficiency in grading as well—all things in an education background. Those are AI use cases. Hanna is going to talk to you and show you about an education use case that’s used across A and Z, and I think you guys are trialing it at the moment here as well.

中文

好，这张幻灯片信息量很大。我想帮你们找准机会点。我的意思是，不同的职能（job function）都有相应的 ROI 或 KPI（关键绩效指标）。比如，你和微软全球客服负责人沟通，他面对的是上百万、甚至上亿的客户需求，那他会很在意这些指标：首呼解决率（First-call resolution），也就是客户一来电，是否能第一时间解决。为什么这对他很重要？因为只要需要更多人工介入，就意味着成本上升。他希望能尽快完成呼叫，让客户拿到答案。呼叫中心通常被视为企业的成本部门（cost center），而不是盈利部门（revenue-generating part），所以越快解决越好。另一个是解决时长、客户留存率（retention）。在呼叫中心遭遇糟糕体验的后果可能很严重。我就举个例子，我去年换了保险公司，因为它的呼叫中心体验实在糟糕透顶（我就不说是哪家了）。我那会儿并不是大额理赔，只是我家门口的船拖车被偷了，结果它们耗了 9 个月才给我赔一个拖车？这是多复杂的事吗？把我气得要命，我不停地写邮件问进度，一直没人理，太离谱了。所以我就把车险、房险、财险统统换到另一家。你有时会听到“churn”（流失率）这个说法，就是指客户流失率。在电信（telco）行业尤其明显。老实说，新西兰有 500 万人，电信运营商就三家，大家做的事都差不多，某家并没有比另外两家好到哪里去。所以唯一的增长方式就是互相抢客户，或者不断给你推销高档套餐或别的增值产品嘛。所以你会在和电信业客户对话时听到类似的 churn（流失率）概念。

往下看销售端（sales），比如客户留存、折扣、追加销售（upsell），这些就不赘述。财务（finance）方面有很多 KPI，比如结账周期、合规性，以及预测准确度。预测准确度对 AI 来说是重要用例。如果你是财务背景、对财务感兴趣，那就去想想预测准确度对企业意味着什么。我举个例子，上季度，微软在 Azure 云服务的消费额上差了那么一点点。我们原本向华尔街报告增幅是 21%，但最后只实现了 20%，差了 1%。就因为这 1% 的差距，我们公司市值一天之内蒸发了 7%。这是实打实的事。1% 的误差，让这家世界顶级企业的市值减少了 7%，那可不是几亿，而是几万亿规模的资金。可见预测准确度有多么重要。财务部门就会考虑模型怎么搭建，要看财务数据、市场、各种状况，万一灾难发生怎么办，万一数据中心宕机怎么办，“如果这样，如果那样”，非常多“如果”的情形要考虑，这就是财务和现实世界的一个典型案例。

再说医疗行业（health care）。平均等待时间、每位患者的成本或收益等等，你可以看到它归根结底也和成本、收入这些有关，还有业务机会和降低成本。教育领域方面，你自己也很熟，是同样重要，而且在高等教育里，会更关心学生留存率、个性化学习（personalized learning）、课程及格率（course pass rate）、加速学习（accelerated learning）、改作业效率等方面。Hanna 会给大家演示一个在澳新地区广泛应用的教育用例，我听说你们学校现在也在试点这个。

（10）

English

Changing gear on the same track. I don’t know if anyone’s heard of the term “soft ROI,” okay? Now, soft ROI depends on where you are in the world. In New Zealand, we really struggle to talk to organizations around employees’ productivity and employee satisfaction as being a reason to invest. Australia is different—they look at soft ROI and put that in the business case as well. I want you to be aware what soft ROI is, because some organizations will really bite at this as well. So you need to—it’s the same calculation, same calculation, right?

What is this number? Any guesses? Anyone brave enough to stick their hand up? Anyone that asks me a question—guess what that number is—will have this. (Someone says 2800?) Who is that? Very good guess. Wrong, but very good. Thank you for actually standing up and putting your hand up. It’s close, yeah, you’re right, it is close. No, I work a lot more hours than that, but thank you, right?

