


Chapter 11

AI-Driven Employee Engagement: Strategies and Tools for the Modern Workplace

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ABSTRACT

Artificial intelligence (AI) in human resources (HR) brings a transformational change in employee attainment and maintenance within the organisation. In this chapter, the author develops a discussion about the transformative nature of AI technologies in the context of employee engagement and retention. With enormous volumes of data, AI enables HR professionals to provide personalised experiences, create unique learning and development initiatives, and utilise recognition that is not only timely but also significant. Such AI-related projects have the potential to uplift the morale of employees as well as make them more committed and satisfied with the organisation as a whole. Among the discussed key innovations, there is the application of AI to predictive analytics. The technology is expected to enable organisations to detect the risk of turnover at an early stage and come up with

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specific measures that can help retain talent. By addressing employee needs and concerns before they arise, companies can minimise turnover rates and maintain a stable, motivated workforce.

INTRODUCTION

Maintaining the organisation's commitment among employees is highly problematic in the light of the recent, volatile business environment. Significant change has been evident through technological advancements, globalisation, and the transformation of the labour force's demographics, which have significantly influenced the traditional approach of human resource managers (Dobre, 2025). It also recognises that AI offers a higher level of flexibility, enabling organisations to face diversification and acquire superior organisational resilience as they adopt new methodologies for delivering progressive and engaging human resource management solutions to employees. The chapter discusses the ability of organisations to use AI technologies in redesigning the concept of relationship in the workplace to attract and maintain talent in the digital economy. Organisational commitment or loyalty has been appreciated as a key ingredient in achieving significant organisational performance. Active employees work harder, are creative and loyal to their organisations, thus enhancing the performance of the business. While recruitment is necessary to provide organisations with fresh ideas, retention is much more critical because it helps keep organisations stable, reduces turnover, and enables the retention of knowledge. Thus, annual top-down approaches, surveys, feedback, performance reviews, rewards, and recognition mechanisms have been inadequate over time to respond to the emerging and diverse needs of modern learners.

This is where AI technologies come into play to open new possibilities for enriching the practice of HR when using data, giving personalisation and predictive capabilities (Huang et al., 2023). Some of the AI technologies include: machine learning, natural language processing, predictive analytics, and intelligent automation, which are said to help transform HR functions. These technologies enable organisations to manage large amounts of information and process it in ways that help officers make strategic decisions, ultimately improving employee satisfaction and retention levels. For instance, an artificial intelligence device could provide real-time feedback, tailor talent management training to each employee, and predict who the organisation is most likely to lose to a competitor. Thus, these capabilities can be used to create effective HR solutions that are far more than just reactive and much closer to the specific needs of the company's employees (Yanamala, 2024).

Another significant benefit in the area of HR is the effective appreciation of the process of individualisation at a large scale. In the procedure, earlier, the person-

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