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AI adoption: It's all about the value

Inbal Budowski-Tal

Sr Director,
Machine Learning
Pendo

Johnny Ross

Sr UX Researcher
Pendo

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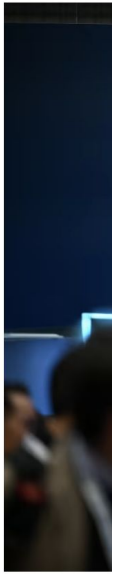
Amazon to Invest $10.5 Billion in U.K. for Cloud, AI Infrastructure

Amazon Web Services will invest the equivalent of $10.46 billion through 2028 to build and operate data centers in the U.K.

By *Kimberley Kao* Follow

Sept. 11, 202

Shar



Fei-Fei Li's World Labs comes out of stealth with $230M in funding

Marina Temkin / 3:36 PM PDT • September 13, 2024

Comment

Venture

Salesforce Ventures ups its AI fund to $1B, doubling it again

Julie Bort / 11:28 AM PDT • September 16, 2024

Comment

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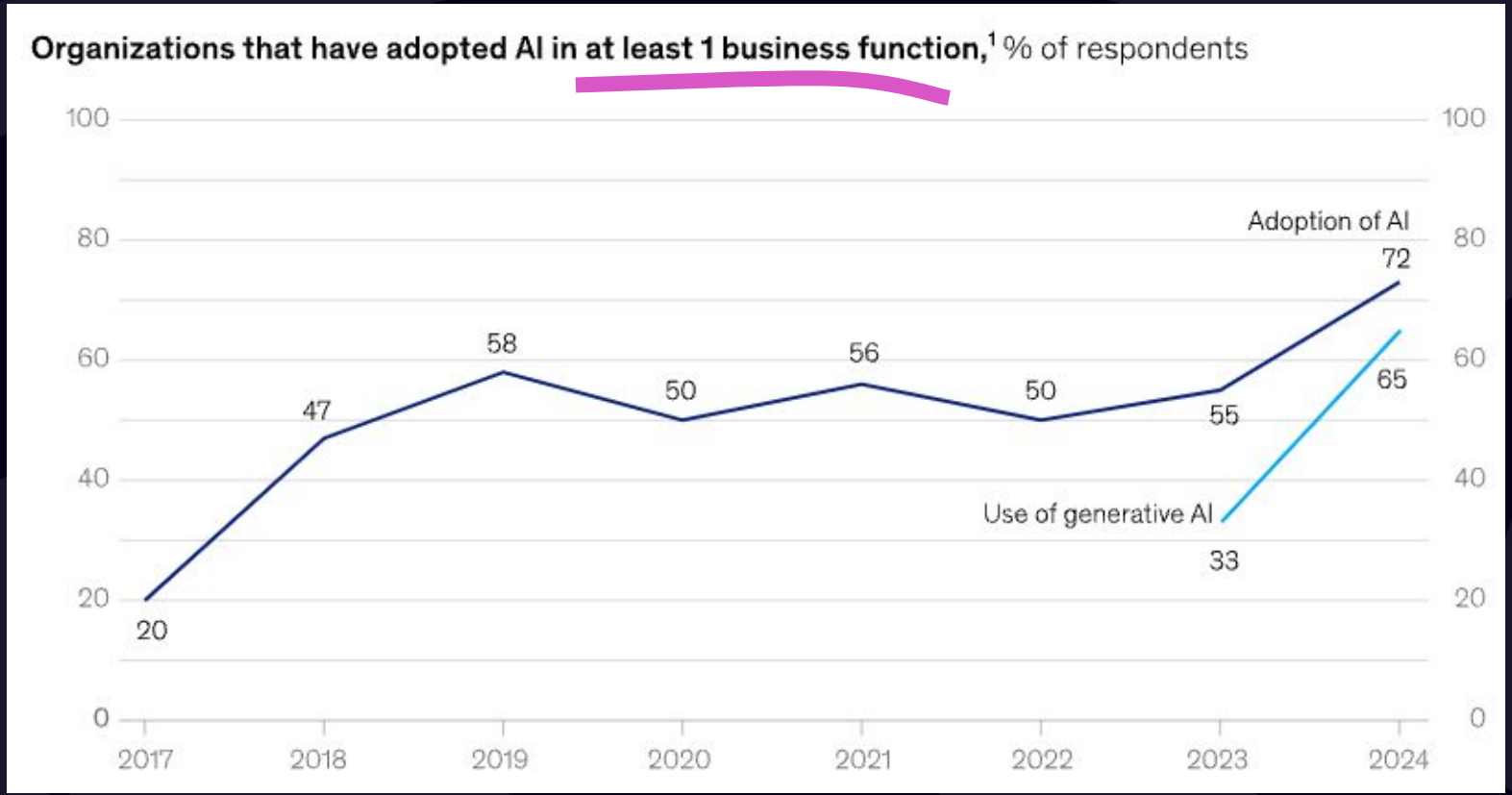
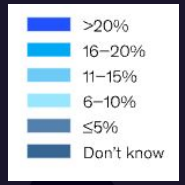
McKinsey's "The State of AI" report



