

## **Leveraging AI for Internal Communications: Opportunities and Challenges**



Source: Freepik (n.d.)

### **Background**

While many businesses are adopting smart systems to streamline operation, artificial intelligence (AI) has also emerged as a powerful tool for internal communications (IC), offering numerous opportunities for boosting productivity and employee engagement (Forbes, 2023). This case study explores how AI is transforming the way companies communicate with their employees.

One of the significant advantages of AI is its ability to enhance content creation. Through the use of generative AI, IC professionals can utilize computer-generated templates and content suggestions for their blog posts and emails (Staffbase, n.d.). Without having to start writing from scratch, AI helps IC professionals create content ten times faster, allowing them to focus on strategy and creation that actually requires a human touch (Haiilo, 2024). Moreover, the same technology has also been used to generate headlines and improve sentences, which facilitates attention grabbing and a more impactful message to be delivered to the employees (Microsoft, 2025).

Furthermore, AI also promotes personalized communications. Based on various criteria, such as job role, location, or interest, AI algorithms can segment employees into groups, which enables IC professionals to deliver targeted messages to different audiences (Staffbase, n.d.). Additionally, AI-powered translation technology can also be embedded into communication tools to automatically translate messages, documents, or presentations to increase accessibility to every employee regardless of their spoken language (Haiilo, 2024). On the other hand, by using Natural Language Processing (NLP), AI can help IC professionals understand employee sentiment through analyzing data, such as engagements and survey results (PR Daily, 2024).

### **Challenges**

Despite the efficiency and effectiveness AI brings to internal communications, organizations must be mindful of the associated risks. Accuracy and security remain top concerns (North Star, 2024). AI-generated content may contain errors or reflect biases present in its training data, potentially leading to misunderstandings or unintended messaging. Additionally, when sensitive company information is processed through AI systems, there are valid concerns around data privacy and cybersecurity.

## **Discussion Questions**

1. What are the potential benefits and drawbacks of relying on AI-generated templates and content suggestions for internal communications?
2. Do you think the integration of AI into internal communications is effective in boosting employee engagement? What could be done to further improve its effectiveness?
3. What are the main security and accuracy concerns associated with using AI in internal communications, and how can companies mitigate these risks?
4. What future developments in AI technology could further transform internal communications, and what should companies do to prepare for these changes?

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## **Keywords**

- Organization
- Internal Communication
- Employee Engagement
- Data Protection
- Generative AI
- Natural Language Processing

## 利用人工智能优化内部沟通：机遇与挑战



Source: Freepik (n.d.)

### 背景

当许多企业采用智能系统以精简运营时，人工智能也已作为内部沟通领域的有力工具出现，为提升生产力和员工参与度提供了众多机遇(Forbes, 2023)。本案例研究探讨了人工智能如何改变公司与员工沟通的方式。

人工智能的一个重要优势在于其增强内容创作的能力。通过使用生成式人工智能，内部沟通专业人士可以利用计算机生成的模板和内容建议来撰写博客文章和电子邮件(Staffbase, n.d.)。无需从零开始写作，人工智能可帮助内部沟通专业人员以快十倍的速度创建内容，使他们能够专注于真正需要人性化处理的策略和创意工作(Haiilo, 2024)。此外，相同技术也被用于生成标题和改进句子，从而有助于吸引注意力，并向员工传递更具影响力的信息(Microsoft, 2025)。

此外，人工智能还能促进个性化沟通。基于诸如职位角色、地点或兴趣等多种标准，人工智能算法可以将员工分入不同群组，这使得内部沟通专业人员能够向不同受众传递有针对性的信息(Staffbase, n.d.)。同时，由人工智能驱动的翻译技术也可以嵌入到沟通工具中，自动翻译消息、文档或演示文稿，以提高信息对每位员工的可及性，无论其使用何种语言(Haiilo, 2024)。另一方面，通过使用自然语言处理技术，人工智能可以通过分析互动数据和调查结果等，帮助内部沟通专业人员理解员工情绪(PR Daily, 2024)。