That is the number of minutes a year—what does it say on the note before it? (Another says 7000?) Thank you, it’s a year, isn’t it? Thank you very much. I just wanted to make sure I told you the right… big, one job. Is that the number of minutes? No, no, I’m going to expect you—sorry, I didn’t finish—that is the number of minutes an average person in work loses focus per year, per year. So I’m paying one of my team for seven thousand minutes a year, and it’s looking out the window. Actually, that’s probably me looking out the window, going, “What was I doing? What am I doing?” right? It’s because you’re all bloody on TikTok all the time. But no, it’s about loss of productivity. It’s about the minutes that you lose and you’re trying to refocus. That is what soft ROI is about. It’s about, what would you do with those seven thousand minutes per person in your workforce? Now, you’re not going to get 100% of your workforce concentrating and being focused 100% of the time, right? So it’s a bit of a—that’s why these are soft metrics, but they’re important.

Employees really are ready to embrace AI. We’ve never had such an easy push. The problem is businesses don’t necessarily want to turn it on, okay? They love the fact that Copilot—we use the word Copilot, that’s our AI—is helping them focus or giving them the information that Copilot thinks they need at that time to do that task. It’s keeping them on track, and that’s really important for the soft ROI measure.

These are the ways that organizations measure productivity. I won’t drain this line, but there’s three key things: how do you collaborate, how do you comprehend, and how do you create—the three Cs. I use Copilot, I use AI in collaboration. Every single collaboration I have from Teams, I do meeting summaries, I do everything. I do email, “Send me the email to Jade about what we just talked about,” bang, it writes it better than I could ever write it. It’s not lazy—it spells things correctly, doesn’t use caps locks at the wrong time, all these important things that I do. But it’s all around the collaboration, using AI to assist in the conversation that we’ve just had and keep both of us on track and meeting my commitments.

Comprehend—less time on emails, retrieving information—easy. We’ll look at that from a legal and professional services organization, and yourselves as well. You should, you know, think about AI really helping you with that. And again, create—creating documents, creating ideas, creating business cases, sharing information. That’s the productivity ROI levers that you should be looking for. Always add these to your business case as well, because someone will have a KPI or something that’s triggered by these as well. So it’s just a great end.

中文

好，我们在同一个主题上换个角度。你们有人听说过“软 ROI”（soft ROI）这个概念吗？在新西兰，我们很难跟企业讨论“员工生产力和满意度”这种理由来做投资，而在澳大利亚，人家就会把软 ROI 写进商业方案里。我希望你们能了解软 ROI，因为有些组织会很看重这个。要做的计算公式其实是一样的，对吧？

看这个数字是多少？有人想猜吗？有人敢举手吗？只要你敢回答，我就把这个小奖品送你。（有人说 2800？）谁说的？很接近，但不对，不过很棒，谢谢你举手。确实很接近。好吧，不，我工作可比那时间长，但谢谢你啊。

这个数字是每年……这个便利贴上怎么写的？（有人说 7000？）对了，是每年吧？谢谢，非常好。对，就想确认一下我引用的数据没错。究竟什么意思？那是普通人在工作中每年走神的总分钟数。所以我基本上白白付给我的一个团队成员 7000 分钟的工资，而他/她却在望着窗外发呆。或者说，可能是我自己坐在那儿盯着窗户想：“我刚才要做啥？我在干嘛？”要怪就怪你们整天刷 TikTok，但其实更核心的是，这表示生产力流失，你需要花时间重新找回注意力。软 ROI 讲的就是这个概念。你想想，如果把每个人每年流失的 7000 分钟都利用起来，会怎么样？当然，你不可能让所有人 100% 时间都集中注意力，所以这是些软指标，但依旧很重要。

员工其实是很愿意拥抱 AI 的，我们从没见过这么好推动的时候。问题在于，有些企业并不想开通 AI 功能。他们喜欢 Copilot（这是我们的 AI）能给他们一些关键信息，让他们在做具体任务时快速获得所需内容，协助他们保持专注。这对软 ROI 而言很关键。

这是组织衡量生产力的几种方式，我就不多展开了，但核心有三点：协作（collaborate）、理解（comprehend）和创造（create）——也叫“三个 C”。我在协作时会用到 Copilot、AI，比如在微软 Teams 中所有的会议纪要、邮件内容都可以生成摘要。“给我写一封邮件给 Jade，总结一下我们刚才谈的事”，一下就出来了，比我写得好。我可不是偷懒，只是它拼写更准确，不会乱用大写等等。但这些都是基于协作层面，以 AI 来辅助我们刚刚的交流，让我们保持进度，完成承诺。

