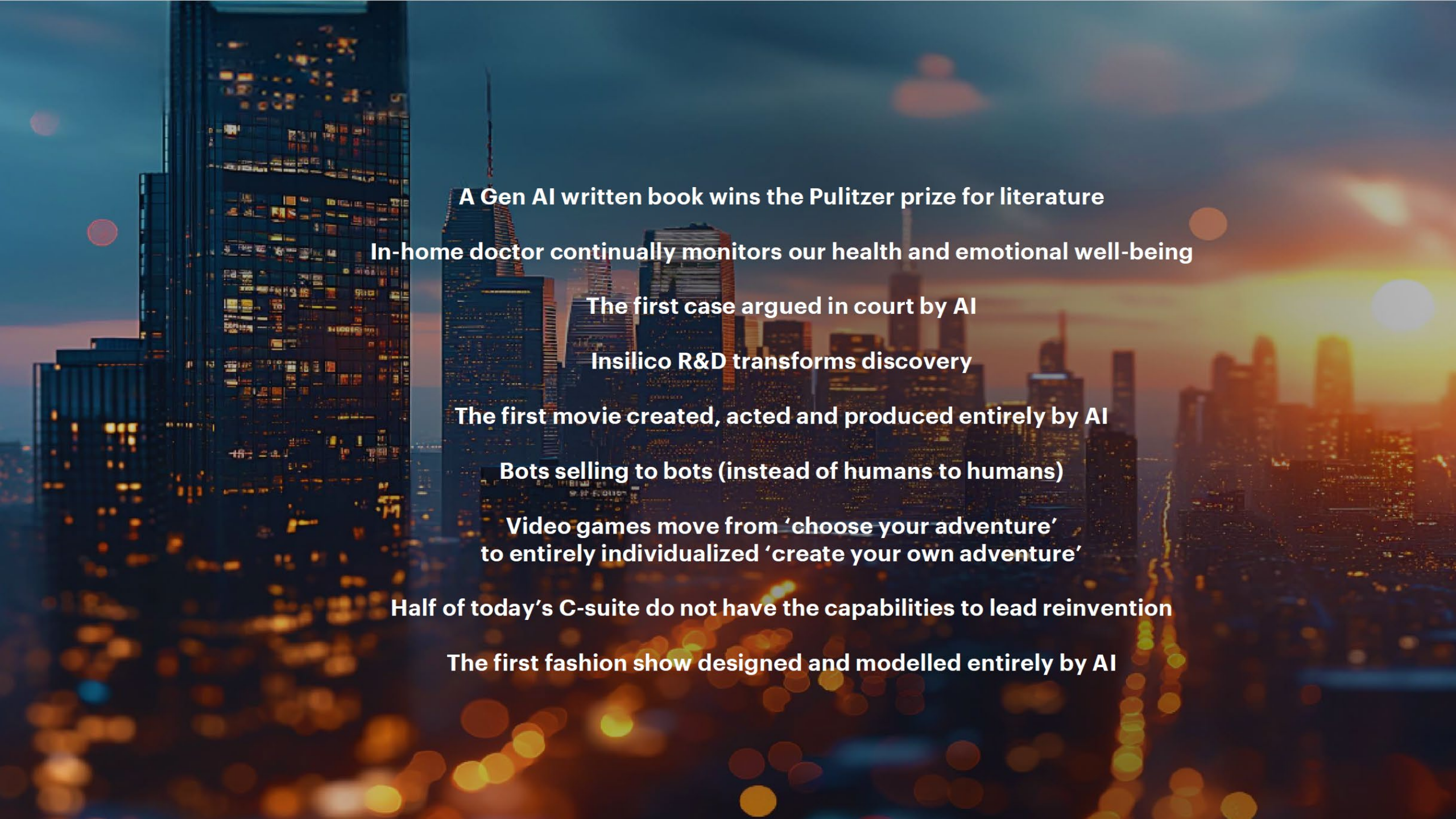
Human by design

How AI unleashes the next level of human potential

Krish Banerjee

Managing Director, Data & AI

accenture


A Gen AI written book wins the Pulitzer prize for literature
In-home doctor continually monitors our health and emotional well-being
The first case argued in court by AI
Insilico R&D transforms discovery
The first movie created, acted and produced entirely by AI
Bots selling to bots (instead of humans to humans)
Video games move from ‘choose your adventure’
to entirely individualized ‘create your own adventure’
Half of today’s C-suite do not have the capabilities to lead reinvention
The first fashion show designed and modelled entirely by AI

