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MONIUM
2024

PENDOMONIUM 2024

**AI adoption:
It's all about
the value**





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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, 2024



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

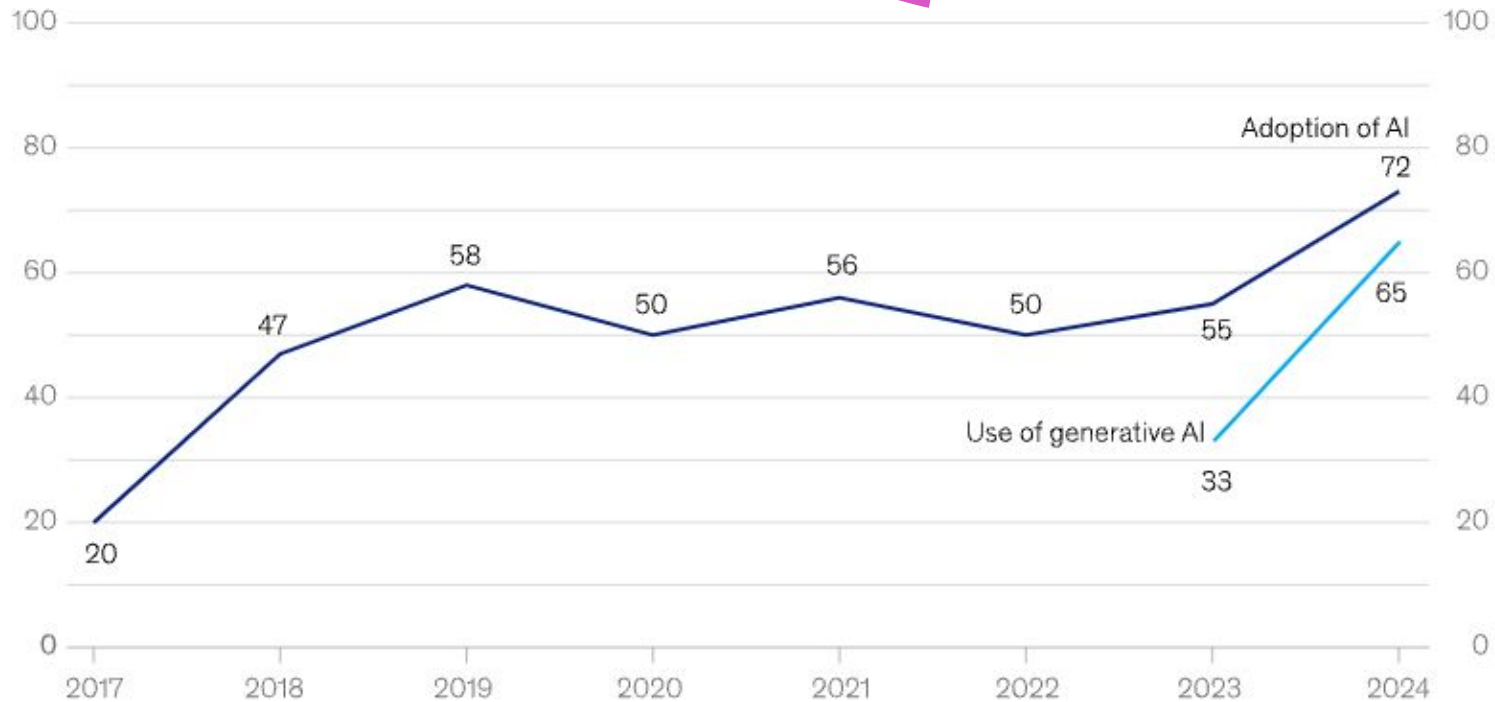
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McKinsey's "The State of AI" report



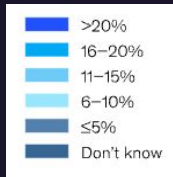
Organizations that have adopted AI in at least 1 business function,¹ % of respondents



