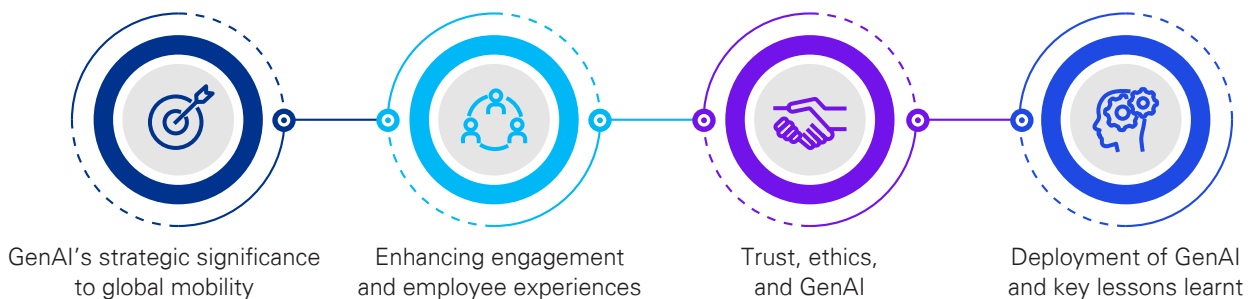# Innovation on the move: Generative AI's impact on global mobility

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Generative artificial intelligence (GenAI) is significantly transforming the dynamic field of global mobility. Beyond enhancing day-to-day operational efficiency, it is redefining strategic outcomes, reshaping visions for future mobility, and facilitating impactful initiatives. This digital evolution is navigated with a consistent emphasis on agility, ongoing learning, and fostering transparency and trust as essential components. The human aspect of this technological journey marks a period of profound learning, growth, and innovation in global mobility.

In a recent webcast, Innovation on the move: Generative AI's impact on global mobility, specialists from KPMG Global Mobility Services and industry leaders discussed GenAI's transformative impact on global mobility.

Panelists discussed the following topics:

GenAI's strategic significance to global mobility · Enhancing engagement and employee experiences · Trust, ethics, and GenAI · Deployment of GenAI and key lessons learnt

GenAI's strategic significance to global mobility

GenAI's ability to yield predictive insights allows businesses to focus on reshaping their entire mobility services rather than just enhancing daily operations. This strategic shift promises transformative benefits that surpass traditional operational efficiency goals, offering potential benefits across the entire organization. As global mobility leaders recognize the extensive capabilities of GenAI, they craft an integrated vision that positions AI at the heart of various strategic initiatives, making GenAI a key driver for organizational enhancements. The rapid evolution of GenAI necessitates a dynamic strategic approach. A static integration process won't suffice. It's necessary to revisit and revise global mobility strategies periodically to align with the rapid advances in AI.

Enhancing engagement and employee experiences

GenAI's transformative role in enhancing employee engagement and experiences becomes evident when considering its application in process automation and communication personalization. GenAI-driven chatbots, for instance, extend round-the-clock support services to employees. As an enabler, GenAI is aimed to augment, not replace human abilities, ensuring deeper employee engagement.

At the personalization front, GenAI's depth and breadth of capabilities come to the forefront. It recognizes different stages of employee relocation journeys and tailors' content accordingly. In response to individual needs, GenAI facilitates engaging,

effective, and empathetic communication—a more personalized touchpoint leading to better engagement and higher satisfaction.

Furthermore, the complexity inherent in global mobility, encompassing multidimensional procedures such as tax equalization policies can often daunt employees. GenAI simplifies the information relay for these processes, making them more accessible and easier to understand, thereby enhancing employee engagement through clear access to essential information. In performance metrics, GenAI exhibits impressive prowess. Noteworthy here is GenAI's ability to collate complex data metrics like visa processing times, trending immigration pathways, analytics on fees, and vendor performance. Analysis of these data points enables businesses to optimize their processes, marking GenAI's effectiveness in enhancing global mobility. The profound impact of GenAI on global mobility transformations is evident from Microsoft's successful AI-initiative, Copilot. It epitomizes the shift towards a more balanced, efficient, and future-proof corporate arena.

Trust, ethics, and GenAI

"Trust underpins everything that we do" – a seminal statement holding profound relevance in the context of integrating GenAI into global mobility operations. Building trust with GenAI is not a linear trajectory but a journey mapping a path of continual learning and experimentation. This journey embarks with conducting controlled experimentation using secure, internal organizational data. This specific strategy allows for a safe learning environment while minimizing potential risks. This measured approach forms the foundation of trust and is enriched by several principles. Among the foremost of these principles is maintaining user privacy, a fundamental element in fostering a bond of trust with AI.

In addition, there is an unwavering commitment to safeguarding intellectual property. To achieve these pillars of trust, there is a need for transparency and an ethical commitment to clear practices. A crucial aspect of these operations is the ability for swift and efficient error correction that allows the system to continuously self-enhance and optimize. As GenAI assumes a strategic role in global mobility processes, major values such as accountability emerge as driving forces. A commitment to open and accountable practices solidify the foundation of trust in the deployed GenAI system.

Other key principles like security, reliability, and ethical norms, carry significant weight in establishing trust. Additionally, concerted efforts towards reducing algorithmic biases, and the commitment to employ AI systems for beneficial outcomes contribute to strengthening trust in AI establishment within global mobility operations.

Deployment of GenAI and key lessons learned

Beginning the deployment of GenAI in global mobility requires strategic decisions, one key aspect being the 'build or buy' decision. It is important to take a forward-looking approach and understand where and how AI can be optimized. Demystifying AI and making it approachable lies in beginning this journey with learning experiments and gradually expanding as a deeper understanding of the technology develops.

A significant lesson learnt is the increased value employees can bring when they are passionate about AI. Their enthusiasm can help simplify deployment barriers and foster an environment conducive to AI integration and growth. Finding the right use cases for the team and testing out platforms is a crucial part of the process. It's about taking manageable steps, verifying that the AI works for the organization before rolling it out to broader stakeholder groups. An effective implementing strategy is aligning GenAI with the company's overall vision. This involves collaboration from legal, IT, and compliance teams to ensure that an efficient foundation is laid for AI systems, making certain that guardrails are in place for a smooth deployment. Achieving 'small wins' and sharing those victories can generate organizational buy-in, paving the way for larger deployments. These small wins also serve as morale boosters and can be fun initiatives as simple as generating a holiday video. One key point is learning from peers and sharing the deployment journey with other teams. By connecting with others, it expands the learning ecosystem and facilitates adaptation to the changing dynamics of AI establishment.

Bridging the complexities between global mobility and AI requires policy refinements to ensure AI's positioning aligns with the key goals of global mobilities. This approach consolidates the integral role of GenAI within global mobility and lays a solid foundation for future growth and innovation in the field.

An opportunity to transform

Innovation in global mobility is significantly propelled by GenAI, enabling strategic decision-making, optimizing operations, and deepening engagement. Forward-thinking organizations are capitalizing on its transformative power, navigating the complexities and opportunities of AI integration with a focus on trust, ethics, and readiness. This journey underscores the importance of continuous learning and adaptation, a commitment that lays the groundwork for GenAI to not only refine employee engagement and task automation but also enhance strategic advisory roles. The future of global mobility, therefore, hinges on a balanced approach—fully leveraging GenAI's potential while meticulously addressing its challenges. This dual perspective forms the crux of the recommended approach for navigating the evolving landscape of global mobility.

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