



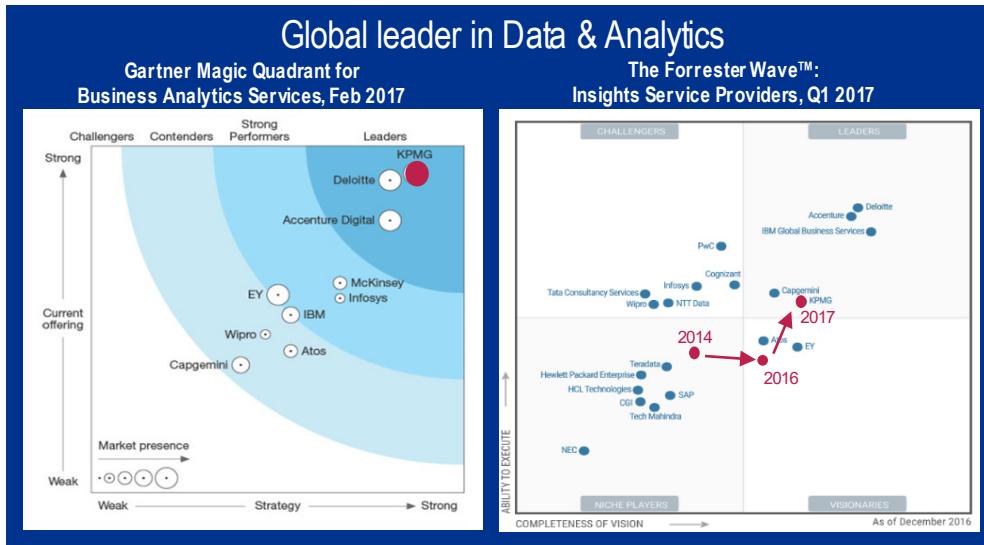
Virtual Agents

Alexander Hickl

KPMG Lighthouse – Center of Excellence for Data & Analytics



KPMG Data & Analytics Is The Global Leader in D&A



Trustworthy
Data- and
Technology
platforms

600+
D&A solutions



Global
partnerships



