



PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)



PegaWorld
JUNE 7-9 | LAS VEGAS

PANEL

Ethical AI in Action: Building Trust and Transparency in Innovation





Pawan Verma

Head of Martech and Delivery

Bupa



Tara DeZao

Sr. Director, Product Marketing

Pega



Rajesh Pitchai

Head of Customer Decisioning

Wells Fargo



Etinosa Agbonlahor

CEO

Decision Alpha

Characteristics of Responsible AI

Responsible AI is accountable: it's fully traceable across all aspects

FAIR

Unbiased & balanced for all groups.

to protect
Brand
Reputation



TRANSPARENT

Explainable to a human audience.

to reduce
Business
Risk



EMPATHETIC

Safely adheres to social norms.

to develop
Customer
Trust



ROBUST

Hardened to real world exposure.

to prevent
Unplanned
Behavior





PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)