

Transforming end-user computing by harnessing the power of generative AI

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In the rapidly evolving world of IT outsourcing, staying ahead of the curve is essential. One area where we're seeing transformative potential is in end-user computing (EUC). It's not just about the hardware or the software—it's about people, productivity, and time.

End-user computing must focus on providing seamless, intuitive experiences that let users concentrate on their tasks without being hindered by technology. As Dr. Andy Mabaso aptly says, *"The only time you should know you're using an EUC solution is when something breaks. Everything must just work."*

This is where Generative AI (GenAI) comes into play. By leveraging large data sets and probability modelling, GenAI can create content and solve problems in ways previously unimaginable. One of the most exciting aspects is how it can enhance user and customer experiences, making interactions more natural and efficient.

Consider the statement from AI expert Andrej Karpathy, *"The hottest new programming language is English."* We're not there yet, but we're much closer than most people realise. GenAI enhances both user experience (UX) and customer experience (CX) by automating routine tasks, providing personalised experiences, and offering predictive insights. It's a learning model that continuously improves with use.

Practical applications of GenAI in EUC

For instance, GenAI can:

1. Automate routine tasks

By handling repetitive tasks such as data entry, report generation, and transaction processing, GenAI frees up employees to focus on higher-value activities. This automation leads to significant efficiency gains and cost savings.

2. Provide personalised insights

By analysing large datasets, GenAI can offer tailored insights and recommendations, enhance the user experience, and foster stronger client relationships. This personalisation helps create more meaningful interactions and improve overall satisfaction.

3. Improve document management

GenAI can streamline document management, ensuring quick retrieval and accurate processing of information. This capability is particularly beneficial for maintaining compliance and ensuring data integrity in complex environments.

4. Enhance security

By monitoring activities in real-time, GenAI can detect anomalies and ensure compliance with regulatory requirements, reducing the risk of fraud and enhancing security. This proactive approach to security helps safeguard sensitive information and maintain trust.

Transforming end-user computing

Transforming IT operations in EUC support

The implications of GenAI for EUC support are significant:

- **Automated support services**

GenAI can power virtual assistants to handle common IT support queries, providing instant resolutions and freeing up human agents for more complex issues.

- **Proactive system maintenance**

By analysing system data, GenAI can predict potential failures and perform maintenance tasks before issues arise, reducing downtime and improving system reliability.

- **Dynamic resource allocation**

GenAI can optimise resource allocation in real-time, ensuring that support teams are effectively utilised and can respond swiftly to emerging issues.

- **Enhanced training and onboarding**

GenAI can personalise training programs for new employees, using interactive and adaptive learning modules to accelerate their proficiency with enterprise systems.

Companies are already leveraging GenAI to enhance their operations. For instance, generative AI-powered chatbots and virtual assistants have been employed to streamline customer self-service processes, reducing operational costs and improving customer satisfaction.

A notable example is a financial services firm that implemented a GenAI-driven virtual assistant to manage internal support queries, resulting in a 30% reduction in response time and a significant increase in employee satisfaction.

In another instance, a global healthcare company used GenAI to optimise their internal IT support system, significantly reducing the time needed for troubleshooting and resolving issues. This enhanced employee productivity and improved overall system reliability and user satisfaction.

End-user computing is fundamentally about people, productivity, and time. GenAI will ensure that EUC solutions “just work,” creating a frictionless user experience.

As this technology continues to evolve, its potential to transform EUC and deliver personalised, intuitive interactions grows exponentially. Now is the time to embrace GenAI to deliver EUC solutions that meet and exceed user expectations.