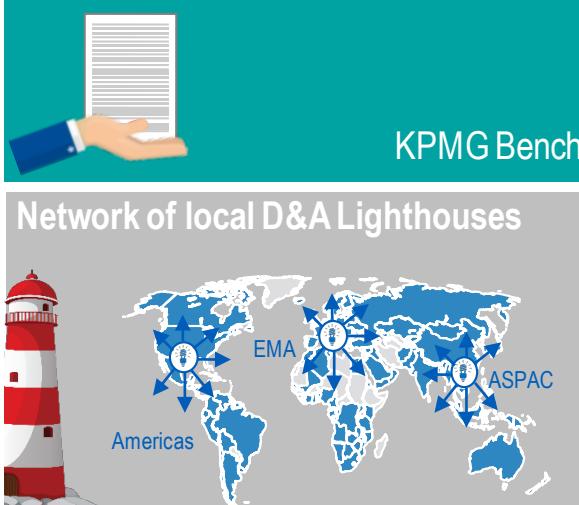
IBM

Microsoft

ORACLE

nuix

SailPoint



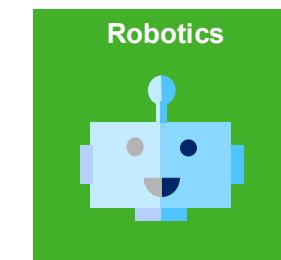
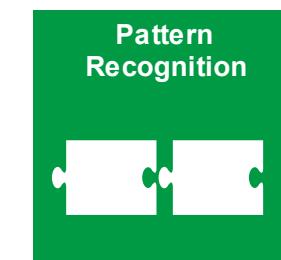
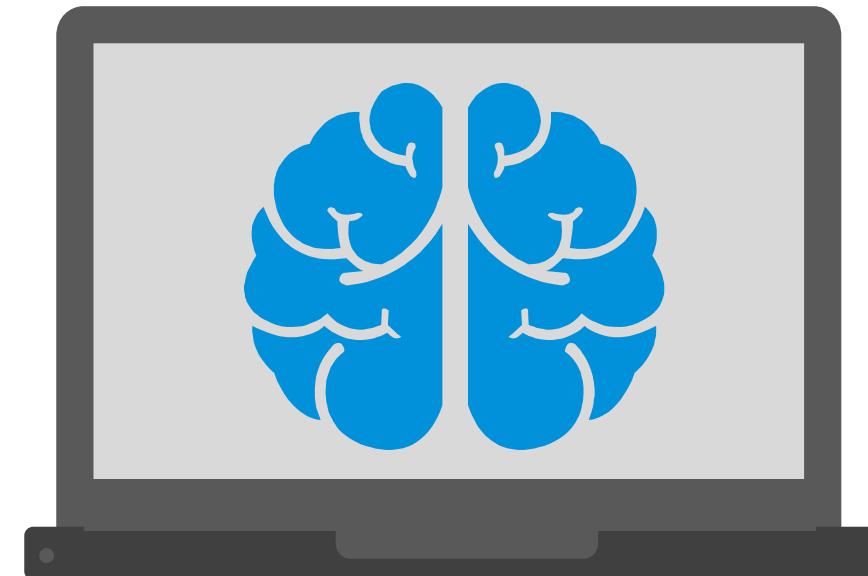
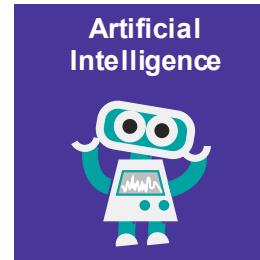
~10.000
KPMG Benchmarking Samples

