



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

# AI as the Next UI

Driving Intelligent Straight Through Processing  
with Intent led interactions

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# Infosys Pega Practice Overview

*Outlines Infosys' Pega Partnership level, years of service and experience in large scale Pega projects and recognitions received through awards and accolades.*



**7000+**

**BPM and RPA** resources supporting global organizations



**10+**

**Tools, IPs, and Accelerators** for PEGA Delivery Standardization and Excellence



**3000+**

PEGA Resources



**16+**

**year** practice across domains



PEGA Projects **5000+**

person years of experience



Transformation Programs

**50+** large scale PEGA Programs Implemented



**PEGA Global Elite Partner**

Highest level of PEGA Alliance partnership

## Infosys Advantage

Won Pega Partner Award for **Industry Excellence in 2022 Top EMEA Partner for Sourced Revenue** by Pega

Won **Partner Excellence, Growth and Delivery Award** at PW 2021, 2019, and 2018

First Ever Telecom **B2C order management** implementation in the world

Won award for **Business Transformation in Telecommunications** in PW 2015

Won award for **Business Development Partner** of the year at PW 2017

**First Ever PEGA Cloud** Implementation in the world

Won **Thought Leadership Partner of the year** award in PW 2016

First Ever SI to do legacy modernization for **BPO Digitization** using PEGA

**Land the Plane Award** at PW 2014

**Largest PEGA Customer Service** implementation in the world





# Telenet over the years leveraging Pega

## Business As-Usual (BAU)

Stabilization of Pega Customer Service Platform  
**Pega Platform upgrade**  
 Pega CDH upgraded from 8.5.3 version to 8.7.2 version

## Segment of One

Implement NBA/NBO engine using Pega CDH

## Sales Automation

Enable Lead & opportunity management processes for Large enterprise customers

## SOHO Migration

Migration of BASE Business Customers from legacy to Origin completed

## One Voice in Care

Implementation of Pega Customer Service to provide a holistic Customer 360 view for SME/LE customers

## Identity Management Solution

Enable Customer identity management solution using Pega PRPC

## Enable NBO's over various channels

Channels like Web, SMS, Email, Direct mail enabled with Next Best Offers



## Platform Support & Enhancements

Several new initiatives are onboarded along with continuous improvement of existing features and Platform support

## Pega Platform upgrade

Pega CS upgraded from 8.5.3 version to 8.7.3 version

## Digital Personalization for Web channel

## FLEET Migration

Migration of BASE Business Customers from legacy to Origin completed

## Virtual Contact Center

Integrate Pega with Genesys to seamless intelligent routing of voice and non-voice related Customer interactions as part of Transforming the Contact center platform

## Darwin: IT Transformation Program

Transform the legacy BSS, OSS and CSS platforms by building a unified Agent Desktop solution using Pega Customer Service framework



**TELENET  
BELGIUM**



**SWITZERLAND**



**Sunrise**

**VIRGIN MEDIA  
IRELAND**



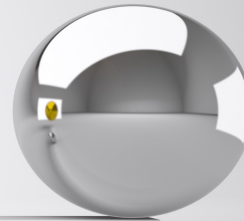
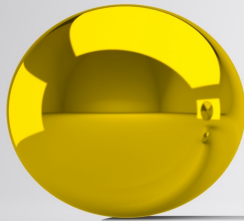
**VMO2**



# Approach for AI adoption

**Full Business  
Case**

**Experiment**





# Automation ERA We Know Today

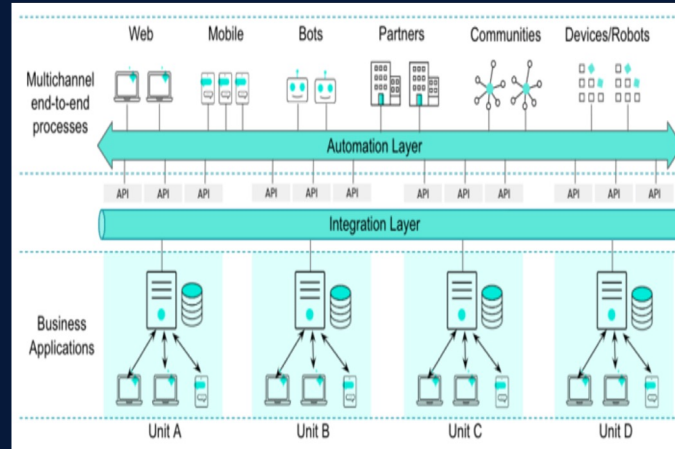
## Document mgmt. and Workflow

Manual execution with document oriented



## BPM & RPA

Manual execution with process, system automation, UI forms oriented



## Limitations

- Manual by design.
- Heavy reliance on user interfaces.
- Products and platforms invested in manual UI technology.
- Limited system integration, post facto implementations.
- UI Screens is default as key interface to users.
- Human intervention is necessary to direct the systems.
- Fails for digital scale.

