



# Georgia



unite to inspire

# Every organization has its own path to reinvention

## STAGE 1

### Simplification Operational Efficiency

Drive more efficient enterprise resource allocation

**80% HUMANS WITHOUT GENAI**

**20% HUMANS WITH GEN AI TOOLS**

1

- Understand and optimize the work of the business functions
- Deploy RPA and “classic” AI solutions
- Experiment with gen AI

## STAGE 2

### Modernization Enterprise Digital Core

Optimize data, technology, and AI foundations critical for reinvention

↓ **50% HUMANS WITHOUT GENAI**

↑ **50% HUMANS WITH GEN AI TOOLS**

2

- Build enterprise digital core
- Scale gen AI tools for specific use cases across workflows

## STAGE 3

### Integration Connected Work & ‘Workbench’

Unify workers and workflows across a connected, AI-enabled ‘workbench’

↓ **10% HUMANS WITHOUT GENAI**

↓ **20% HUMANS WITH GEN AI TOOLS**

↑ **70% HUMANS WITH WORKBENCH**

3

- Enable human workers with AI and gen AI tools, co-pilots, and automated workflow capabilities
- Develop connected workbench across workflows and deploy internally and externally

## STAGE 4

### Revolution Agency/Dept Mission Delivery

Reimagine workflows and function to unleash its full potential