\$2.16 Billion
D&A
revenue

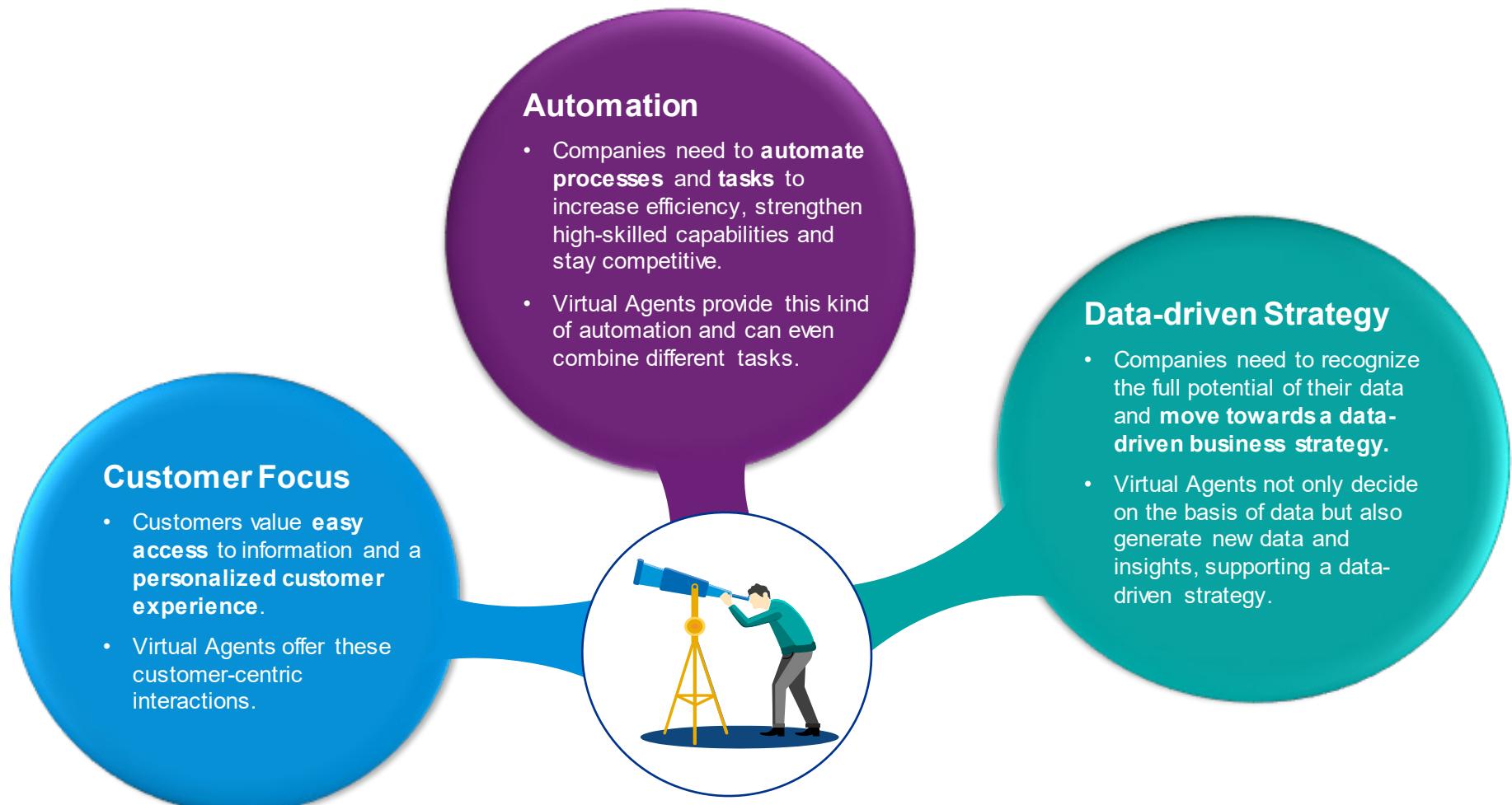
10.000+
KPMG D&A experts worldwide



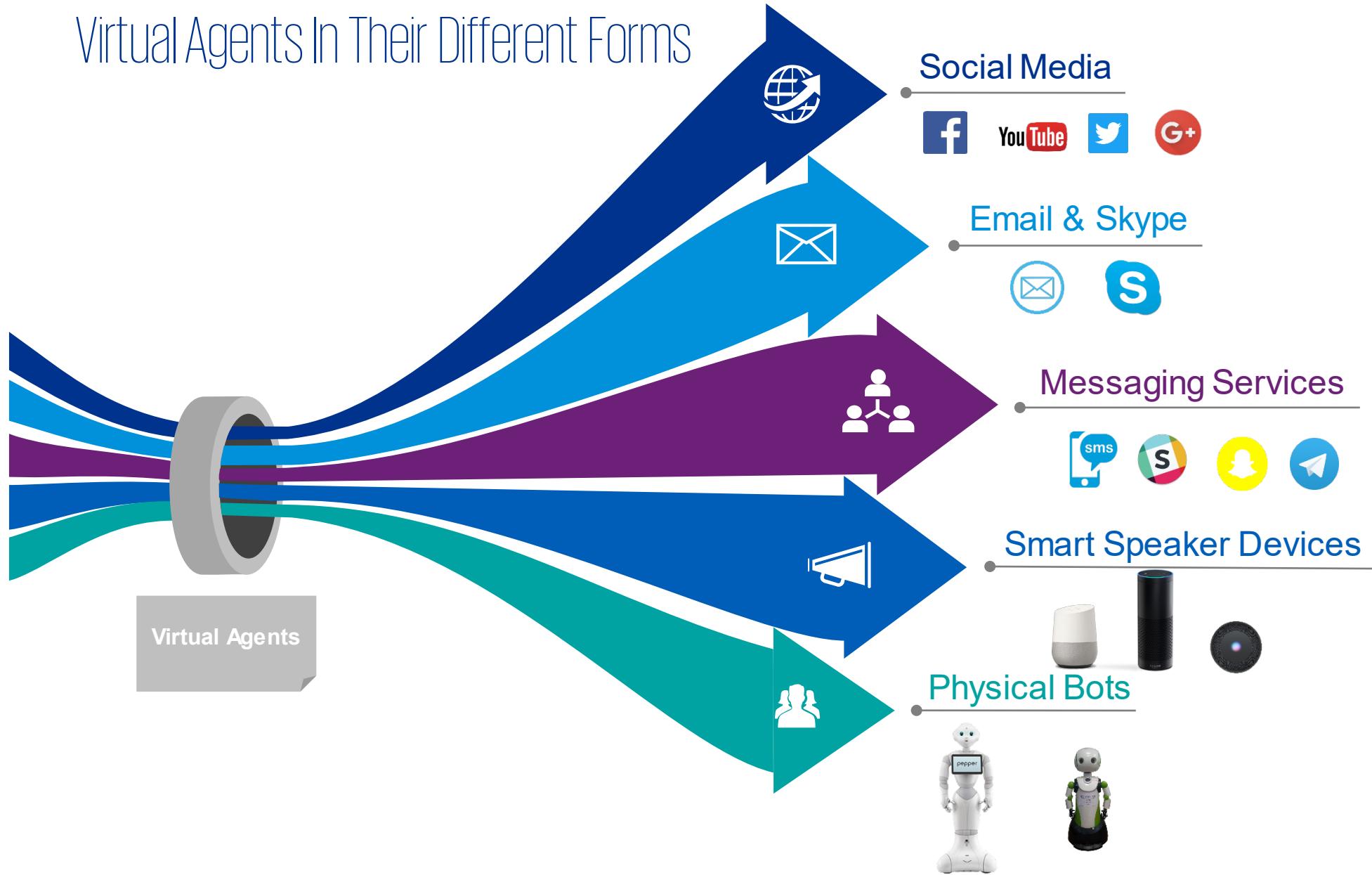
Cognitive Automation means simulating human thought processes in order to create automated, problem solving IT systems



