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# PegaWorld*iN*spire

JUNE 9-11, 2024 | LAS VEGAS

# Top 10 Hottest Use Cases For Boosting Your ROI With AI From Pega

**Andy Bober**, Senior Director Product Management  
**Philip Knoetze**, Senior Manager Specialist Solutions Consulting



# Everyone Expects **More**



Your customers **expect instant answers** and **fast resolutions**



Your employees **expect to understand** and be able to **do their job**



Your leaders expect you to **optimize, drive agility & do more with less**



# AI is changing everything.

Where will AI add the most value?

# Likely Suspects Delaying AI Adoption

## CHALLENGES OF AI ADOPTION



## OPERATIONALIZE AI

### Access to Resources

Preparing data, training models, and operationalizing AI is slow expensive, and requires a team of experts

### Complex and ever-changing policies

Organizational innovation is stymied by the inability to keep up with best practices on implementing corporate policies when using AI technologies

### High-risk manual process

Manual work and intervention is required to address compliance requirements and to monitor and respond to model performance – which increases operational cost and risk

### No-Code AI and Decisioning

Put the power of AI in the hands of the business

### Transparency and Bias Management

Ensure you're using AI according to corporate policies and the highest ethical standards

### Model Ops and testing new approaches

Manage AI and Decisioning Ops with just a few mouse clicks



# Improving Outcomes

With AI and Decisioning



## Personalize engagement

Improve sales, retention & marketing with cross-channel Next Best Action.



With  
**CUSTOMER  
DECISION HUB**

## Anticipate service

Deflect calls and increase NPS with Intelligent Virtual Assistants, pre-emptive outreach, and NBA agent recommendations.



With  
**CUSTOMER SERVICE  
& COLLECTIONS**

## Optimize operations

Reduce cycle time and improve operations effectiveness with OOTB self-learning workflows and AI model operationalization.



With  
**PROCESS AI &  
PROCESS MINING**

## Accelerate work

From application creation, to customer engagement, to the answers you need - use Pega GenAI™ to do your work faster.



With  
**PEGA GENAI™**



Customer context



Ethical Bias



Business rules



Live data



3<sup>rd</sup> party models



Case data



Real-time events



Advanced decisioning



Predictive models



Adaptive models



Natural language processing



Decision feedback



Generative AI

pega.com/cx

Mature, tried-and-tested  
**AI-powered decisioning engine**

**Sense**

Event processing

**Predict**

Adaptive analytics

**Decide**

Next Best Action

**Analyze**

Process Mining

**Interpret**

Email & Chat Bot

Made possible with  
**Generative AI**

**Create**

Writing emails & docs

**Summarize**

Interactions & attachments

**Translate**

Localizing

**Research**

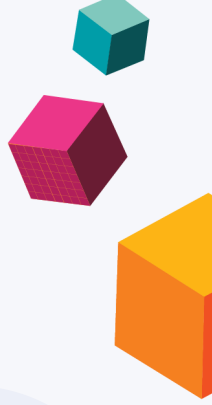
Insights & dashboards

**Generate**

Complex workflows & application development



# Unlock Business Transforming Outcomes



**Marketers**

**Sellers**

**Customers**

**Service**

**Operations**

**Developers**





# Customers



## Use Case(s)

- AI-powered self-solving



# Automate Work Out Of The Contact Center & Back Office



**Proactive  
Engagement**

**Self  
Service**

**Contact  
Center**



**Back  
Office**



**WORK  
VOLUME**

**Problems predicted & proactively managed, Organizations becomes self optimized**

Increase in **self-service adoption**, costs start to **reduce**, **satisfaction improves**

High degree of **manual work**, backlogs & customer & **employee dissatisfaction**

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**Proactive  
Engagement**

**WORK  
VOLUME**

**Self  
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**Contact  
Center**



**Back  
Office**



**Problems predicted &  
proactively managed,  
Organizations becomes  
self optimized**

Increase in  
**self-service adoption,**  
costs start to **reduce,**  
**satisfaction improves**

High degree of  
**manual work,** backlogs &  
customer & **employee  
dissatisfaction**

# Give Customers The Power To Self-solve

With Pega Genai™ Knowledge Buddy

- Provide **full strength self-service** to automate any contact center or back office workflow through any digital channel
- **Unlock AI-powered answers** from any content source with Knowledge Buddy



## Knowledge Buddy 🙌

Q&A History

Browse questions

Browse through sample questions

Ask a question ⓘ

Hey Buddy! How do I check to see the status of my order? Are there any tasks for me to do to get prepared?

Clear Ask

Hello! Here are the steps for **checking your status**:

- **Sign into your account** at CSP.com
- **Locate the "Order Status"** page under the main navigation menu
- **Enter your order number** in the tracking page. If you have more than one order for more than one product, that's ok. We can provide status on both. (For reference, it look like your order number is mycsp1654.
- In the **"Take Action Here"** view, verify that there is no action needed on your part for your orders. If there is, click on **"Take Action"**
- **Initiate the action & resolve any issues**

## Knowledge Buddy 🙌



Q&A

History

Browse questions

Browse through sample questions



Ask a question



Hey Buddy! How do I check to see the status of my order? Are there any tasks for me to do to get prepared?

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Ask



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- **Initiate the action & resolve any issues**



### Deliver Self-Service

by enabling answers to inquiries directly in customer-facing web & mobile sites.



### Guide Agents

with contextual answers & instruction to better serve customers, CSRs and agents.



### Assist Sellers

by unlocking insight from policy and procedure documentation.



### Accelerate Operations

with concise, consumable answers from strategy & enablement documentation.


A man with dark, curly hair and a beard, wearing a blue button-down shirt and a headset, is looking slightly to the right. He is in a call center or office environment. In the background, other people are working at desks with computers. The text "Service Reps" is overlaid on the right side of the image.

