

# Man vs. Machine: Who Will Rule for Service and Sales?

Chris Benedetto | David Fulton

Pegasystems

June 3rd, 2018

# PW 18



**Limitless  
possibilities.  
Real results.**

# Today's Speakers

And yes, the last one is a joke...



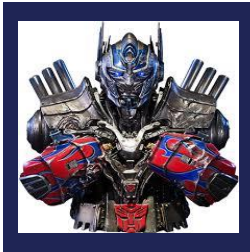
## **Chris Benedetto**

Senior Director, Product Marketing – Sales Automation  
Pegasystems



## **David Fulton**

Director, Product Management – Customer Service  
Pegasystems



## **Optimus Prime**

Leader, Auto-bots  
Transformers

# AI and Bots Are Everywhere!

New use cases created by the day



**Elder Care**



**Driver-less Cars**



**Hotels - Room Service, Concierge**



**Food Service**



**Manufacturing**

# But What Is An AI Bot, Really?

There are many interpretations of *what it is*:



**Machine**



**Chatbot**



**Virtual Assistant**



**Data Automation**

# For This Session, We Refer To AI and Bots As:

Self-contained software that performs a function, *as in:*



**Unattended automation**



**Attended processing**



**Background processing**



**Intelligent experiences**

# Hysteria of AI and Bots

Friend or foe?





# Some Fear the Implications of Automation

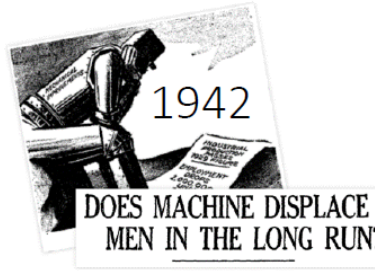
Perceived impact to job security, control, and fear of the “unknown” isn’t a new phenomenon



By Unknown. 195 years since publication, copyright extinguished - Working Class Movement Library catalogue, Public Domain



1928



1942

## AUTOMATION IN BRITAIN STIRS UNREST IN LABOR

Workers See 'Robot Revolution' Depriving Them of Jobs



1980

## Automation Looming Large in Labor Picture 'Automation' Might End Most Unskilled Jobs In 10 Years

## 1961 Automation Linked To Jobless Count

## 1967 PM acts to counter 'chips' that kill jobs

"Botman vs. SuperAgents: the rise of a new contact centre", Dr Nicola J. Millard, British Telecom, Frost and Sullivan 2018

# But the Real Picture is More Complicated

Automation doesn't necessarily mean human displacement

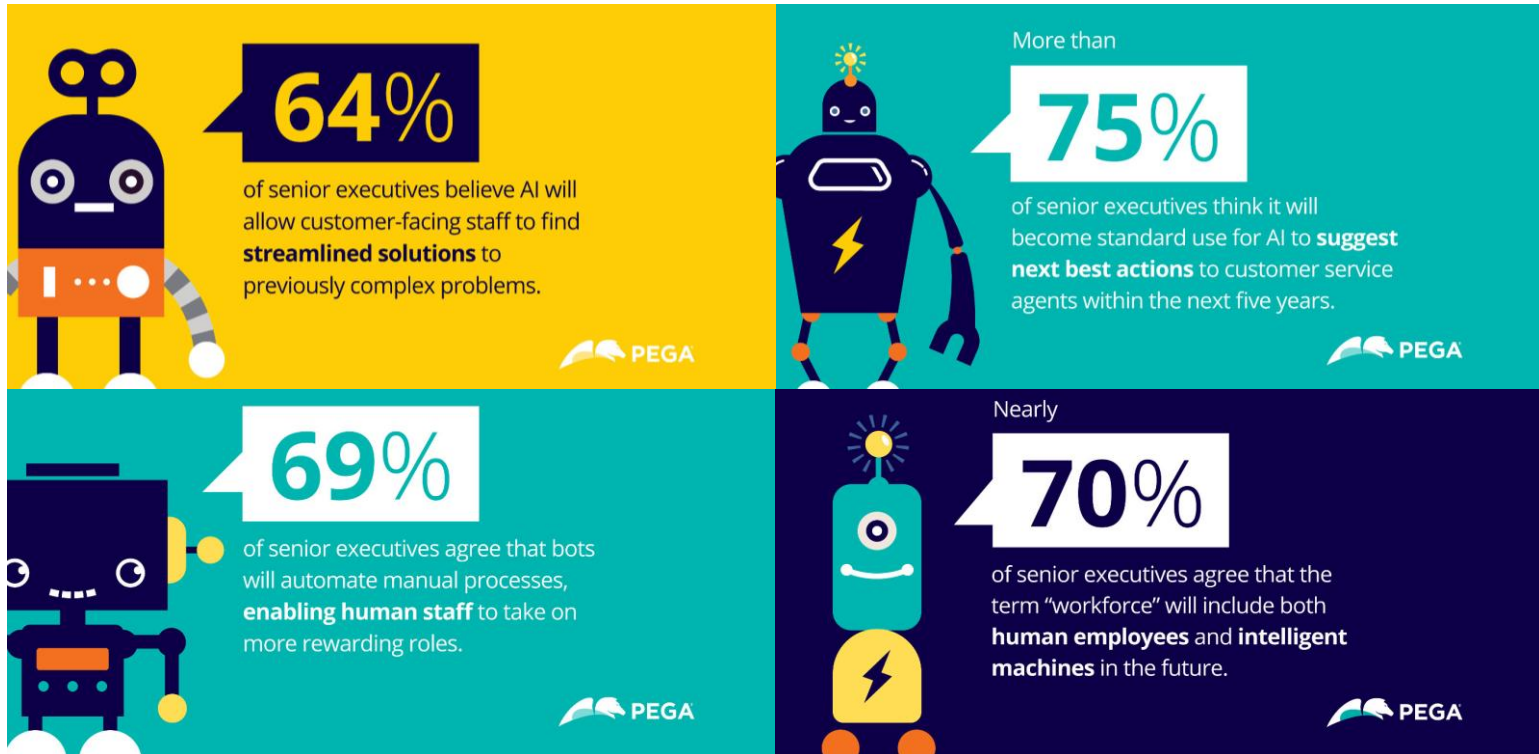
- **Gartner predicts** that by 2020, **85% of questions will be answered** by virtual assistants
- **McKinsey predicts** nearly two thirds of all jobs could have a significant chunk – **at least 30% – of their activities automated** by 2030





