



Customer Response Summit  
September 20, 2023

# Welcome to the Building Trust in **GENERATIVE AI** Technical Forum





— Your hosts today —



**Generative AI services to  
foundational model builders**

**Market-leading CX services provider**







Explore  
the top concerns  
that drive **mistrust**  
in **Generative AI**

Recommendations and solutions  
for building **trust**  
in **Generative AI**



# Perspectives on AI impact and trustworthiness...





# Increasing public uncertainty over AI trustworthiness...

“Is the power of GenAI concentrated in **too few hands?**”

“Is GenAI **using my IP** without my consent?”

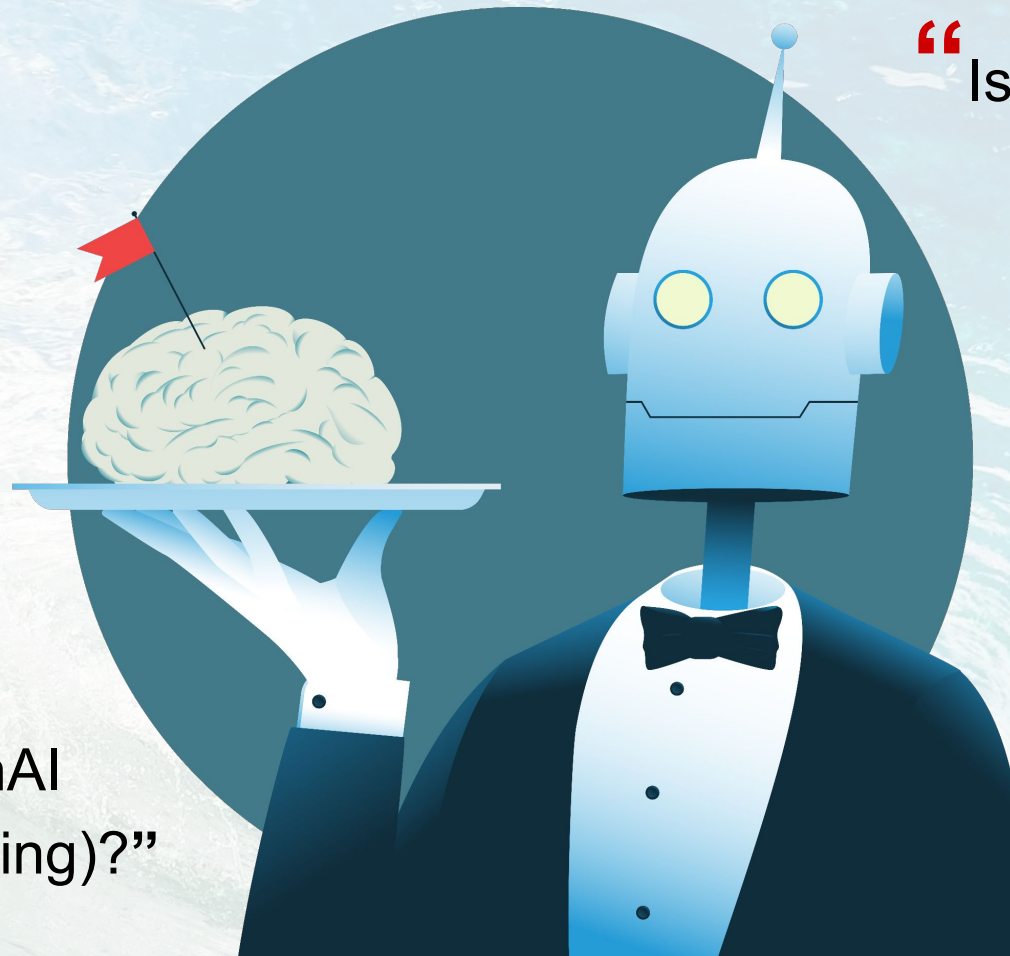
“What is GenAI saying to **my children??**”

“Are **bad actors** using GenAI to fool me (deepfakes, phishing)?”

“Will GenAI take my job?”

“Is **bias** in GenAI datasets putting me or my family at a disadvantage?”