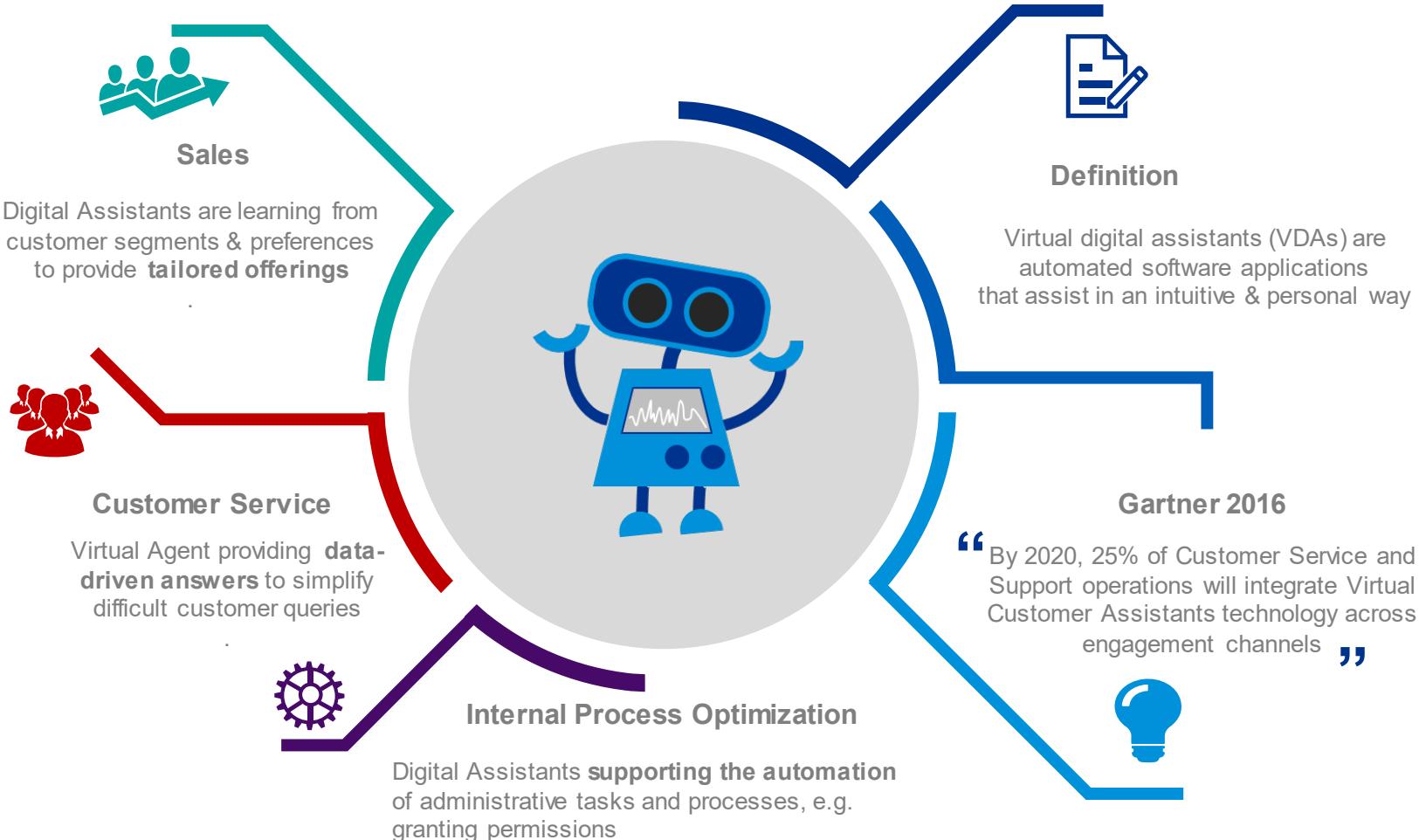
Benefits of a Virtual Agent



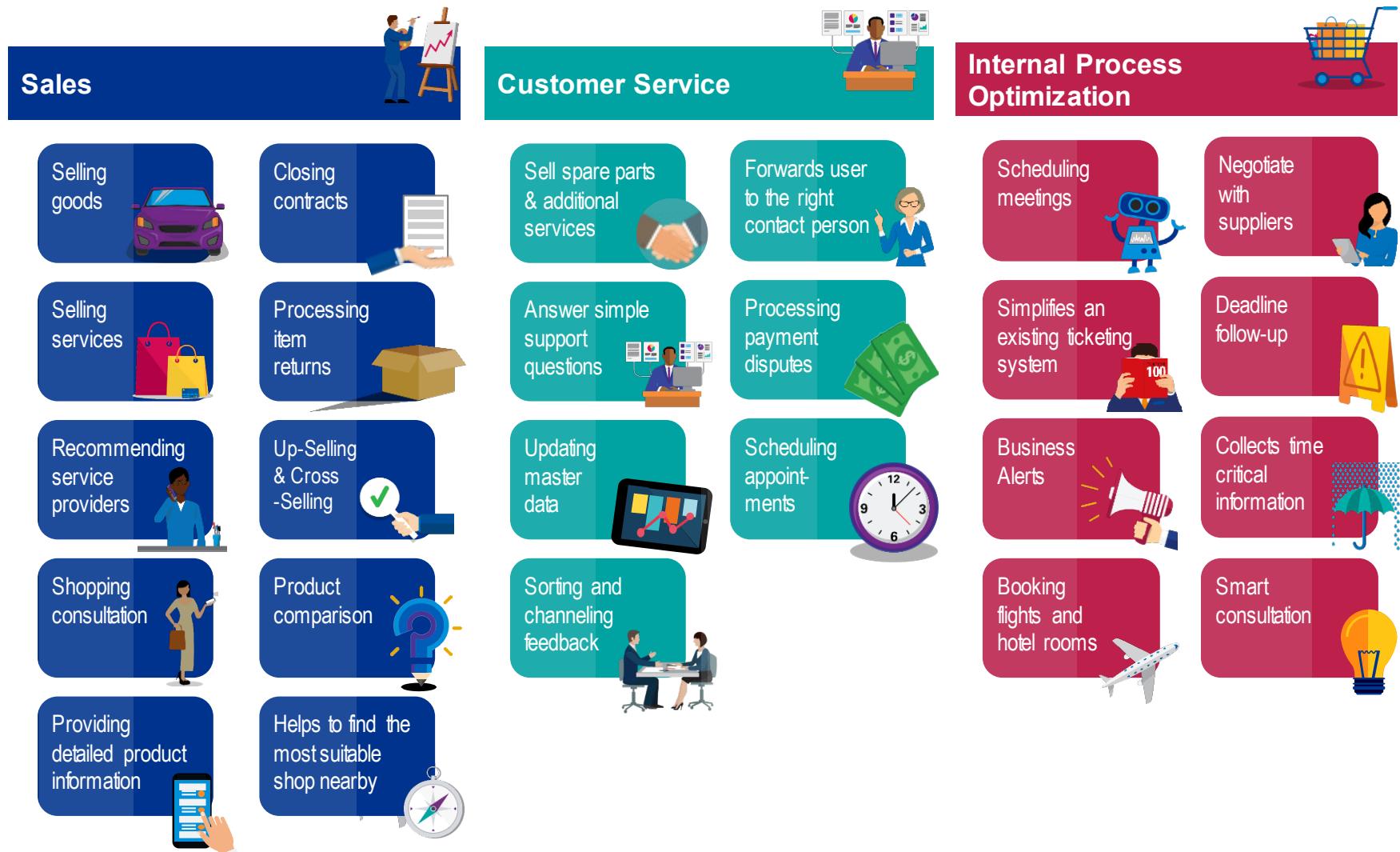
Virtual Agents In Their Different Forms



Virtual Agents Are Becoming More Important and Prevalent in Many Different Application Areas



Use Cases



Business Case



Cost Saving

- **Virtual Agents can do the work of many people in a minimum of time**, e.g. An US Bank expected to handle 1.7 Mio. access requests this year like granting access to software systems and responding to IT requests, such as resetting an employee's password, doing the work of 140 People

50% Less Processing time

- 24/7 availability
- Instantaneous response



Benefits for Businesses



- Increased level of **motivation**- and employee **satisfaction** (focus on value-adding activities)
- Better insights due to higher **measurability** of performance
- **Multilanguage** skills increases customer base
- **Standardization** of processes and operations
- Higher degree of automation increases **accuracy** and **speed** of request completion

Customer Value



- **Multilanguage** and **personalized** responses
- Identification of customer **preferences** and **interactivity enhance** customer experience
- Constantly increasing **quality** due to self-learning

Detailed Features

Business logic

- Usage of decision modeling for conversation flow to ensure transparency & flexibility while making solution future-proof
- Use text mining methods and neural networks to provide a AI-like experience for the end-user<



Self learning

- Retrain models to learn from user interactions on a regular basis
- Accuracy will iteratively improve with each use and the bot will learn to respond to new scenarios



Data Source Integration

- Extend bot's cognition capabilities by connecting external data sources (e.g. weather)
- Map requests to relevant company sources (e.g. product, service requests, etc.)