### 挑战

尽管人工智能为内部沟通带来了效率和效果，但组织必须注意相关的风险。准确性和安全性仍是首要的问题(North Star, 2024)。人工智能生成的内容可能包含错误或反映其训练数据中存在的偏见，这可能导致误解或非预期的信息传递。此外，当敏感的公司信息通过人工智能系统处理时，人们对数据隐私和网络安全也存在合理的担忧。

## 讨论问题

1. 依赖人工智能生成的模板和内容建议进行内部沟通有哪些潜在的好处和缺点？
2. 您认为将人工智能整合到内部沟通中，对于提升员工参与度有效吗？可以采取哪些措施来进一步提高其有效性？
3. 在内部沟通中使用人工智能主要涉及哪些安全和准确性方面的担忧？公司应如何缓解这些风险？
4. 人工智能技术的未来发展可能会如何进一步改变内部沟通？公司应如何为这些变化做好准备？

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## 关键词

- 组织
- 内部沟通
- 员工参与度
- 数据保护
- 生成式人工智能
- 自然语言处理

## 利用人工智慧優化內部溝通：機遇與挑戰



Source: Freepik (n.d.)

### 背景

當許多企業採用智能系統以精簡營運時，人工智慧也已作為內部溝通領域的有力工具出現，為提升生產力和員工參與度提供了眾多機遇 (Forbes, 2023)。本案例研究探討了人工智慧如何改變公司與員工溝通的方式。

人工智慧的一個重要優勢在於其增強內容創作的的能力。通過使用生成式人工智慧，內部溝通專業人士可以利用電腦生成的模板和內容建議來撰寫部落格文章和電子郵件 (Staffbase, n.d.)。無需從零開始寫作，人工智慧可幫助內部溝通專業人員以快十倍的速度創建內容，使他們能夠專注於真正需要人性化處理的策略和創意工作 (Haiilo, 2024)。此外，相同技術也被用於生成標題和改進句子，從而有助於吸引注意力，並向員工傳遞更具影響力的信息 (Microsoft, 2025)。

此外，人工智慧還能促進個性化溝通。基於諸如職位角色、地點或興趣等多種標準，人工智慧演算法可以將員工分入不同群組，這使得內部溝通專業人員能夠向不同受眾傳遞有針對性的信息 (Staffbase, n.d.)。同時，由人工智慧驅動的翻譯技術也可以嵌入到溝通工具中，自動翻譯訊息、文件或演示文稿，以提高信息對每位員工的可及性，無論其使用何種語言 (Haiilo, 2024)。另一方面，通過使用自然語言處理技術，人工智慧可以通過分析互動數據和調查結果等，幫助內部溝通專業人員理解員工情緒 (PR Daily, 2024)。

### 挑戰

儘管人工智慧為內部溝通帶來了效率和效果，但組織必須注意相關的風險。準確性和安全性仍是首要的問題 (North Star, 2024)。人工智慧生成的內容可能包含錯誤或反映其訓練數據中存在的偏見，這可能導致誤解或非預期的信息傳遞。此外，當敏感的公司信息通過人工智慧系統處理時，人們對數據私隱和網絡安全也存在合理的擔憂。

## 討論問題

1. 依賴人工智慧生成的模板和內容建議進行內部溝通有哪些潛在的好處和缺點？
2. 您認為將人工智慧整合到內部溝通中，對於提升員工參與度有效嗎？可以採取哪些措施來進一步提高其有效性？
3. 在內部溝通中使用人工智慧主要涉及哪些安全和準確性方面的擔憂？公司應如何緩解這些風險？
4. 人工智慧技術的未來發展可能會如何進一步改變內部溝通？公司應如何為這些變化做好準備？

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## 關鍵詞

- 組織
- 內部溝通
- 員工參與度
- 數據保護
- 生成式人工智慧
- 自然語言處理