“Are GenAI models **making decisions** that will affect my **career, health, finances?**”





# ...and uncertainty at the C-level, too...

Handling workforce transitions and employee fears

Losing ground to competitors in a GenAI “arms race”

Costly brand equity hits due to GenAI misfires

Worry over data governance, privacy and regulatory compliance

Providing transparency into GenAI applications and use cases

Potential high cost of GenAI technology

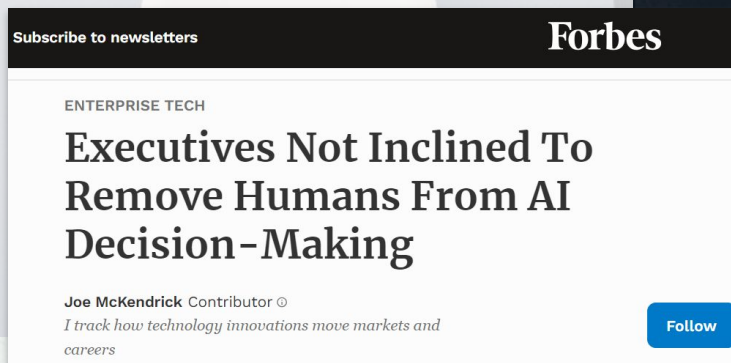


63% of Chief Executives Concerned About Possible Unintended Consequences of AI Implementation: EY

by Tom Bleach | August 18, 2023



Almost two-thirds (63 per cent) of financial service bosses are concerned that not enough is being done to prepare the sector for potential unintended consequences of artificial intelligence (AI); reveals the latest EY 'CEO Outlook Pulse' survey.





# ...and particularly in the CX landscape.

- Gen AI to automate first and second line CX with accuracy, impacting providers volumes
- Use customer behavior and preferences to provide personalized product and service recommendations
- Enable development of more engaging customer surveys
- Streamline marketing and sales journeys
- Enable engagements in multiple languages at a cost/efficient level
- Gen AI powered chatbots to replace traditional chatbots
- Enable NextGen analytics to boost customer retention, contextual advertising and predictive insights
- Impact agents experience

Sources: McKinsey, HBR, Skift, Forbes, NY Times.

## BFSI

- Providing information on various accounting standards and tax laws to assist with tax auditing to comply with financial regulations
- Generating synthetic data to increase the fraudulent data points in training data to
- improve the performance of ML-based fraud detection models

## Media

- Assisting content creators in producing new and editing existing media content, including articles, music, and movies, from prompts such as texts and sketches
- Generating correct translations and generate subtitles between languages Text and audio Synthesizing 3D virtual models to drastically reduce costs and implementation time to aid in the metaverse and creating video games.

## Retail & Consumer

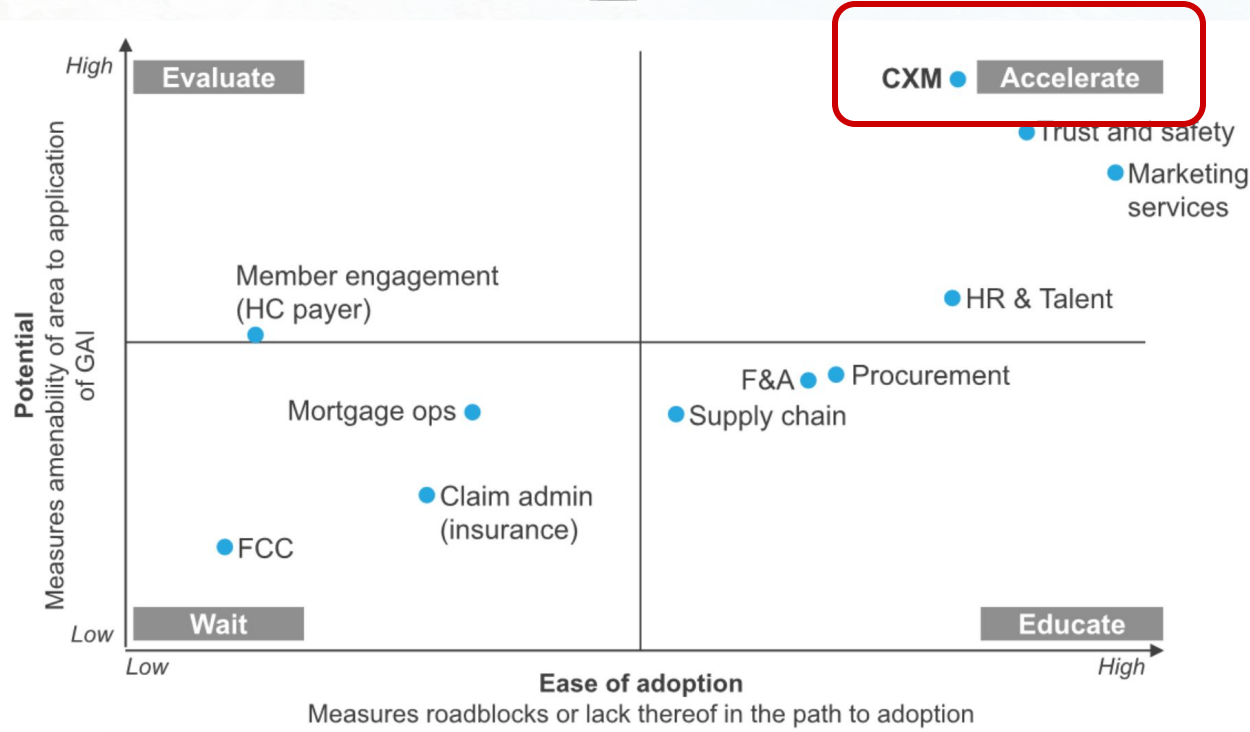
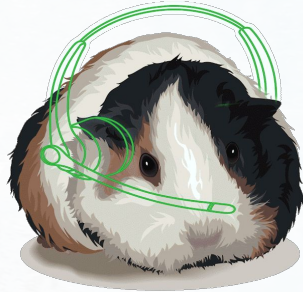
- Generating insights around current market trends, challenges, and customer preferences
- Analyzing sales trends and other market parameters to forecast demand and provide insights on