↓ **0% HUMANS WITHOUT GENAI**

↓ **0% HUMANS WITH GEN AI TOOLS**

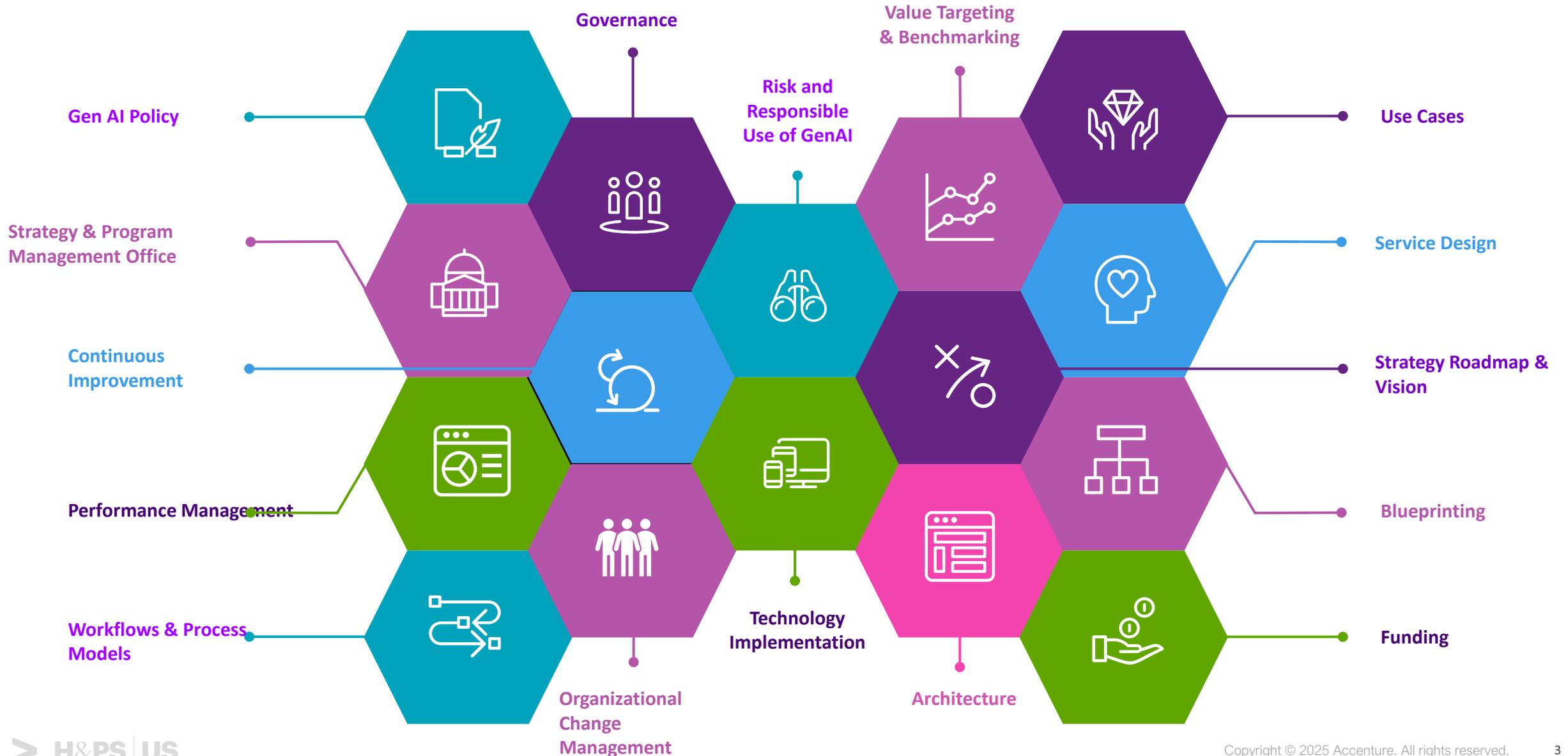
↓ **50% HUMANS WITH WORKBENCH**

↑ **50% DIGITAL AGENT WORKERS**

4

- Stand up digital workforce to work autonomously and in collaboration with humans
- Implement self-service capabilities to streamline marketing operations

# Core Elements for an Organizations AI Strategy



# Generative AI Presents Unique Risks and Challenges

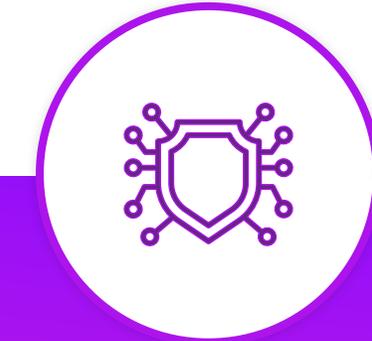


## Workforce Displacement

- GenAI's impact is now viewed as more possible for roles that were initially viewed as outside of AI's immediate reach (creatives, lawyers, etc.)



## Unreliable Outputs



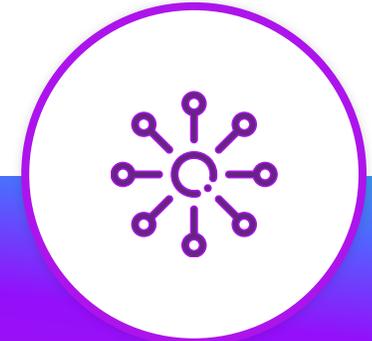
## Confidentiality & Security

- Unauthorized disclosure of confidential information
- Security vulnerabilities



## Liability & Compliance

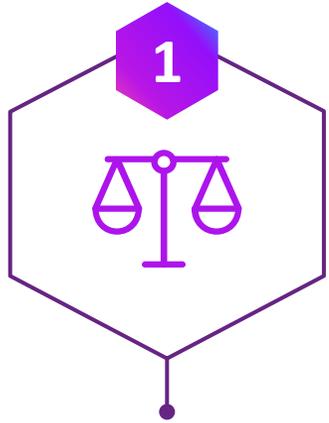
- Copyright, IP, and content ownership
- Regulatory compliance
- Contractual liability
- Product liability
- Consumer protection concerns



## Bias and Harm

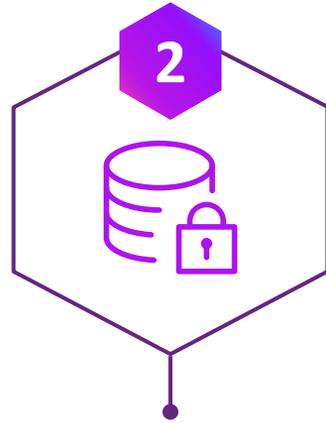
- Representational harm
- Misinformation
- Toxicity
- Fraudulent attacks
- Disinformation spread
- Harmful content generation at scale

