How Contextual Intelligence Solves Information Overload

# Knowledge Workers Need Information To Do Their Jobs

269B

Total number of business

and consumer emails sent worldwide

61%

Workers need +4 apps and

31

Average number of

people Workers interact with on a daily basis

13% access +11 apps on a daily basis

**Information overload** wastes valuable time, creates

# ineffective interactions and hurts productivity

90%

of all Digital

Information is unstructured data

20%

time spent weekly

searching and gathering information

**Not finding information 16% productivity impact**

44%

Of a typical day spent searching or consolidating information

36%

Workers do not find the information they need to do their jobs

The Productivity Gap

Hi Joe. Remember that email I sent you about the budget?

Which one?

I’ve received several

It was last week and called 2019 budget

I can’t find it, hold on

Ok

I need to forward it to Mary

# What is Contextual Intelligence?

## The combination of **Artificial Intelligence (AI)** with cloud communications and multiple enterprise data sources, to achieve higher efficiencies, productivity, and better customer experiences

Three stages of Contextual Intelligence

1 2 3

People Context Business Context Learned Context

* Delivers on-demand information
* Shares content in common
* Enhances situational

awareness

* Predicts based on prior behaviors
* Recommends, identifies, anticipates
* Improves processes, experiences and outcomes
* Learns from user feedback, responses, preferences and interactions
* Delivers relevant information
* Continually improves user experience

# Contextual Intelligence Improves Business Results

### Process Efficiencies

* + Automates tasks and events
  + Shortens workflows
  + Deepens knowledge and eliminates silos

**Workforce Productivity**

* + Provides needed “context” to conversations
  + Enhances collaboration
  + Improves knowledge worker productivity

**Competitive Advantage**

* + Accelerates communications and business processes
  + Improves responsiveness
  + Enhances customer interactions

Contextual Intelligence empowers result-oriented conversations

Contextual Intelligence dynamically puts relevant information at knowledge worker fingertips enhancing communications dialogue and minimizing information overload

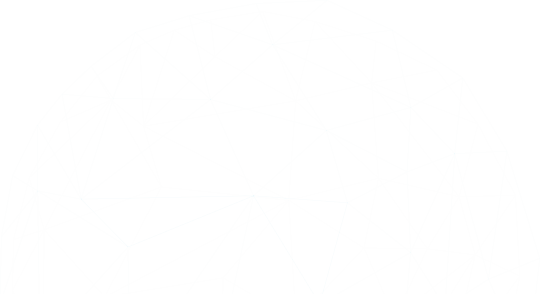
Hi Eve, Do you have time for a quick question on the sales presentation from last week?

Sure, it just popped up here and I’m looking at it.

That was quick!

75%

of business executives say AI will be actively implemented in their companies within the next three years



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