Accenture Technology Vision 2024

According to business leaders surveyed globally:

95%

believe making technology more human will massively expand the opportunities of every industry

95%

believe how we interact with data is changing with AI (receiving direct advice vs. broadly searching for information)

96%

believe AI agent ecosystems represent a significant opportunity for their organization

94%

expect how we interact with AI will transform as human interface tech enables us to better understand behaviors and intentions

93%

think it's more important than ever to innovate with purpose considering the rapid pace of technology advancements

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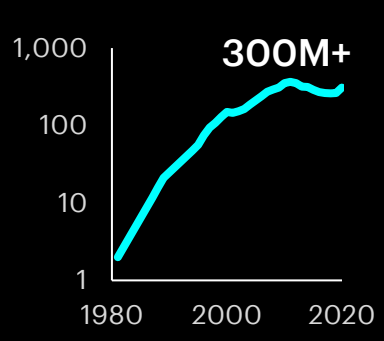
Continuing exponential tech innovation

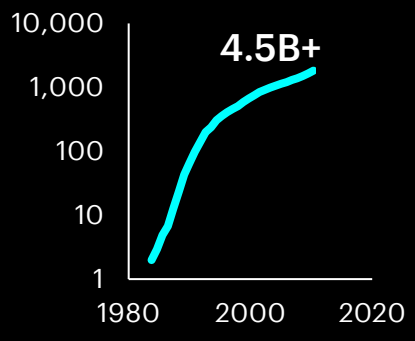
PC

PC shipments, millions



