

# Rethinking User Experience in the Age of AI: Speed, Insight and Trust

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## Introduction / Background

- Artificial Intelligence (AI) is increasingly transforming how organizations design and deliver digital services.
- Beyond customer-facing applications, AI is now integrated into internal workflows, enabling faster decision-making and predictive insights.
- Previous studies focus mainly on external user experience, while internal adoption and trust remain underexplored.
- This study examines how internal users interact with predictive AI tools, emphasizing Speed, Insight, and Trust as key UX dimensions.

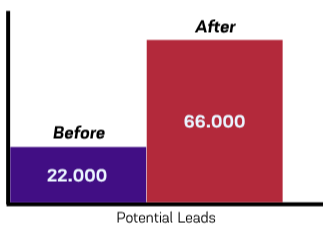
**Research Gap:** Little is known about how internal users in large organizations adopt and trust AI systems integrated into their daily work.

## Purpose & Approach

- Purpose:** To explore how AI reshapes UX practices in enterprise settings and identify challenges of internal adoption and trust.
- Approach:** A conceptual and case-based study using a one-month AI pilot at Witel Jakarta Outer, Telkom Indonesia Regional II. Witel (Wilayah Telekomunikasi) units manage connectivity and digital products across regional areas. Jakarta Outer was chosen as a pilot site under the Deputy Director's directive for early AI adoption.
- The internally developed predictive AI model supported:
  - Sales: lead and product recommendations.
  - Activation: automatic order validation.
  - Assurance: churn prediction up to two months in advance.

## Findings (Case Highlights)

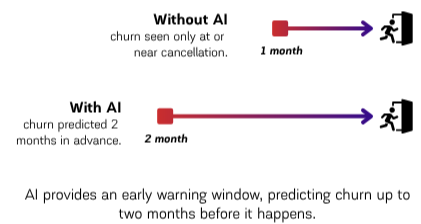
**Potential Leads Generated**  
Total number of potential customers identified during the pilot



**Order Verification Time**  
Average time to verify customer orders (hours)



**Predictive Churn Detection**



The pilot showed that AI increased potential leads generated from 22,000 to 66,000, reduced average order verification time from 1.42 to 0.96 hours, and enabled churn prediction up to two months in advance. These results demonstrate AI's ability to accelerate iteration and generate valuable insights. However, adoption challenges emerged: internal teams hesitated to fully rely on AI recommendations, resulting in limited follow-up effectiveness.

**Key Insight:** AI accelerates processes and deepens analysis, but internal adoption and trust remain critical challenges.

## Discussion

### Observed in pilot case:

- Information overload: AI produced many potential leads and alerts, challenging prioritization.
- Internal trust and adoption: Users still rely on human judgment over AI predictions.

### Emphasized in literature:

- Algorithmic bias: Perceived inaccuracy can reduce trust further.
- Transparency: Explainable AI is needed to build confidence among internal users.

## Practical Implications

- Faster iteration for sales and operations.
- Predictive insights enable proactive decision-making.
- UX must prioritize explainability to build confidence in AI outputs.

## Research Limitations

The study is based on a single one-month pilot in one organizational context., limiting generalizability. Broader empirical studies across industries and user groups are needed to validate and extend the Speed–Insight–Trust framework.

## Conclusion

AI transforms UX by providing speed and insight, but adoption depends on trust. The Speed–Insight–Trust framework offers a practical tool for evaluating AI-driven services and ensuring alignment with human-centered values and organizational effectiveness.

**“AI delivers speed and insight. UX must deliver trust.”**

### Reference:

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Keywords: User Experience, Artificial Intelligence, Intelligent Digital Services, Design Iteration.