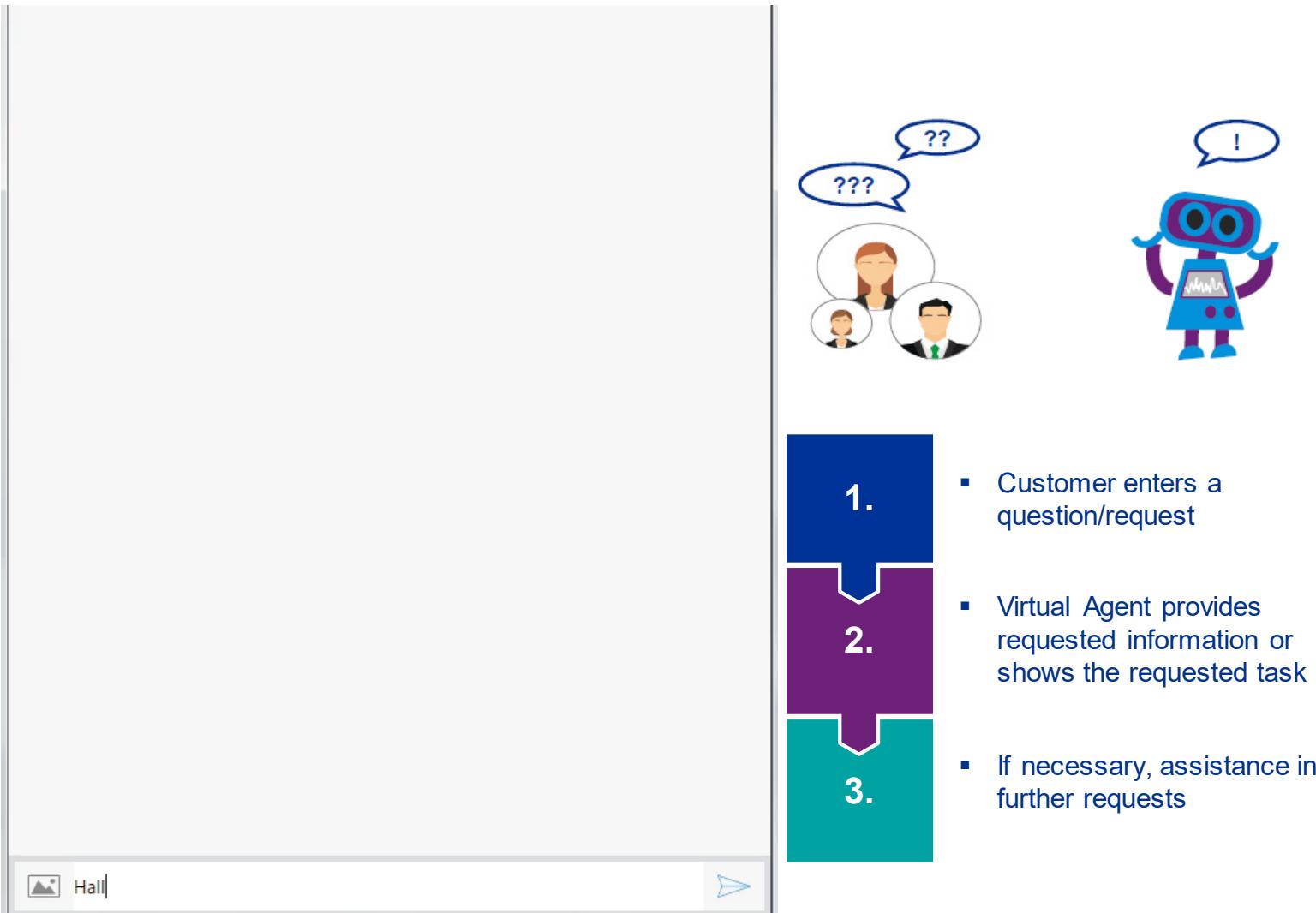


Robotics Process Automation

- Fully automate processes end-to-end in cases where no interfaces are available (i.e. direct input in SAP)



Example: Virtual Agent for Customer Service



KPMG Offers a Customized Virtual Agent Solution through a Unique Skillset

KPMG Virtual Agent		
Unique KPMG approach  <ul style="list-style-type: none">▪ Agility: Think big, start small, iterate fast!▪ Business and sector-specific modelling▪ Integrated business process optimization▪ Retaining flexibility to adjust technology / architecture and incorporate future requirements	KPMG Bot Framework  <ul style="list-style-type: none">▪ Customized text mining framework to deliver tailored solution▪ Engine for connection of internal / external data sources or APIs	KPMG Decision Bot  <ul style="list-style-type: none">▪ Modelling and integration of decision models that drive conversation▪ Rules based and automated modelling using machine learning▪ Decision models can be used by other applications to ensure consistent decision making process
Unique range of D&A services  <ul style="list-style-type: none">▪ Market leader in Data & Analytics (Gartner 2017; Forrester 2017)▪ Trusted technologies and platforms▪ Interdisciplinary teams of data scientists, software and data engineers as well as D&A and sector-specific consultants	KPMG We provide long-standing expertise in process optimization, compliance, accounting, audit, etc., a strong data scientist team and a set of global technology alliances , which makes KPMG the preferred partner for a tailored Chatbot solution.	Alliances/Partnerships 

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