



# 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



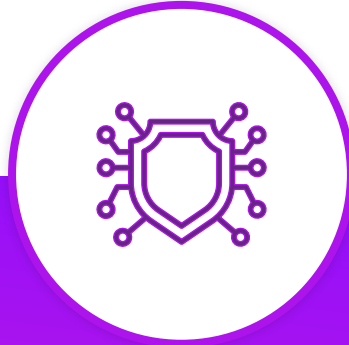
## Workforce Displacement

- 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

- Unauthorized disclosure of confidential information
- Security vulnerabilities



## Confidentiality & Security



## Liability & Compliance

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

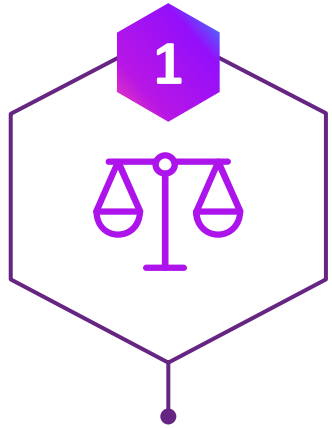


## Bias and Harm

- 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



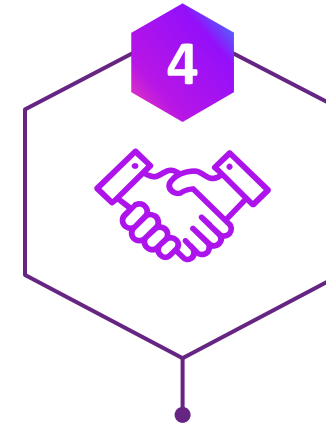
## Data Privacy and Security

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



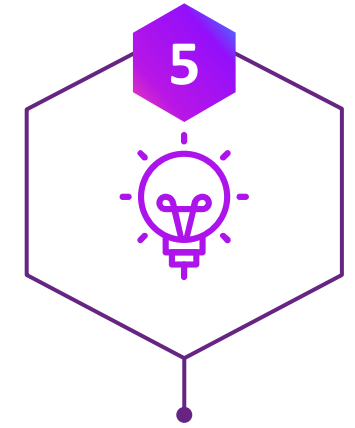
## Workforce Development & Training

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

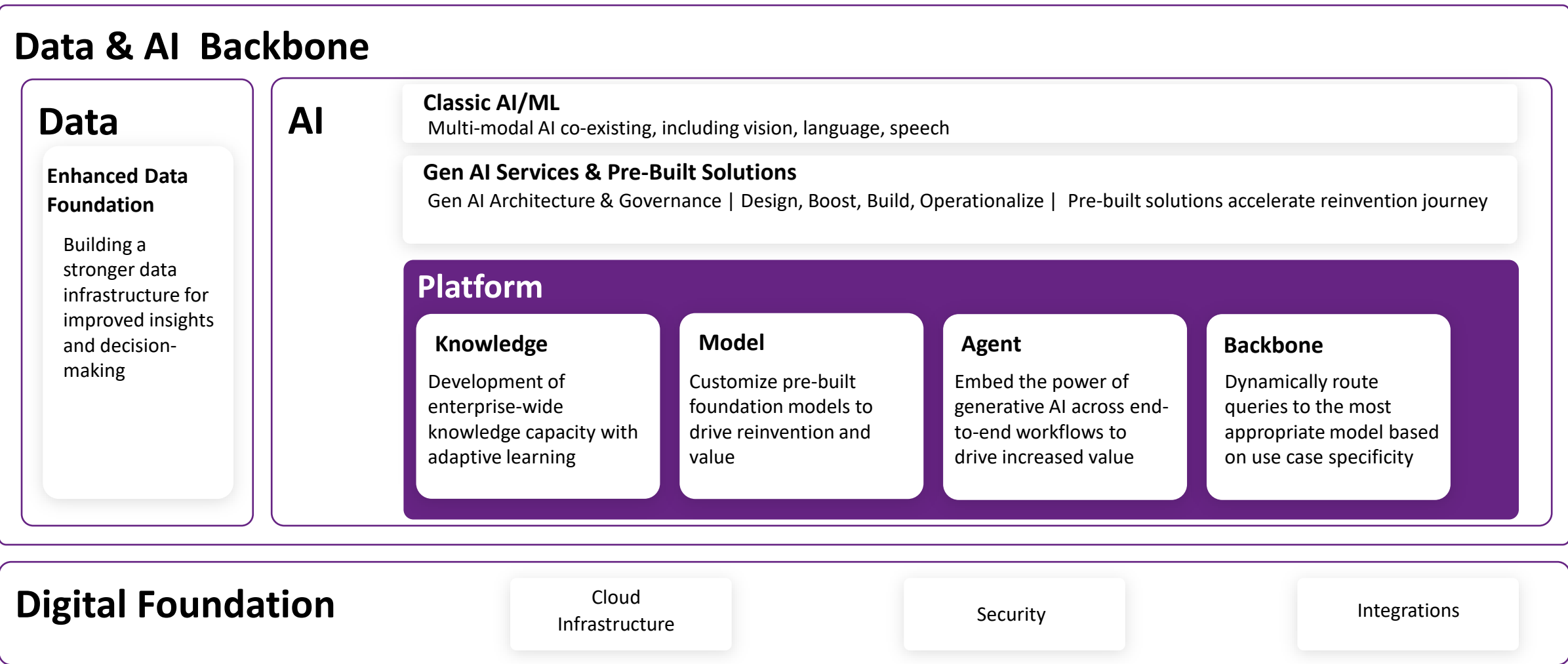
Prioritize public transparency to build trust in AI technologies through consultations, resident education, and establishing standards for clear, accessible information on AI usage in government and beyond