Share of the company's budget spent on GenAI



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



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

28 May 2024

Share

Tom Singleton
Technology reporter

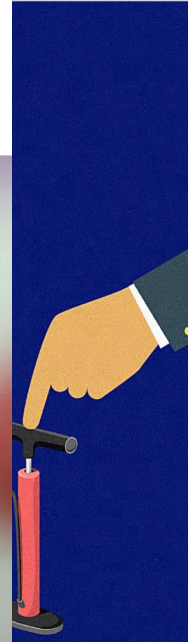


AI Startu

Some startups a

Sign In

IAL OFFER

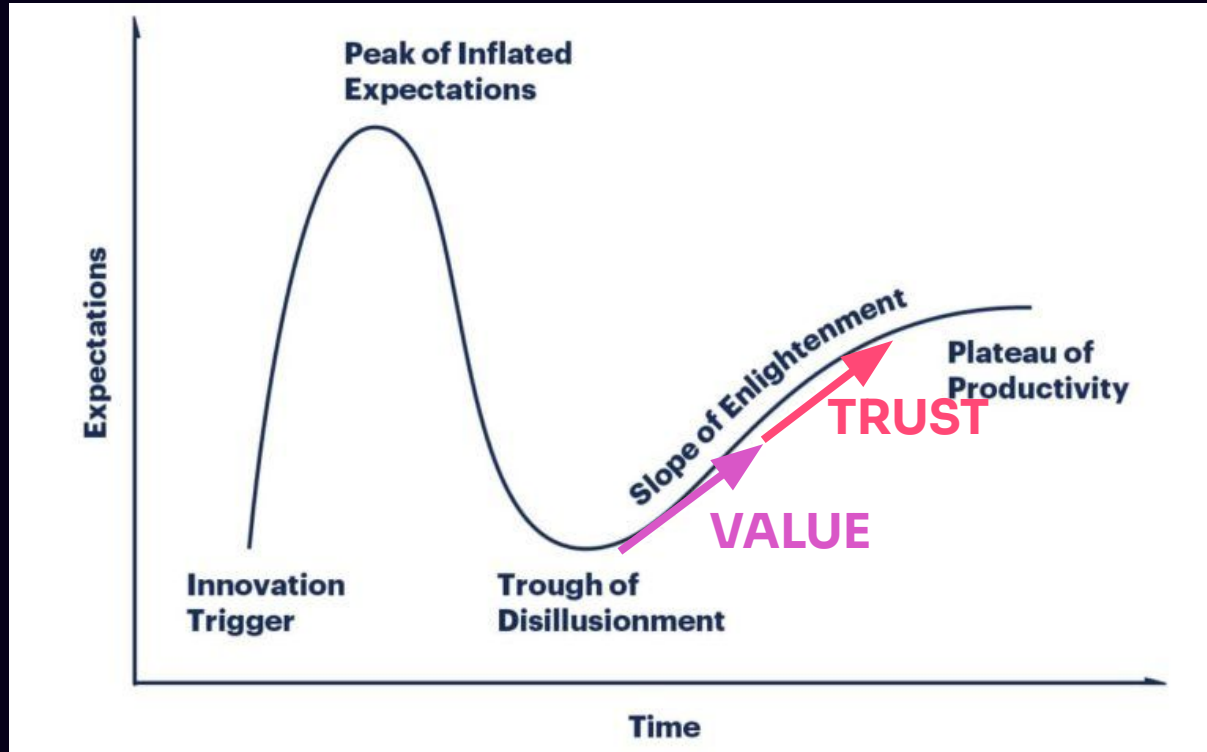




**So, we are all developing AI
tools.**

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



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?

Common customer questions

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.

Insights

Gain insights into which Pages and Features help you retain more accounts. Insights refresh every Monday and may change from week to week. [O](#)

[Insights](#) [Settings](#)

Top insights [O](#)

Accounts in **Champion users** segment that visit **View Account History Page** are **49x more likely to be retained** within a 30-day retention window.

[View details](#)

Accounts in **[Analytics] GTM team** segment that visit **Get started | Homepage + feedback form** are **34x more likely to be retained** within a 30-day retention window.

[View details](#)

Accounts in **Commercial Sales** segment that visit **Segment builder | Segment rule** are **29x more likely to be retained** within a 90-day retention window.

[View details](#)

Everyone [v](#) Web Apps [v](#) Hide disliked recommendations

All product areas [v](#)

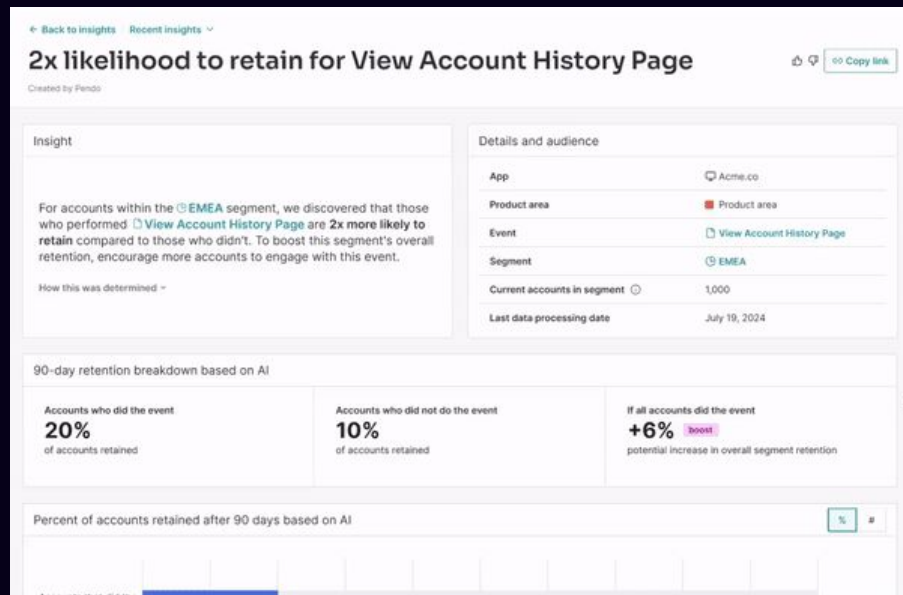
Weekly insights (4) [v](#) [O](#)