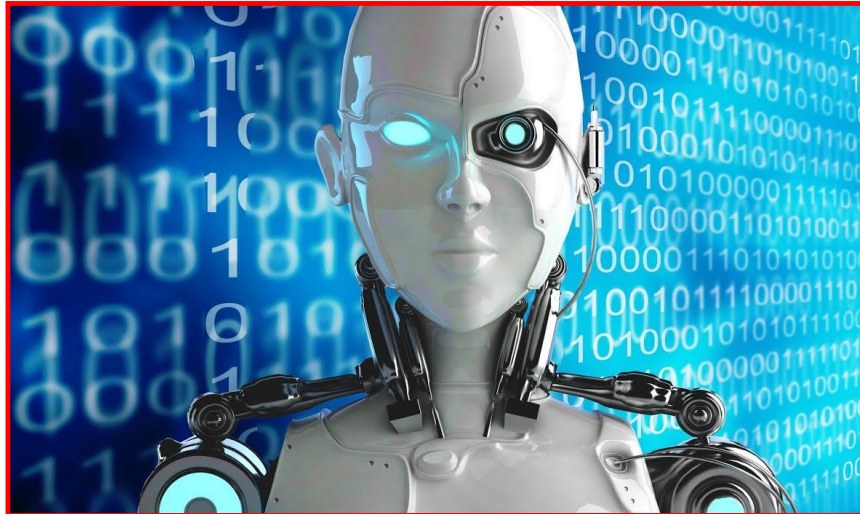
# But in Reality, Some Interesting Data on AI & Bots

Pega "Future of Work" survey results



# Not a Threat, More of a Driver

AI and bots can do the mundane, soul-crushing tasks that humans despise



**NO**



**YES**

# How Bots and AI are Impacting Service and Sales

- Key differences and use cases explained
- How robotic automation helps deliver positive outcomes



# Distinguishing Between Service and Sales

The traditional view

## Service

### Key Attributes

- ✓ Intangible
- ✓ Based on solving needs – and if successful, focused on the post-sale
- ✓ Resolution and fulfillment

## Sales

### Key Attributes

- ✓ Tangible
- ✓ Based on making the customer buy stuff
- ✓ Negotiation and transaction