# Best Practices in Generative AI



## Ethics and Responsible AI Use

Develop guidelines to ensure AI is used ethically and responsibly, focusing on transparency, accountability, and mitigating bias



## Data Privacy and Security

Ensure data protection, cybersecurity, and compliance with privacy laws, especially with the risks associated with AI systems accessing sensitive information



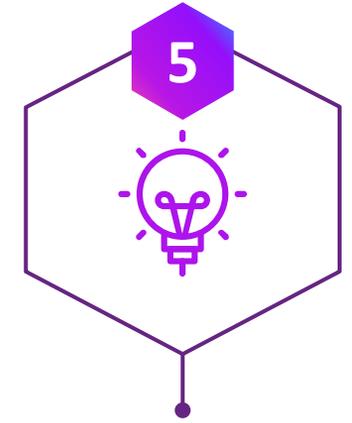
## Workforce Development & Training

Prepare the workforce for an AI-driven future by offering training for state employees, upskilling residents, and integrating AI literacy into education to mitigate job displacement and equip workers with new skills



## Public Transparency and Community Engagement

Prioritize public transparency to build trust in AI technologies through consultations, resident education, and establishing standards for clear, accessible information on AI usage in government and beyond



## Economic and Innovation Impact

Explore how AI can drive economic growth, foster innovation, and create new industries by assessing its potential to attract investment, create jobs, and enhance competitiveness while promoting a regulatory environment for responsible AI development

# How to Create a comprehensive and resilient Digital Core

## Data & AI Backbone

### Data

#### Enhanced Data Foundation

Building a stronger data infrastructure for improved insights and decision-making

### AI

#### Classic AI/ML

Multi-modal AI co-existing, including vision, language, speech

#### Gen AI Services & Pre-Built Solutions

Gen AI Architecture & Governance | Design, Boost, Build, Operationalize | Pre-built solutions accelerate reinvention journey

### Platform

#### Knowledge

Development of enterprise-wide knowledge capacity with adaptive learning

#### Model

Customize pre-built foundation models to drive reinvention and value

#### Agent

Embed the power of generative AI across end-to-end workflows to drive increased value

#### Backbone

Dynamically route queries to the most appropriate model based on use case specificity

## Digital Foundation

Cloud Infrastructure

Security

Integrations

# Automation/AI Solutions Framework

★ Short-term win & direct impact to improve operational performance

Automation solutions to advance operational efficiencies and key performance in the following functional areas.

Potential Solutions



## Resident

### IVR to SMS Deflection + GenAI Virtual Agent

**What it does:** Provides option upfront for callers to switch to digital channel and get answers to simple queries

**Outcomes:** Call reduction, improved user experience

### GenAI powered multilingual VA & Live Chat Support

**What it does:** Offer instant, accessible help in their preferred language to answer queries quickly & a seamless transition to an agent when their query is too complex

**Outcome:** Call reduction, improved user experience



## Worker

### Intelligent Document Processing

**What it does:** Document scan for key information to provide to case worker to check

**Outcome:** Process Efficiency, Error Reduction

### Enhanced Contact Center Agent Tools (Summarization/AI Assist)

**What it does:** Auto draft of call summaries and AI Assist to help the agent support callers' information requests; sentiment analysis

**Outcome:** Process Efficiency, Error Reduction

### Language Translation AI

**What it does:** Real time interpretation via AI translation

**Outcome:** Reduced handle time, reduced costs of language line

### Employee Policy Coach

**What it does:** Case worker chatbot powered by intelligent automation on policy / training information

**Outcome:** Reduced handle time, error prevention

### Proactive Comms

**What it does:** Residents can receive pertinent reminders or information via SMS

**Outcome:** Reduced incoming calls



## Supervisors

### Gen AI Quality Check

**What it does:** Review documents before submission to check for any errors

**Outcomes:** Error Reduction, Process Efficiency, Quality Process Checks

### CALM – Call Intent

**What it does:** data-led analysis tool leveraging Generative AI to identify the real, root-cause reasons that your customers are contact the organization