Insight name	Event name	Product area	Segment name	Account In
49x likelihood to retain for View Account History... For accounts in Champion users segment	View Account History Page	Accounts	Champion users	105
34x likelihood to retain for Get started ... For accounts in [Analytics] GTM team segment	Get started Homepage + feedback form	PLG	[Analytics] GTM team	654

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





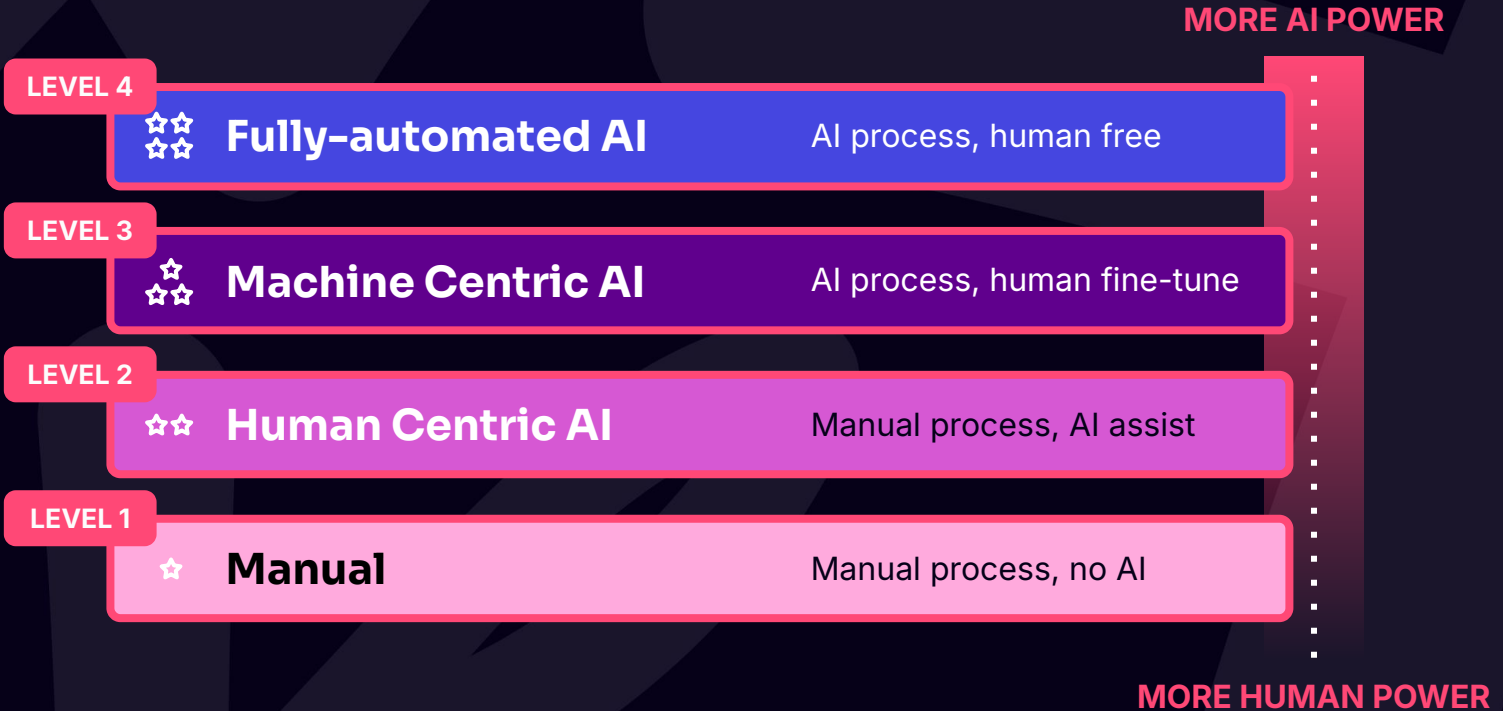
**Confidence =
Accuracy + Transparency**

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Control



Levels of AI





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.

