

Super charging process with data...

**Data driven process interventions** 





## Context

- Building capability for over a decade
- Narrowed focus to AI enabled processes and decisions
- Largely internal team with partner support where required
- Focus on the tangible business opportunities
- Rapidly evolving technology landscape sees us solving problems today that were not feasible to solve five years ago

# Incremental, experimental but accelerating.....

#### Then

- · Analytics from structured data
- Insights without action
- Daily/Weekly hindsight
- Decreasing latency

#### Next

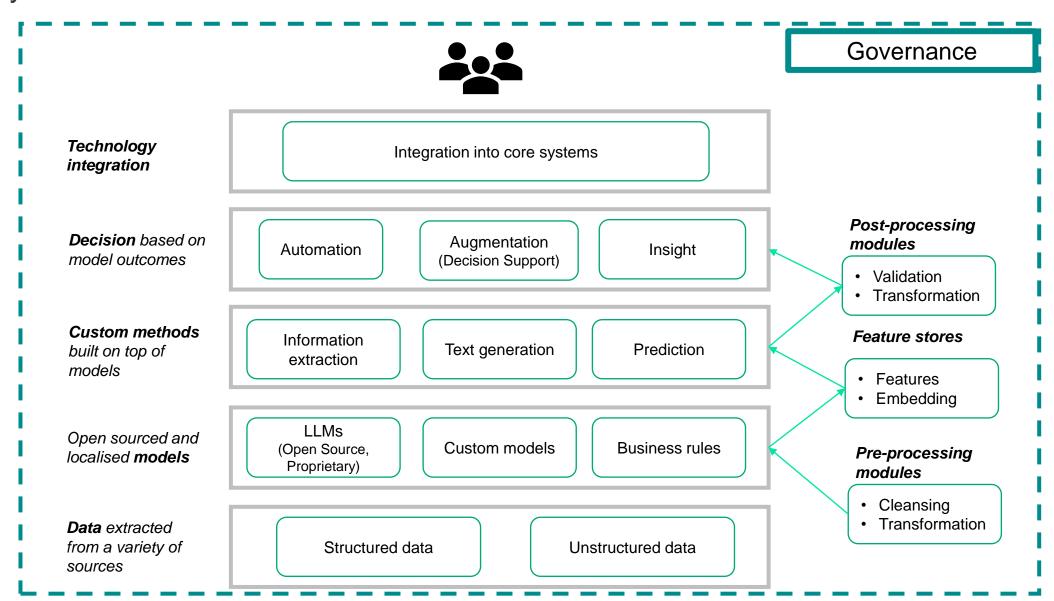
- Increasing predictive capability
- Channel agnostic
- Step change in breadth of intelligent decisioning
- Process diagnosis and intervention in real time



- · Insights at scale
- · Increasing use of unstructured data
- Near real time
- Driving insights into process

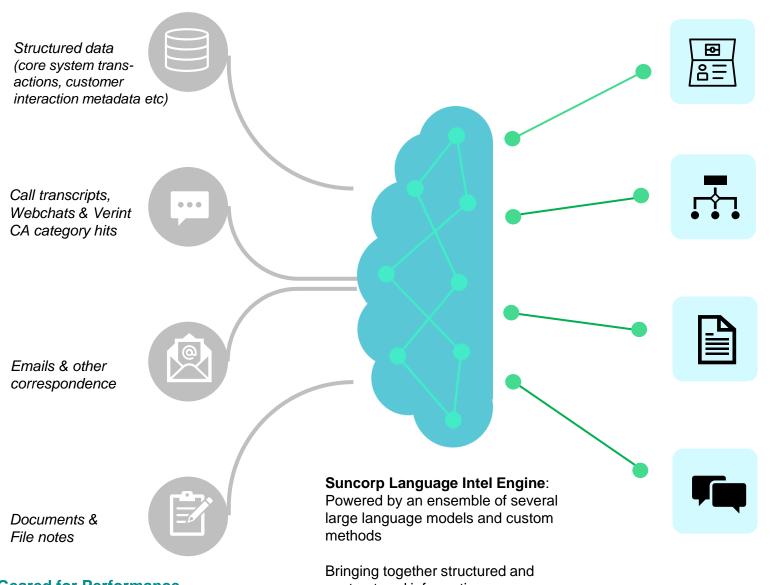


### Layered architecture



Geared for Performance

### Suncorp's Language Intelligence Engine



#### Information Extraction

Extract a specific piece of text from a document for insights generation or to feed into another process for decision making

e.g. Extracting ABN from an invoice or total sum insured from a broker quote

#### Classification

Making predictions such as classification of records or documents into different segments

e.g. Classifying call transcripts as complaints/ non complaints; Classifying documents into different types and subtypes.

#### Generation

#### Generate text based on user prompts

e.g. Summarizing the contents of a document to show information a claims handler would be interested in. Generating code, 1st draft of written reports, and eventually, automated chat responses to customers

#### **Question Answering**

Interactively ask complex questions about a document and get answers in real-time

e.g. Interact with AI by asking questions about a document and getting answers about the contents.

## Tips and Takeaways

- Do (or try to)...
  - Foster innovation and flearning
  - Experiment liberally
  - Increment solutions prototype, MVP
  - Be clear on the downsides/limitations
  - Don't forget it's not set and forget

- Try Hard not to....
  - Build for the current state
  - Assume the human process is flawless
  - Present AI as flawless
  - Accept resistance to experimentation
  - Try to deliver everything in one hit

Geared for Performance 6



Questions?