Item 3

Wendell Wallach

Wendell Wallach is a well-known scholar, ethicist, and author of *Moral Machines: Teaching Robots Right From Wrong*, a key book about the ethical challenges of artificial intelligence. His work focuses on the moral and societal implications of emerging technologies like AI and autonomous systems. Over the years, Wallach has researched how AI can be designed to make decisions that are ethically sound. He also explores the responsibilities that developers, companies, and policymakers have to make sure that AI systems are aligned with human values.

Wallach is a scholar at Yale University's Interdisciplinary Center for Bioethics. His research covers a variety of topics, including AI ethics, robotics, and neuroethics. He dives deep into the ethical challenges that come with using AI, especially when it comes to issues like algorithmic decision-making, accountability, transparency, and bias. These topics are especially relevant to CustServer's mission to provide ethical and transparent AI-driven customer service systems. Wallach has been involved in global discussions on AI ethics, helping shape guidelines for the responsible use of AI. He is also an advocate for creating international standards for AI governance, which would be beneficial for CustServer as it operates in the tech industry and must adhere to global regulations.

For CustServer, Wallach's expertise would be crucial in making sure that its AI system not only works efficiently but also follows ethical guidelines that protect both customers and small business owners. Wallach's work is particularly important when considering the moral implications of AI making decisions about customer interactions and how data is used. With CustServer's focus on customer data, it's vital that the company ensures its AI systems are

transparent, fair, and free from bias. Wallach can help guide CustServer in making sure that these systems respect user rights and don't discriminate.

Additionally, Wallach has extensively researched the need for AI systems to be transparent and understandable. He has emphasized that AI systems should be explainable, so people can understand how decisions are made, especially when those decisions affect privacy or fairness. This is particularly important for CustServer as it seeks to implement safeguards like transparency indicators in its data collection processes. Wallach's guidance would help CustServer design systems that not only perform their intended tasks but also ensure that both customers and business owners know how and why their data is being used.

One of Wallach's main areas of expertise is in the concept of "moral agency" in machines. He has studied how AI systems can be designed to reflect ethical decision-making, even though they lack human moral reasoning. For CustServer, this could mean ensuring that its AI systems handle customer inquiries not only with efficiency but also in a way that respects fairness, empathy, and non-bias. Wallach's contributions would help CustServer avoid the risks of algorithmic bias or unfair treatment, ensuring that the AI systems treat all customers equitably, regardless of their background.

Finally, Wallach's broader research on the societal implications of AI makes him an ideal advisor for CustServer. As AI becomes a bigger part of daily life, Wallach's insights into the human rights and societal impacts of these technologies can help CustServer navigate its role in the larger tech ecosystem. His work will help the company avoid negative consequences, such as reinforcing inequality or undermining trust in AI systems, while ensuring that CustServer's technology contributes positively to the digital economy.

In summary, Wendell Wallach would bring a crucial perspective on the ethical deployment of AI to CustServer. His deep knowledge of AI ethics, transparency, and moral decision-making

would help guide the company in building AI systems that are not only effective but also fair, responsible, and aligned with human values. Wallach's contributions would help CustServer make sure its AI-driven customer service system operates with both technical competence and a strong commitment to ethical principles.