



What's Next for AI Driving Business Value?

Panel discussion

PW 18



Limitless possibilities.
Real results.

What's Next for AI Driving Business Value?

Abstract:

As the AI hype wanes, the plateau of productivity is there for the taking. Join us for a panel discussion of Pega customers who use AI today and are already thinking about new ways to improve customer experience.

The panelists will discuss actual AI use today, such as gleaning customer intent and serving prescriptive recommendations. They will also talk about business value realized from using automation and intelligence.

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British Gas

Jo Allen
Senior Manager
Decisioning Capability



General Motors

Travis Bradburn
Enterprise Decision
Management Manager



HSBC Australia

Fabian Abacum
Head of CRM, Analytics,
Data & Information
Management



Pegasystems

Vince Jeffs
Director, Product Strategy
AI & Decisioning

Questions?



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Build for Change[®]