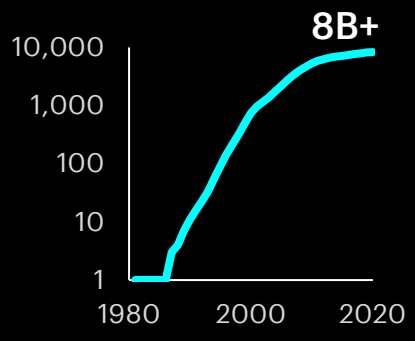
Internet

Internet users, millions



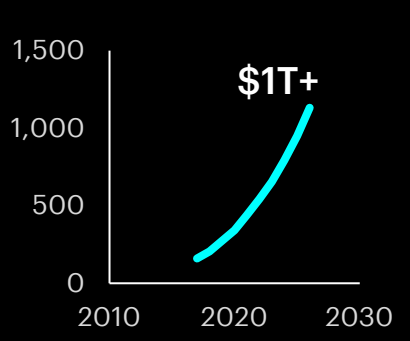
Mobile phone

Mobile subscriptions, millions



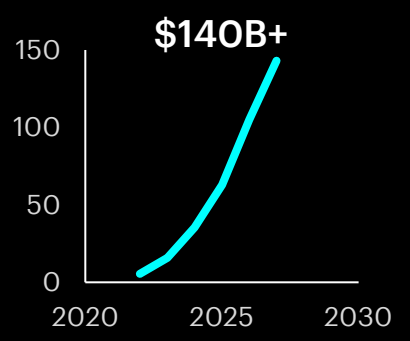
Cloud

Cloud spending, $billions



AI

GenAI spending, $billions

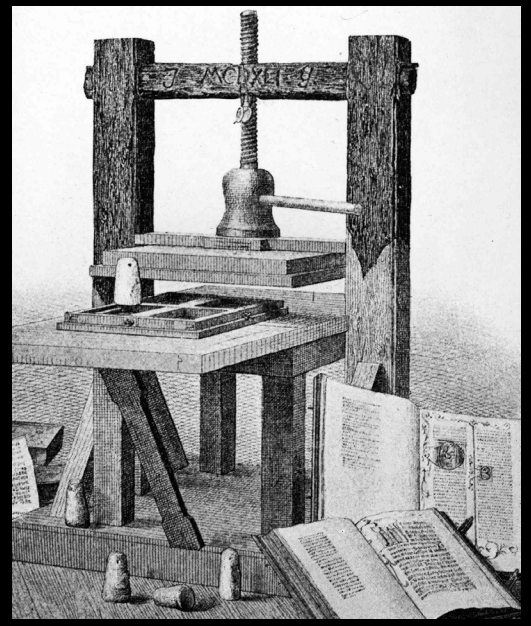


1980s → 2030s+

Skepticism of technology through history

Printing Press

"Writing will create forgetfulness in the learners' souls"

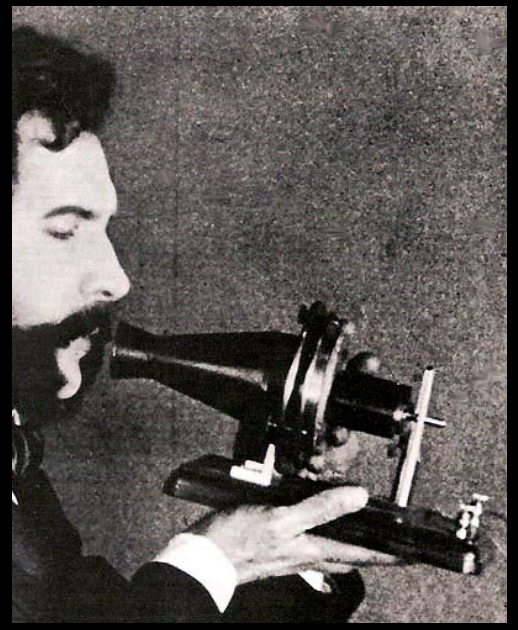


Electricity

"There is no safety, and death lurks all around us..."

Telephone

"The telephone is the instrument of the devil"



Internet

"Is Google Making us Stoopid?"

Tech's vast impact on humanity

Digital economy growth

2½ x

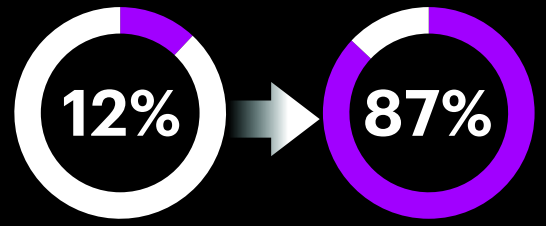
faster growth compared to the physical world GDP over the last decade

