

## **Wendell Wallach**

Wendell Wallach is a renowned ethicist and author of *Moral Machines: Teaching Robots Right From Wrong*. His book explores the ethical challenges of artificial intelligence (AI). He also focuses on societal and moral implications of emerging technologies like AI and autonomous systems. Also, Wallach examines how AI can be designed to make ethically sound decisions and the responsibility of developers, companies, and policymakers to ensure AI systems align with human values.

Wallach is a scholar at Yale University's Interdisciplinary Center for Bioethics. He has researched key issues in AI ethics. This includes algorithmic decision-making, accountability, transparency, and bias. These topics are directly relevant to CustServer, which seeks to develop ethical, transparent AI-driven customer service systems. Wallach is an advocate for global AI governance standards and I believe he would support CustServer as it goes through the tech industry's regulations.

I also believe that Wallach's expertise would help CustServer ensure its AI systems operate efficiently while obeying ethical guidelines that protect customers and small business owners. His focus on transparency would be relevant as CustServer implements safeguards like transparency indicators in its data collection. Also, Wallach's research on moral agency in machines would help CustServer's AI systems to handle customer interactions with fairness and empathy.

In a nutshell, I believe that Wallach's guidance will go a long way in helping CustServer create AI systems that are both ethically responsible and technically effective.