## Service Reps



### Use Cases

- Guided interaction with Voice and Messaging AI
- AI-powered auto start-up and wrap-up summaries + auto-generate follow-up tasks
- Deliver AI-infused operational Insights



**Scaling knowledge,  
expertise & productivity  
is no easy task.**

**...What if every employee  
could be your best employee?**

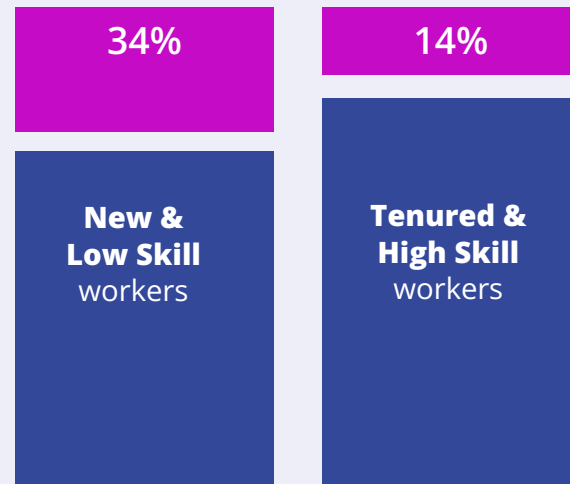


# Early Adopters Are Learning Fast

# 34%

Improvement in call resolution for novice and low-skilled workers;  
**14% improvement for all agents**

- National Bureau of Economic Research





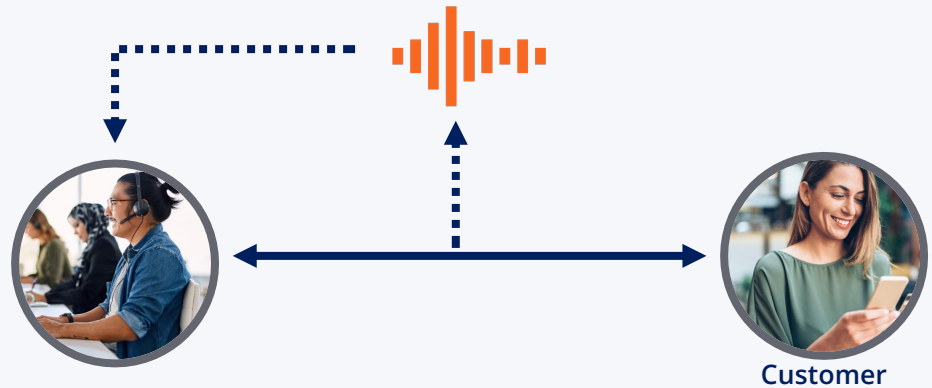


# Guide And Automate Every Interaction

with Pega Voice AI & Messaging AI

An **always-on agent co-pilot** for live customer engagement

- Initiate cases and surface knowledge
- Automate “**hands-free**” data entry
- Validate **script adherence**
- **Eliminate note-taking** and wrap-up





# Summarize And Simplify

with Pega GenAI™ Analyze

Spin-up and wrap-up quickly

- Summarize previous emails
- Summarize for transfer
- Summarize for wrap-up

Hi, I'm Ana 🙌 how can I assist you today?



**Interaction summary** powered by Pega GenAI™

Mary (customer #PA1411133384) called and was frustrated because **the rental vehicle offered for her auto claim was too small for her family** (Honda Civic).

Ana, the customer service representative, **reviewed her claim and approved a larger rental vehicle** (a Honda Odyssey), and completed filing the claim. She promised to **follow up with the rental company** to ensure they had the larger vehicle in stock.



# Keep Your Promises

with Pega GenAI™ Analyze

## Ensure follow-up on commitments

- **Recognize statements** that require follow-up from agents or customers
- **Auto-generate tasks** and make sure the work gets done

Assigned to [Johanna Carter](#)

**Suggested by Pega GenAI™**

**Follow up task**

Verify rental car availability and call back with alternative options if necessary.

**Due: 5/23/2024**





# Suggest Responses For Digital Messaging & Email

with Pega GenAI™ Automate

- **Automatically draft trusted, relevant replies** with the power of GenAI and Knowledge Buddy™
- **Improve efficiency and consistency** with suggested responses
- **Reduce time to search** for relevant knowledge articles or common phrases

Hi, I'm Ana 🙋 how can I assist you today?

[Redacted]

[Redacted]

[Redacted]

Why don't I see the store name on my credit card bill?

**Suggested by Pega GenAI**

The merchant name is visible next to each transaction in the U+ app. In some cases, the merchant name may be different than the common brand name you are likely familiar with.

Edit Send

# Summarization Is High Value

with Pega GenAI™

You could save...

## One million dollars\*



\*usually much more than \$1M

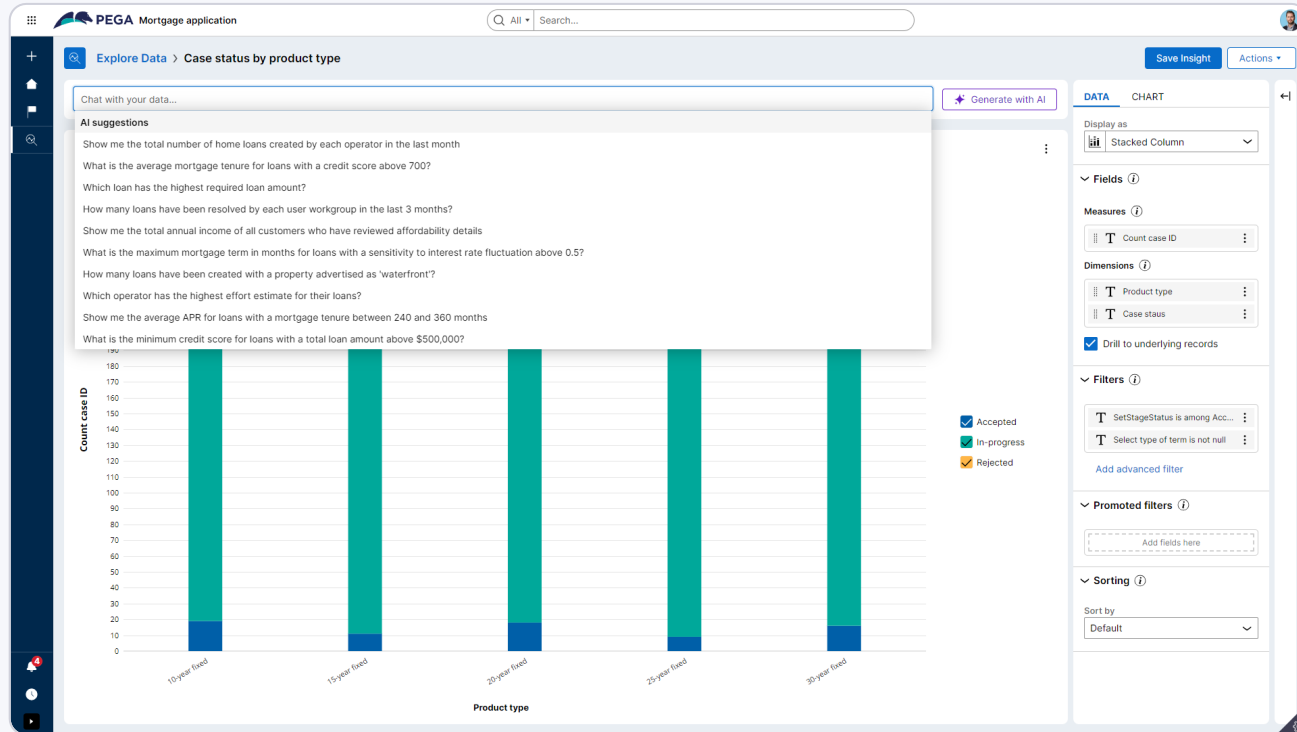
Activity	GenAI Savings
Pre-interaction review	\$250,000
Case and content suggestions	\$200,000
Auto form-fill	\$500,000
Post-interaction summarization	\$1,000,000
<b>Total</b>	<b>\$1,950,000</b>

Per 1,000 agents at \$30/hr fully loaded, per month



# Deliver Operational Insights

with Pega GenAI™ Analyze



## Get actionable insights fast and promote self-service reporting

- Fill data literacy gaps
- Explore data by asking simple questions in natural language
- Use AI suggestions as starting points for analysis



# Operations

A woman with long dark hair, wearing a patterned sleeveless top, is pointing her right arm towards a wall covered in colorful sticky notes (orange, yellow, green, red). She is looking upwards and to the right with a thoughtful expression. The background is a bright, modern office with a white chair and a desk with a plant.