**Outcomes:** Understand Caller Pain Points & Reduce Calls, Improve Agent Performance

# Agentic AI Systems: The Game Changer

Agentic AI can drive unprecedented enhancements in service reinvention – while Gen AI is creation-oriented, Agentic AI is action-oriented



Traditional AI

Focused on automating repetitive tasks



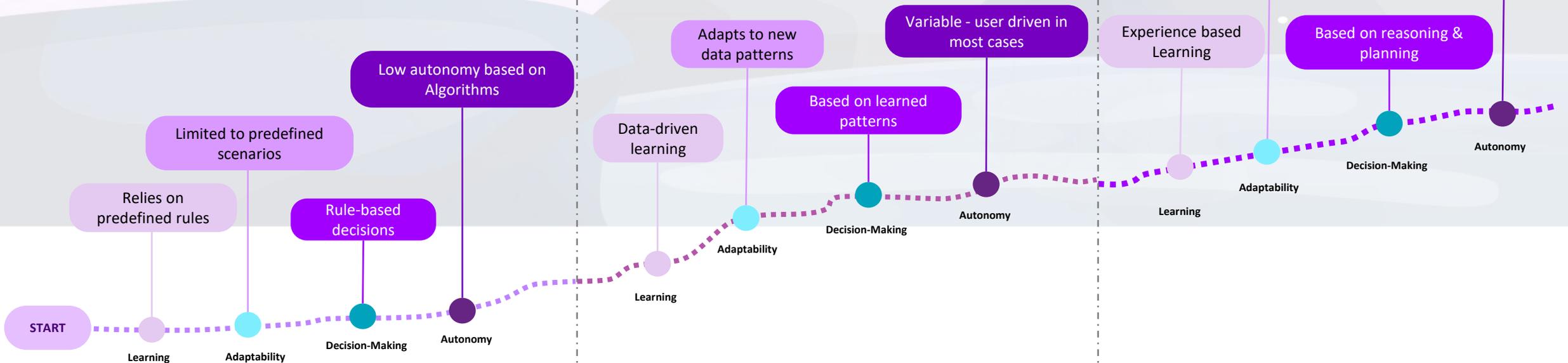
Generative AI

Content generation like text, images, etc.



Agentic AI

Goal-oriented action & decision making



A close-up, high-angle shot of a person's hands writing on a document with a pen. The document contains handwritten notes and diagrams. In the background, a laptop is open on a desk. The scene is dimly lit, with a soft purple/blue tint. The word "Demos" is overlaid in large white text on the left side of the image.

# Demos

# Care Coach GenAI Contact Center Training Simulation

A seamless journey guiding agents through 3 main steps; scenario building, training simulations, and performance evaluation



## Step 1: Scenario Building

Scenario Builder Dashboard

Allows agent to **custom-select** or **randomize** the **training parameters** to build dynamic simulations, or **select pre-configured** scenarios

## Step 2: Training Simulation

Training Page

Provides agent with a **training context summary** and engages agent in **realistic simulations**

## Step 3: Performance Evaluation

Score Page

Assesses agent's performance indicating overall **score, strengths, and areas of improvement per parameter**

