

## **Coverage Report**

**The human touch will remain critical even after the advent of Generative AI**  
**August 25, 2023**

## Online

### **Tijuana Informativo**

#### **The human touch will remain critical even after the advent of Generative AI**

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However, what will this AI-assisted workplace look like in the not-too-distant future? And at the same time, how will it affect our job satisfaction and our work environment? Perhaps with the right approach by companies, AI could increase both job satisfaction and human creativity by helping us focus on our "human touch": empowering our natural creativity and guiding our curiosity, while streamlining the most repetitive tasks and correcting our biases.

For example, the use of Artificial Intelligence to aid in hiring is still, like many aspects of this field, in its infancy. So far we have seen promising results, and enormous potential. Like many other aspects of AI, hiring is one area where we need to make sure we combine our best human instincts with the incredible power of artificial intelligence. It would be of no use if it simply reinforced our prejudices. But in the right hands, it can help us eliminate those biases and see more clearly the human beings behind job seekers, regardless of background, gender, race or orientation.

In addition, far from being a threat in the workplace, AI can increase workers' productivity, which would make them less likely to quit, according to NBER's "Generative AI at work" study. Also, in order to address a current problem for many companies (how to effectively retain and train new employees), the study also shows how Artificial Intelligence can act almost as a knowledge pool, which can more effectively share the skills and knowledge of experienced employees directly with newcomers, leaving aside long and expensive training programs. While the study showed that AI helped workers increase their productivity by an average of 14%, this figure rose to 35% for the least skilled.

In the Mphasis survey in which Mexican students were asked about their thoughts on the future of work, what we saw was a combination of enthusiasm and apprehension, with the desire for more flexible and balanced work, and the fear that technologies such as AI could limit these possibilities. The largest proportion (26.2%) of Mexican students would prioritize "work-life balance" if they had to design an "ideal" job.

Almost half (41.1%) of all Mexican students feel that "the arrival of new technologies in the workplace makes human values even more important", and an overwhelming majority (93.6%) believe that, with the arrival of technologies such as big data, artificial intelligence and virtual reality, human factors such as personality, Personal values and individual character can still make all the difference at work.

Although the arrival of AI in the workplace is almost inevitable, the responsibility of companies to prioritize the most human aspects of this technology remains in our hands. At Mphasis we have long been studying how best to integrate the exciting possibilities offered by AI to boost our potential and enhance our "human touch".

The launch of our Mphasis.ai business unit reflects this trend and the opportunity to help our customers harness the power of AI to make better use of their data. This could mean anything from improving customer experience to improving operational efficiency; And from a professional perspective, the impact will be profound. It should also be remembered that 60% of current jobs did not exist 100 years ago, that is, only four generations ago, so AI is likely to have a similar impact.

Thus, the resulting career opportunities could be wider and more varied. But we will still need people with the determination and desire to succeed. This is the element of the human touch that will remain absolute.

## TyN Magazine

### [The Human Touch will Remain Fundamental Even After the Arrival of Generative AI \(GAI\)](#)

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## El Mexicano

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## CIO Noticias

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## Edomex AI Día

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14-08-2023	Tijuana Informativo	<a href="#">The human touch will remain critical even after the advent of Generative AI</a>
17-08-2023	TyN Magazine	<a href="#">The Human Touch will Remain Fundamental Even After the Arrival of Generative AI (GAI)</a>
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23-08-2023	Edomex Al Día	<a href="#">The Human Touch will Remain Fundamental Even After the Arrival of Generative AI (GAI)</a>
25-08-2023	Oskar Mijangos	<a href="#">The Human Touch will Remain Fundamental Even After the Arrival of Generative AI (GAI)</a>