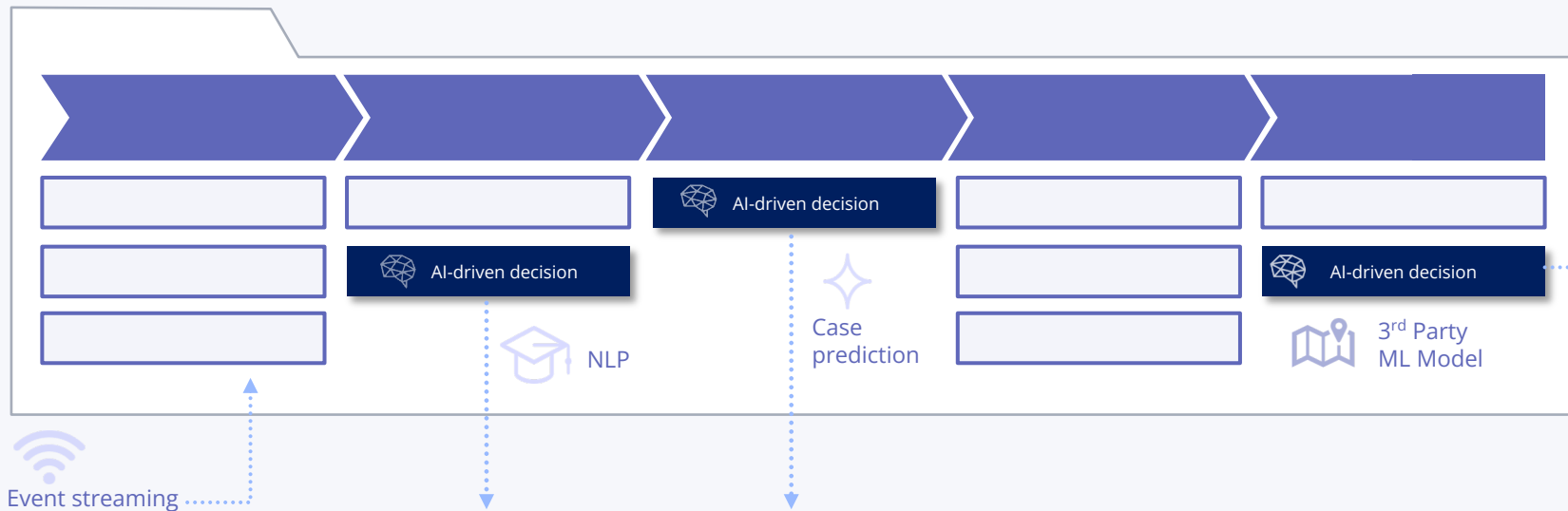
## Use Cases

- Improve business operations with AI-powered decisioning
- AI-powered process analysis



# Make Your Business Operations More Effective

With AI driven decisions on every touchpoint using Pega Process AI



Event streaming

**Drive *better* business outcomes**



**Optimize KPI's and Business Outcomes**



**Proactive service leveraging AI**



**Guide employees to better decisions**



**Improve Business Processes with applied Machine Learning**





PEGA
Patient **Elizabeth Peterson**

Edit

Actions ▾

**Member ID**  
**M20668491900**

Status IN PATIENT

DOB Apr 2, 1991

Age 29

Gender Female

Policy 1 Medical

Policy 2 Dental

Past medical history  
Osteoporosis, neurogenic bladder, borderline high blood pressure, controlled diabetes, gastroesophageal reflux disease.

Details

**Activity** ↻

Past claims 12

✓ File insurance claim
Verification
Interaction summary

**To do**

- ✉ **Comprehensive metabolic panel order request** Go
- TM **Coverage re-adjustment**  
Due in 3 days • Medium priority Go
- 👤 **Co-pay re-adjustment**  
Task in ACCT-2913 • Due in 4 days • High priority Go

[View all 5](#)

**Pulse** ☰

TM Start a conversation

👤 **Sidney Lamas** in SR-680  
2m ago Sent to 24 members  
Hev team!

Here's a copy of the verification letter we need. Elizabeth Peterson sent it over on April 17, 2020.

Thanks,  
Sidney Lamas

✉ **Claim verification letter** 🗑️

Comment 1 Like 3

👤 **Aya Bhiladvala** I agree! I'm going to save! 🗨️

2m ago

TM Add a comment 🗨️

**Files & documents**

- ✉ Claim verification letter  
Contract • Sidney Lamas
- ☰ Insurance plan  
Reference • Evey Prosser
- 🌐 FAQ  
Link • Jobie Hennessy

[View all 10](#)

**Team**

- TM Tadd Miller  
Consultant
- 👤 Aya Bhiladvala  
Advisor
- 👤 Sidney Lamas  
Agent

[View all 6](#)

**Prediction**

Probability of missing SLA  
**70.93%**

Learn more

**Live chat**

Hi Elizabeth, my name is Tadd, I see you have a billing question, is this correct?

Yes, I was able to change my billing date, but I'm not sure how much I'll owe on my next bill.

I'll be happy to clarify, let me share those details with you.

Thanks

Next bill amount  
**\$130.23**

You know, you're eligible for a payment extension?

Really?

Anything else I can help with?

Phrases ▾ ➤

PEGA Patient: Elizabeth Peterson

Member ID: M20668491900

Status: IN PATIENT

DOB: Apr 2, 1991

Age: 29

Gender: Female

Policy 1: Medical

Policy 2: Dental

Past medical history: Osteoporosis, neurogenic bladder, borderline high blood pressure, controlled diabetes, gastroesophageal reflux disease.

