# Chapter 14
# Performance Optimization in Records Management Artificial Intelligence–Driven Strategies

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## ABSTRACT

*This chapter explores the transformative role of Artificial Intelligence (AI) in Records*

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*and Information Management (RIM), focusing on technologies like machine learning (ML), natural language processing (NLP), robotic process automation (RPA), and predictive analytics (PA). AI-driven strategies can optimize performance, improve data accuracy, automate compliance tasks, and enhance decision-making. However, challenges such as data quality, system integration, employee resistance, and ethical concerns need to be addressed. The chapter also discusses the evolving role of RIM professionals and the future implications of AI, highlighting opportunities for innovation and efficiency in managing digital records.*

## INTRODUCTION

It is no secret that we live in the digital age. It would not be an understatement to say that organizations are producing massive amounts of data, and this presents both an opportunity and challenge regarding records management. Data is crucial not just for operational activities, but more so, for organizational decision-making and compliance. The attributes of records and information management have in the past been constrained by human dependency on paper processes, which is slow and fraught with errors. On the contrary, the application of Artificial Intelligence (AI) could bring about a paradigm shift that would redefine RIM. The prospective advantages notwithstanding, the deployment of AI in RIM is also replete with challenges such as data privacy issues, multidisciplinary expense aversion, and credible personnel requirements. This chapter will look into these approaches and challenges more closely, focusing on how AI can change the face of RIM and the implications on the effectiveness of organizations in the future.

## THE RATIONALE FOR AI-DRIVEN STRATEGIES IN RECORDS MANAGEMENT

There has never been a time like this since the new-age digitization for an organization has proved to be the most demanding discipline in the managing of infinite volumes which are too complex. With the ever-increasing use of information technologies, the way records are managed is fast becoming obsolete and inefficient as the demands for more speed, improved accuracy and regulatory compliance expand. These legacy systems have problems in dealing with large amounts of data and this results in huge waste in operation as well as high cost of compliance. This is where we see AI-driven strategies becoming the significant innovator whose application