## Technology

- Summarizing elaborative product program codes to generate output in text format for use in creating compelling executive pitches for management
- Increasing coding efficiency by aiding in code creation, code completion, and the testing to find bugs



# Are CX “first movers” unwitting guinea pigs in a brave new GenAI world?



Source: Everest

For my business, can GenAI really increase CX self-service rates and reduce AHTs without negatively impacting CSAT?

Can GenAI effectively adapt to the uniqueness of the customer journeys in my business?

What about GenAI integration to my existing workflows, ticketing systems and other sunk costs?

Can GenAI technologies work effectively across the full spectrum of my omnichannel CX framework?

Will my human CX agents trust GenAI tools like virtual assistants?



# ACTIVITY 1

How many of you are currently  
**deploying GenAI solutions?**

What are your **top concerns?**

Are you facing any  
**issues or barriers?**





# 1. Workforce insecurity over GenAI: “We’ve been here before”



**True, many incumbent switchboard operators were negatively impacted**

**But, most were able to transition to adjacent office or service jobs (secretaries, travel and hospitality, assistants, ++)**

**And, the next generation of workers entering the workforce post-automation experienced few or no negative effects**

- **175,000+ switchboard operators**
- **Bell Telephone was America's largest employer**
- **Automated switching machines quickly eliminated most jobs**

Source: *Answering the Call of Automation: How the Labor Market Adjusted to the Mechanization of Telephone Operation*  
J Feigenbaum and D. Gross, April 2022