As-Is Features

Gamification

Leaderboard

Industry Templatization

Medicaid Parameters

Personas

Agent Personas

Multi-model Support

Chat & Voice

AI Analytics

Scenario Summary

AI Scoring

Parameter Scoring

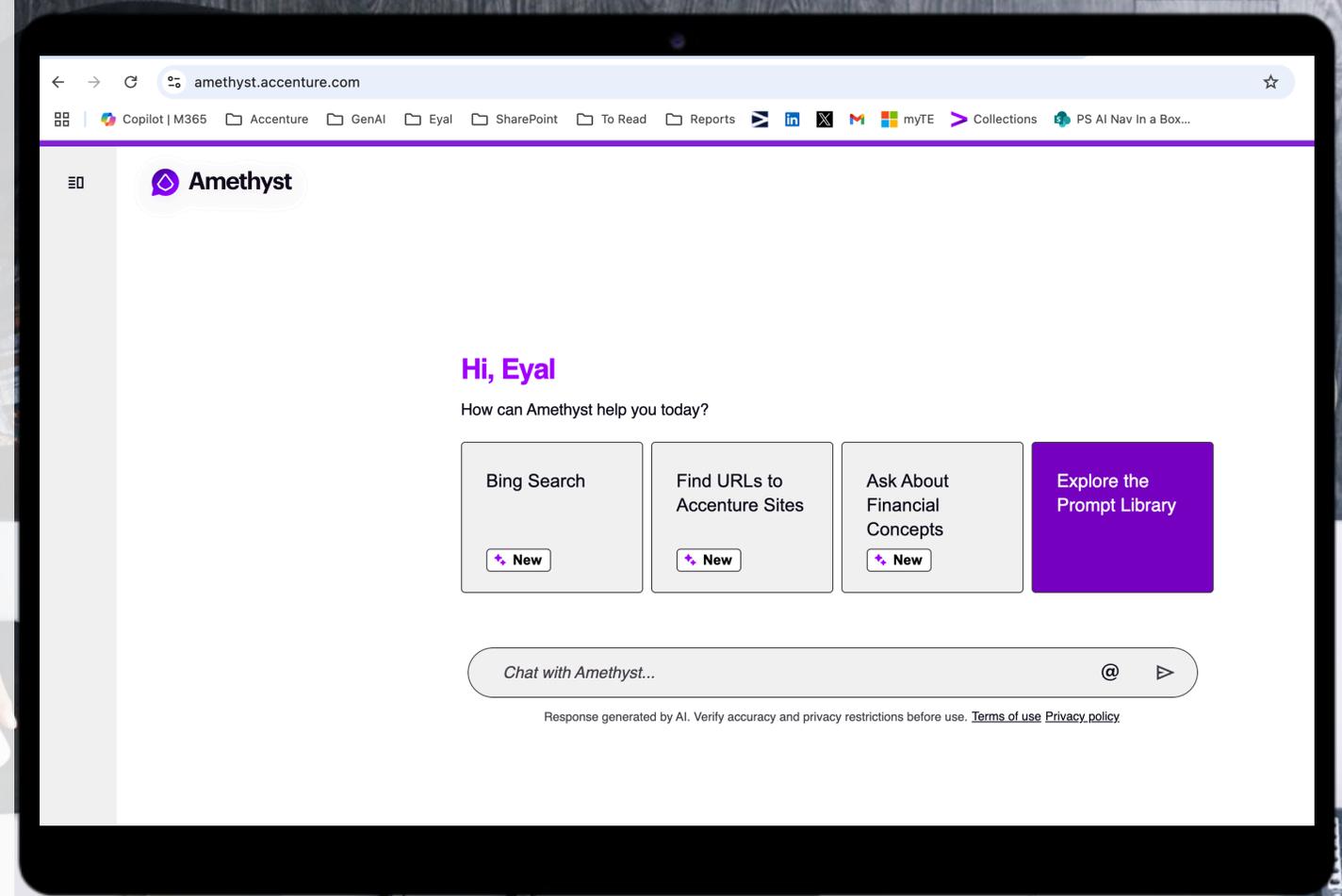
Reporting

Scorecard



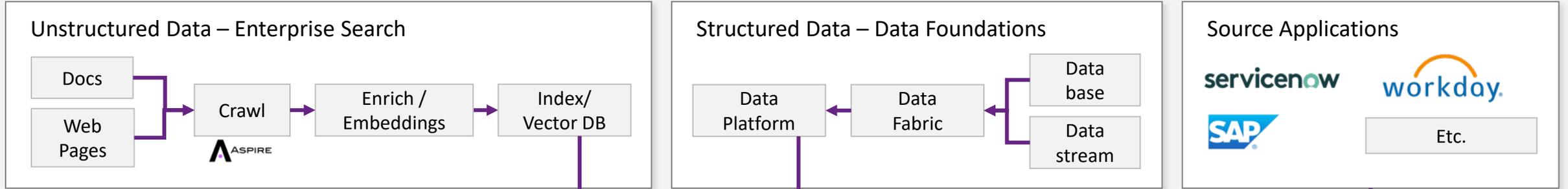
Amethyst is Accenture's AI assistant, fueled by gen AI. Amethyst instantly generates responses as you explore ideas, seek solutions, and brainstorm creatively, all in real-time.