Details

Activity: 2

Past claims: 12

File insurance claim

Verification

Interaction summary

To do

- Comprehensive metabolic panel order request
- Coverage re-adjustment: Due in 3 days • Medium priority
- Co-pay re-adjustment: Task in ACCT-2913 • Due in 3 days • High priority

Pulse

Prediction

Probability of missing SLA: 70.93%

Learn more

Learn

Prioritize

Files & documents

- Claim verification letter: Contract • Sidney Lamas
- Insurance plan: Reference • Evey Prosser
- FAQ: Link • Jobie Hennessy

Live chat

Hi Elizabeth, my name is Tadd, I see you have a billing question, is this correct?

Yes, I was able to change my billing date, but I'm not sure how much I'll owe on my next bill.

I'll be happy to clarify, let me share those details with you.

Thanks

Next bill amount: \$130.23

You know, you're eligible for a payment extension?

Really?

Anything else I can help with?

Phrases

Adapt

Automate

Guide

PEGA Patient: Elizabeth Peterson

File insurance claim Verification Interaction summary

To do: Comprehensive metabolic panel order request

Files & documents: Claim verification letter, Insurance plan, FAQ

Team: Tadd Miller, Aya Bhiladvala, Sidney Lamas

Live chat: Hi Elizabeth, my name is Tadd, I see you have a billing question, is this correct? Yes, I was able to change my billing date, but I'm not sure how much I'll owe on my next bill. I'll be happy to clarify, let me share those details with you. Thanks. Next bill amount: \$130.23. You know, you're eligible for a payment extension? Really?

Member ID: M20668491900

Status

DOB

Age

Gender

Policy 1

Policy 2

Past medical history: Osteoporosis, neurogenic blood pressure, controlled reflux disease.

Details

Activity

Past claims

★ Prediction

Probability of missing SLA **70.93%**

Avg. is 1.20%

**Top influencing factors**

Factor	Value	Impact
Driver type is Teenage	3.0	Increasing
Tenure in years is 1.2	2.0	Increasing
Pedestrian involved is true	2.0	Increasing
Age of car is 4.0	-3.0	Decreasing
Historical claims is 0.0	-2.5	Decreasing
Number of cars involved is 2.0	-1.0	Decreasing

7 total factors

Learn more

Anything else I can help with?

Phrases

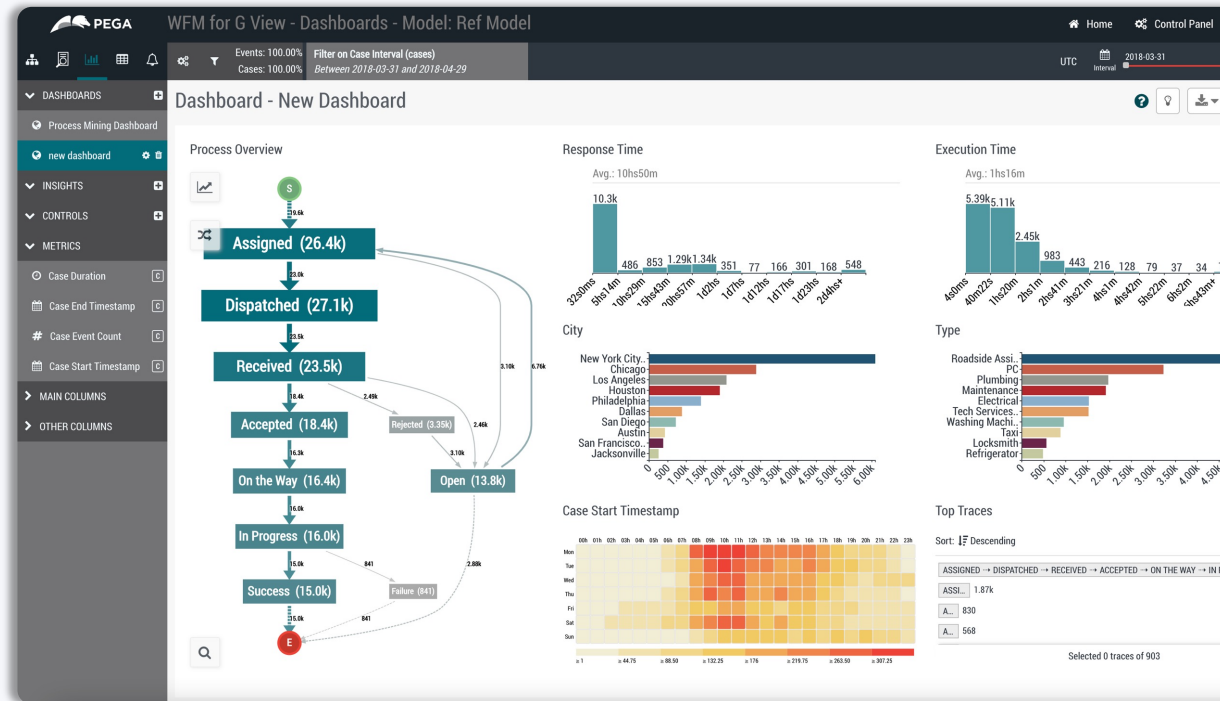


# Optimize And Transform Your Workflows

With Pega Process Mining

Easy-to-use, powerful, and scalable process transparency for continuous optimization