# Industry forces to redefine next generation of AI-First Applications



Interactive



**Interactions + AI**  
Intent Capture



Events Intensive



**Events + AI**  
Context Understanding



Straight  
Through



**Rules and Orchestration + AI**  
Autonomous Actions



Knowledge  
Intensive



**DATA + AI**  
Knowledge Ecosystem



**Smart  
Mashup**

**API + AI**



# The shift to Intelligent by Design and Manual by Exception

## Manual by Design

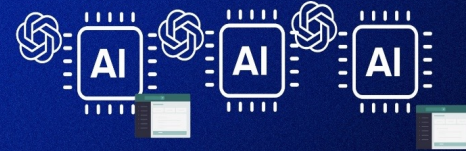


UI - Process- Rules- API- Data



GAME  
CHANGE  
AI as the Next UI

## Intelligent Experience (IX)



Intent - Context - Action - Knowledge

- Bottlenecks & potential for human error.
- Technical debt and hinder innovation
- Data inconsistencies
- Lack of flexibility and
- restricted productivity
- Delayed decision-making.
- Complexity & Expensive Variations
- Human driven automation.

- Automated decision-making
- Minimal errors
- Autonomous task execution
- Consistent results,
- Friendly to fluctuating demands
- Expansion to new markets & audience
- Predictive and Prescriptive
- Intelligence led automation with human in loop