Global life expectancy

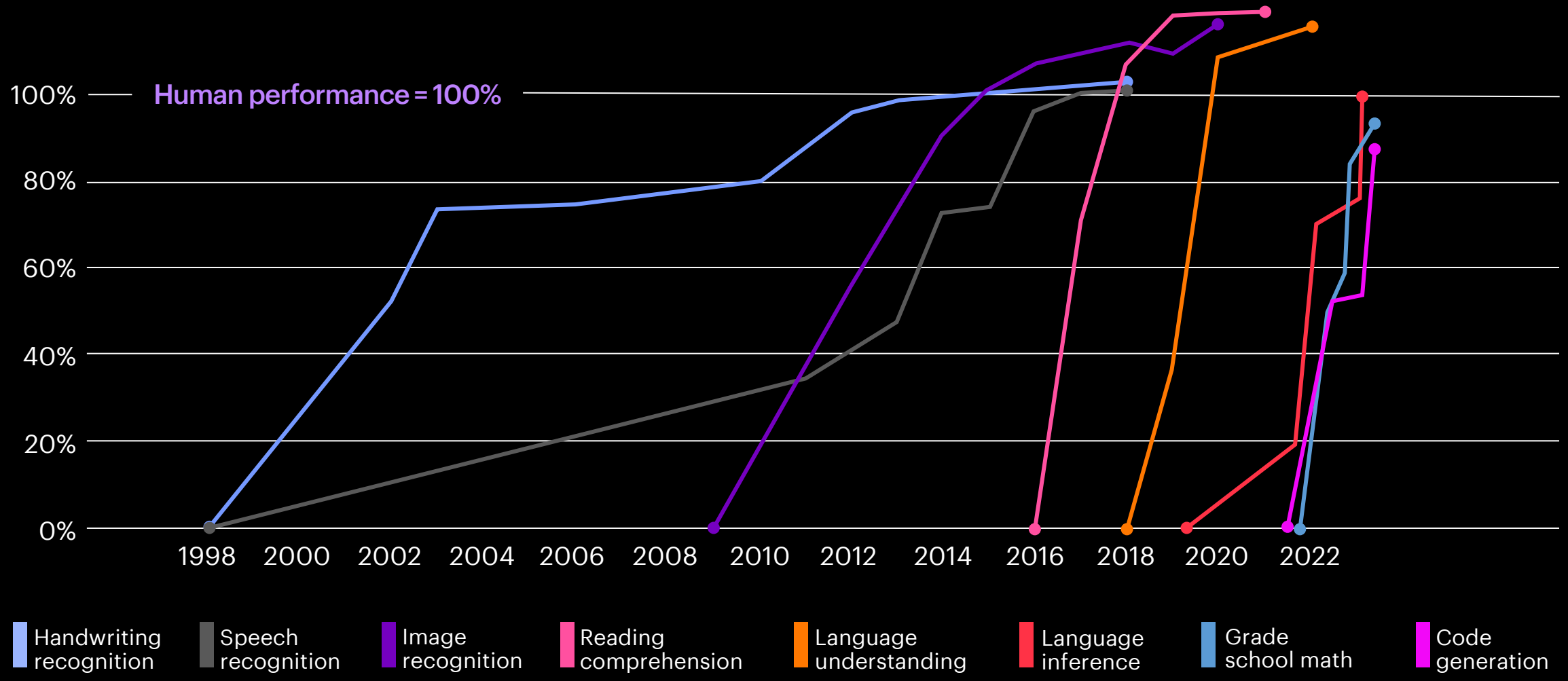
71 yrs 2021

29 yrs – 1800s

Global literacy rate



AI reaching human-like capabilities



More **productivity**

More **creativity**

Accenture Technology Vision 2024

Human by design

How AI unleashes the next level of human potential

A match made in AI

Reshaping our relationship with knowledge

Meet my agent

Ecosystems for AI

The space we need

Creating value in new realities

Our bodies electronic

A new human interface

Trend 1

A match made in AI

Reshaping our relationship with knowledge

Trend 2

Meet my agent

Ecosystems for AI

Trend 3

The space we need

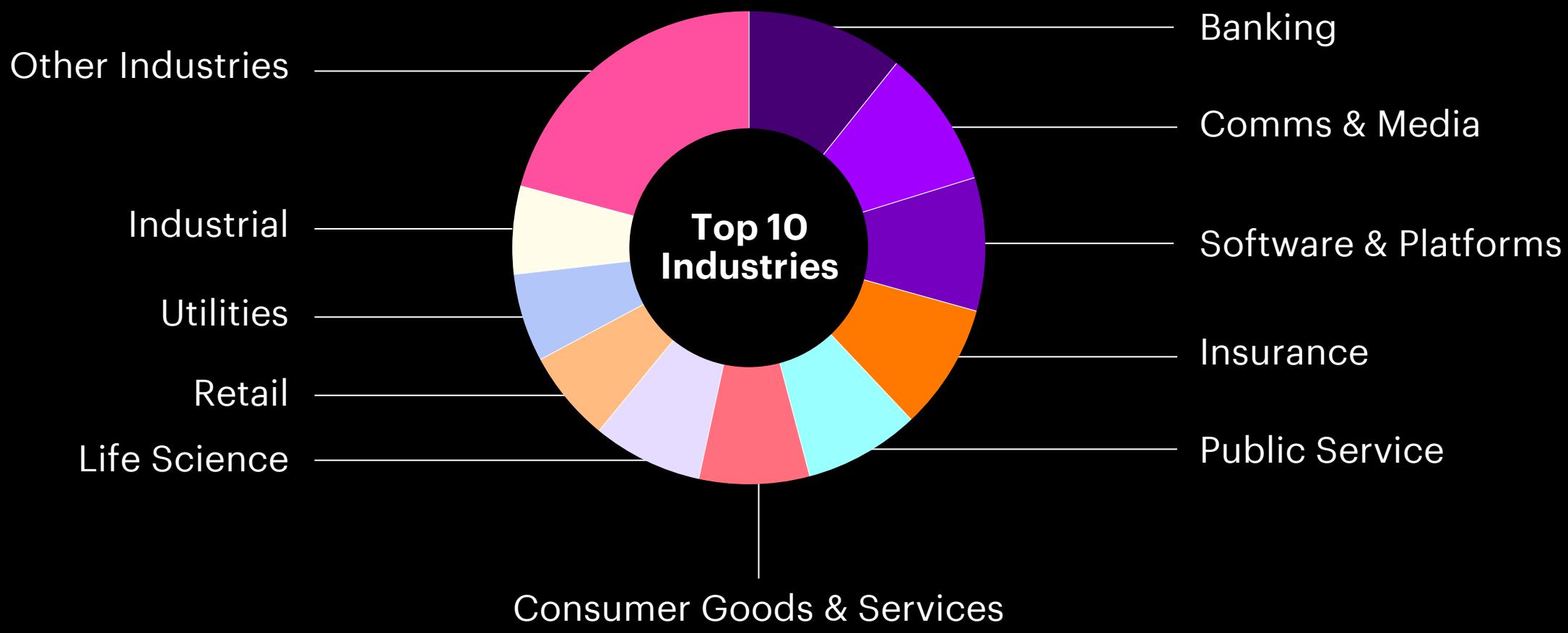
Creating value in new realities

Trend 4

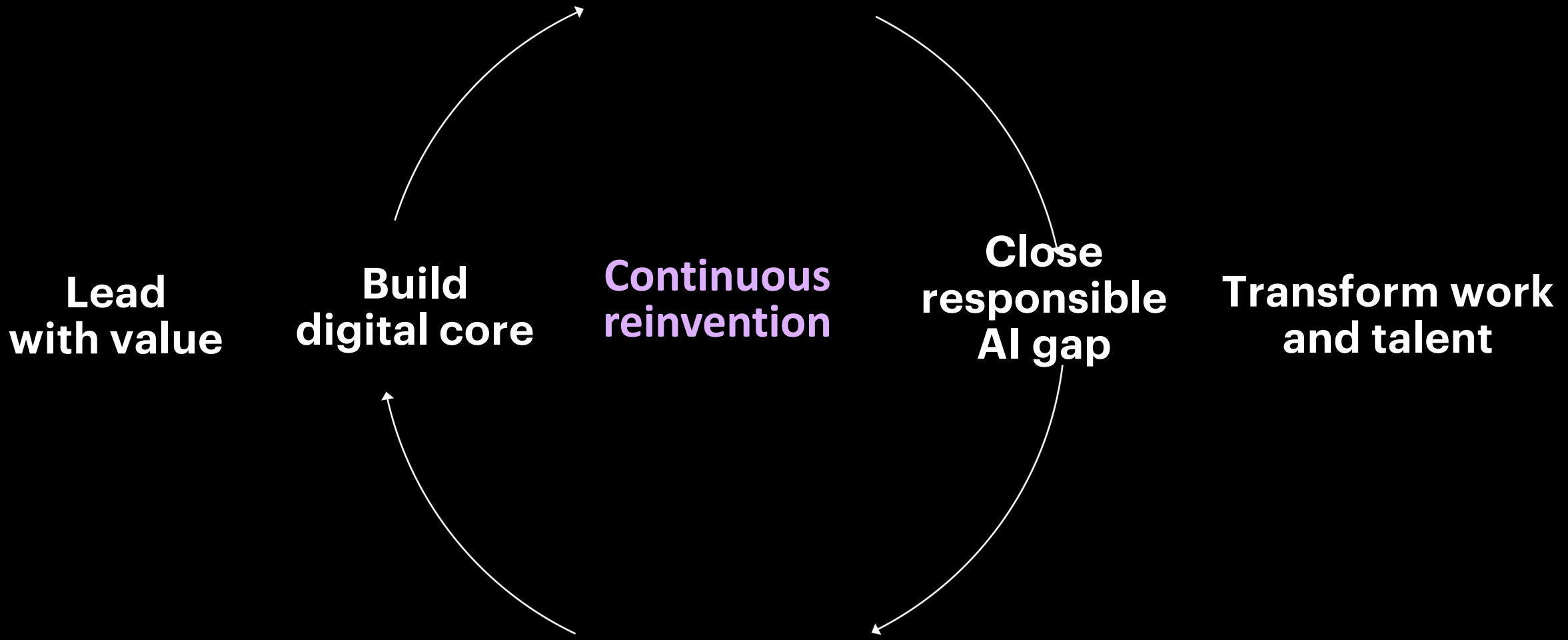
Our bodies electronic

A new human interface

Learning from 700+ Gen AI Projects