- 1 Understand your processes
- 2 Evolve your automation
- 3 Monitor to adapt





**Marketers**



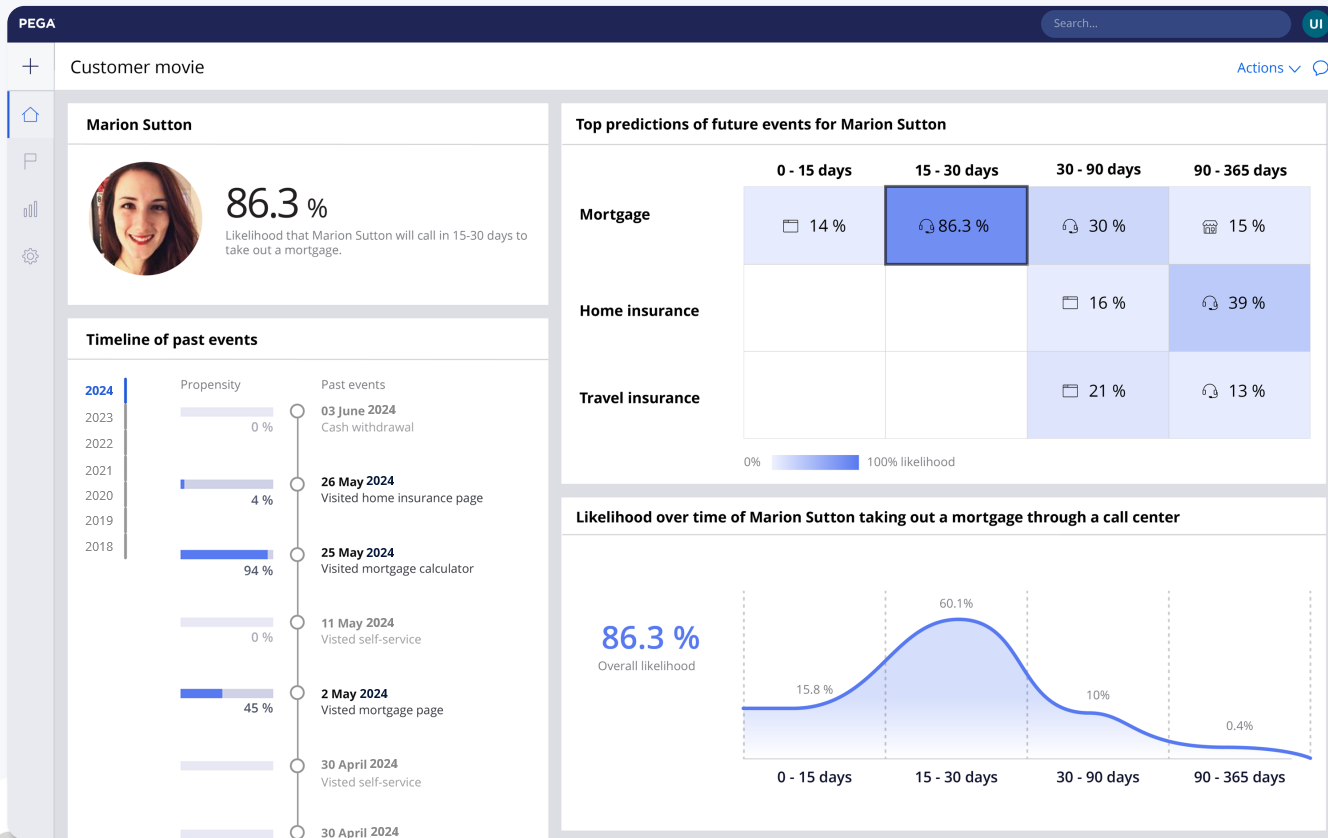
## **Use Cases**

- Hyper-personalized customer experiences



# Hyper-personalized customer experiences

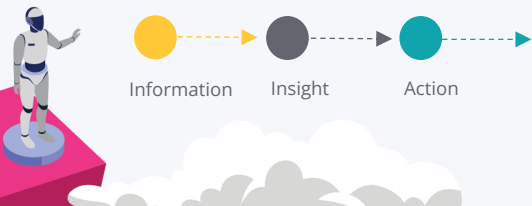
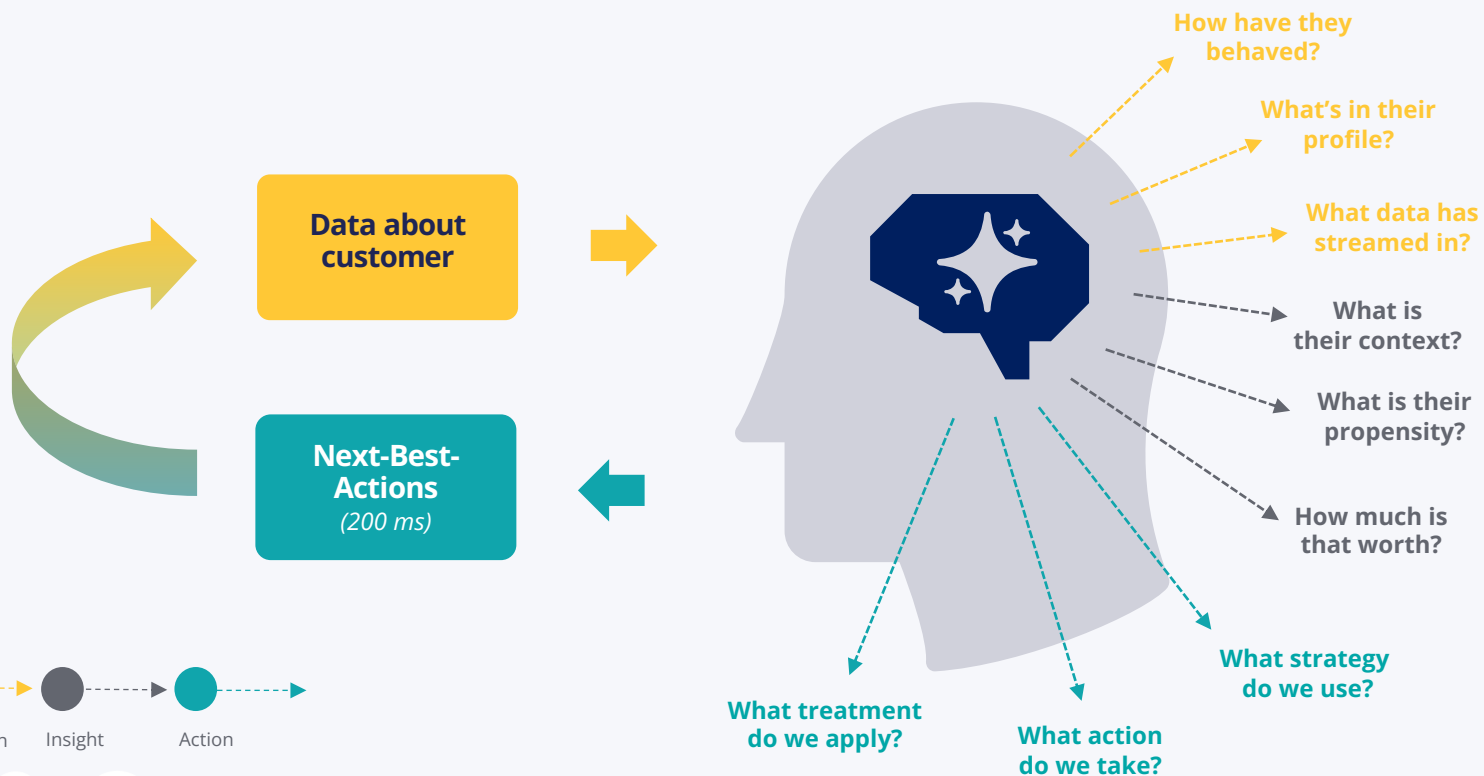
With real-time decisioning using Pega Customer Decision Hub












