Demo Output Verification Guide

How to Verify AI Responses Without Source Document Access

Built-In Verification Methods

1. Ask for Source Citations

The AI should always provide specific references when making factual claims.

Try these verification prompts:

- "What document did you get that information from?"
- "Can you quote the exact text that supports this?"
- "Which page or section of the financial report mentions this?"
- "Show me the source data for that calculation"

Example Exchange:

```
You: "What was our Q3 revenue?”
AI: "Your Q3 revenue was $487,500, which was 105% of budget."
You: "What's your source for that?”
AI: "This comes from the Q3 2024 Financial Report, page 1, Executive Summary
section. The report states 'Total Revenue: $487,500 (105% of budget).'"
```

2. Request Data Validation

Ask the AI to show its work and validate calculations.

Verification prompts:

- "Break down that calculation for me"
- "Show me the components of that total"
- "How did you arrive at that percentage?"
- "What's included in that figure?"

Example:

```
You: "What's our cost per client?"
AI: "The cost per client is $1,349."
You: "How did you calculate that?"
AI: "Total Q3 expenses ($461,800) divided by total clients served (342) equals
$1,349 per client. This is from the Q3 Financial Report's Program Performance
section."
```

3. Cross-Reference Testing

Ask related questions that should produce consistent information.

Test consistency by asking:

- The same question in different ways
- For related data that should align
- About totals and their components
- For trends that should be logical

Example Pattern:

```
Question 1: "What's our total budget?"
Question 2: "Add up all our program budgets"
Question 3: "What's our revenue minus expenses?"
(All should align with the same financial picture)
```

4. Request Specific Excerpts

Ask for direct quotes or specific data points.

Verification prompts:

- "Quote the relevant section about tenant organizing"
- "What exactly does the document say about that?"
- "Give me the specific numbers from the grant tracking"
- "Show me the exact metrics mentioned"

Demo Transparency Features

1. Sample Data Visibility

Each demo should clearly indicate:

- The types of documents loaded (CSVs, PDFs, JSON files)
- The time period covered (e.g., "2024 data")
- The scope of information (e.g., "Westside tenant campaigns")

2. Source Labeling

The AI should automatically indicate sources:

```
"According to the Campaign History document…"
"The Financial Report shows..."
"Based on the Institutional Knowledge Base…"
```

Verification Strategies by Demo Type

Financial Intelligence Demo

Quick Verification Tests:

1. Mathematical Consistency

```
Ask: "What's our Q3 total revenue?"
Then: "Add up all Q3 revenue sources”
Result: Numbers should match
```

2. Percentage Validation

```
Ask: "What percentage of expenses is personnel?"
Then: "What are total expenses and personnel costs?"
Calculate: Verify the percentage yourself
```

3. Trend Logic

```
Ask: "How did expenses change from Q2 to Q3?"
Check: The direction and magnitude should make sense
```

Knowledge Management Demo

Quick Verification Tests:

1. **Internal Consistency**

```
Ask: "Who led the Westside campaign?"
Later: "Tell me about Maria Gonzalez's role"
Result: Information should align
```

2. **Timeline Logic**

```
Ask: "When did the campaign start?"
Then: "What happened in the first year?"
Check: Dates should be consistent
```

3. **Relationship Mapping**

```
Ask: "Who are our legal partners?"
Then: "What work has Unidos Legal done?"
Result: Partnerships should be consistent
```

Impact Storytelling Demo

Quick Verification Tests:

1. **Story-Data Alignment**

```
Ask: "Tell me about eviction prevention impact”
Then: "How many evictions were prevented in Q3?”
Check: Stories should reflect the metrics
```

2. **Outcome Chains**

```
Ask: "What are the ripple effects of youth programs?"
Verify: Each level should logically follow
```

Red Flags to Watch For

Warning Signs

1. **Vague Sourcing**
   - Incorrect: "Based on the data..."
   - Correct: "According to the Q3 Financial Report, page 2..."
2. **Inconsistent Numbers**
   - Incorrect: Different totals for the same question
   - Correct: Consistent figures across related queries
3. **Made-Up Details**
   - Incorrect: Specific claims without source references
   - Correct: Clear attribution for all facts
4. **Calculation Errors**
   - Incorrect: Math that doesn't add up when verified
   - Correct: Transparent calculations you can check

Verification Checklist for Clients

During Each Demo, Test:

- [ ] **Source Attribution**: Does the AI cite specific documents?
- [ ] **Calculation Transparency**: Can you follow the math?
- [ ] **Internal Consistency**: Do related answers align?
- [ ] **Logical Patterns**: Do trends make sense?
- [ ] **Scope Awareness**: Does the AI acknowledge data limits?
- [ ] **Error Handling**: Does it admit when unsure?

Document Your Testing

Keep notes on:

1. Questions that produced clear, verifiable answers
2. Instances where verification was difficult
3. Any inconsistencies you noticed
4. How confident you feel in the accuracy

Questions to Ask Your Consultant

1. "Can we see a list of what data is loaded in each demo?"

2. "How does the production system show source attribution?"
3. "What verification features exist in the full implementation?"
4. "Can we test with a small set of our own data?"
5. "How do other organizations verify accuracy?"

The Trust-Building Process

Remember: The demo is designed to show capabilities, not replace your due diligence.

Verification Path:

1. **Demo Stage**: Test general capabilities and consistency
2. **Pilot Stage**: Try with a subset of your real data
3. **Implementation**: Build in your preferred verification methods
4. **Production**: Full transparency and audit trails

The goal is to build confidence that the AI is a reliable partner that enhances, not replaces, human judgment.

Note: In a production system, you would have full access to source documents, audit trails, and can implement additional verification methods specific to your organization's needs.