

ACCENTURE TECHNOLOGY VISION 2018 FOR PEGA

A CONVERSATION WITH:

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CITIZEN AI RAISING AI TO BENEFIT BUSINESS AND SOCIETY

David Steuer (Accenture): Don, thanks for joining me today.

Don Schuerman (Pega): Of course.

Accenture: We're going to talk a little bit about the Accenture Tech Vision and five themes that we have within the Tech Vision.

Pega: Excited to talk about this. At Pega we spend a lot of time thinking about how technology can impact both how our clients and our joint clients engage their customers and how they can drive better efficiency in their operations. So let's dig in.

Accenture: Fantastic, fantastic. So the first trend is what we call Citizen AI, or the idea of raising AI to benefit the business and benefit society. And you know, there's a lot of positive as well as some negative press around AI.

Pega: Yep.

Accenture: You hear about sometimes bots getting out of control, you know, we've all seen some examples around that, at the same time, we've seen examples of how AI can help individuals and help citizens and help organizations to do better. And what we see around citizen AI is the way the role that the bot is going to play within society. And I know that Pega has an AI-enabled Customer Decision Hub.

Pega: Yep

Accenture: And maybe you can talk a little bit about some of the features that will enable more responsible AI.

Pega: Yeah, you know, I think one of the big ways to think about AI and one of the ways we think about AI is, how do you make it as a partner to the humans that are responsible for driving your business, responsible for engaging your customers? Whether that's being able to guide them to the next best action to take with a conversation with a customer, whether that's being able to automate a piece of work so they can focus on other things. And one of the first keys to be able to do that is the AI needs to be trustable, it needs to be transparent. So if you think about a lot of the AI technologies, especially some of the more emerging ones, things like deep learning.

Accenture: Yeah

Pega: Right, a lot of that AI has a degree of opacity to it, there's so much data feeding into it that the AI engine that Google's using to do facial recognition, for example, would have a very hard time explaining how it recognizes faces to you. Much of the same way that we would have a really hard time explaining how do we recognize a face when we see it.

Accenture: Sure, yeah.

Pega: Which is great, if you're trying to identify pictures of your friends on Facebook, it's probably not great if you're trying to approve somebody for a loan.

Accenture: Sure, yeah.

Pega: Right? And so leveraging AI in a way that is transparent when it needs to be, and leveraging the pieces of AI technology of which there are lots, predictive and certain machine learning models, that can actually be very transparent, and allow you to do things like ensure that there's no bias baked into the algorithm, allow you to show the algorithm back out the customer that it's helping or employee that it's helping so they can understand and trust it. And so we've invested in what we call a T-switch or a transparency switch into the product, so the business people have a control over how transparent they need the AI to be, based on the risk level of the decision they're trying to make.

Accenture: Fantastic, so what it does is basically it'll use, based upon whether you flip that switch for transparent or opaque, it may use different algorithms.

Pega: It'll use different algorithms and it will allow for the, if you make it transparent, we won't use things like neuro-networks that aren't really good at explaining how they made a decision. Whereas if you got a decision that's lower-risk, perhaps what advertising treatment you throw for a client, those algorithms are perfectly fine. On the bot side, we've

spend a lot of time and see probably the most benefit when bots are deployed next to humans, not away from humans. If I deploy a bot to help a contact center agent get signed into all their systems, or wrap up a call, or help somebody who's doing research on claims pull together all the data they need to answer that claim, our experience is one, you get better adoption, because you're actually demonstrating to the employee on making your job easier and helping you be more effective. It's faster to deploy because they don't have to capture all the edge cases and exception cases that happen when I deploy standalone bots and the ROI is instantly visible. So these kinds of bots that actually assist human beings, we often call it tended robotics, is where we've see a still very untapped potential value and operational improvement for the enterprise.

Accenture: Yeah, that sort of environment creates almost a win-win-win, right. Because the employees are happy because its helping them to do their job better, its helping the customer, it's helping the organization as a whole. So it's a human plus bot, not a human - bot.

Pega: Yeah, I've seen rooms of contact center employees stand up and cheer when bots have been introduced because it's making their lives better, its reducing cost from the organization, and is allowing them to focus on the customer which improves engagement.