## 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

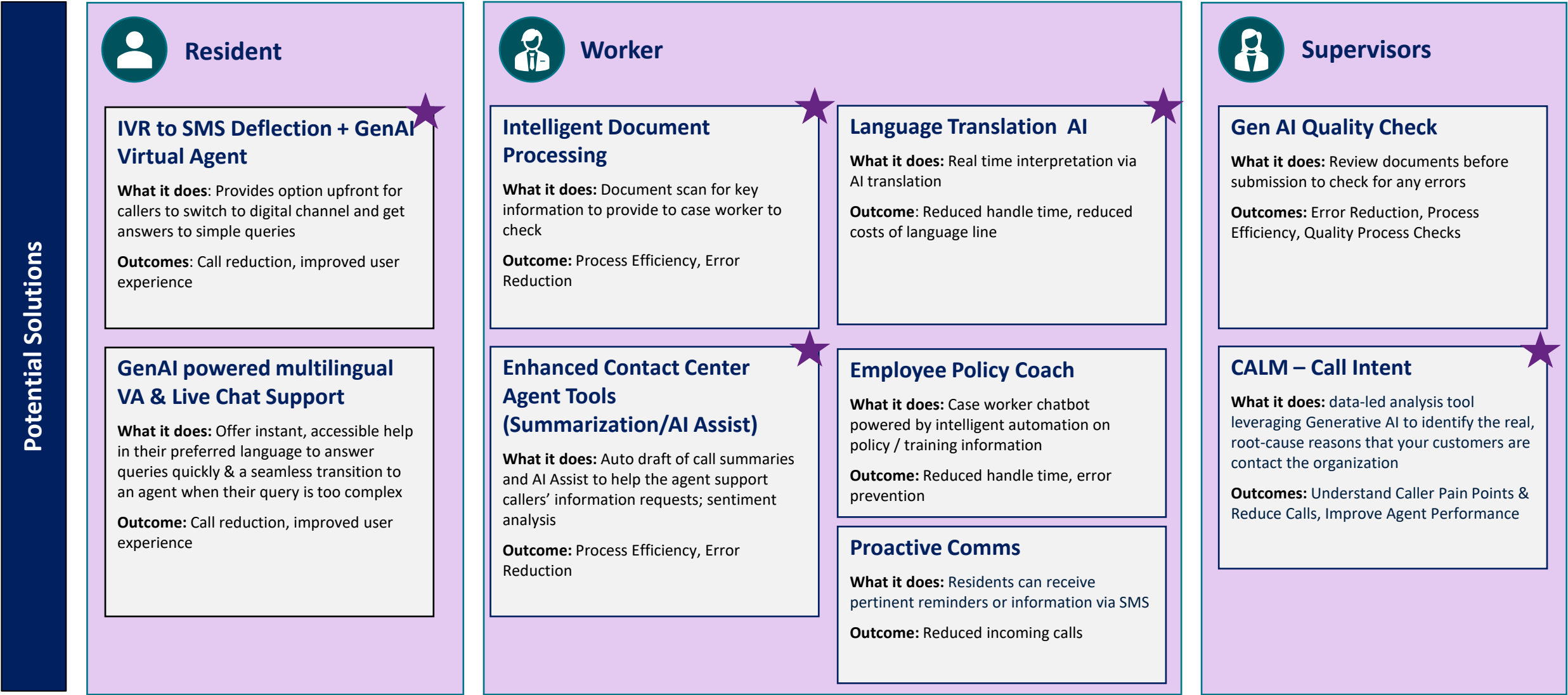
# How to Create a comprehensive and resilient Digital Core