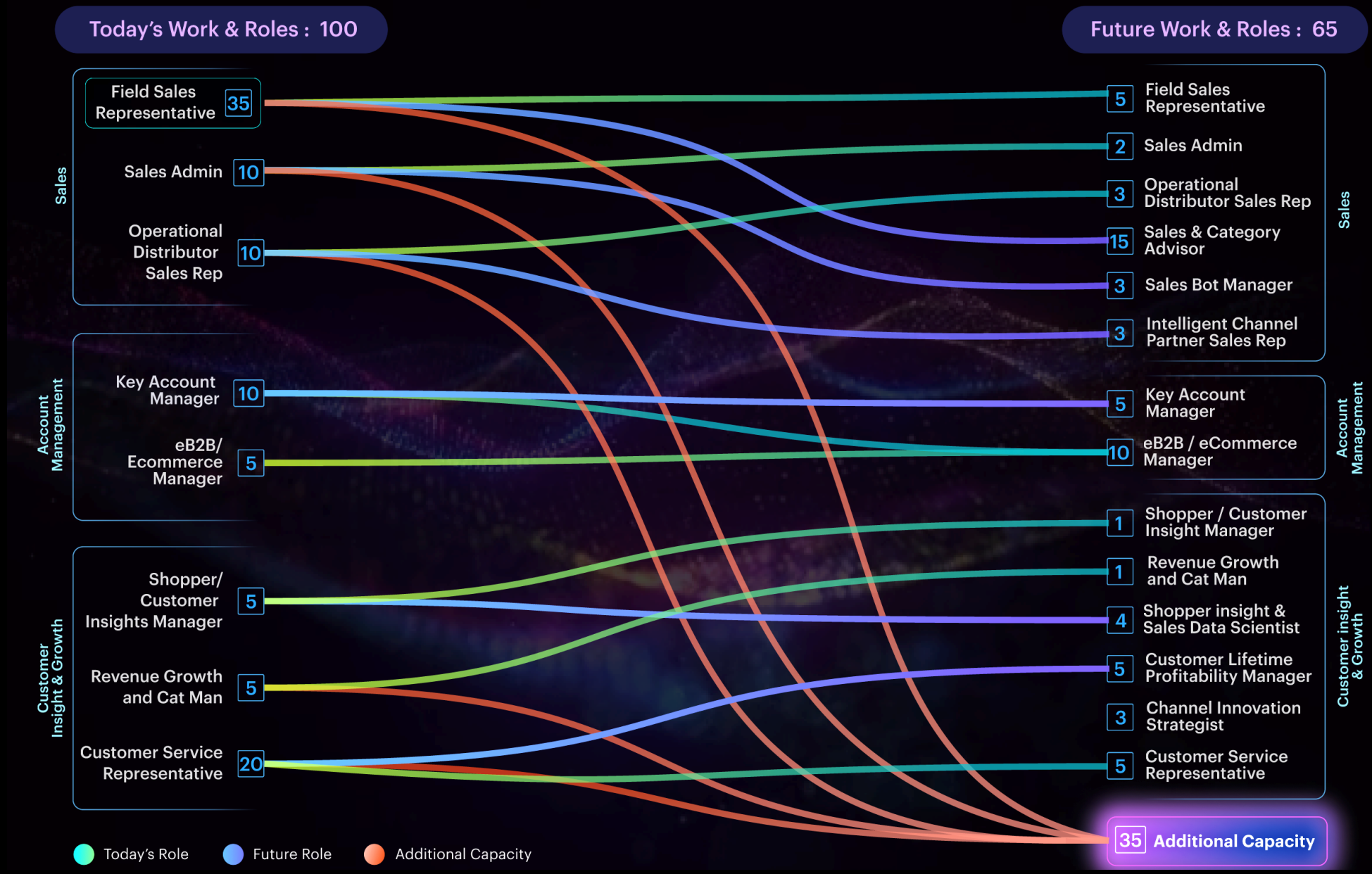
A Human by design playbook



How does this change your work, workforce, workers?

Talent and New Ways of Working

Work | **Workforce** | Worker



Brought to life with real-world examples bridging the gap between research & practice

AI-driven Employee Experiences

Flow+

The Human Sciences Studio has produced a research primer offering insights from 8 different fields into how Gen AI could unlock optimal flow cognitive states for knowledge workers

Calibrating Trust

HAIVE

A risk mitigation framework with technical and behavioral interventions that empowers employees with the understanding and skills to calibrate trust, recognize risks, enhance performance and enterprise trust

Balance between Automation & Augmentation

ALTO