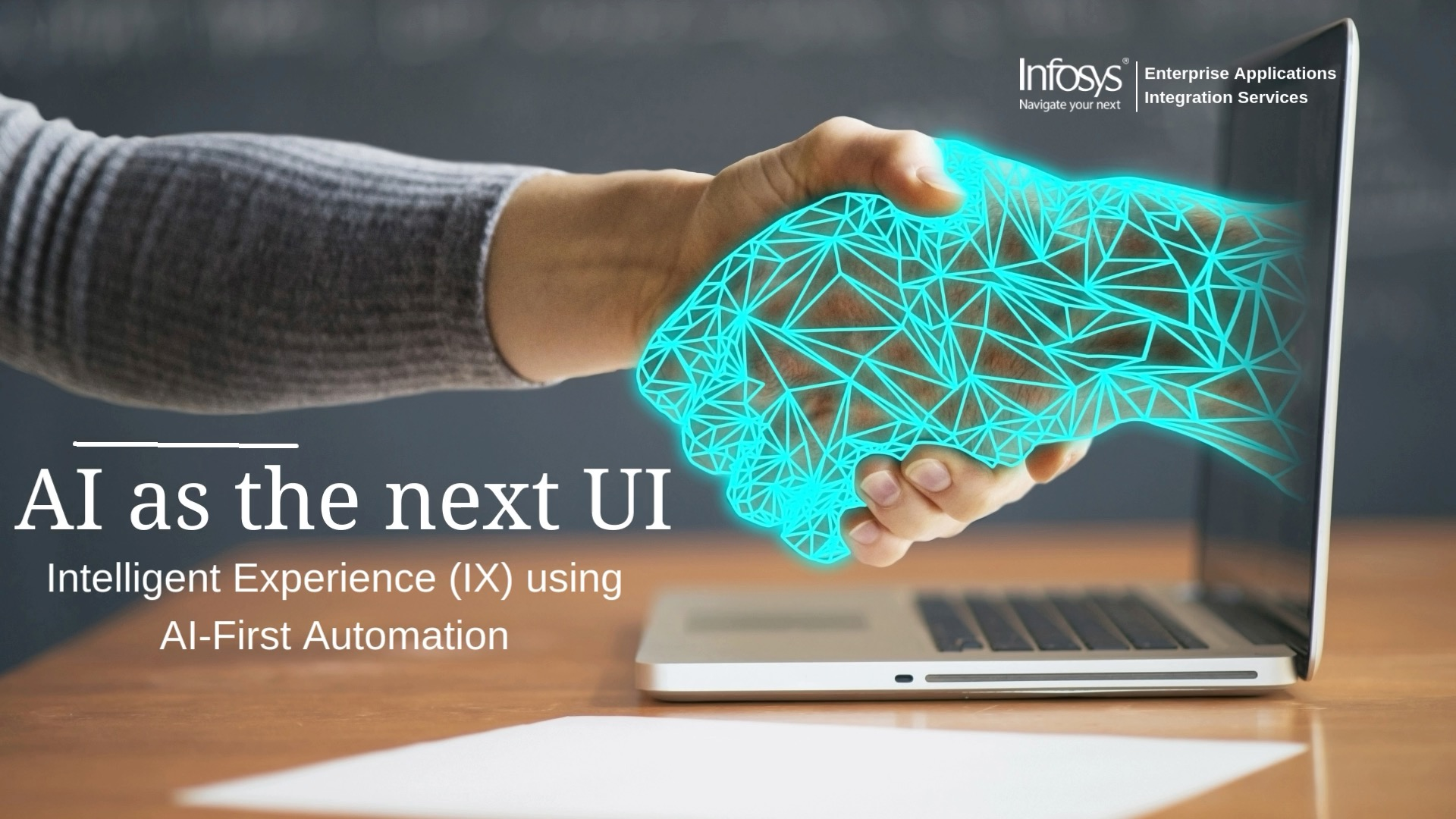


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# AI as the next UI

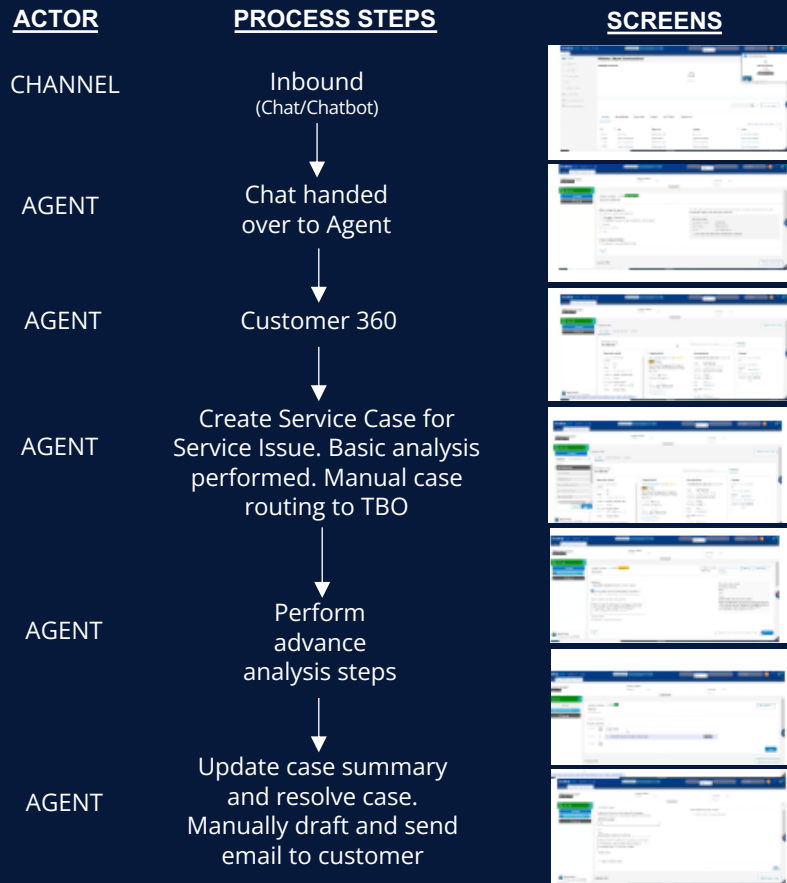
Intelligent Experience (IX) using  
AI-First Automation