# Automation/AI Solutions Framework

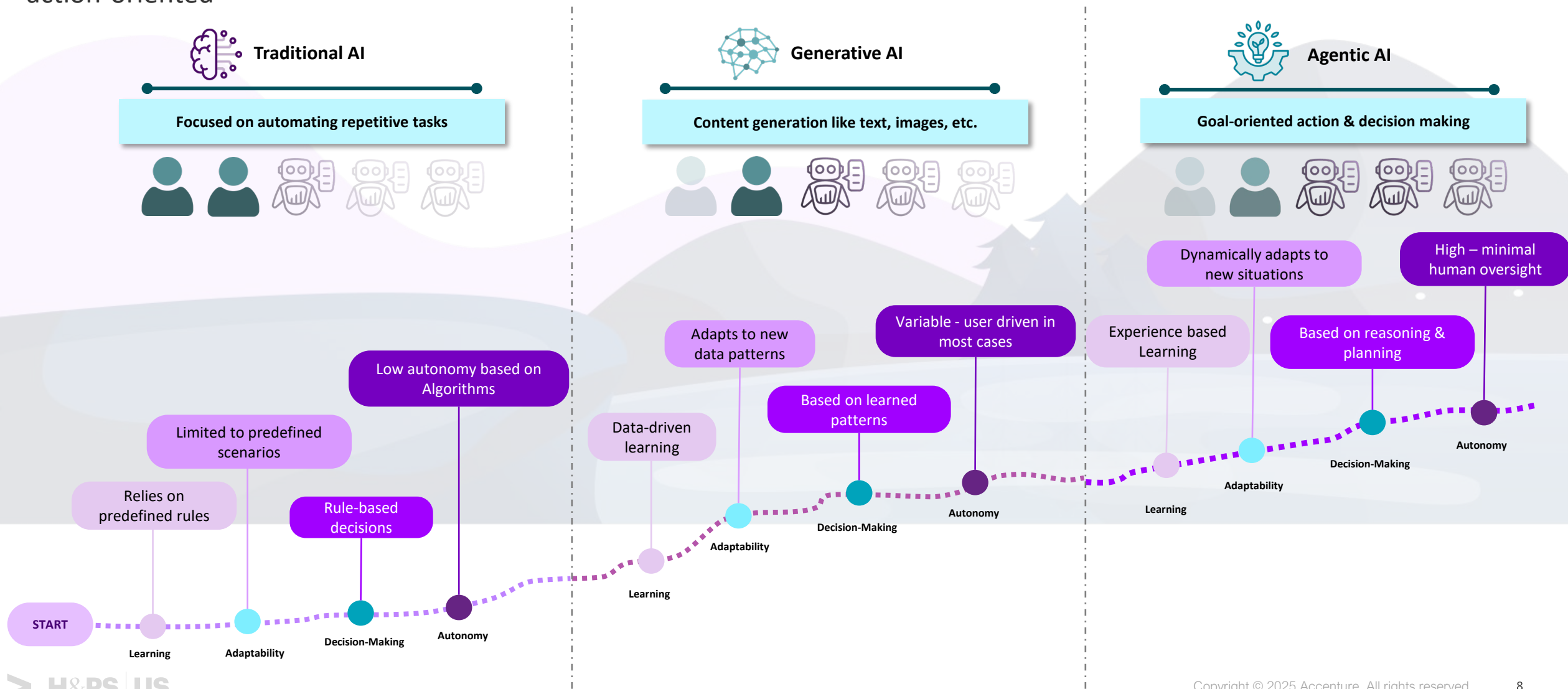
★ Short-term win & direct impact to improve operational performance