Share of the company's budget spent on GenAI

On average, 55% of the companies spend less than 5% of their budget on GenAI.



BBC

Home News Sport Business Innovation Culture Arts Travel Earth Video Live

AI products like ChatGPT much hyped but not much used, study says

28 May 2024

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Tom Singleton
Technology reporter

AI Startu

Some startups a

Sign In

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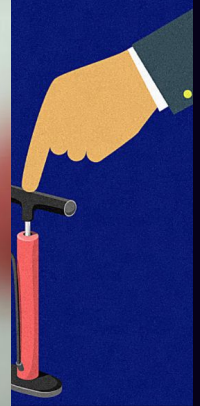

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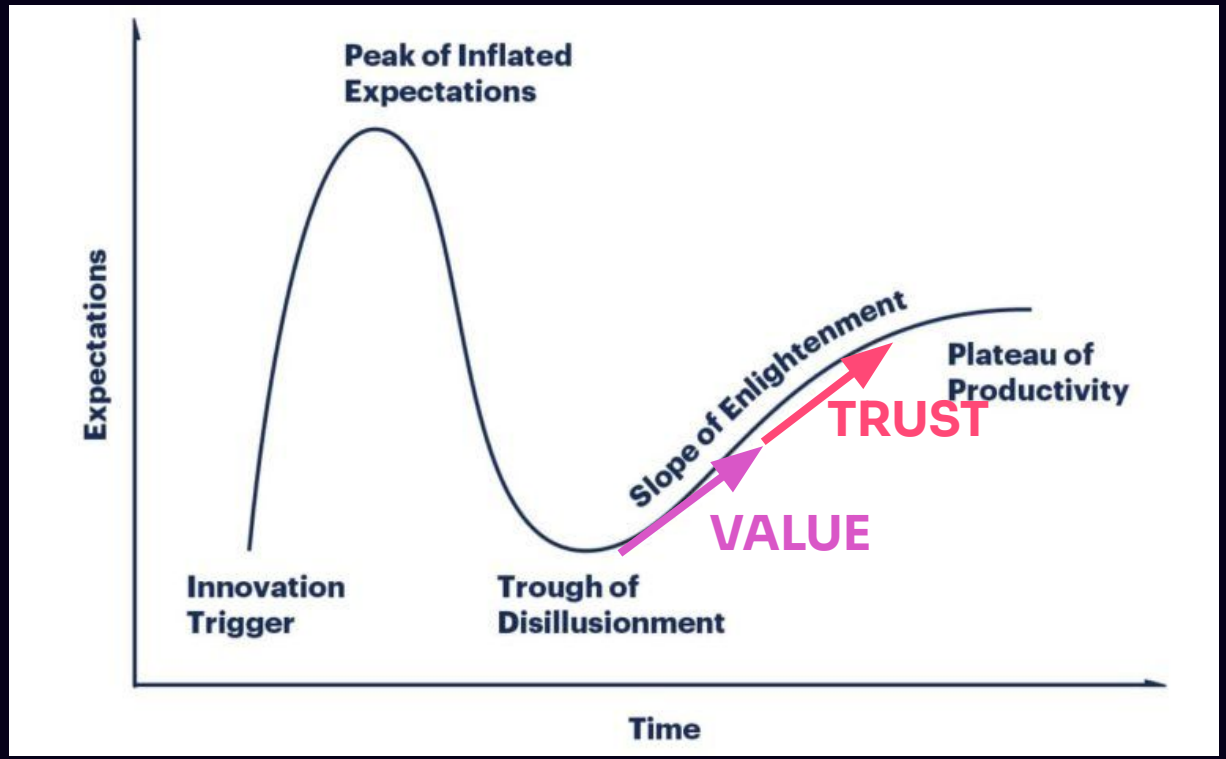
So, we are all developing AI tools.