“理解”（comprehend）指减少花在邮箱里或找信息的时间，这也不难想象。法律和专业服务机构以及你们这些学生，也都可以考虑让 AI 在这方面帮忙。然后是“创造”（create）：创建文档、创意、商业案例、共享信息等。你们在做商业方案时也应把这些点写进去，因为可能就有人对这几个维度的 KPI 很敏感。这些就是提升生产力 ROI 的抓手。

（11）Chris开始发言前的一小段过渡

English

Right, any quick questions? Yes? (A student asks a question about human and AI roles, Daniel gives a short answer about it being a big topic with guidelines, etc. Then the instructor also comments they will discuss it more thoroughly in upcoming lectures. Another question or two are addressed briefly, then Chris is introduced.)

中文

好的，有什么简短的问题吗？好的？（有同学问 AI 与人工如何分工等问题，Daniel 简要回答说这是大话题，需要有原则和框架。老师也说之后的课程会更深入探讨。又有一两个问题得到简单回应，然后 Chris 出场做介绍。）

（12）Chris 发言

English

Cool, alright, thanks, Kyle. Everybody, Chris Jones. I’m the Azure Cloud Platform lead for our healthcare and education sectors at Microsoft New Zealand, which means I help our customers use our cloud technology more effectively and get the most out of it. Auckland University happens to be one of my customers, so it’s great to be here, and yeah, I’m here to give Daniel a break, but also give you a break from Daniel so you can just chill out over there for a minute.

But look, I wanted to kick off with just a little show of hands and get a sense of: who in this room has been to a doctor before? Should be everybody. If you didn’t put your hands up, you should probably go to the doctor. But look, I’m gonna talk a little bit about healthcare. I’m gonna talk about the current state of healthcare in New Zealand—it’s going through a bit of a challenging time—but also where we think that AI has some applications, some use cases, and then we’ll talk about a particular use case that’s in effect right now. This is not ethereal, this is not nebulous, something that’s going to be happening in the future—it’s in hospitals and GPs’ offices right now, being utilized. So we’ll touch on that…

(Chris describes the healthcare challenges in NZ: aging population, equity and access, workforce shortages, digital infra issues, etc.)

中文

好的，谢谢 Kyle。大家好，我是 Chris Jones，负责微软新西兰 Azure 云平台在医疗和教育行业的落地，也就是说，我帮助我们的客户更好地使用云技术，发挥它的最大效益。奥克兰大学恰好是我的客户之一，所以很高兴来到这里。同时也让 Daniel 稍微歇一下，你们也能从 Daniel 那儿放松一下，哈哈。

我想先小调查一下，这里谁看过医生？基本每个人都该看过吧，如果你没举手，可能你得去看医生了。好，说归正传，我接下来谈谈医疗。先说新西兰的医疗现状——目前确实面临很多挑战——再讲一些 AI 在医疗领域的应用场景，然后会聚焦一个已经投入使用的具体案例。不是那种遥远将来才会实现的东西，而是如今在医院或全科医生（GP）诊所里就已经用上的。我们会一起探讨一下……

（Chris 接着描述新西兰在医疗领域的挑战：人口老龄化、医疗公平与可及性、人员短缺、数字基础设施不足等。）

（13）Chris 继续：AI 在医疗领域的应用

English

…So end steps AI. So we’ve broken that up—I’ve broken it up—into three areas where I think AI can have significant and profound impacts. The first one is enhanced workforce efficiency. Daniel touched on this a little bit, but really what the opportunity here is to optimize and automate the tasks in the day of a nurse and a clinician, right? They’re spending their day doing their things, but how do you take the dumb stuff out so that they don’t have to toil away with administrative burden and tasks, and they can spend more time in front of the patients. That alleviates the burnout thing as well.

The second is around improving access to healthcare. The system is shifting towards preventative care, meeting people in their homes, so we can reduce the load on hospitals. The third is accelerating research and clinical outcomes, because AI can analyze huge amounts of data, help with drug discovery, clinical trials, that sort of thing.

Then Chris introduces a specific AI transcription tool used by clinicians called “Tū He,” etc.