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



# 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



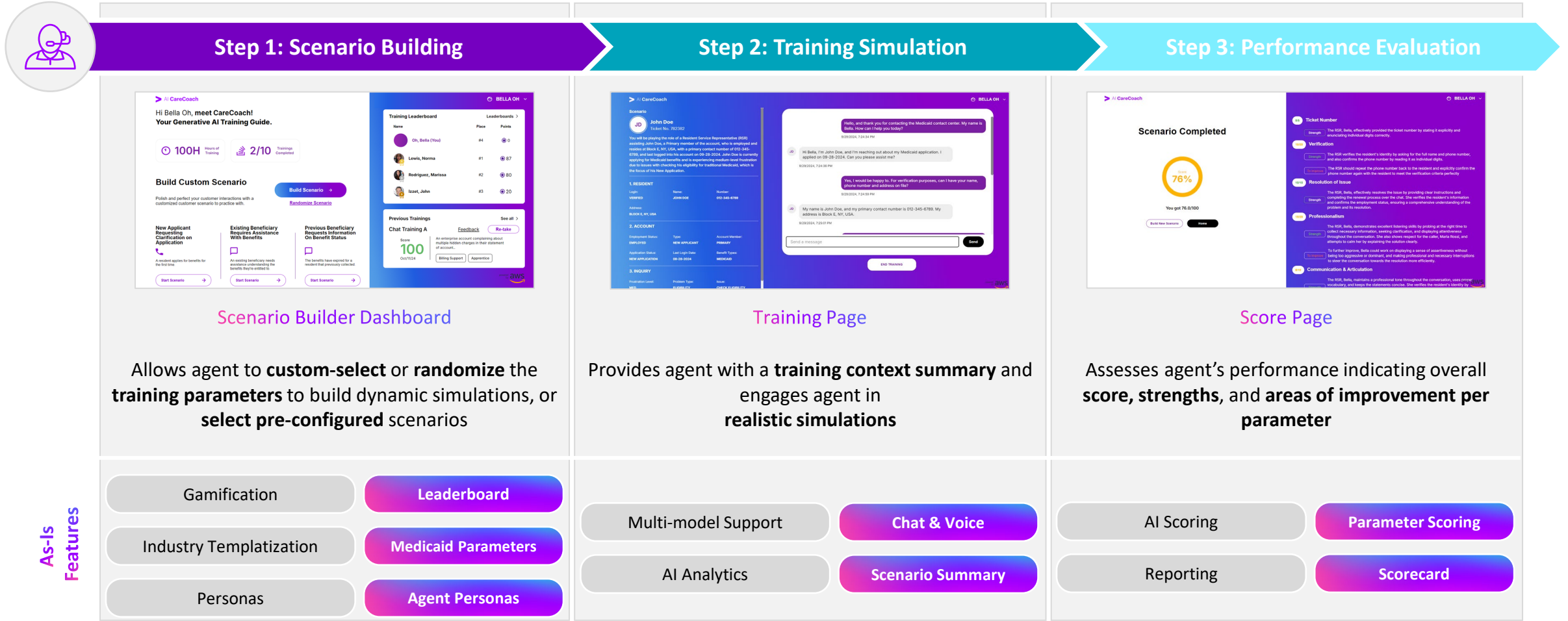


# Demos

A close-up, slightly blurred photograph of a person's hands writing on a notepad with a pen. The notepad contains some handwritten notes and diagrams. In the background, a laptop is visible on a desk. The entire image has a purple tint. The word "Demos" is overlaid in large white text on the left side.