But who is buying?

Gartner Hype Cycle



AI Adoption resembles Cloud Adoption

It's About the Value, Not the Tech

People don’t trust AI

Common customer questions

How do I verify the that AI summary is correct?

Will my data be exposed to 3rd party models?

Will the machine automatically decide things for me?

Will the models be trained on my data also for the benefit of others?

How do you handle hallucinations?

What is the accuracy of your model?

What human in the loop processes you have to ensure the AI is accurate?

Trust in AI

Confidence

How do I verify the that AI summary is correct?

What is the accuracy of your model?

How do you handle hallucinations?

Control

Will the machine automatically decide things for me?

What human in the loop processes you have to ensure the AI is accurate?

Clarity

Will the models be trained on my data also for the benefit of others?

Will my data be exposed to 3rd party models?

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Confidence

Confidence is gained by getting accurate results from the AI

The problem:
AI can never be 100% accurate

Why?

- Model inconsistencies
- Human inconsistencies
- Model x Human inconsistencies

Examples

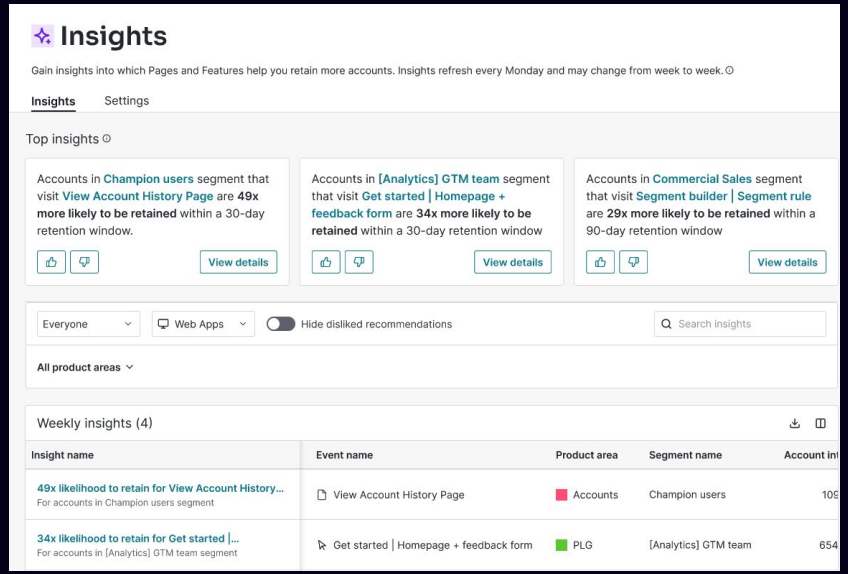
- Hallucinations
- Guides translation
- Adoption definitions

How can we gain confidence if accuracy is never 100%?

