

Benson Ng

Partner and EY Greater China Digital Advisory Leader, Advisory Services, EY Greater China
Ernst & Young Advisory Services Limited

Topic: Design for the experience of augmented intelligence (AI)

Abstract:

As we look to a future with an increase presence of smarter technology, we must pause and ensure we have thought out the upcoming ethical, business and human-centered design challenges. Without these, we will end up with a set of smart technology does create any values. At this presentation, we will share our view on impact of AI on customer and business experiences:

- * Has AI lived up to its billing so far?
- * How do we design for augmenting humans, and not replacing humans?
- * What risks should businesses consider when looking to implement AI?
- * Should business takes a top-down or bottom-up approach to AI implementation?

At the end, we articulate the need for a common framework and guiding set of principles required to design our future, share how EY embed AI in its business as examples.

Biography:

Benson is a Partner with EY Advisory in Hong Kong. He lead EY's Greater China Digital Hub (network of 200+ digital professionals in Greater China) aiming to help client to solve business problem leveraging digital.

Benson is a seasoned consulting professional with 19 years of global experiences in digital business advisory (big data analytics, experience-led transformation, innovation as a service, digital operation optimization) and business transformations. Benson has advised automotive, multinational and technology and companies around the world.

Benson has been a regular speaker with various universities, industry seminars and conferences, and client events. Benson is a member of The Hong Kong Institute of Directors and has been awarded the Selection Consultant to Directors of the Year Awards. Benson graduated from The Chinese University of Hong Kong with a Bachelor degree and a Master degree on topic of artificial intelligence. He is also awarded the Distinguished Alumni Award of the Faculty of Engineering of The Chinese University of Hong Kong.