



Hand-in-Hand: Reimagining Your Workforce for Human & Machine Cohabitation

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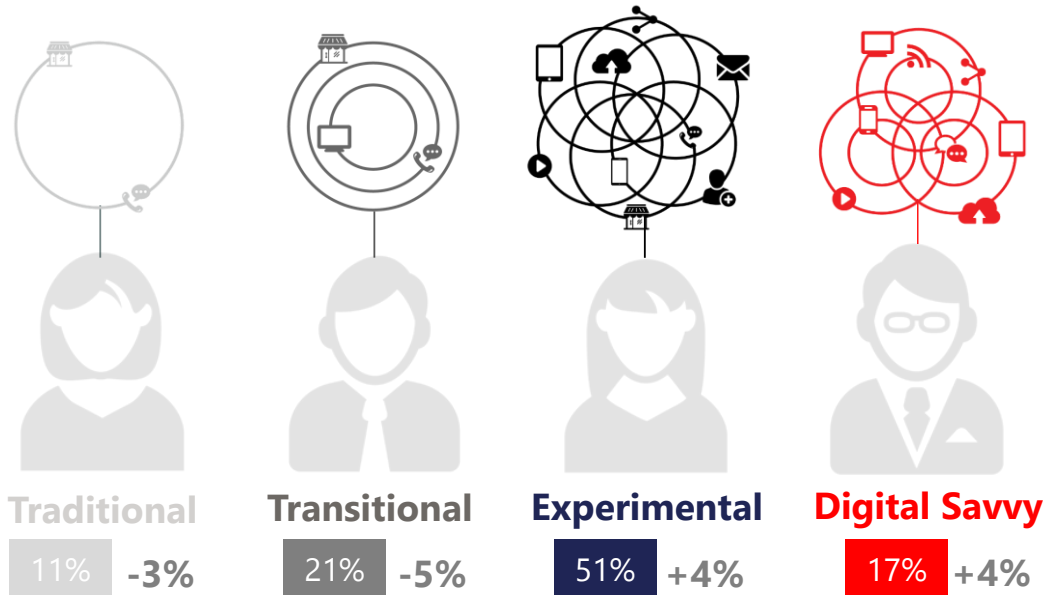


Limitless
possibilities.
Real results.

Digitization of Everything is Everywhere

It Continues to Impact a Greater Number of Consumers

Digital Intensity Profiles 2017 (YoY Change)



New technologies continue to disrupt customers:

- AI-based Digital Assistants
- Voice-enabled devices
- Smart technologies (IoT)
- Immersive Reality
- Blockchain
- ...more

Executive Summary

Top Themes

1.

Unleash the Unique Potential of AI

Consumer sentiment towards AI is polarized: are we at the tipping point?

AI will become a key driver for revenue growth

Voice – the ultimate game-changer

2.

Build Trust through Personalization (... and Personalize based on Trust)

Personalization is getting more personal

Trust gets personal and begins with data security

Hyper relevance is the next wave of personalization

3.

Prioritize the Brilliant Basics, Now More than Ever

Many decade-old frustrations are still not addressed

Loyalty remains elusive but it's worth the chase

Global switching continues to increase

Industries should cross-pollinate their lessons

4.

Capitalize on the Evolving Consumer Trends

Digital intensity is on the rise. Keep it at the core of your strategy

Subscription and as-a-service models change the rules of retention

Old and new consumption models are blending

Utility and experience define product perceptions

Consumer Sentiment Towards AI is Polarized: Are We at the Tipping Point?

Help Your Consumers Get Past the Hump

Consumers are Either 'For' or 'Against' AI; Very Few are in Between...



On one hand, among the 44% consumers who use digital/virtual assistants (44%), **86% are satisfied with them.**



On the other hand, among those who do not use them (56%), over a quarter feel virtual assistants aren't yet mature enough to serve their needs.



Additionally, **over 40% cite at least one reason for not trusting** virtual assistants.