# Distinguishing Between Service and Sales

Is getting harder

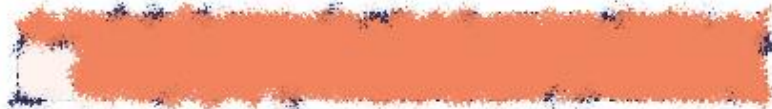
Service



Service is a process, not a product

Service is a relationship, not a transaction

Sales

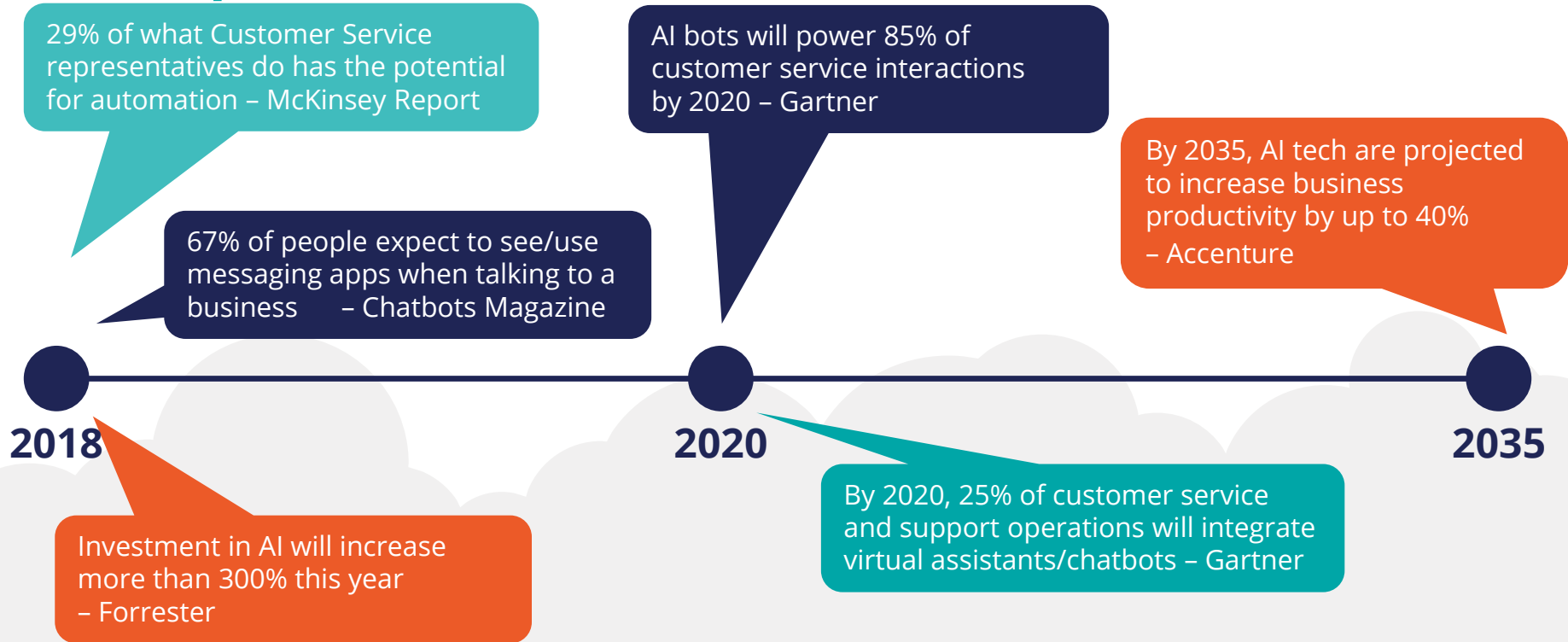


Sales is a product, not a process

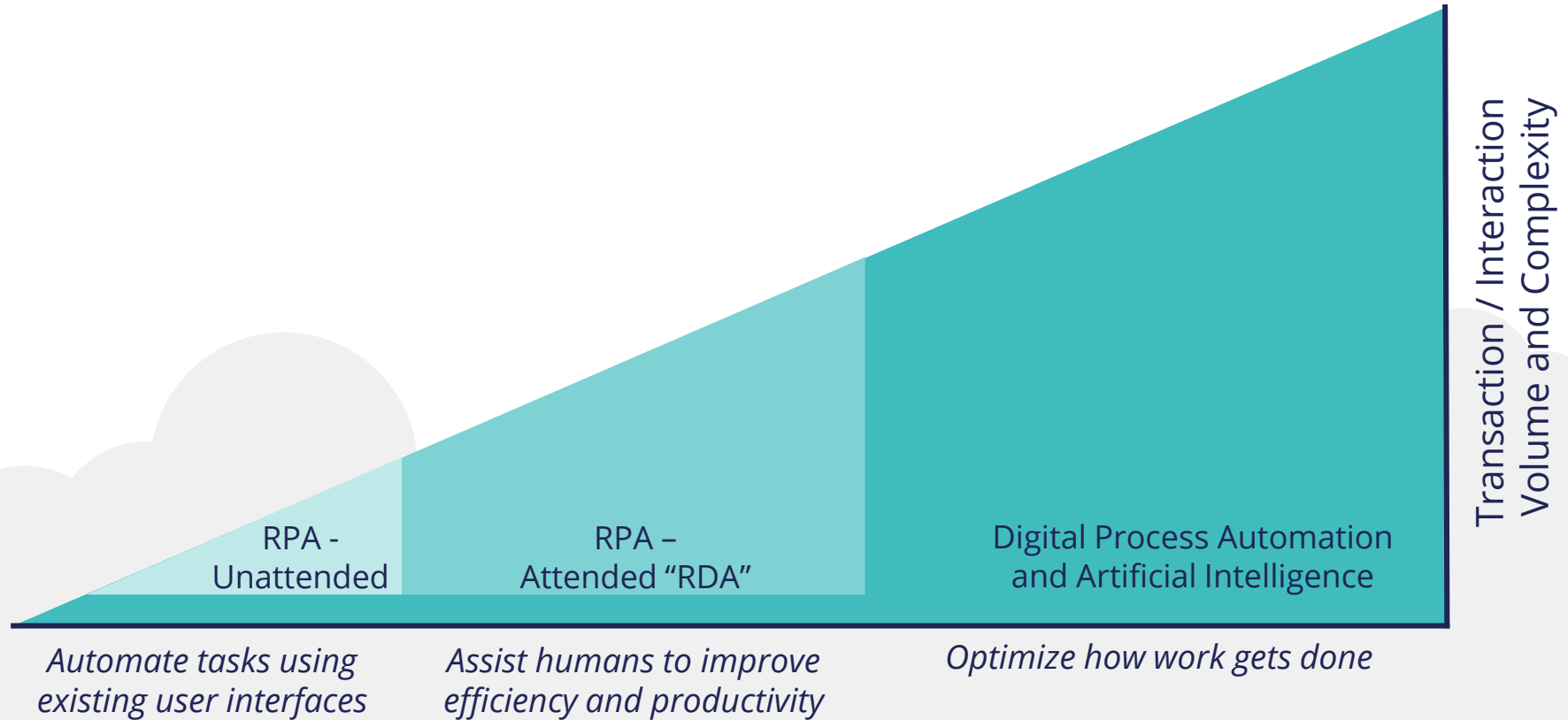
Sales is a transaction, not a relationship