# Hyper-personalized Customer Experiences

With real-time decisioning using Pega Customer Decision Hub



# The Value of AI to Marketing

Via Real-Time Next Best Action

 NatWest Group	 Commonwealth Bank	 HSBC	<b>Top 4 US Bank</b>	<b>Top 4 US Telco</b>	 Now part of 		
<b>6x</b> Response increase	<b>+12 NPS</b> Over nearest competitor	<b>265%</b> Increase revenue per contact	<b>4B</b> Conversations per month	<b>30K</b> Agents using next best action	<b>40%</b> Net Promoter Score lift	<b>3x</b> Increase in offer accepts	<b>85%</b> Customer save rate
1:1 Personalization across 25 Channels	24M Next best conversations / day	Unified inbound, outbound, mobile	Owned digital channels	Retail, call center, web, mobile	90-day go-live call center	Always-on engagement	Real-time omnichannel
20% Increase balance retention	Same-day hardship launch	300+ Next Best Actions in real time	Personalization for 100M Customers	425K Incremental customer saves	14% Reduction in churn	40% Increase in revenue growth	11 Integrated channels
35% Fewer impressions	250 Models in one week	200% Increase in Email Open Rates	<100 MS Response time	\$203M Saved from reduced churn	8x Increase in upgrades	£100M+ Incremental profit	27% Increase In digital cross-sell
10-1 Return on investment	300% Increase in conversion	3.5X Increase in Web click through	Improved acquisition & growth	\$225M Increase in net revenue	2.5M Increase in yearly net-adds	20% Increase in net promoter score	41% Web-to-CC conversion



# Sellers

## Use Case(s)

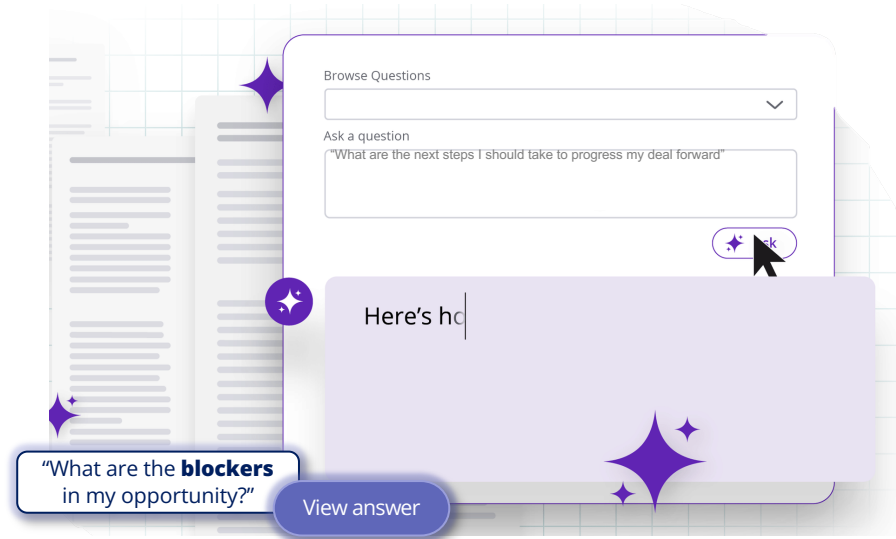
- Increase sales velocity with real-time AI-powered assistance

# Increase Sales Velocity

## with Pega GenAI™ Coach

Understand how to accelerate every sales process by asking your workflow

- **GenAI assistant** provides real-time insight and guidance to best progress leads & opportunities
- **Leverage context of leads & opportunities**
- **Guidance informed** from all associated objects, such as cases, contacts, meetings, emails, to best surface timely recommendations



## Business Voice over IP (VoIP) for Acme Tech

SampleOPP-1

Amount **\$30,000**  
Close date **Apr 12, 2024**

Probability % **75**

Account **Acme Technologies**

Owner **Noah Smith**

Must win **No**

Source **Web chat**

Forecast category **Commit**

Work Status **OPEN-ACTIVE**

Details

Pulse

Contacts

Leads

Quotes

Activities and Tasks

Sales team




Relationship maps

GenAI Coach

History

Create > ✓ Qualification > Analysis > ✓ Proposal > ✓ **Decision** > Negotiation > Closed

### Assignments 3

-  **Capture customer response**  
Assigned to Noah Smith • In SampleOPP-1 • Urgency 10 Go
-  **Confirm decision date**  
Assigned to Noah Smith • In SampleOPP-1 • Urgency 10 Go
-  **Request discounts**  
Assigned to Noah Smith • In SampleOPP-1 • Urgency 10 Go

### Next Best Actions 0

No items

### GenAI Coach ?

- Step 1: Prepare a detailed proposal outlining the benefits of the VoIP system to Jake Brown. This step is important because it will provide the necessary information for Jake to make an informed decision. Without a detailed proposal, Jake may not fully understand the value of the VoIP system and may be hesitant to switch from the current system.
- Step 2: Conduct a demonstration of the system's features. This step is important because it will allow Jake to see firsthand how the VoIP system can meet their specific needs and address any concerns or questions he may have. Without a demonstration, Jake may not fully grasp the capabilities of the system and may be less likely to move forward with the implementation.
- Step 3: Discuss implementation and support. This step is important because it will address any potential integration issues and ensure that the company has a clear understanding of the implementation process and ongoing support. Without these discussions, the company may face challenges during the implementation phase and may not feel confident in their ability to successfully transition to the new system.

Note: It is important to address the potential risks and challenges mentioned earlier in the Pulse feed. This can be done by proactively addressing any concerns Jake may have about resistance to change, integration issues, and the security and reliability of the new VoIP system during the proposed steps.

Thanks! I am traveling most of the week and will not have a lot of free time. What is the one thing I should prioritize to progress this opportunity?

#### Suggested steps for this opportunity:

- Schedule a follow-up call with Jake Brown: It is important to have a conversation with Jake to address any questions or concerns he may have, and to provide further information about the VoIP solution. This step is crucial to keep the opportunity moving forward and to maintain a strong relationship with the key decision-maker. If this step is not completed, there is a risk of losing momentum and potentially losing the deal to a competitor.


Message GenAI Coach

Verify AI-generated content for accuracy.

### Attachments 1

-  **Acme software proposal**  
File • 29 days ago • Noah Smith

### Followers 1

-  **Noah Smith**  
Sales Rep

### LinkedIn sales navigator

Profile



### ACME Technologies Inc.

Software Development  
51-200 employees • San Jose, California, United States

See all 51 employees on LinkedIn →

Save in Sales Navigator

Not the right company?

Matched ?

