

# What's next



## Enterprise

# What can humans and AI learn from each other?

As more AI innovations enter consumers' day-to-day lives, it's changing the way we all think about our relationship with the technology. When humans and AI collaborate, it unlocks new opportunities to learn and discover things we would have never seen before.

**Tony Lorentzen**

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Cinema hasn't given AI the best image over the years. We've seen it become sentient in *2001: A Space Odyssey*, enslave mankind in *The Matrix*, and take over the world in *The Terminator*.

It's no surprise that people worry about AI taking over our jobs.

But in reality, there are a lot of human capabilities that AI just can't replace. No matter how good a machine becomes at chess, it won't be able to understand the emotions of its competitor. And the same goes for customer service—AI can accurately predict what a customer is going to ask, but it can't empathize with their challenges.

AI still has a lot to learn from humans, but there's also a lot we can learn from AI.

## The human-AI partnership

Something cinema doesn't show is that humans and AI are more effective when they work together. And companies that realize this are leading the way in AI innovation today.

Just look at modern innovations like Alexa. It's much more efficient than us at analyzing huge amounts of data to find solutions to problems, and it's changed our day-to-day routines completely.

The key to Alexa's success? It works with its user—both to help them, and to learn through its interactions. Whenever a user speaks to the device, it learns how to understand regional accents, idioms, and more, and adapts its behavior to reflect this.

It's a two-way relationship. And when this relationship is applied on a larger scale, it can lead to exciting new opportunities.

## A new world of possibilities

As we continue to understand more about the use cases for AI, we discover ways the technology can work with humans to create new possibilities in the world of business.

In retail, the luxury fashion brand Burberry is [using AI to tackle counterfeit products](#) and improve the relationship it has with its customers. The technology combines image recognition with machine learning to analyze photographs of the brand's clothing, and it can determine if a product is genuine from just a small section of the material.

Burberry's challenge is one that humans would struggle to face alone. And it's not just retail where the human-AI partnership is opening doors.

In China, hospitals conduct over 1.4 billion CT scans every year, and they need to analyze them for early signs of lung cancer. It's a huge workload, and radiologists are only human—but in situations like this, there's no room for mistakes. To overcome this challenge, hospitals are starting to [use AI technology to help radiologists](#) improve accuracy in their diagnoses by over 20%.

# Learn together, thrive together

AI is certainly powerful—but it's never going to replace human ingenuity, creativity and empathy. Instead, it's an opportunity for a powerful partnership where [humans and machines learn from each other](#) and evolve along the way. And we're only just beginning.

So, unlike what the sci-fi films suggest, we won't be replaced with robots anytime soon. We'll simply develop closer relationships with them

**Tags:** [Artificial Intelligence](#), [chatbot](#), [contact center](#), [customer engagement](#), [human-machine interaction](#), [virtual assistants](#)



## About Tony Lorentzen

Tony has more than 25 years of experience in the technology sector, spending the last 17 with Nuance where he is currently the SVP of Intelligent Engagement Solutions within the Enterprise Division. Before that he served as the leader of several teams at Nuance including Sales Engineering, Business Consulting, and Product Management. A proven leader in working with the cross-functional teams, Tony blends his in-depth knowledge of business management, technology and vertical domain expertise to bring Nuance's solutions to the Enterprise market, partnering with customers to ensure implementations drive true ROI. Prior to Nuance, Tony spent time at Lucent and Verizon where he led teams that applied the latest technologies to solve complex business issues for large enterprises. Tony received a B.S. from Villanova University and a MBA from Dowling College.

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