

How Augmented Data and AI can Turbo Charge Value and Decision Making

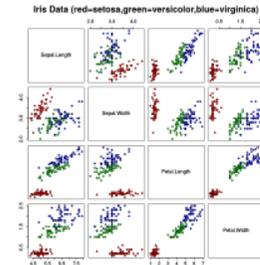


Avi Sharabi
Partner, KPMG

May 2019

My early days with MATLAB/Neural Networks

- 1993 – Uni @UC Iris Flower recognition using MATLAB
- 1995 – 1st Job Cooling off a nuclear reactor using MATLAB
- 2017-2019 – Embody Digital's Conversational Agent using MATLAB



Why Ai

Automation/ Productivity

Evolution in increasing productivity from 1990s Workflow and BPMS to Robotics Process Automation where human action such as filtering, analysis and decision making is replaced by RPA



Gaining insight through data analysis

Identify patterns in vast volumes of data and interpret their meaning for additional competitive edge, avoidance of disruption, exploring new markets across, geography, product segments or target audience

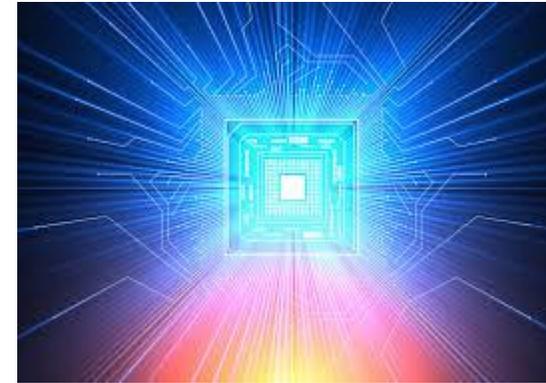


Cognitive engagement

Engage in a human like dialogue with clients, employees and other stakeholders using conversational agents

Why Now

- Introduction of exponentially increased computing power allowing fast processing of large datasets
- Newly found access to a large, diverse, and context rich Big Data enabling effective and accurate execution of learning models



Barriers for Adoption

- Data Quality is the single largest barrier to adoption of Ai application
- Access to Talent – Data scientist who understands business, can differentiate between relevant/non relevant data
- Lack of clarity between the CXO and the engineering/data community with regards to efforts required and value presented by Ai powered solutions

It's (almost) all about Data

Currently there are challenges with integrating relevant, diverse and taxonomies data with Ai powered solutions. In fact deploying an Ai Solution with un useable data is analogous to driving a luxury sports car with bad petrol.

The encouraging news is that most global organisation have recognised by now that information is a strategic asset.

There are current opportunities:

- Regulatory environment and Financial Services
- Monetising Data
- Other sectors are not far behind – Resources, Energy, Telecommunication, Agriculture, media distribution



Ai just like regulation is a driver to increase management of data as a strategic asset

How can you help?

- Analyse and clearly identify processes which are good candidates for automation or ML. Ensure use cases can produce a quantifiable ROI
- Educate and Communicate with CXO – be vocal of what “good” looks like
 - Infrastructure/application integration, Effort required to “cleansed” required data, Likely adoption obstacles
- Ensure that project teams contain the relevant skillsets including: Engineers, data engineers, data scientist, infra, apps, data scientists, BA



How can you help – Cont.

- Evangelise the need to train more data scientists

- Recognise that at times human/machine decision collaboration yield a far stronger results



- Ensure Data Engineers have the capacity to cleanse, define and contextualise relevant data

Code	Area	Category	Sub-category	Definition	Impact	Priority
0001	Business	Marketing	CRM	Real-time marketing capabilities The availability of real-time data insights based on integrated, real-time customer data across multiple touchpoints and devices of individual customers to enable targeted, personalized marketing campaigns.	High	High
0002	Business	Marketing	CRM	Hyper-local marketing capabilities The availability of hyper-local data insights based on geotagged, real-time customer data to enable targeted, personalized marketing campaigns in specific geographic areas.	High	High
0003	Business	Marketing	CRM	AI-powered marketing capabilities The use of artificial intelligence (AI) to analyze customer data and generate personalized marketing recommendations and campaigns.	High	High
0004	Business	Marketing	CRM	AI-powered customer segmentation The use of artificial intelligence (AI) to analyze customer data and identify distinct segments of customers based on their behavior and preferences.	High	High
0005	Business	Marketing	CRM	AI-powered customer journey optimization The use of artificial intelligence (AI) to analyze customer data and optimize the customer journey based on their preferences and behavior.	High	High
0006	Business	Marketing	CRM	AI-powered customer engagement The use of artificial intelligence (AI) to analyze customer data and engage customers in a personalized and timely manner.	High	High
0007	Business	Marketing	CRM	AI-powered customer retention The use of artificial intelligence (AI) to analyze customer data and identify customers at risk of churning, enabling targeted retention campaigns.	High	High
0008	Business	Marketing	CRM	AI-powered customer loyalty The use of artificial intelligence (AI) to analyze customer data and create personalized loyalty programs and rewards.	High	High
0009	Business	Marketing	CRM	AI-powered customer feedback The use of artificial intelligence (AI) to analyze customer feedback and identify areas for improvement.	High	High
0010	Business	Marketing	CRM	AI-powered customer advocacy The use of artificial intelligence (AI) to analyze customer data and identify customers who are likely to become brand advocates.	High	High

Thank you

Avi Sharabi

Partner, Management Consulting

KPMG

M: +61 410 348 297

D: +61 2 9335 8929

E: asharabi@kpmg.com.au