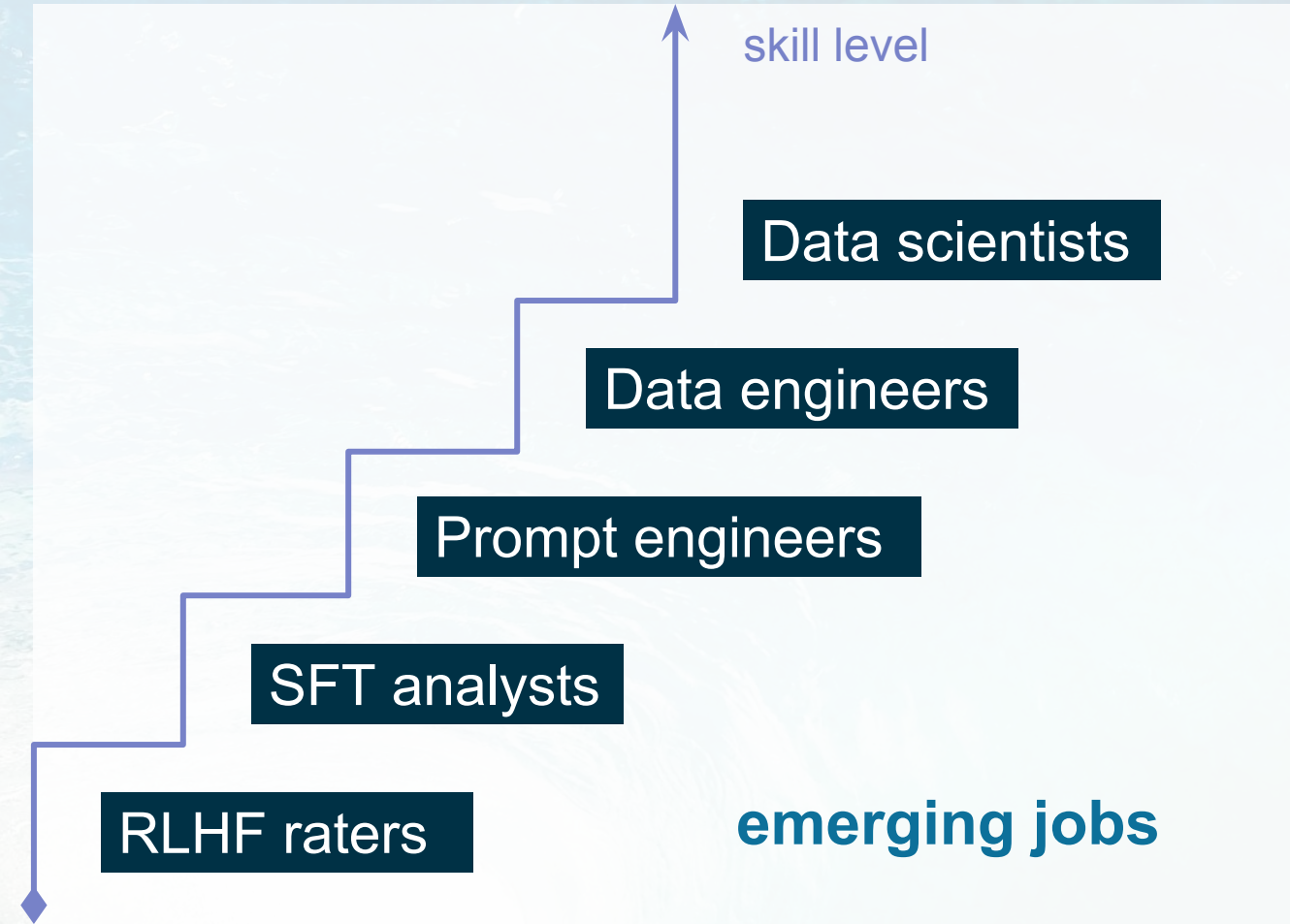


# Recommendations for building workforce trust in GenAI

1. Be transparent

1. Detail out the transition paths

1. Show the upside





## 2. Mistrust of GenAI due to mistakes and potential brand reputation risk

### FORTUNE

TECH · A.I.

**A robot's \$100 billion error: Alphabet shares tank after its ChatGPT rival makes a mistake in its very first ad**

BY TRISTAN BOVE

February 8, 2023 at 12:42 PM PST



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**Microsoft shuts down AI chatbot after it turned into a Nazi**

BY AMY KRAFT

UPDATED ON: MARCH 25, 2016 / 7:53 PM / CBS NEWS



**We are in the early days of generative AI, and costly mistakes are not uncommon**

- Wrong, outdated or fabricated information
- Missteps on socially sensitive issues
- Underwhelming or poor CX



# Recommendations for reducing brand reputation risk

1. Customize GenAI training datasets
1. Conduct thorough GenAI model fine-tuning
1. Integrate content policy guardrails

**Harvard  
Business  
Review**

## How to Train Generative AI Using Your Company's Data

by Tom Davenport and Maryam Alavi

July 06, 2023



## Nvidia's NeMo Guardrails Enhances Safety in Generative AI Applications

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💬 DISCUSS





A person in a dark suit and light blue shirt is holding a transparent, glowing model of human lungs. The model is held in front of their chest. The bronchial tree is highlighted with a glowing blue and yellow color. The background is dark blue with a network of white lines and dots, suggesting a digital or technological theme.

# ACTIVITY 2

What potential  
**AI application,**  
for any aspect of life,  
would you like  
to see developed?