Powered by **Large Language Models (LLMs)**, Amethyst is supercharged for boosting productivity as employees' personal intelligent assistant.

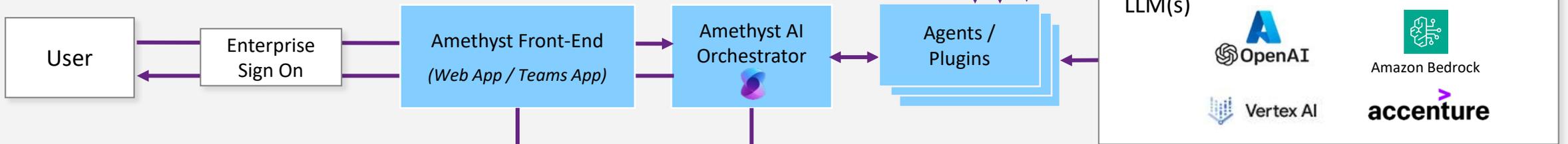


# Amethyst | Technology Blueprint

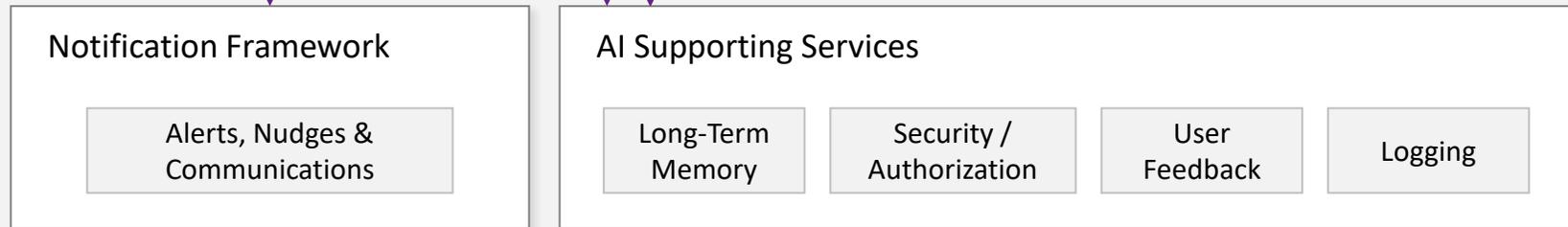
## SOURCE SYSTEMS



## AMETHYST AI CORE



## SUPPORTING SERVICES



# Impact on Work Dynamics

## Productivity

**98%**

Reduction in time spent gather knowledge

**3950**

Estimated hours saved searching for Client Stories

**10x**

Faster to submit software requests

**1670**

Estimated hours saved from pilot software request flow

## Usage

**56**

Enabled countries

**54K**

Active monthly users

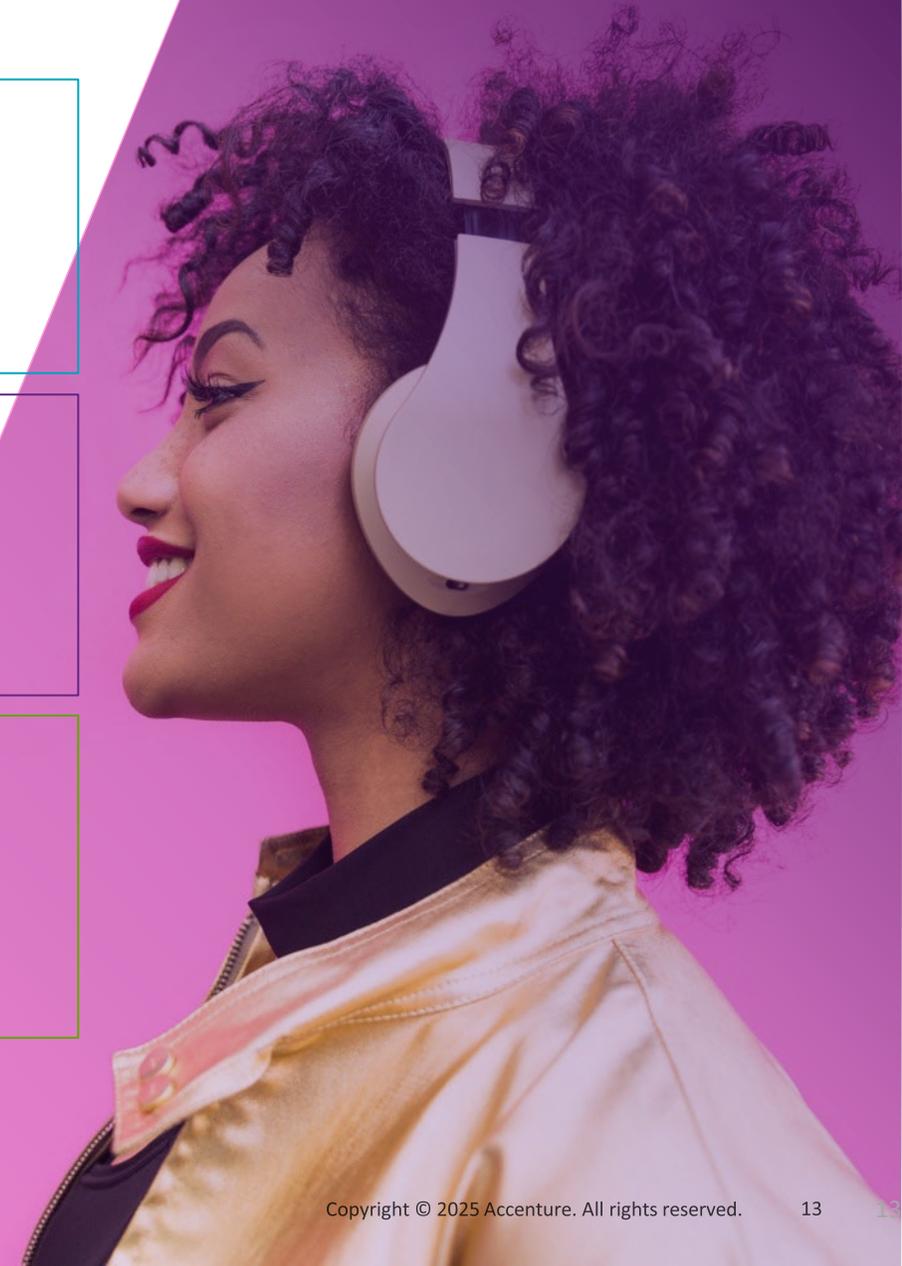
**614K**

Average monthly conversations

## Sentiment

**97%**

Improvement in positive feedback



# Five Key Questions for Reinvention with AI

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**1**

**How do I prioritize investments?**

**2**

**Is my data & technology ready for AI?**

**3**

**How do I make the right ecosystem decisions?**

**4**

**Are my people ready?**

**5**

**Where is AI being used?  
Am I balancing the value and risks?**

# Proactive Program Approach

Engaging residents through two-way conversational messaging to help citizens navigate their eligibility program journey.



Using data and human-centered research to understand the **audience** personas and define their **communications** needs.

Multi-channel outreach campaigns that build awareness and trust to increase participation

Proactive communications or two-way communications guide residents through usage, renewals, and open questions to reduce contact volume.

**Live agent chat** availability reduces higher cost of service channels like phone, when applicable.

**Audience insights** across channels enables program wide behavioral insights to continuously optimize the resident experience



Improved  
Communication  
Experience



Improved  
Adoption of Digital  
Tools



Reduced  
Call Center Volumes



Reduced  
Churn & Caseworker  
Effort