Transparency

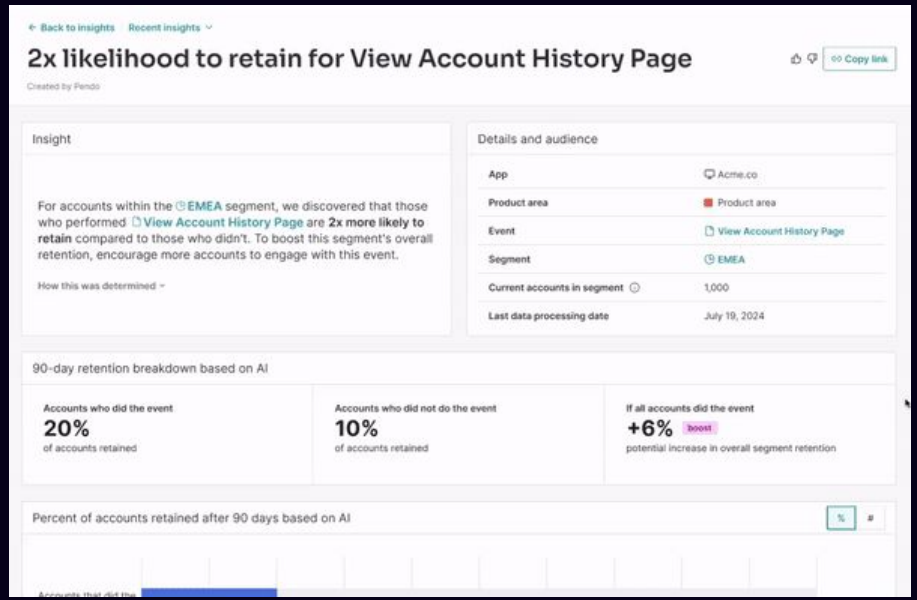
AI Insights

AI Insights helps you identify the customer behaviors that lead to a business outcome, like **retention**.



The Data Story: Transparency in AI at Pendo

- A **textual** explanation of the insight and details
- A **link** to the event page
- A **visual** explanation of the recommendation
- Audience insights **visual**
- A **table** of related events
- Next recommended steps



How Can I Improve Transparency?

Do *not* just provide the output; include additional context to build trust:

1. Data sources
2. Supporting evidence
3. Explanation options - visuals, text, tables

Black Box

Clear Box

Confidence =
Accuracy + Transparency

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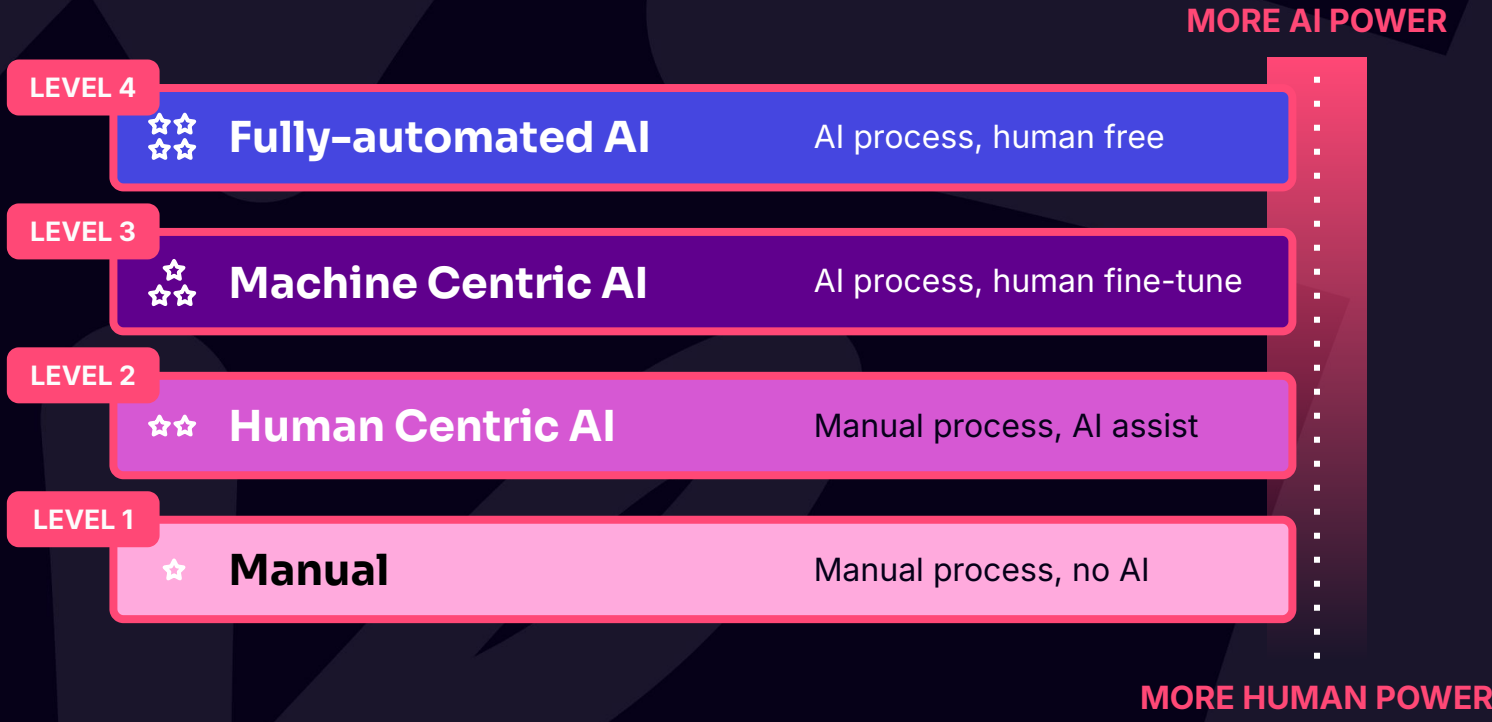
Control