### 3. Mistrust of GenAI due to bias

**Bloomberg**

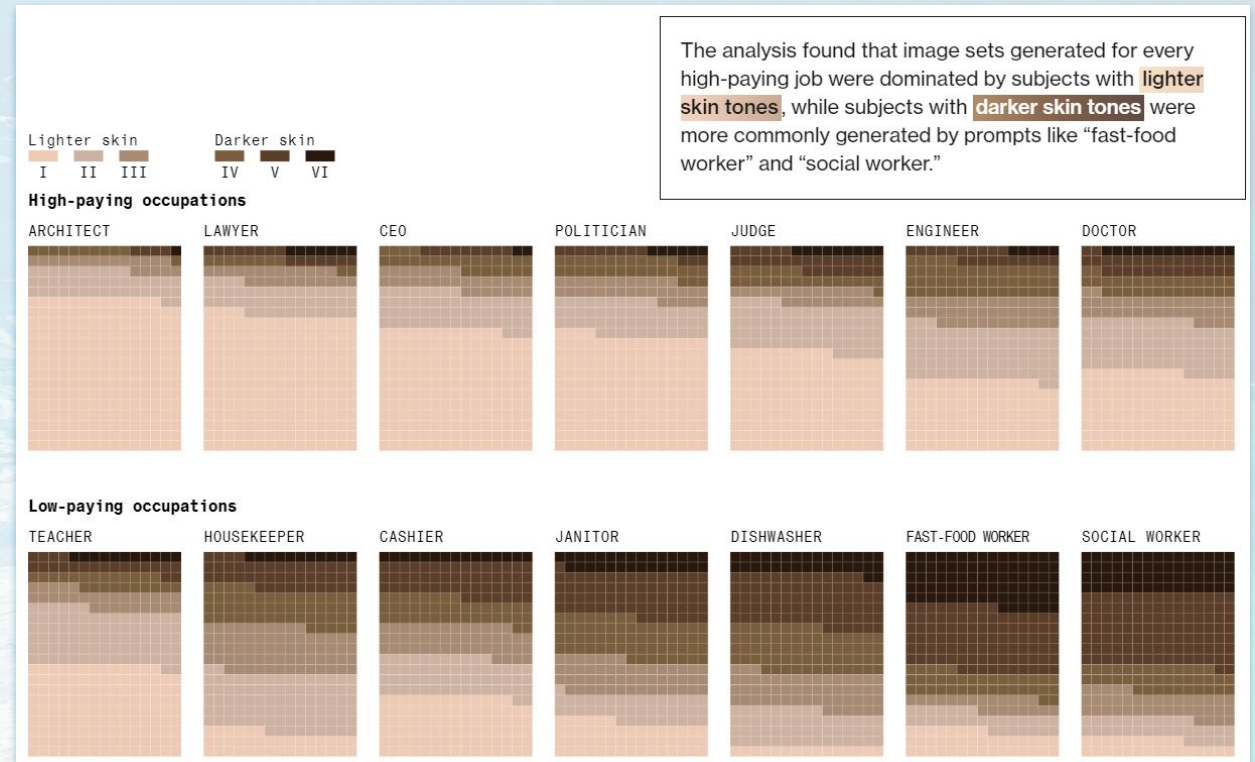
## HUMANS ARE BIASED. GENERATIVE AI IS EVEN WORSE

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender – here's why that matters

By [Leonardo Nicoletti](#) and [Dina Bass](#) for **Bloomberg Technology + Equality**

The world according to Stable Diffusion is run by white male CEOs. Women are rarely doctors, lawyers or judges. Men with dark skin commit crimes, while women with dark skin flip burgers.

Stable Diffusion generates images using artificial intelligence, in response to written prompts. Like many AI models, what it creates may seem plausible, but is actually a distortion of reality. An analysis of more than 5,000 images created with Stable Diffusion found that it takes racial and gender disparities to extremes — worse than those found in the real world.