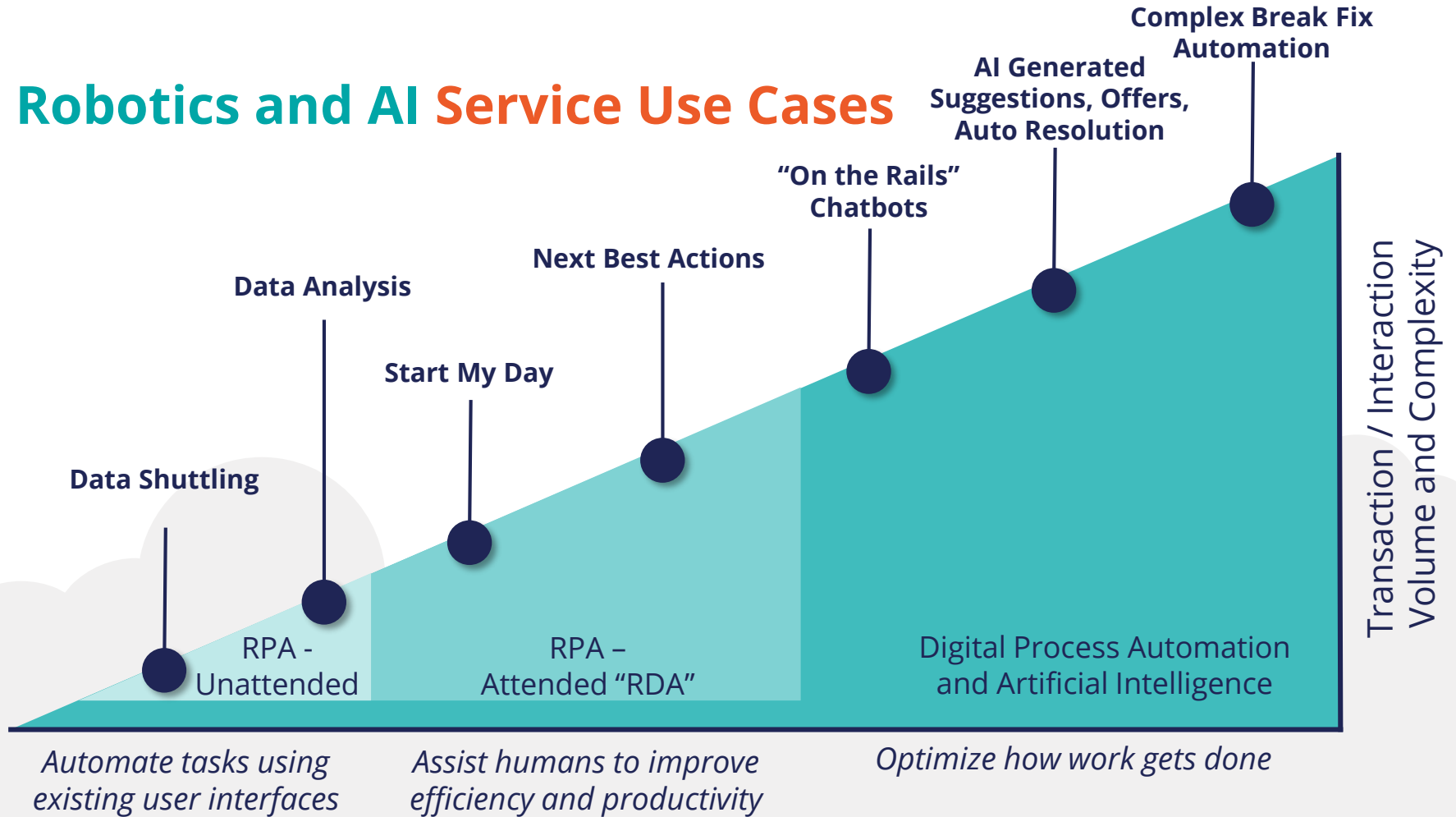
# The Impact of Robotics and AI in Customer Service



# Robotics and AI Service Use Cases



# Robotics and AI Service Use Cases



# Demo

## Start My Day

The screenshot shows the Pega Customer Service 'Start My Day' dashboard. The top navigation bar includes 'PEGA CUSTOMER SERVICE + New' and a search bar. The left sidebar contains navigation items: Home, My Work, Dashboard, My Reports, Manager Tools, Pulse, Tags, and Workforce Intelligence. The main content area is titled 'Welcome, CS Manager' and features three primary sections:

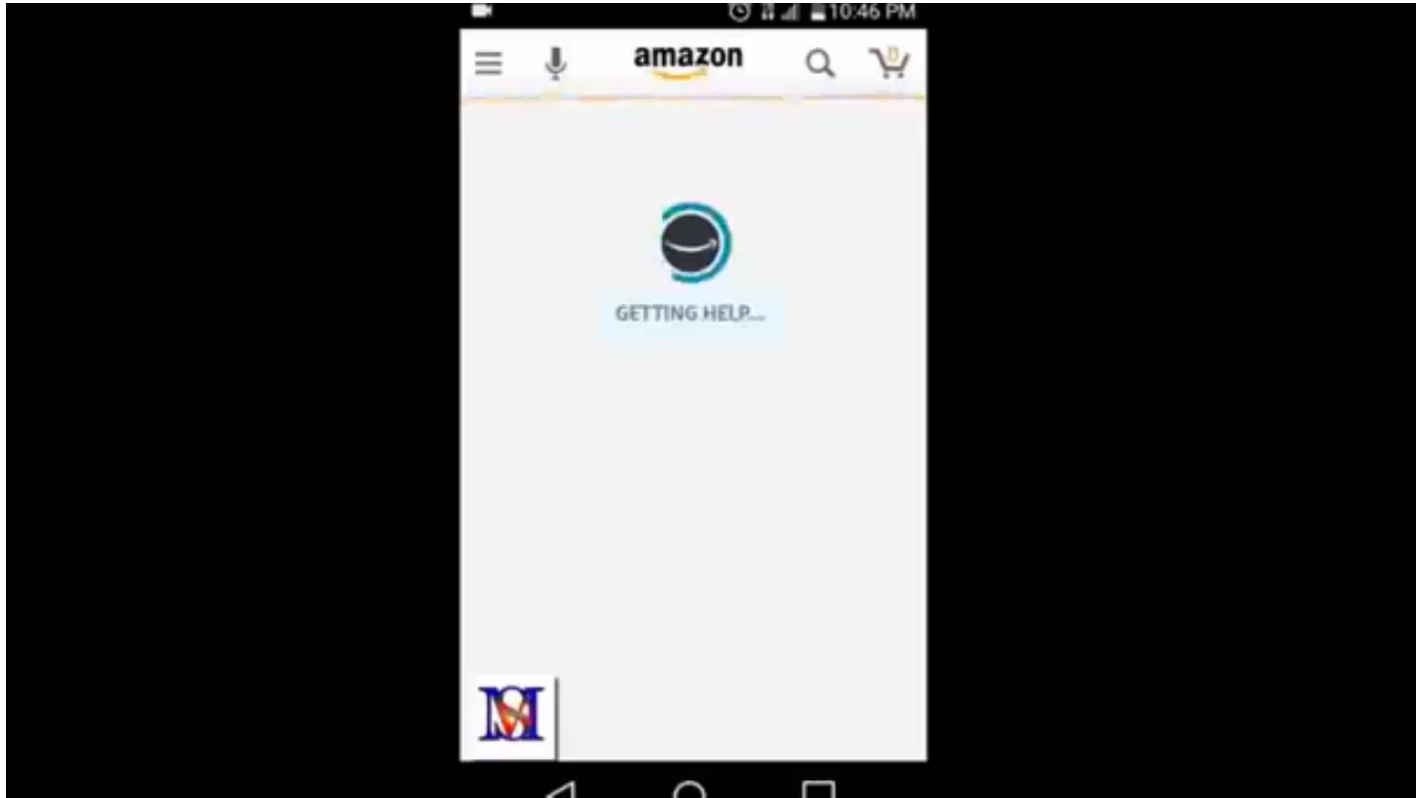
- Messages & alerts:** A section with a 'New message' button and an envelope icon, indicating 'No Items'.
- Monitor chat queues:** A table showing chat queue status for 'ChatServer'.

Queue	Representatives	Active chats	Queued	Longest wait
CSR	1	0	0	0 Sec
- My Cases:** A table with tabs for 'My workbaskets', 'Recent work', 'My team', and 'Followed cases'. The 'My Cases' tab is active, displaying a table of cases.

ID	Urgency	Due	Description	Category	Owner
I-325	20		Initial process task	Phone Call	CS Manager
I-324	20		Initial process task	Phone Call	CS Manager

# Demo

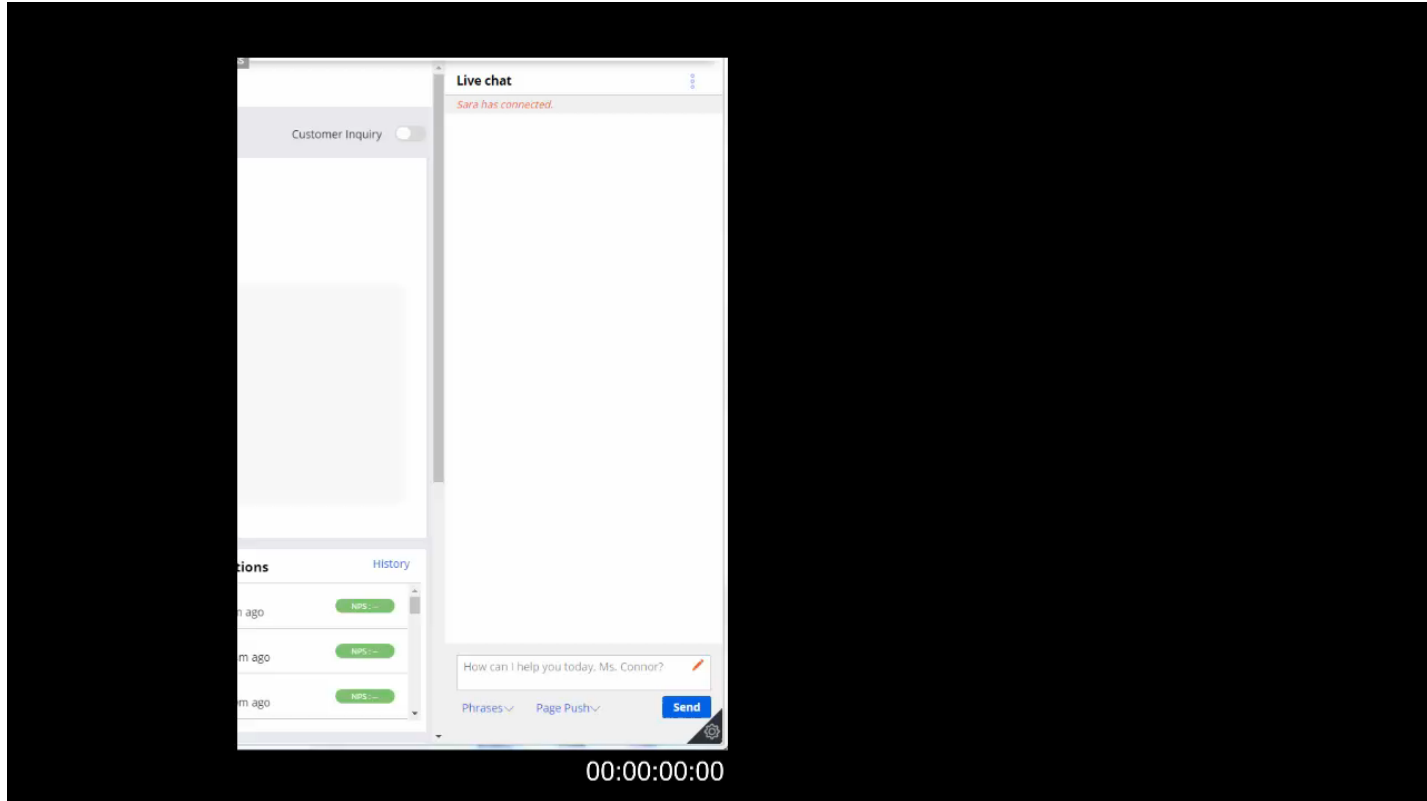
## Chatbots – Data Collectors and Task Engines





