

1.1. Write an email that outlines your thoughts on ethical concerns of replacing after-sales staff with chatbots, and your recommendation to the manager.

Dear Manager,

Regarding our previous meeting, we have some ethical concerns regarding the replacement of Turner's after-sales staff with chatbots, which we have outlined below:

1) Job loss and wealth inequality;

Replacing after-sales staff, which may seem good for our bottom-line initially, has social impacts that may be detrimental to the society that we operate in. With staff being replaced by AI, we will see increased unemployment across the board. This will promote wealth inequality, as those with skills and assets will be redeployed accordingly. Not only does contributing to this socio-economic issue look bad for the Turner's brand, it also reduces the disposable incomes of our target market/key demographics; those looking for affordable second-hand vehicles. Our suggestion would be that if staff are to be replaced by chatbots, that they are trained and redeployed elsewhere in the business to reduce these social harms.

Our recommendation would therefore include an implementation of an A.I powered chatbot that does not completely replace the customer service team, rather helps to redirect simpler queries such as F.A.Q's, leaving our experienced customer care team to deal with more complex or contextual issues by agent redirect within the chatbot, **using the combined power of A.I and traditional customer care to bring maximum benefit to the customer while minimizing the risks associated with its use.**

AI is imperfect – what if a mistake is made?

Chatbots are known to be imperfect, and after-sales support is critical to the user experience. It would be detrimental to the Turner's brand if our customers cannot get the responses they desire regarding sales. Dissatisfaction is likely to increase if chatbots are used to replace after-sales staff. If this is to occur, we would advise that some staff are kept on to monitor the chatbots and provide human support where the chatbots are unable to do so.

Could the AI go rogue/learn something undesirable?

The nature of AI is that it is constantly learning and evolving. This means that it can be influenced in unexpected ways (such as by racist/hate speech or gender/sexuality/race biases), which is less than desirable with regards to user experience, and the Turner's inclusivity policy. These will obviously have negative impacts on our brand and customer loyalty. Although a basic chatbot may not have such impacts, it is the first step on this path, and easily could evolve in the next decade.

In regards to the concerns stated above, our overall recommendation would be the creation of the chatbot with the addition of specific features to help minimize the issues stated above, including:

- Easy access to in-person customer service teams to optimize customer satisfaction.
- Chatbot design to complement customer service team, not replace.
- Use of Watson Assistant narrow A.I system to control chatbot output.
- Regular reviews of customer satisfaction and dedicated chatbot monitoring team.