**“Unsupervised” generative AI training datasets are necessary but will reflect human biases across countless criteria**



# Recommendations for mitigating GenAI bias

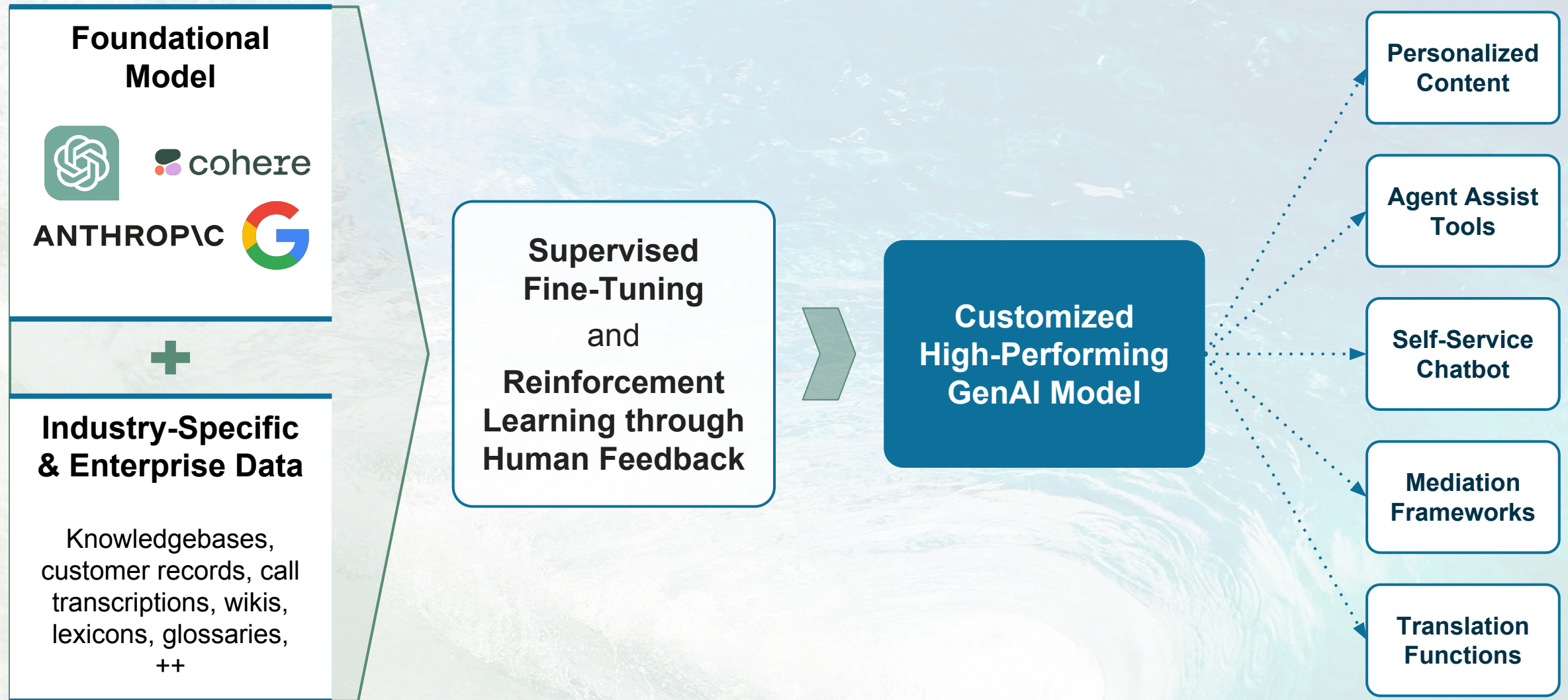
1. Broaden your data sourcing methods
2. Diversify the fine-tuning process
3. Track bias mitigation initiatives



There are no easy answers for eliminating bias in AI. We can be diligent and make best efforts, as AI researchers continue to make advances in bias reduction.