# Demo

## Augmented Agent



# The Impact of Robotics and AI in Sales

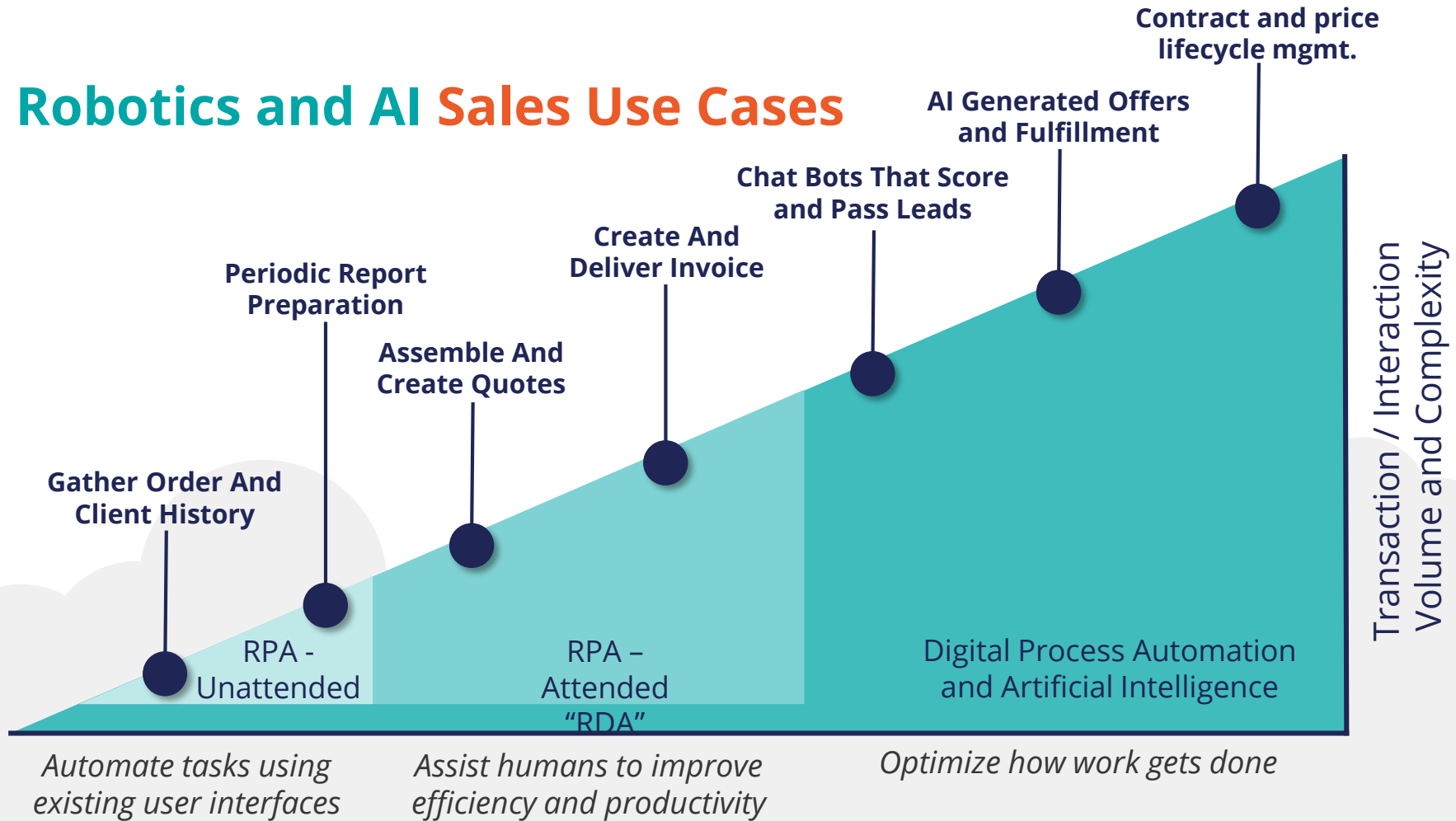
1/3 of all sales and commercial operations processes were found highly suited for RPA  
– HP Enterprise

