

What's next



Enterprise

How big is your AI imagination?

When enterprises undertake the crucial step of incorporating AI into their business, they can't start with just using AI for basic functions. That's already being done by their competitors. Instead, they absolutely must reach far beyond that and let their imagination soar when determining how to bring their business into the AI Revolution.

Marina Kalika

Posted December 11, 2018



“Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to

evolution.”

Albert Einstein

When enterprises undertake the crucial step of incorporating AI into their business, they can't start with just using AI for basic functions. That's already being done by their competitors. Instead, they absolutely must reach far beyond that and let their imagination soar when determining how to bring their business into the AI Revolution.

“Imagination will often carry us to worlds that never were. But without it we go nowhere.”

Carl Sagan

Enterprises in the Age of AI must now re-imagine the way they do business, because AI can fundamentally change aspects of how things are done. For example, in the pharmaceutical industry, where traditionally, nine out of ten candidate drug therapies would fail and billions of dollars would be spent, deep learning is used to identify disease characteristics and patterns, which leads to new treatments or [finding new drugs faster](#) and more cheaply. AI is “turning the drug-discovery paradigm upside down.”

But organizations must keep in mind that AI is not yet at the level of human understanding – nor will it be for quite a long time. That's why “human + machine = win” rings true. A group of researchers from Beth Israel Deaconess Medical Center (BIDMC) and Harvard Medical School (HMS) found that in [breast cancer detection](#) AI is 92% accurate and human pathologists are 96% accurate. Both impressive numbers. But the two working together produces 99.5% accuracy in tumor detection. That level of understanding is invaluable for cancer patients!

Technology and human consciousness are truly [better together](#). For example, when automating a customer engagement program through AI-powered chatbots, virtual assistants, or IVR, true customer satisfaction cannot be reached without the option of being redirected to a human agent when needed, or even without the behind-the-scenes “training” of the virtual assistant by live agents who “get” the human nuances that AI has not yet grasped.

Come to think of it, even if the business' AI success was solely technology-driven, it wouldn't have gotten there without that human power – imagination.

So, go ahead. Dream big! (And Nuance can help you realize your AI dreams in customer

engagement.)

Tags: [Artificial Intelligence](#), [chat](#), [chatbot](#), [human-machine interaction](#), [virtual assistants](#)

More Information

	<p style="text-align: center;">Have a conversation with our bot!</p> <p style="text-align: center;">Get a taste of where AI can take you. Have a conversation with Nina.</p> <p style="text-align: center;">Engage us</p>
---	--



About Marina Kalika

Marina Kalika is Senior Director of Marketing, responsible for the Enterprise Product Portfolio and Industry Solutions Marketing at Nuance Communications. Prior to Nuance acquisition of TouchCommerce, Marina was responsible for all product marketing at TouchCommerce. She has over 25 years of leadership experience in the hi-tech industry at various corporations, managing every aspect of the product and customer life cycle: from industry research, and requirements gathering to product development and marketing, all the way through to sales and customer support. Marina's passion is in translating product features and functions into a succinct marketing message that customers can appreciate and consume.

[View all posts by Marina Kalika](#)