# Care Coach GenAI Contact Center Training Simulation

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

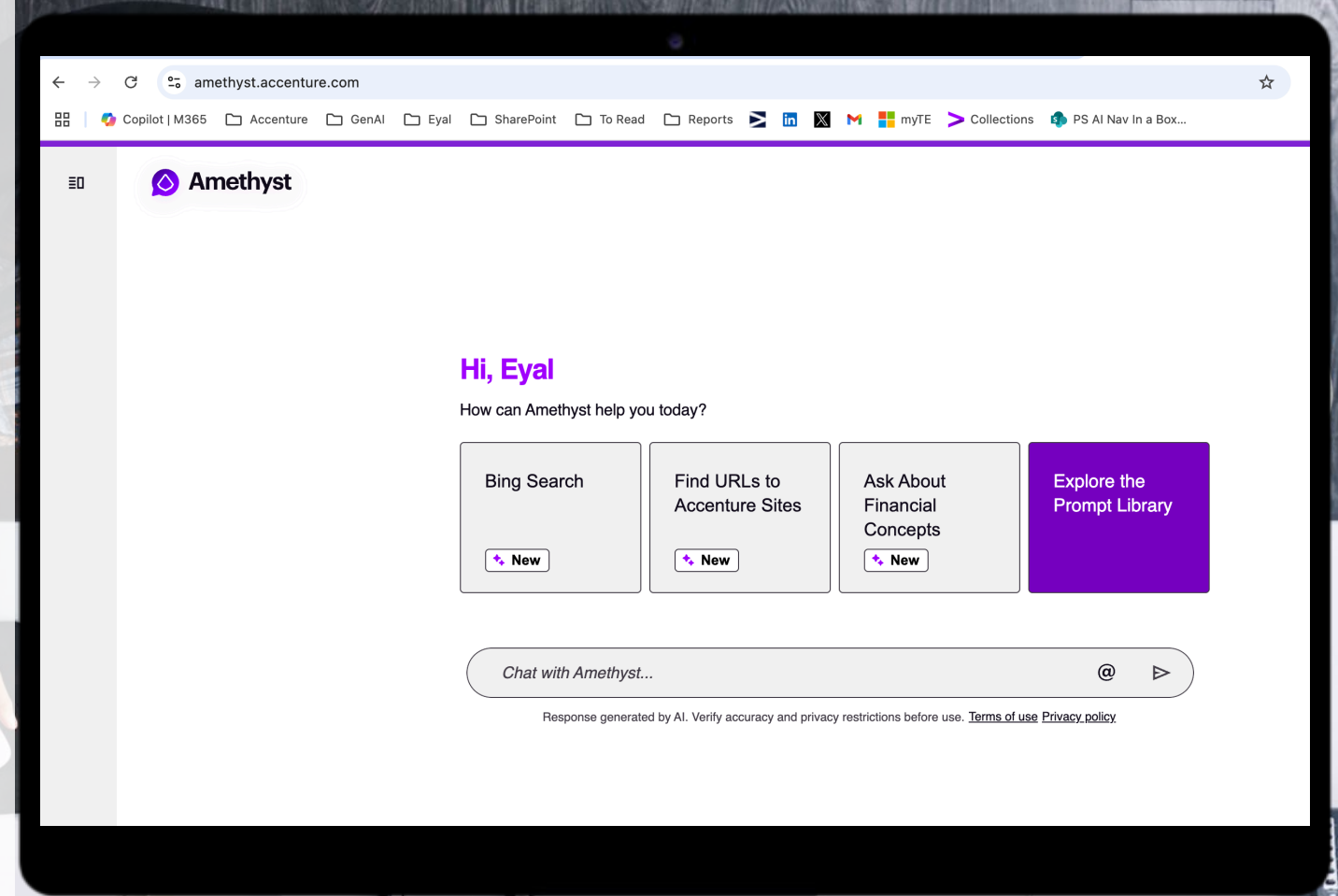




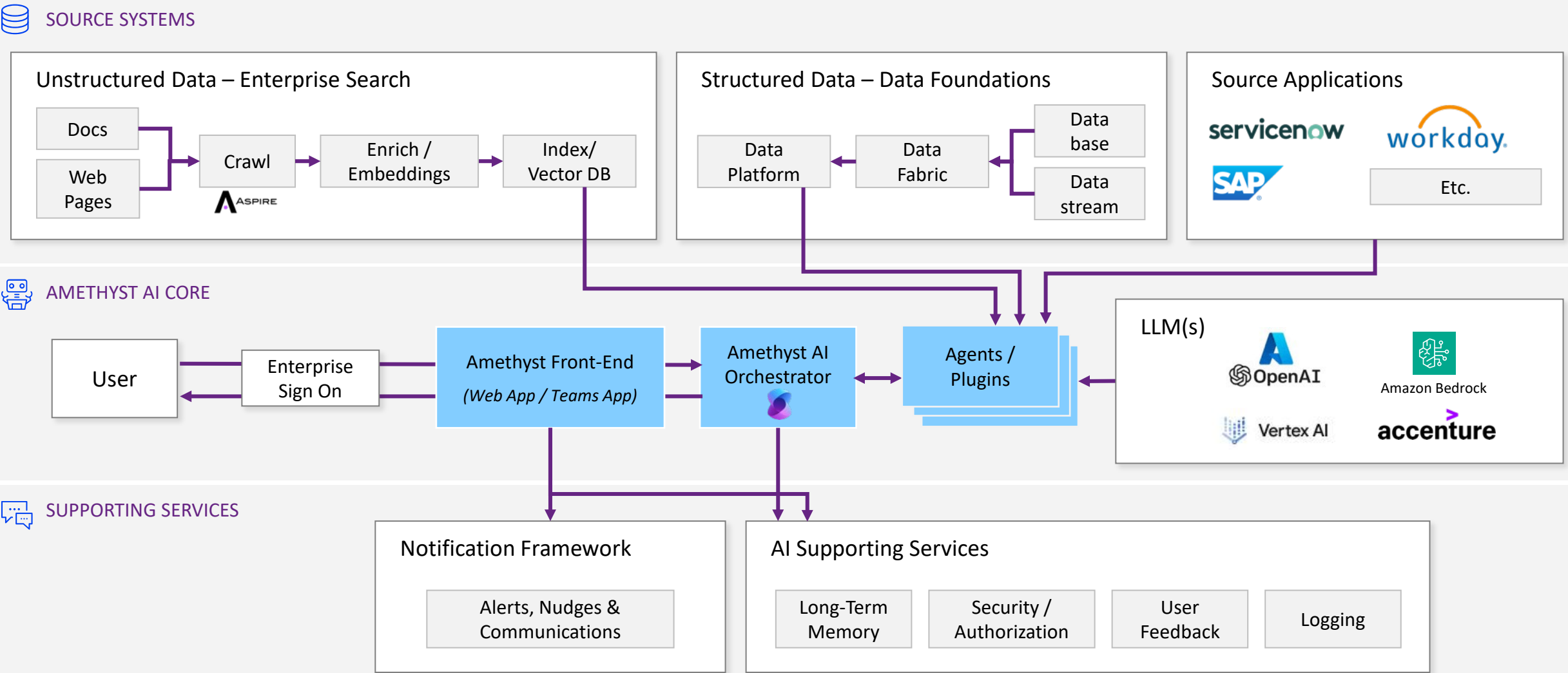


Amethyst is Accenture's AI assistant, fueled by gen AI. Amethyst instantly generates responses as you explore ideas, seek