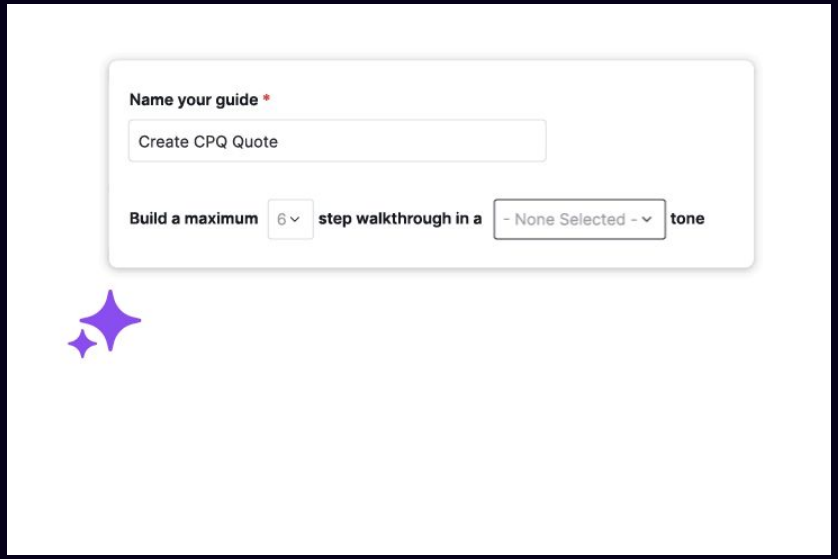
Levels of AI


MORE AI POWER
LEVEL 4
Fully-automated AI
AI process, human free
LEVEL 3
Machine Centric AI
AI process, human fine-tune
LEVEL 2
Human Centric AI
Manual process, AI assist
LEVEL 1
Manual
Manual process, no AI
MORE HUMAN POWER

Guides AI

Guides AI lets you create a guide from a textual description of the feature.

Pendo creates the guide for you, but never sends it automatically to the end user.



Guides AI

The PM must approve, decline, or edit the guide's content.

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Clarity

Customer questions

Who has access to my data?

Which models are used for the predictions?

Is my data used to train LLMs?

Is my data co-mingled with others?