中文

……然后就引入了 AI。总得来说，我把它分为三个方面，AI 可以在医疗领域产生重大影响。第一是提升工作效率（enhanced workforce efficiency）。Daniel 也提到过，但重点是通过优化和自动化护士、临床医生每天的琐碎工作，让他们不用把大量时间花在文书和行政事务上，从而能更好地投入到与病人的面对面交流中，也减少疲劳和倦怠。

第二是改善医疗可及性（improving access）。我们的卫生系统正在努力从“事后救治”转向“事前预防”，尽量在社区和家庭层面就能提供支持，以减轻医院的负担。

第三是加速研究和临床成果（accelerate research and clinical outcomes），因为 AI 可以分析庞大的数据量，比如做药物研发、临床试验等，都能产生更快更好的效果。

接着 Chris 介绍了一个名为 “Tū He” 的 AI 医患对话转录工具等内容。

（14）Hanna发言

English

Can everyone hear me? Yes? Cool. Hi everyone, I’m Hanna Kalesi. Let’s just move the slide. And I’m a dad, and I lead at Microsoft New Zealand. I look after the education sector, as well as public sector, core government. Essentially, with my job, I get to work with our customers and help them with their digital transformation, and helping them really get the most out of utilizing AI… (Hanna describes a scenario about educational challenges, teacher shortage, how AI can help personalized learning, then demonstrates “Cognit.e” as an example from the University of Sydney, widely adopted in ANZ, etc.)

中文

大家能听到我吗？能？很好。大家好，我是 Hanna Kalesi，我们翻到下一张幻灯片。我是个宝爸，同时在微软新西兰负责教育以及公共部门的核心政府业务。总体来说，我的职责是帮助客户推进数字化转型，更好地利用 AI。……（Hanna 随后讲到教育面临的挑战，如教师短缺，AI 在个性化学习上的帮助，举例说明来自悉尼大学并在澳新地区广泛使用的“Cognit.e”平台等等。）

（15）Hanna演示 Cognit.e 平台的对话示例

English

Hanna goes on to show a demo of Cognit.e, where she configures an AI agent as a career coach. The agent engages with a student studying international business, asks clarifying questions, provides suggestions, etc. It’s not ChatGPT but more like a guided agent that can be customized with prompts and resources. It also offers analytics for teachers to see conversation topics, sentiment, etc.

中文

Hanna 演示了 Cognit.e 平台的一个示例：她把 AI 助手配置成职业规划教练。这个助手会和学习国际商务的学生对话，提出澄清性问题、给出建议等。它不是 ChatGPT 那种简短问答，而更像一个可高度定制的引导式 AI。教师可以自定义指令和上传资源，还能在后台查看话题和情感分析等数据。

（16）Daniel再度发言：专业服务 & 联系中心示例

English

All right, buckle in, we’ve got a lot to cover in ten minutes. I’ll rattle through this. The only reason I’m rattling through this is because if you don’t listen, you’re not gonna win prizes, okay?

Professional services—great use case. Think lawyers, accountants, engineers. The key is having knowledge intensively, focusing on projects, ensuring the client gets the best advice. We show a quick video from Clifford Chance, how they use Microsoft 365 Copilot to accelerate compliance checking, document review, etc., saving 40% of time analyzing regulatory updates…

Then the last subject: the Microsoft call center. We support 1 billion consumers, 10 million commercial customers, in 92 centers worldwide, 46 languages. We turned on AI in the call center: case summarization, answer assist, drafting emails, etc. The results? We serve more customers, we resolve cases faster, and we onboard new agents quicker. That yields direct value.

中文

好了，我们还剩十分钟要把剩下的内容讲完。我加快一些进度。之所以我要讲得快，是因为要是你们没听好，后面就拿不到奖品哟，好吗？

先讲专业服务（professional services），也就是律师、会计师、工程师这些类型。他们对知识的需求非常高，往往是项目驱动，必须为客户提供最好的专业建议。我们放了一段 Clifford Chance 律所的视频，他们用 Microsoft 365 Copilot 在做合规审查、文档审阅等工作，相比人工检索法规，时间至少减少了 40%……

最后一部分是微软自己的呼叫中心。我们在全球 92 个中心，以 46 种语言，支撑着十亿级别的消费者和一千万级的商用客户。我们在呼叫中心引入了 AI，比如对案例做自动摘要、为客服工程师提供建议、帮忙起草邮件等等。结果怎么样？我们能服务更多用户，问题解决得更快，新客服也更快上手，对我们来说价值非常明显。