3 out of 5 sales leaders do not believe that salespeople spend sufficient time with customers  
– Accenture

Investment in AI will increase more than 300% this year  
– Forrester

59% of sales people have too many tools and only 14% of SFA applications are integrated with the rest of the enterprise  
– Accenture/Aberdeen

# Robotics and AI Sales Use Cases



# Demo

## Pega Sales Automation chatbot

The screenshot displays a Facebook page for 'Pega Demo'. The page layout includes a left-hand navigation menu with options like Home, Posts, Reviews, Photos, About, and Community. The main content area features a cover photo with a woman on a tablet, a profile picture, and a 'Send Message' button. Below this is a post from 'Pega Demo' dated February 15, with the text: 'Increase productivity and let businesspeople design applications with low-code, cloud-based visual tools – and have the Pega Platform do the coding for you.' The post includes an image with the text 'Software That Writes Your Software™' and the Pega logo. The right-hand sidebar shows 'YOUR PAGES' (Pega Theater Feeds, Uplus Bank, John Deere Tractors) and 'CONTACTS' (Meghan Conroy, Michelle Hintz, Chelsea Woods, Linda Carmel Butler, Quinn A Iovinella, Shannon Howe, Fletcher Davis, Sean Mack, Caroline Rothrie, Kevin Fryxell, Shawn M. Smith, Claire Eldridge West, Kelvin Mack, Matt Scorns, Matusz Mastrejek).

# The Benefits:

## *What Can You Expect?*

There are always risks involved, when betting on new technologies or approaches – but the benefits from an investment in AI assisted Bots can be significant.

You can optimize your investments with a ***focused effort*** in some of the following areas:

- Increasing **Response Rates** (3-6x)
- Reducing **Churn Rates** (10-50%)
- Reducing **Retention Discounts** (20-35%)
- Finding **Incremental Sales Opportunities** (2-3x)
- Increasing **Net Promoter Score** (10-40 points)
- Maximizing **Return On Investment** (3-5x)
- Minimizing **Payback Period** (4-6 Months)
- Increase in **Upgrade Rates** (500-800%)

