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Isaac M. O'Bannon • Jan. 31, 2024



ADP has launched [ADP Assist](#), a cross-platform solution powered by generative AI (GenAI). ADP Assist enhances HR productivity, aids decision-making with data-driven insights, and streamlines day-to-day tasks for practitioners, managers, employees and executives with simple, human-like conversations. It harnesses the power of ADP's unparalleled data and expertise along with GenAI to simplify the world of work. ADP Assist builds on ADP's current AI capabilities and is currently in early release with some ADP clients today with a planned rollout for all clients.

“For 75 years, ADP has been at the forefront of payroll and HR innovation. With ADP

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approach to innovation and AI technology. ADP has the industry's largest and deepest HCM dataset with over one million clients spanning 140 countries and 41 million wage earners globally. ADP's extensive and unique dataset is used to train ADP's AI to anticipate what users want and need. ADP Assist turns unmatched data into highly credible and actionable insights so that clients can make smarter decisions.

Easy, Smart and Human

“In a constantly changing workplace, innovation must keep up and meet people's real-world needs,” says Sreeni Kutam, president of global product and innovation at ADP. “ADP Assist is the next step in our vision to create an HR ecosystem that is not only efficient but empowers employees and HR professionals alike. We've created a platform that understands the complexities and dynamics of modern HR management and offers smart, user-centric solutions. And, as always, we are committed to the secure and ethical use of data to support these technologies.”

ADP Assist seamlessly integrates with ADP products across multiple ADP platforms. It anticipates what users want and proactively delivers actionable insights in plain language. Using an intuitive, conversational interface, ADP Assist provides valuable and contextual insights which touch every aspect of HR – payroll, time, talent, benefits, recruitment, analytics, reporting and compliance.

ADP's portfolio of currently available GenAI- and AI-powered tools deliver the following capabilities:

Easy payroll. ADP Assist validates payroll information. It checks for payroll anomalies and uses GenAI to identify and help resolve missing tax registrations and answer questions by drawing on ADP's large, up-to-date dataset of compliance

information. This saves HR effort and helps clients to ensure employees are paid

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anticipate and solve common employee problems across HR, payroll, time and benefits. This reduces frustration for employees and eliminates certain low-value tasks for managers and HR practitioners.

- ADP Assist can send personalized, proactive notifications to employees on their mobile device or desktop to help resolve HR issues quickly, keeping them productive.
- [AI-powered conversational interface makes it easy for employees to get the information they need without involving HR.](#)

Search by Intent. The RUN Powered by ADP payroll and HR solution features an omni search bar that understands intent behind the search terms and uses GenAI to mine ADP's deep knowledge base to deliver easy-to-use and effective content.

“In the age of AI, the better the data, the better the artificial intelligence,” says Holger Mueller, vice president and principal analyst for Constellation Research, Inc. “ADP is uniquely well-positioned in the field of HCM vendors given the breadth and depth of its data. ADP is using that data to make AI more human, focusing on customer success in a worldwide space. This really makes a difference not only for HR practitioners but for leaders and employees.”

Secure, Ethical and Responsible

ADP has adopted an extensive set of principles and processes to govern its use of artificial intelligence, machine learning and other new technologies. ADP approaches these innovations in a way that addresses ethical questions and compliance requirements for its business and the clients it serves around the world. ADP uses rigorous methods to safeguard privacy and keep client data secure by, among other things, using only dedicated ADP instances of large language models and minimizing the personal data used in its models. In addition to safeguarding

privacy, ongoing human oversight helps establish data security and validity, as well

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