# Harnessing AI in Education: Enriching Your University's Future

## Discover AI's potential with KPMG's tailored approach

### Introduction:

Generative artificial intelligence (AI) tools such as ChatGPT and Bing Chat for Enterprise are already making a difference in the Higher Education sector, and it's widely acknowledged that AI will be used to **reduce workload, improve outcomes**, **and run operations more efficiently**. Gartner's[1] report predicts that by 2027 chatbots will become the primary customer service channel for roughly a quarter of organisations, freeing up staff to focus on more complex tasks and improving overall operational efficiency. As we navigate the rapidly evolving world of technology, it is essential for educational institutions to stay ahead of the curve and proactively harness the potential of AI in education.

KPMG is here to support your journey, offering tailored engagement to explore AI's ground-breaking possibilities and priming your institution to embrace its potential.

### AI's Transformative Role. With AI, universities can:

- **Streamline** administrative tasks for improved efficiency and cost reduction.

- **Enhance** student engagement, success, and wellbeing with personalised learning pathways, adaptive assessments, and targeted support systems.

- **Empower** educators with data-driven insights for informed teaching strategies.

- **Accelerate** research outcomes by optimising data analysis, fostering interdisciplinary collaboration, and driving innovation.

### Addressing AI Risks and Concerns:

While AI offers numerous benefits, it is crucial to acknowledge and address potential risks and concerns. These may include data privacy, security, ethical considerations, and the potential for biased algorithms. KPMG is committed to helping your institution navigate these challenges by incorporating responsible AI practices, ensuring compliance with relevant regulations, and fostering a culture of transparency and accountability. You can learn more about KPMG's thinking on this subject here From Promise to Practice: The Risks and Governance Approach of Generative AI (kpmg.com).

### By working with KPMG, your institution will:

- Gain a comprehensive understanding of the current AI landscape in education and its future trajectory.

- Engage in thought-provoking discussions with KPMG industry experts to identify potential AI use cases for your university.

- Collaborate on readying your existing data estate and developing AI-driven solutions that align with your institution's strategic objectives.

- Develop a strategic roadmap to ensure seamless AI implementation, integration with your existing infrastructure, and responsible AI practices.

To begin exploring AI's potential for enhancing innovation, efficiency, and student success, contact us at

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1. Gartner Predicts Chatbots Will Become a Primary Customer Service Channel Within Five Years