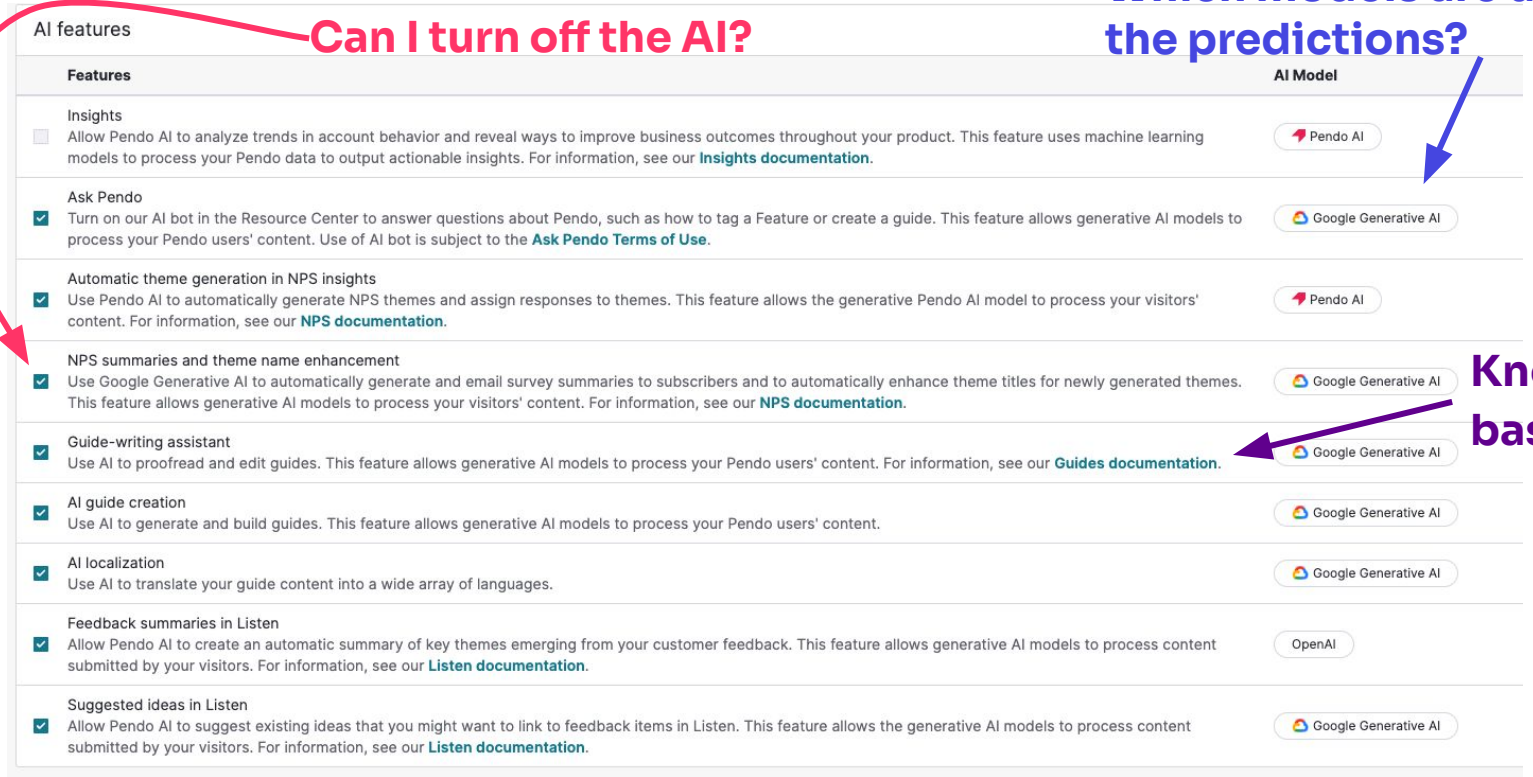
Can I turn off the AI?

Pendo opt in/out experience

Can I turn off the AI?

Which models are used for the predictions?

Knowledge base links



Pendo's AI Principles

Customer-Centric Approach

Transparency & Communication

Data Governance

Optionality & Customization

Compliance with Legal & Regulatory

Fairness & Equity

Thought Leadership

Setting the Tone from the Top

The three C's to create TRUST

1. **C**onfidence -
   Data story to support the AI output
2. **C**ontrol -
   The user is the decision maker, not the AI
3. **C**larity -
   Anticipate customers' questions and address them in-product

So, who's buying it?

Everyone!

As long as they see the value and have trust

Thank you!

Get your stamp in the AI booth for extra merch booth points!

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