# Taking a step back





# Effective GenAI fine-tuning is not easy

**QUALITY** is everything but hard to measure

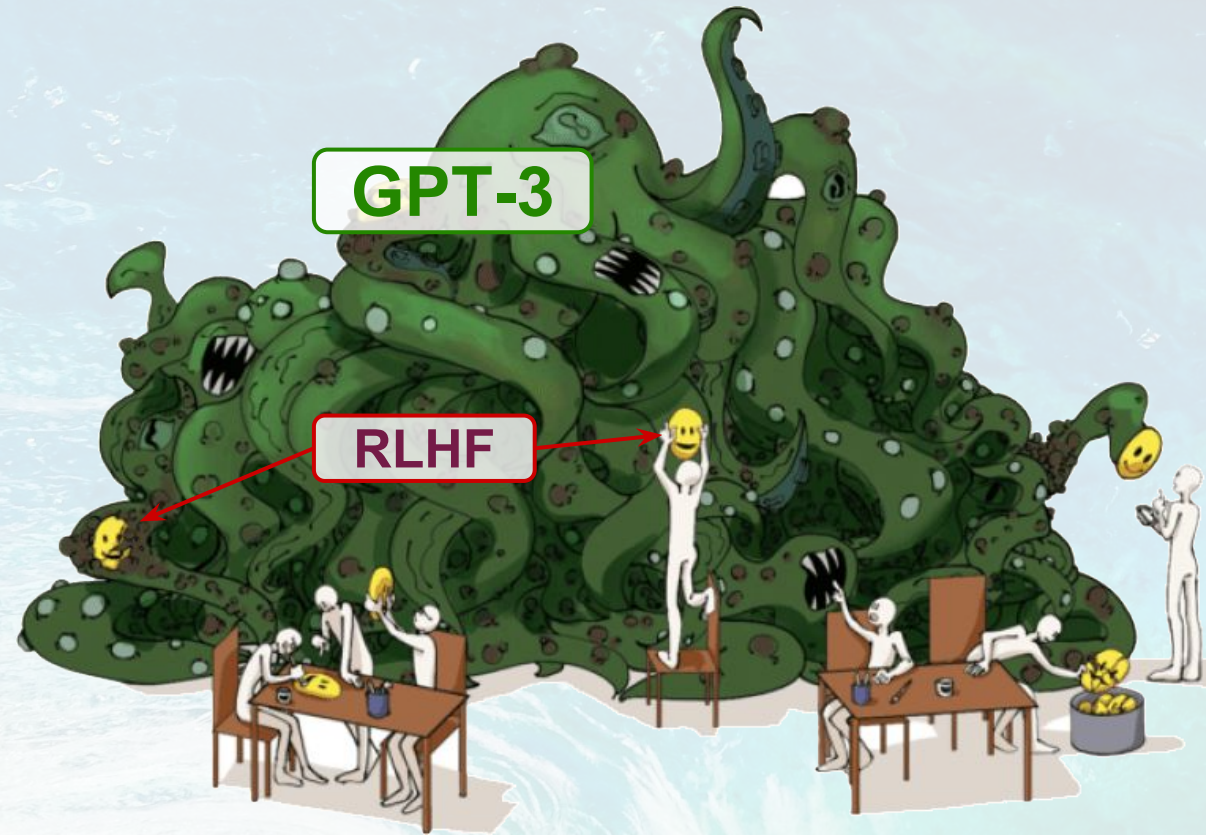
**VELOCITY** to meet fast-evolving training needs

**COST** increases proportionally to expertise and task complexity

**TOOLS** need customization to specific tasks and industries

**WORKFORCE** requirements for highly skilled specialists

**SCALABILITY** challenges on short notice



*This Shoggoth meme making the GenAI insider rounds illustrates the challenges of AI model fine-tuning*



# Workforce for supervised fine-tuning

## Qualifications

Reasoning, research and analytical skills

Language fluency

Domain expertise

Professional-level writing skills

SFT and RLHF task skills

Suitability for sensitive content

## Subject Domains

- Generalist
- Humanities and social sciences
- STEM  
(*engineering, programming, etc.*)
- Professional services  
(*legal, healthcare, accounting, etc.*)
- Industry verticals  
(*T&H, IT, BFSI, LS, etc.*)

*Educational attainment, professional certifications*

- Certificates, BA / BSc, MA and/or PhD



## Q&A and Key Takeaways

1

Transparency is key with customers and employees when launching GenAI technology – show transition paths

2

Custom data and training for improving GenAI accuracy and performance is critical – avoid off-the-shelf solutions

3

Diversify your data sources and fine-tuning process, and track bias mitigation initiatives

### Where to learn more

[Stanford AI Index 2023](#)

[The great acceleration: CIO perspectives on generative AI](#) (MIT)

[Humans Are Biased: Generative AI Is Even Worse](#) (Bloomberg)

### Talk to us

about solutions for building trust in GenAI

[steve.nemzer@telus.international.com](mailto:steve.nemzer@telus.international.com)



# THANK YOU AND NOW PRIZES!