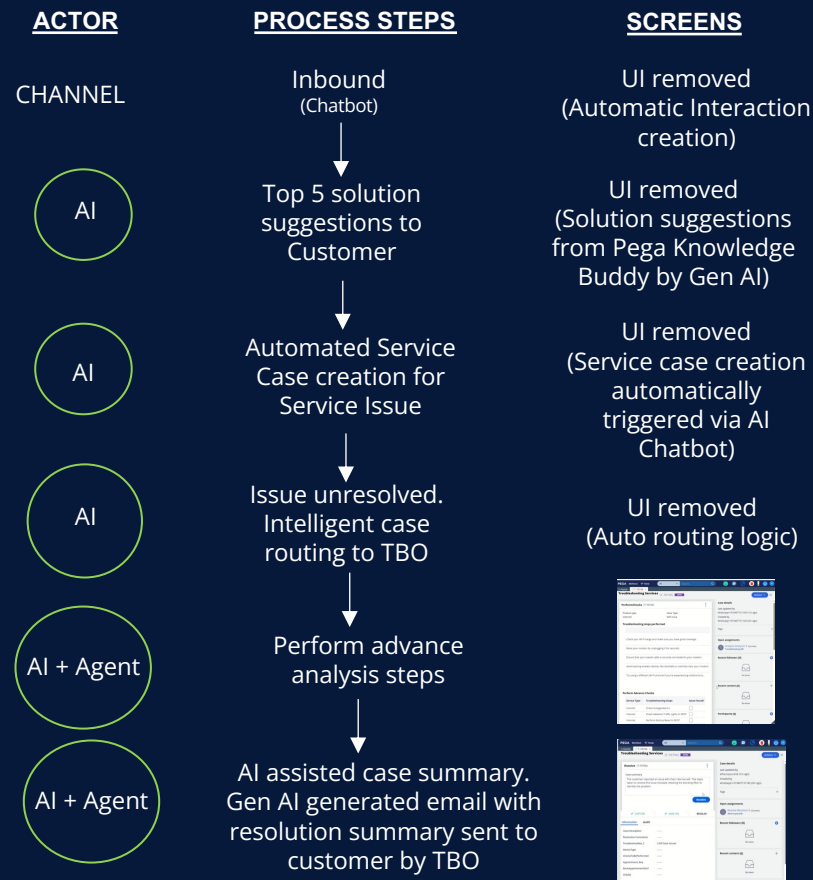


# Demo results : AI replacing and augmenting UIs

## MANUAL PROCESS EXECUTION



## AI ASSISTED PROCESS EXECUTION



# Enhancing UI Interactions with AI: Augmentation and Beyond

Patterns of Manual interaction using UI	Solution to use AI
Data capture through observation	Channel analytics, sentiment analytics, voice to text, document analytics, vision analytics, image analytics, video analytics
Decision making	Confidence Scoring, identifying patterns and trends, auto simulations
Flagging/Status update	Context and Task Analytics
Look for information	Semantic Search, Knowledge Graphs
Information collation & summarization	Auto generation of content,
Initiate Action	Task suggestion and/or Autonomous Task execution
Context Understanding	Event analytics
Understanding complex siloed data	Prescriptive and Predictive Analytics



# Possible use cases for AI as Next UI, Infosys PoV

**Interaction  
Summarization  
(Voice to Text)**

**Case  
Summarization**

**Context based auto  
creation of case and  
pre-filled forms using  
AI**

**Email content  
generation**

**Contextual  
Knowledge article  
summarization for  
Customers**

**Contextual internal  
Knowledge article  
summarization for  
Agents**

**Document  
Generation using  
Gen AI**

**Conversational  
Webforms using AI**

**Social Media trend  
summarization**

**Automated anomaly  
detection and  
automatically raise  
issues**

**Document  
validation using NLP**

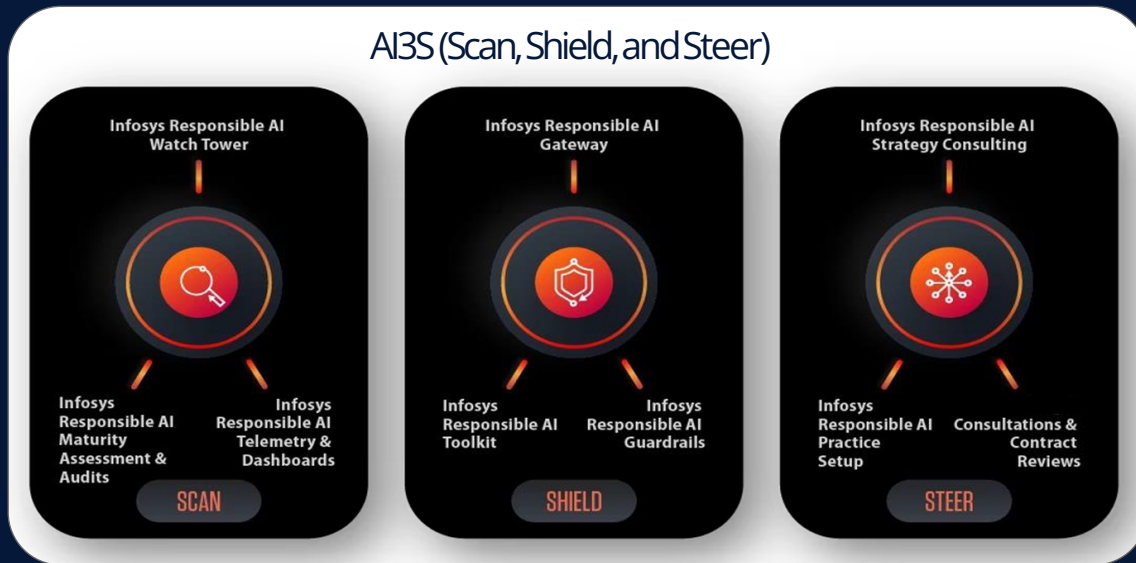
**Agent Training**

# Infosys approach towards Responsible AI

## PRINCIPLES

HUMAN + AI | SAFEGUARD HUMAN RIGHTS | ETHICAL INNOVATION | FAIRNESS | TRANSPARENCY |  
INCLUSIVITY & EQUAL ACCESS | GLOBAL RAI ADOPTION

### AI3S (Scan, Shield, and Steer)



## GEN AI GUARDRAILS

PROMPT INJECTION | JAILBREAK | PROFANITY & TOXICITY | PII | IP VIOLATION | BIAS | EXPLAINABILITY  
| ORG POLICY & ROLE BASED CONTROLS



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**Thank You**



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