

## Connecting AI and Humans

### Company Summary

CustServer is a company specializing in the use of artificial intelligence to provide digital customer service for a system of companies. With the assistance of our AI systems, businesses are able to perform a variety of customer care responsibilities such as tracking orders, addressing problems or concerns, and answering frequently asked questions. The system will be customized per the business's request enabling them to provide 24/7 support to their customers. This greatly helps starting and smaller companies to compete with more developed ones in terms of customer satisfaction. To guarantee privacy and prevent data leaks, customer data is safely kept on cloud servers and severely encrypted behind firewalls. As customers demand more services, our Ai will be able to learn and adapt as the situation requires in order to provide even more effective responses.

### Key Objective

One of the primary objective of Custserver will be to reduce bias in it's AI system to ensure fair support for all users. Over the years the use of AI have continued to grow and can now be very beneficial in different aspects of life. As it continues to play a bigger role in our lives, it's crucial to make sure these systems do not favor certain groups of people over others. By eliminating said bias, businesses are able to thrive in their customer service department and focus on other necessities their business need. Another key stakeholder are end customers. Perhaps the most affect group, end customers are impacted by bias since it directly affects their experience with other businesses. By removing bias, any customer regardless of their

background is able to experience fair treatment, leading to more accurate responses as well as less frustration on both parties. Finally CustServer benefits much from achieving this goal. Reducing prejudice in it's system promotes the business's standing as provider of superior customer service solutions. Furthermore, this enables CustServe to gain more clientelle that values equity and diversity and ultimately grow as a business.

### Ethical Impacts/Issues

While striving to reduce bias, potential issues can arise such as determining what fairness means for diverse groups. Ethical issues may arise if the AI system favors one group while attempting to solve bias for another. For example if we consider our Ai has been trained to handle requests from english customers, people from non-english ethnical backgrounds will certainly have massive disappointed when trying to use it. Mentioned in [1], "The artificial intelligence system was trained on data submitted by applicants over a 10-year period, much of which came from men, it claimed. Reuters was told by members of the team working on it that the system effectively taught itself that male candidates were preferable." From this excerpt we can concur that when systems are trained on past data, it can learn to adapt existing inequalities.

<b>Stakeholder</b>	<b>Financial risk</b>	<b>Conflicting interest</b>	<b>Privacy risk</b>
CustServer	High	mid	low
Small businesses	mid	low	high
End customers	low	low	high

## Ethical Safeguards

One key solution to reduce AI bias at CustServer is to ensure that the AI system is trained on a diverse and representative dataset. This safeguard involves collaborating with ethical AI experts, data scientists, and industry stakeholders to manage data that reflects various demographics, including race, gender, income, and language. By using diverse data, the AI can make more equitable decisions, reducing the risk of favoring certain groups over others.

## References

[1] BBC news