



The future of digital transformation: Evolving your business with AI

AI Integration in Businesses

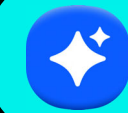
Mahesh Ram, Head of AI Product at Zoom, led a panel discussion about the integration of AI in businesses. They highlighted the success of Zoom AI companion, which has generated over 5 million meeting summaries since its launch. The panel included Michele Buschman, the CIO of American Pacific Mortgage, and Michael Keithley, the CIO of United Talent Agency. Michael shared how AI is utilized at UTA, such as their technology stack and their private GPT-based system. They also discussed their incubator program that encourages departments to create and refine AI prompts.

AI in Comedy and Customer Service

Michael discussed the successful implementation of AI in their comedy department, where they used AI to generate a list of potential comedians for a Netflix special, which was well-received by the agent. Michele then shared their organization's journey in AI adoption, focusing on using AI for customer service and internal productivity. They highlighted the challenges of educating people about AI and addressing fears associated with its use.

AI Challenges and Strategies in Different Industries

Michael discussed the challenges they faced in getting people to understand and use AI, particularly in the face of hyperbole and misinformation. They shared how they use real-life examples to help people see the relevance and power of AI in their lives. They also mentioned the impact of recent Hollywood strikes on the perception of AI. Michele then talked about their approach in a highly regulated industry, where the challenge was to balance the business's eagerness with the need for risk assessment and policy framework. They emphasized the importance of educating the leadership team about the risks and benefits of AI. Both Michael and Michele stressed the need for a trust but verify approach and the importance of agility in policy making. They also discussed the need to measure the success with ROI of AI, with Michele sharing how they track productivity improvements and justify software investments.



Quick Recap

The panel on AI integration in businesses was led by Mahesh Ram, Head of AI Product at Zoom. They highlighted the success of Zoom AI companion, which has generated over 5 million meeting summaries since its launch. Michele Buschman and Michael Keithley shared their experiences with AI, focusing on customer service and internal productivity in a highly regulated industry. The panelists addressed the challenges of AI deployment, such as educating people about AI and addressing fears associated with its use, and the need to measure the success and ROI of AI.



Note

This summary was created with the help of Zoom's AI Companion.