### Predictions

Likelihood to close as won  
**96.15%**

### Predictions

Likelihood to move to next stage  
**97.71%**

### Predictions

Likelihood to close on time  
**75.71%**

### Knowledge articles

**Suggested** 1 Search Ask buddy

Acme Business Voice over VoIP



# Developers



## Use Cases

- Double developer productivity with inline AI assistance
- Accelerate planning with AI-powered design and collaboration

**Business transformation  
takes years... and a lot of  
meetings.**

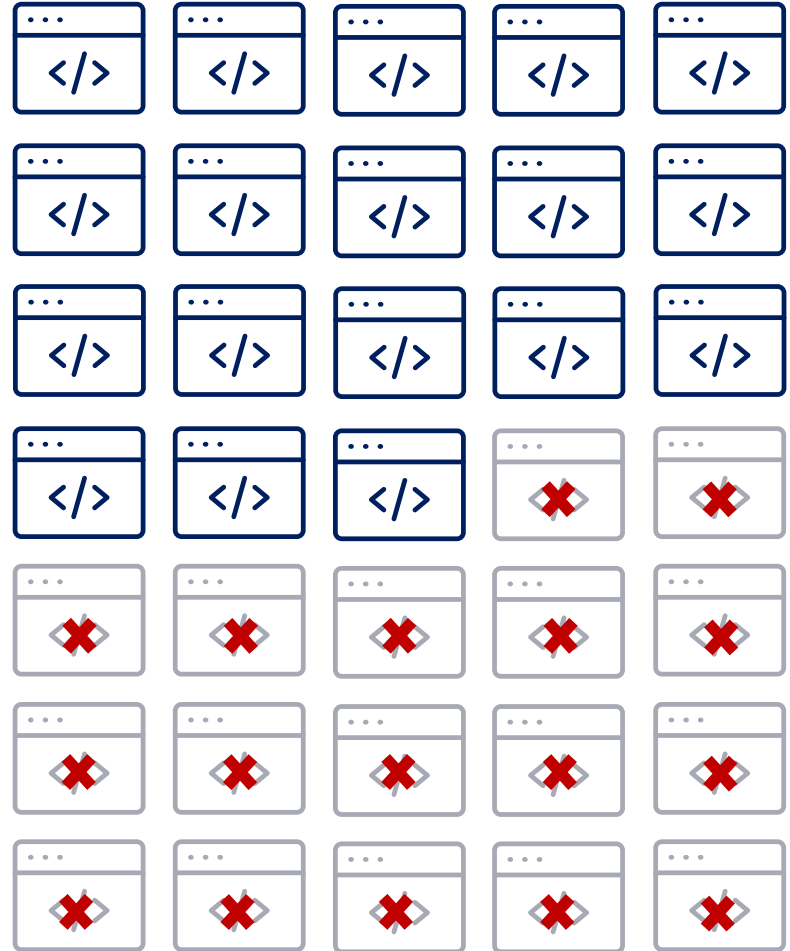


**...what if you could re-imagine your core  
business processes in minutes... and deploy  
in less than 90 days?**

# 44%

of failed projects are due to a  
**lack of alignment between  
business and objectives**

- Project Management Institute





# Optimize Workflow Design & Prototyping

With Pega GenAI Blueprint

Platform Solutions Customers Why Pega? Services & Partners Events About

Self-guided Tour

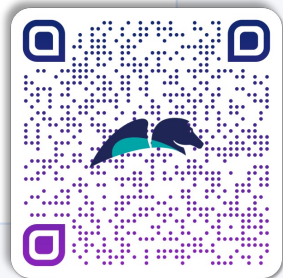
COLLABORATIVE, AI-INFUSED WORKFLOW DESIGN

## Pega GenAI Blueprint

Optimize workflow design, fast, with the power of Pega GenAI™.

Start Blueprinting

Nailing down an app design used to take weeks. Pega GenAI Blueprint™ helps teams align on a vision in hours, accelerated by GenAI and built-in industry expertise.



**Demand for developer skills is higher than ever... and growing.**

**...what if you could double developer productivity?**







**By 2030 the global developer shortage will be 85.2 million workers**, putting companies worldwide at **risk of losing more than \$8.4 trillion** in company revenue.

- U.S Bureau of Labor Statistics



# Double Developer Productivity

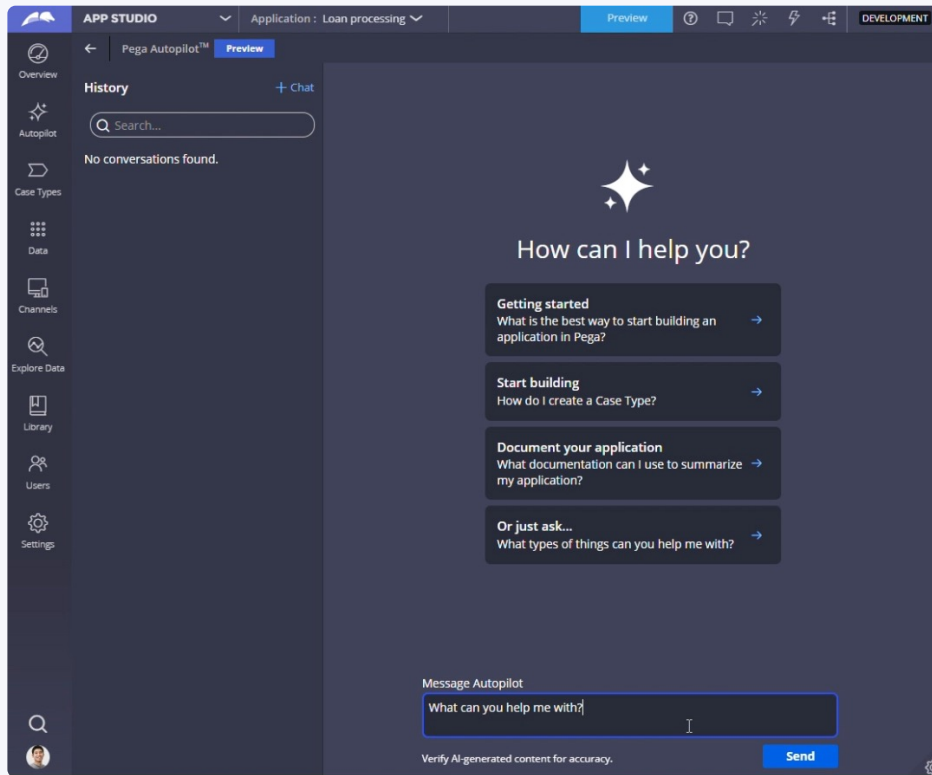
With Pega GenAI™ Autopilot

## On-demand analysis and GenAI guidance to work smarter

- Always-on conversational guidance
- Adherence to Pega best practices

## GenAI-powered automation capabilities to speed the app building process

- User experiences
- Case types and fields
- Data objects, fields and integration JSON mapping
- Contextual component regeneration





# Double Developer Productivity

With Pega GenAI™ Autopilot

## On-demand analysis and GenAI guidance to work smarter

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Add stages and steps - Home Insurance

Generated with Autopilot Verify AI-Generated content for accuracy and modify content as needed.

