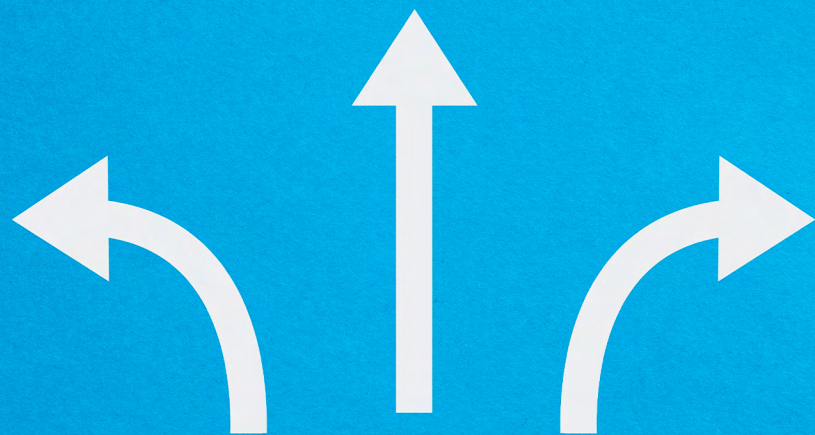




SHARE GROUP

HUMAN^AI

Super-Charge Decision Making
with Unified Intelligence



EXECUTIVE SUMMARY

MAY 2024

Analytics Unite

*Confidential and not
for public distribution*

Analytics Unite attendees were privy to a deep dive into the importance of connecting human decision-making with the power of artificial intelligence for better outcomes.

“The goal is to make decisions today to meet the goals optimally with predictability and control of the future performance and with minimum risk,” said Eugene Roytburg, Cloverpop CEO and co-founder, during the interactive share group.

Noting today’s disconnect between managers and their employees about the quality of decision-making within organizations, retail and consumer goods organizations face a deep need for better and faster decisions — now more than ever. Finding success must start with the value, move to the decision, and end with the data.

Both Eugene and Lanny Roytburg, co-founder and chief commercial officer, highlighted the importance of decisions as the key drivers of business success and the significant number of decisions made daily by individuals and companies. They also acknowledged that human intelligence is remarkable but prone to errors and biases.

While there’s been a trend toward minimizing human input in favor of data-driven recommendations, this approach overlooks the value of human insight and leads to disjointment between decision-makers and the tools they’re expected to use. Instead, it’s important to acknowledge the limitations of relying solely on data analytics and AI and recognize the importance of human input in decision-making.

Participants broke into groups to react to the content and dig into their individual challenges.



What is most important when you manage your business?



Profitability



Transparency



Communication



Trust



Setting expectations



Service



Efficiency



Decisions



Relationships

Challenges

- Lack of complete information
- Different priorities among stakeholders
- Making a company data-driven when it's not
- Having untrustworthy data with different sources of truth

Process

- Combo of science and art: "gut feeling"
- Context matters: What are you looking to solve?
- Use data to define guardrails

Takeaways

- Machines make it to a point; then comes intuition and human experience
- Like a GPS, AI can guide you, but you need to arm yourself with insight

Key Takeaways

"AI can introduce bias. The human experience probably doesn't have a good representation of that experience. The future of intelligence will evolve — we are going to learn together, looking at other companies' experience in how humans and AI can work together."

"There is a need for proof/documentation because humans need to learn from mistakes

not the machine, otherwise humans will be left behind. There's an existential crisis of the human."

"When decisions are made collaboratively, there are different versions of the truth. It creates issues because one party thinks a decision was made two weeks ago, but now there's a new version of the truth someone is working toward. Sometimes it can just sit on a warming plate before it's acted on. The biggest obstacle is to figure out the source of truth."

"As AI continues to get smarter and have more ability to understand, at what point are machines starting to make decisions that are better than humans, and what does that mean for humans and engagement with machines and the scalability?"

"It's a spectrum [between decision and recommendation.] Apparently, some companies are so involved with users and how they think and how they decide, that they productize how people decide. They try to understand the cadence of what people are talking about to such an extent that they're not pushing for recommendations, but really living the life of decision makers."

“Machine learning has become modularized. I think it’s going to become based on ‘I need ML to better manage my email for me — administrative things, repeatable things — this is where humans will want to get the most value. We’re paid to make decisions, we’re knowledge workers. That’s where the engagement will be most valuable in the next decade.”

“If artificial intelligence were better at making recommendations and decisions, you’d have ghost companies with ghost CEOs and ghost CMOs — which would be crazy.”

“Take the stock market. If it was all about artificial intelligence, we should already have made a lot of money. There should be no risk involved in those decisions. Still, it is susceptible to human feelings and unexpected changes that happen that aren’t data-driven.”

“Humans will continue having something that you cannot replace with machines — intuition, decision-making, and interpretability. That’s still going to be there. How do you help scale your talent to play in those spaces where AI is not playing? We are not here to eliminate jobs; it’s to make life easier and make more exciting things. That’s the sweet spot. How do you create that spot for the human to play?”

“There’s an inherent risk of generative AI replacing some analyst capabilities. But these people have experience that helps develop that human intuition. By eliminating rudimentary entry-level work, I worry that you are also eliminating that channel of experience that helps develop that human intuition we value so much.”

“We all agree that our organizations are decision-based rather than recommendation-based. If it’s a tactical decision, it’s different, but if it’s a strategic decision you look at the data more. You always start with the problem at hand.”