AI Works for Me... Until It Doesn't



Half of consumers are fine to use AI tools for **basic activities**, such as investment recommendations and helping manage bills and credit.

...However, **over 61% are reluctant** to allow intelligent applications to **automatically move funds and investments** on their behalf.

Succeeding Within Your Customer's Comfort Zone



Of the 56% of consumers who have not yet purchased a digital assistant device, **the vast majority (83%) are unlikely to purchase one in the coming year.**



Repetition wins confidence – Over 60% of consumers require several accurate recommendations from intelligent applications to prove their credibility. Having a positive history with past purchases also increases comfort.

AI Will Become a Key Driver for Revenue Growth

Don't Be Complacent, or AI Will Pass You By

Moving Beyond AI Just for Cost Reduction...



Cost savings increase as more customers adopt digital/virtual assistants. The digital assistant base is huge.

Of the **44%** of consumers who use some type of digital assistant:

- **One-third** use them at least **daily**
- **22%** use them **multiple times** a day
- **86%** are **satisfied** with them

... To AI for Loyalty and Revenue Growth...



Of those who use digital assistants, **86% are satisfied with them**. AI opens doors to **new opportunities**. It is not just about moving from human to digital interactions, it is also about increasing the overall number of interactions with customers – the more interactions, the more opportunities to drive loyalty and grow revenue.

AI Works Best With Humans Not Against



Human validation increases comfort with AI - Nearly 60% of consumers would prefer advice from intelligent technologies on complex issues to be validated by humans.



Companies need to use AI to create a seamless customer experience that blends the best of human and artificial intelligence. **38% believe technologies that use intelligent interfaces** such as chatbots make the consumer experience better as a whole.

Future Value Lies at the Intersection of Humans and Intelligent Machines

Future value creation lies in humans and machines

WORKING TOGETHER

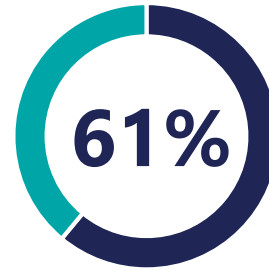
to create new customer experiences.

If businesses fully commit to AI and invest in human-machine collaboration, Accenture estimates that they could

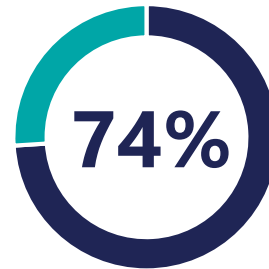
boost revenues by

38% IN THE NEXT 5 YEARS

and generate higher levels of employment and profitability.

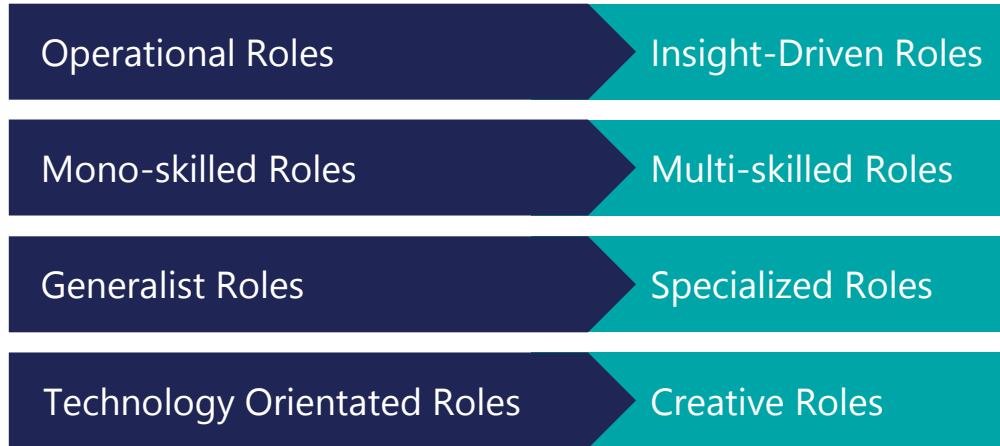


expect the share of roles requiring collaboration with AI to increase in the next three years.



say their organization will automate tasks and processes to a large / very large extent in the next 3 years, but 97% also say they will use it to augment worker capabilities.