Home Details    Coverage Options    Payment and Submit    + STAGE

- Collect Property Address
- Gather Property Details
- Review Property Inform
- Select Coverage Amount
- Add Additional Coverag
- Review Coverage Select
- Enter Payment Informa
- Send Confirmation Ema

+ STEP

Autopilot suggested fields for Home Insurance

Generated with Autopilot Verify AI-Generated content for accuracy and modify content as needed.

Suggested fields

Name*	Type*	ID*
Policy Number	Text (single line)	PolicyNumber
Policy Holder Name	Text (single line)	PolicyHolderName
Policy Start Date	Date only	PolicyStartDate
Policy End Date	Date only	PolicyEndDate
Premium Amount	Currency	PremiumAmount
Deductible Amount	Currency	DeductibleAmount
Property Address	Text (single line)	PropertyAddress
Property Type	Picklist	PropertyType
Year Built	Integer	YearBuilt
Number of Bedrooms	Integer	NumberOfBedrooms
Number of Bathrooms	Integer	NumberOfBathrooms
Coverage Amount	Currency	CoverageAmount
Insurance Provider	Data reference	InsuranceProvider
Policy Holder Contact	Embedded Data	PolicyHolderContact
Additional Insured	Data reference	AdditionalInsured

+ Add Field

Edit View: Gather Medical History

Template Default form

Name \*  
Gather Medical History

Layout  
1 column

Instructions  
Case step instructions

Fields  
No items

+ Add    + Add fields with Autopilot

> Advanced





New Impact Study finds:

# Pega Infinity '23 7.8X Faster than custom builds

Pega Infinity '23 vs Java EE (JEE) and Microservices

**60%**

Savings in UI/UX  
development time

**50%**

Reduction in workflow  
design effort

**30%**

Faster security &  
compliance implementation

**25%**

Quicker to adopt new  
technologies

“Pega **lowers total cost of ownership by 40%** over 5 years”

- Capgemini

# Unlock Business Transforming Outcomes



## Marketers

Hyper-personalized customer experiences.



## Sellers

Increase sales velocity with real-time AI assistance.



## Customers

Give customers the power to self-solve using AI.



## Service

Guided interaction with voice and messaging AI.

AI-powered auto start-up and wrap-up summaries + auto-generate follow-up tasks.

Deliver AI-infused operational Insights.



## Operations

Improve business operations with AI-powered decisioning.

AI-powered process analysis.



## Developers

Double developer productivity with inline AI assistance.

Accelerate planning with AI-powered design and collaboration.

# Discover More About Applied AI From Pega, Our Partners, And Our Customers

## **Vodafone Networks, Intelligent Process Orchestration, Harmonization, and Automation**

June 10, 2024, 1:15PM - 2:00PM PDT  
Chairman's Ballroom 363

## **Pega Knowledge Buddy: AI-powered Answers for Everyone**

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Chairman's Ballroom 369

## **Optimize Your Enterprise with Pega Process AI**

June 10, 2024, 1:15PM - 2:00PM PDT  
Chairman's Ballroom 359

## **Personalizing Bupa's Digital Healthcare Journey Using Generative AI**

June 10, 2024, 1:15PM - 2:00PM PDT  
Premier Ballroom 317

## **Revolutionizing Workflow Automation: The Impact Of Pega GenAI™ In Pega Infinity By Capgemini**

June 10, 2024, 2:15PM - 3:00PM PDT  
Chairman's Ballroom 369

## **Smart Selling Made Simpler: How Unified AI & Automation Transforms the Way Your Organization Sells**

June 10, 2024, 2:15PM - 3:00PM PDT  
Chairman's Ballroom 361

## **Pega AI-powered Transformation: NTT East's Next-level Automation**

June 10, 2024, 2:15PM - 3:00PM PDT  
Chairman's Ballroom 355

## **Sparks of AI driven Autonomous Operations**

June 10, 2024, 2:15PM - 3:00PM PDT  
Premier Ballroom 316

## **Fast, Innovative, & Repeatable COE-led Delivery at Deutsche Telekom with Blueprint**

June 10, 2024, 2:15PM - 3:00PM PDT  
Chairman's Ballroom 359

## **Elevating Customer Service: How Elevance Health & Virtusa Used Pega VoiceAI to Drive Efficiency and Savings**

June 10, 2024, 3:15PM - 4:00PM PDT  
Chairman's Ballroom 357

## **How AI and Automation will change the way we work – featuring Forrester VP & Principal Analyst Mike Gualtieri**

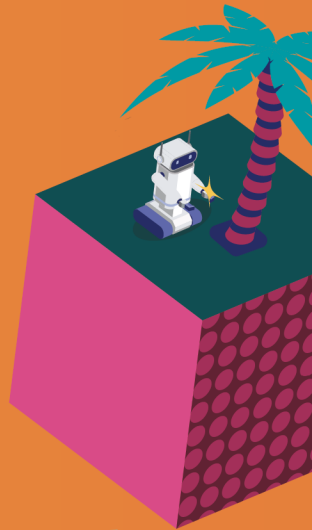
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## **From Nuclear Safety to Safe Neighborhoods: Government Triumphs in Regulatory Compliance and Productivity with Pega & AI**

June 10, 2024, 3:15PM - 4:00PM PDT  
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## **Powering Transformation: How AWS and Pega Enable Businesses to Extract Real Value by deploying Generative AI Responsibly**

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# Discover More About Applied AI From Pega, Our Partners, And Our Customers

## AI and Automation: The Digital Trust Builders in Omni-channel Customer Experience

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## Transforming Project Delivery with Pega GenAI™ Blueprint

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## Generating Value From Every Interaction: Empathetic AI Use Cases with Customer Decision Hub

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## How Can Generative AI Improve Learning at Pega?

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## Pega and Google Cloud: Driving Innovation with Generative AI

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## Process Mining in Action: How Siemens Takes a Data-driven Approach to Process Optimization

June 11, 2024, 3:15PM - 4:00PM PDT  
Chairman's Ballroom 369

## GenAI™ ✨ Pega Cloud Exclusive: Paving the Way for an Autonomous Enterprise

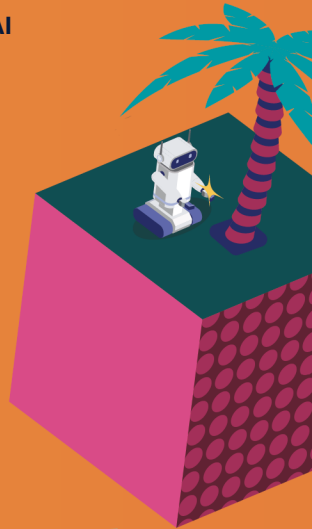
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## How Orange Business is Streamlining Its Order-to-implementation using business process automation and AI

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## The Agent is Dead, Long Live the Agent: Pega's GenAI™ Quest to Create the Ultimate Customer Service Agent

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