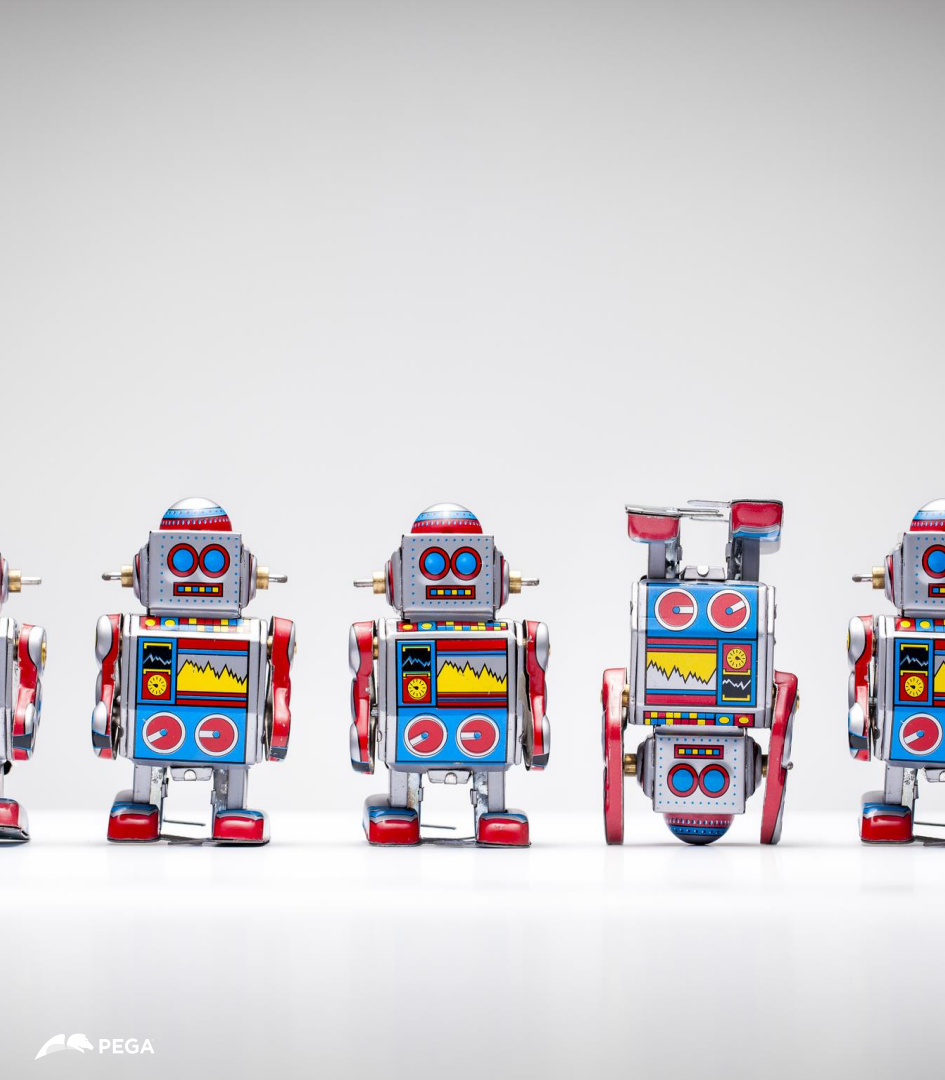




# Not Really About Who Will Win, But...

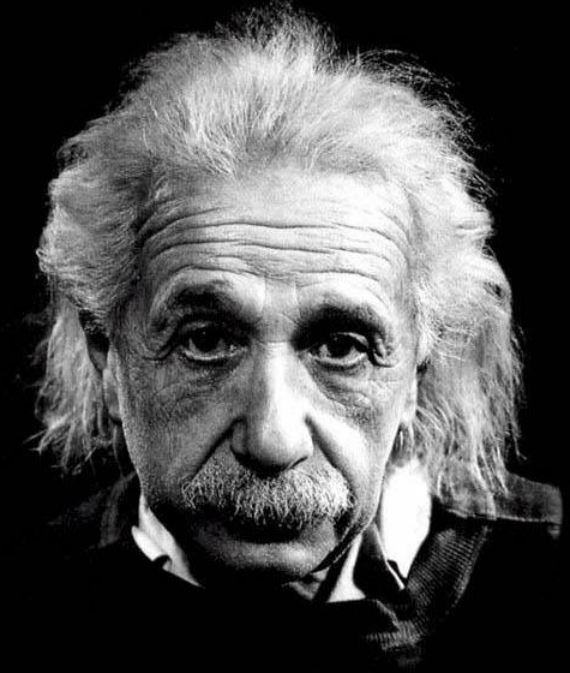
Which tasks are better for humans?  
Which tasks are better for bots?  
Which tasks are better when both are used?





# Don't Panic!

- **We Can Co-Exist**
- **Roles that require**
  - Rapid response to an inquiry
  - Blend of automation and human expertise
  - Intelligence gathering for interpretation
  - Tasks that are defined (i.e. what is automated vs. manual effort)
  - Trend analysis



“Computers are incredibly fast, accurate and stupid; humans are incredibly slow, inaccurate and brilliant; together they are powerful beyond imagination”,

— *Albert Einstein*

## But... Who Will Win?

- **With the combination of AI, robotic automation and human intelligence, sales and service leaders will be:**
  - More productive
  - Data-driven to help make better informed decisions
  - Easier to use
  - More responsive
  - Personalized, and more predictive





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# The Customer





# Q&A

Ask away!





**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>

# Pega Delivers Digital Transformation – Without Limits

## Pega® Marketing

Real-time AI to acquire, retain, and deepen relationships

## Pega® Sales Automation

AI guidance makes sellers, partners, and agents effective

## Pega® Customer Service

Deliver efficient, omni-channel service

Customer Engagement

## Pega® Platform

Build and change apps 8X faster with no code  
Scale without limits  
Built-in DevOps, CI/CD, and Agile tools

Digital Process Automation

## Digital Process Automation

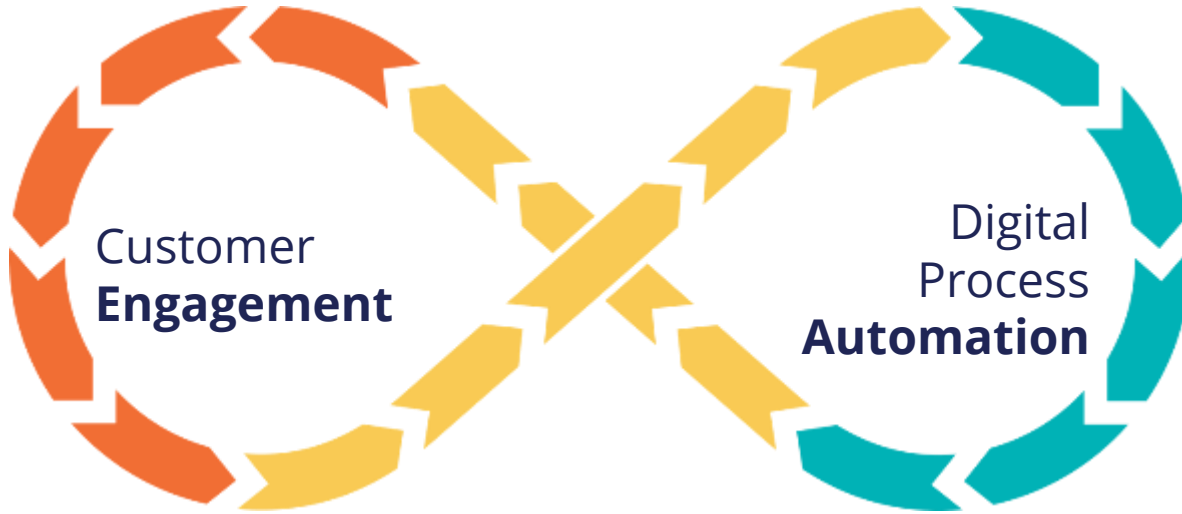
Automate work and outcomes from end-to-end

## Robotics and AI

Apply robotics and intelligence across the enterprise

## Workforce Intelligence

AI-powered insights to continuously improve and adapt



# Pega is a Leader in Robotics **But We Think Differently**

## Advise

Artificial Intelligence  
discovering opportunities to  
improve people, process and  
technology



## Replace

Good Robots that work from a queue  
and can participate with a broader DPA  
strategy

## Assist

Give workers a personal robot assistant to  
perform rote tasks on their behalf

# Evolving Service and Sales

Really becoming different ends of the same CX spectrum