solutions, and brainstorm creatively, all in real-time.

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



# Amethyst | Technology Blueprint



# 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**

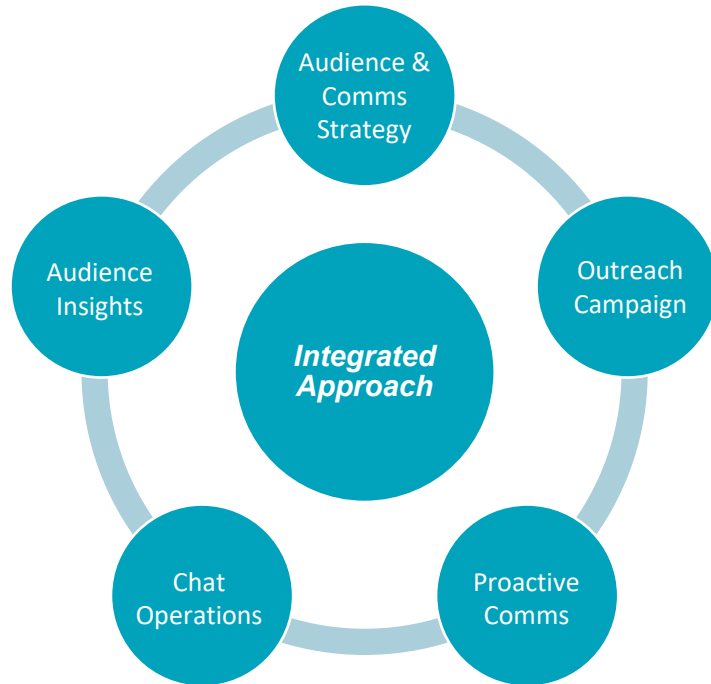
**Are my people ready?**

**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