The Greatest Impact of AI Will be to Reconfigure Jobs



Source: Accenture Research Future Workforce Ethnographic Study 2017

“Michelin Solutions has used digital technologies, including IoT, to create innovate customer experiences that extend the value of our expertise. Part of the success is due to the way people collaborate with technology and data to offer new services. As businesses adopt artificial intelligence, human-machine collaboration to enhance human intelligence and capabilities will be a critical part of new business models.”

Florent Menegaux

Senior Executive Vice President
and Chief Operating Officer
Michelin

Priorities for Leaders

Reimagine Work

Shift from workforce planning
to work planning



Pivot the Workforce

to areas that unlock
new forms of value

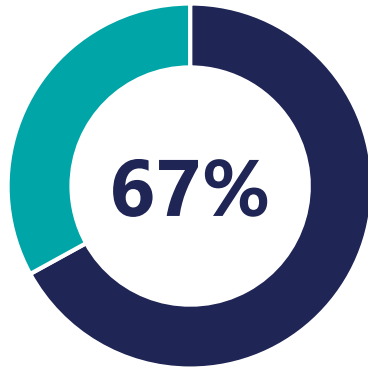


Scale Up “New Skilling”

to work with
intelligent machines



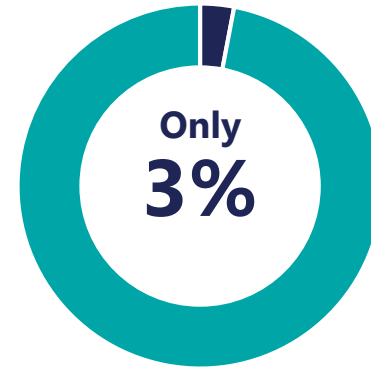
Workers are Impatient to Work With AI



of workers say it is important/very important to develop their skills to work with intelligent machines in the next 3-5 years.

Business Leaders Underestimate Workers' Eagerness

They are underinvesting in skills.



of executives plan to significantly increase investment in skills development programs in the next three years.

Reconfigured Jobs Elevate People's Capabilities



A Drilling Technician

Drills multiple test holes, **manually preparing the drill, calculating and entering correct pressure and speed for the drill.**

AI tells the drilling technician which oil deposits to target and **intelligent drills** calculate speed, pressure and depth.



A Pharma Scientist

Combs through vast volumes of documents, **in order to assess safety issues related to drugs.**

AI using **Natural Language Processing and Machine Learning** helps free scientists to work on higher risk cases and cater to the growth in Adverse Event cases.



A Software Developer

Spends time each week identifying new spam flags **and manually writing rules for spam detection.**

Machine intelligence identifies new spam keywords and updates detection rules freeing the employee from work unrelated to new software development.



An Aerospace Engineer

Designs a new plane component making **manual calculations to produce strong and light designs.**

Generative Design mimics nature's evolutionary approach to consider millions of possible designs and to test for strength and lightness.



A Long-haul Driver

Controls the vehicle on the road, in charge of the speed, braking and steering.

The driver becomes an **'in-cab systems manager,'** performing high-level technical work such as monitoring diagnostics systems and optimizing routing as automation controls breaking and speed.

Bringing It to Life

Intelligent Customer Engagement (ICE)

Transforming Customer Experience and Driving Down Costs



Ensure timely, personalized handoff of the customer interaction regardless of the channel...



Contextual intent driven...

... By enabling your systems to connect into the ...

AI-Powered Care Solution



Solution Highlights

- **Intelligently drive** customers to **digital** experiences
- Provide **conversational interactions** increasing digital adoption and containment
- Implement AI to automate and **deliver consistency** across channels
- **Proactively eliminate calls** to the centers
- Build on top of **existing systems**
- **Reduce** cost of care **>30%**
- Increase **upgrades** and **upsell**
- Re-imagined **work** and a pivoted **workforce**



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