A generative AI-enabled customer service agent assist to improve their contact centers performance and experience. It understands customer intent in real-time, recommends best responses or actions, summarizes interactions and populates post-contact reports

> "We shape our tools and thereafter our tools shape us.
>
> - Marshall McLuhan + Fr. John Culkin

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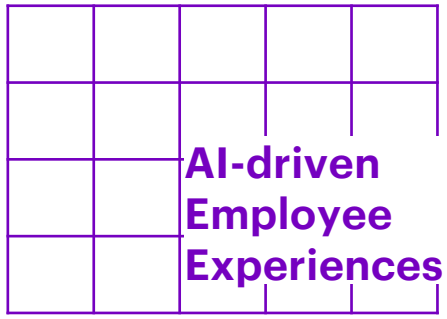
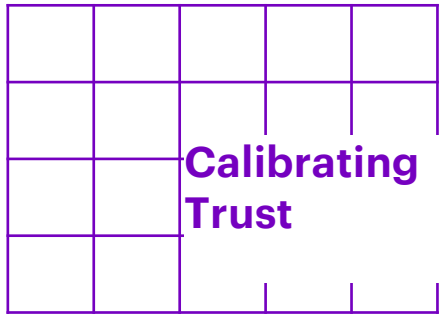
...towards a Human+ Future in a workplace environment



AI-driven Employee Experiences

Personalized, role-specific co-pilots boost worker confidence, streamline tasks, and enhance collaboration, driving productivity and innovation, resulting in more enjoyable work experiences

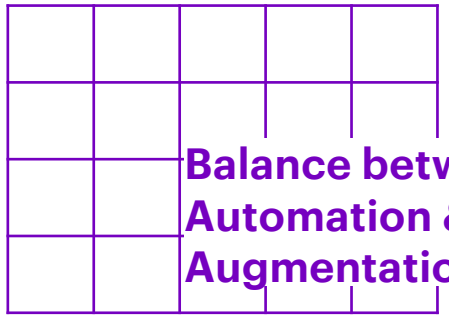
75% By 2025, marketing organizations that use AI will shift 75% of their staff's operations from production to more strategic activities



Calibrating Trust

Current AI systems face a range of technical challenges affecting trustworthiness, hence **building the right responsible AI infrastructures** will enable employees to learn and leverage their new capabilities securely, responsibly, and effectively

39% of marketers don't know how to use generative AI safely



Balance between Automation & Augmentation

Organizations need to **design new, balanced frameworks** to determine where AI should **augment versus automate**, hinging on the specific needs, context, scope and related risks of the tasks

35% faster completion of tasks through AI assistance, boosting agents' overall productivity by 14%

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Our Shared HUMAN+ Future