



PegaWorld

JUNE 7-9 | LAS VEGAS

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The Great Debate, Tech or Humans?

The Biggest Business Transformation Enabler for Customer Engagement



Meet your panel

From Belgium, England, Scotland and Boston!



Koen Puttemans

Product Owner Segment
of 1 Always-on
At Telenet



Sharon Grufferty

Consulting Partner
Customer Experience
Management
Transformation Strategy
at Merkle



Robin Collyer

Senior Director
1:1 Customer
Engagement
GTM at Pega



Natalie Murray

Customer Decisioning
Platform Lead
at NatWest Group



Shoel Perelman

Vice President
1:1 Customer
Engagement
Product & Engineering
at Pega

TECH

TEAM TECH

Shoel Perelman

Natalie Murray

VS

HUMAN

TEAM HUMAN

Sharon Grufferty

Koen Puttemans

CULTURE EATS ALGORITHMS FOR BREAKFAST!

Sharon & Koen | Team Human

HOST CHALLENGE!



**ARE HUMANS
GETTING IN
THE WAY?**

Team Tech provocation

A diagram illustrating AI-to-AI interaction. On the left is a teal circle labeled 'AI AGENT'. On the right is an orange circle labeled 'AI AGENT'. A speech bubble from the teal agent says 'I recommend X'. A speech bubble from the orange agent says 'Approved. Sending.'. A yellow starburst in the center contains the text 'NO HUMAN INVOLVED!'.

**AI
AGENT**

"I recommend X"

**AI
AGENT**

"Approved. Sending."

**NO
HUMAN
INVOLVED!**

When AI negotiates with AI — where does the human go?

**SWITCH
SIDES!**

TEAM TECH

...now makes the best case for humans

TEAM HUMAN

...now makes the best case for tech



TECHNOLOGY ENABLES

Scale. Speed. Consistency.

Personalisation at the
segment of one.



HUMANS DECIDE

Intent. Ethics. Trust.

Whether it happens,

how it's experienced, whether it lasts.

Technology enables transformation at scale — but humans determine whether it happens, how it's experienced, and whether it lasts.

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