The screenshot shows a user interface for creating a guide. It features a text input field with the placeholder text "Create CPQ Quote". Below the input field, there is a label "Build a maximum" followed by a dropdown menu showing the number "6", the text "step walkthrough in a", another dropdown menu showing "- None Selected -", and the word "tone". A purple starburst icon is located below the form.



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



Which models are used for the predictions?

Can I turn off the AI?

AI features	AI Model
Insights <input type="checkbox"/> Allow Pendo AI to analyze trends in account behavior and reveal ways to improve business outcomes throughout your product. This feature uses machine learning models to process your Pendo data to output actionable insights. For information, see our Insights documentation .	<input type="checkbox"/> Pendo AI
Ask Pendo <input checked="" type="checkbox"/> Turn on our AI bot in the Resource Center to answer questions about Pendo, such as how to tag a Feature or create a guide. This feature allows generative AI models to process your Pendo users' content. Use of AI bot is subject to the Ask Pendo Terms of Use .	<input checked="" type="checkbox"/> Google Generative AI
Automatic theme generation in NPS insights <input checked="" type="checkbox"/> Use Pendo AI to automatically generate NPS themes and assign responses to themes. This feature allows the generative Pendo AI model to process your visitors' content. For information, see our NPS documentation .	<input checked="" type="checkbox"/> Pendo AI
NPS summaries and theme name enhancement <input checked="" type="checkbox"/> Use Google Generative AI to automatically generate and email survey summaries to subscribers and to automatically enhance theme titles for newly generated themes. This feature allows generative AI models to process your visitors' content. For information, see our NPS documentation .	<input checked="" type="checkbox"/> Google Generative AI
Guide-writing assistant <input checked="" type="checkbox"/> Use AI to proofread and edit guides. This feature allows generative AI models to process your Pendo users' content. For information, see our Guides documentation .	<input checked="" type="checkbox"/> Google Generative AI
AI guide creation <input checked="" type="checkbox"/> Use AI to generate and build guides. This feature allows generative AI models to process your Pendo users' content.	<input checked="" type="checkbox"/> Google Generative AI
AI localization <input checked="" type="checkbox"/> Use AI to translate your guide content into a wide array of languages.	<input checked="" type="checkbox"/> Google Generative AI
Feedback summaries in Listen <input checked="" type="checkbox"/> Allow Pendo AI to create an automatic summary of key themes emerging from your customer feedback. This feature allows generative AI models to process content submitted by your visitors. For information, see our Listen documentation .	<input checked="" type="checkbox"/> OpenAI
Suggested ideas in Listen <input checked="" type="checkbox"/> Allow Pendo AI to suggest existing ideas that you might want to link to feedback items in Listen. This feature allows the generative AI models to process content submitted by your visitors. For information, see our Listen documentation .	<input checked="" type="checkbox"/> Google Generative AI

Knowledge base links



Pendo's AI Principles



**Customer-Centric
Approach**



**Transparency &
Communication**



**Data
Governance**



**Optionality &
Customization**



**Compliance with
Legal & Regulatory**



**Fairness &
Equity**



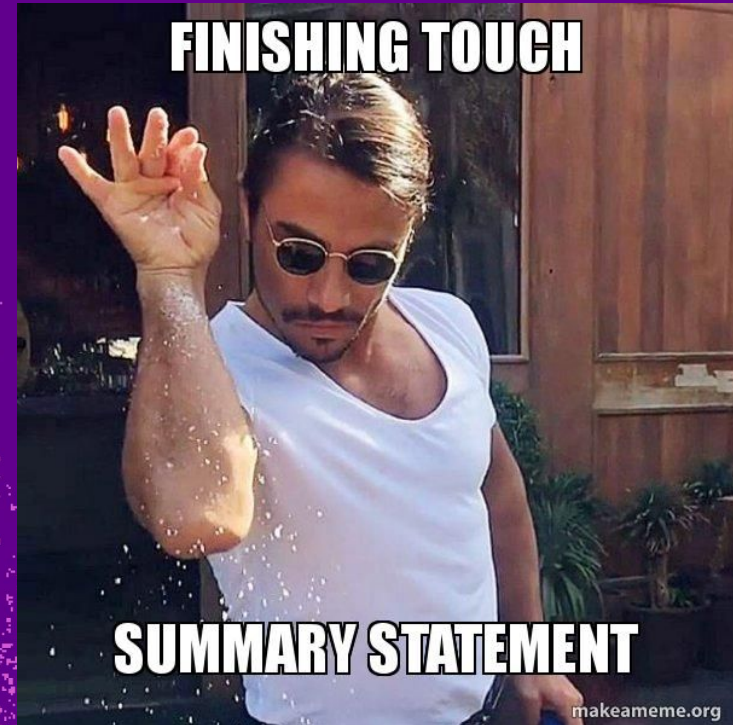
**Thought
Leadership**



**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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