



CITIZEN AI

VIDEO TRANSCRIPT

RAISING AI TO BENEFIT SOCIETY, EDUCATING THE AI

Dominic Delmolino: Hi Kathy. Welcome to our continuing discussion series about the Accenture Technology Vision for 2018 and the five major trends that make up that Technology Vision. Today I wanted to chat with you about the first trend, Citizen AI – or Artificial Intelligence – which for me, in reading the trend and interpreting it means something about ‘how do we raise an AI to be a responsible, thoughtful colleague or co-worker?’ if you will, in the new world of these smart and intelligent machines. Given your background in Citizen Services, and you’ve looked at this from several angles, can you tell me what your perspective is on that and how you see agencies approaching AI?

Kathy Conrad: Yeah, sure. I love this trend. I think the idea of thinking of AI as a corporate citizen, or as a citizen within an organization that works alongside humans, is fascinating. I think so often we think of technology as a tool that we program, but with AI you have to teach it – it learns. And so, like a kid – or like anybody else in an organization – you have to anticipate what role is it going to play? How do you design that role, so you know that you get best use out of it? But also, so that it optimizes the roles and the talents of the people who collaborate with it.

DD: So, there’s a big work force component here. Now, if I’m going to have my ‘AI buddy’ next to me that helps me do my job, what does that mean for me? How do I allocate, divvy up my or assign tasks to my AI assistant? Will everyone have an AI assistant or how do you approach that from the workforce?

KK: First of all, I think most executives think there will be pervasive use of AI assistants in the workforce and it depends a little bit on what you’re trying to do. So, if you’re in a customer service environment for example, an AI tool can be a very valuable assistant to be able to automatically identify and kind of deflect calls for self-service that have routine information like: where’s the location of my nearest service center? Or where would I find the following information? And that would free up people to be able to deal with more complex cases – or more complex calls – that require human intervention. Similarly, if what you’re looking to do is bring efficiency into say a case management or a claims processing environment an AI assistant could be used to ingest all the forms instead of having to manually enter reams of data, which not only relieves tedium but it also reduces manual data entries. So, that improves accuracy, which means that the people can be used to both review data for quality and also, again, deal with more complex tasks. So, one of the hard questions is, how do you make sure that you minimize bias in data. And I guess I’d ask you with your technology background, how do you avoid having bias in data in the first place? And how do you keep data as bias-free as possible? Or recognize it when you see it?

DD: I think there are several approaches to that. The first is making sure you have people that understand data well enough to recognize that portions of your data are missing certain elements that it should have. So, your data is not representative of the problems that you’re going to ask an AI to look at. Because you train it only on a subset of the population. Maybe you only include men in the population when you’re going to have the AI dealing with women and children and other folks. Or different gender



types even. Different skin colors; racial backgrounds and ethnicity. And so, you want to make sure that your data set; that you have the AI learn examples from or learn the patterns about decisions to be made, includes from a balanced set of the data that the statistician – or someone who knows that kind of analysis determine or let you know that your data set was unbiased. But I also think there's another approach that might mitigate the need to have such a huge data set of balanced data. And that's something we do as humans, where we have multiple people give their perspective and experience and they debate and come to a conclusion. We all reach better decision when we work together on a problem with their different points of view. So, I see that we're going to have an ensemble approach with AIs. It's not just 'the AI' but rather several AIs that bring a different training perspective to a problem that we coach on how to debate each other and come to a nice, diverse conclusion that brings in different sets of opinions based on the data that they've been trained on. So, I'm hopeful.

So, Kathy as we've talked about citizen AI, it sounds like there are a lot of new roles that are going to be important, right? Getting the AI to interact with humans and teaching it to do the right thing. I like the example of teaching our children to be responsible and learn from what we tell them to do. I think there's going to be a new job coming out that's like an 'AI Coach'. Someone who reflects and supervises an AI, tells it what it's doing wrong, corrects it, gives it new information to do the right thing. And so, we're going to kind of see these new kinds of jobs evolving around AIs as an addition to the AIs working along the humans and making them more effective. Does that sound like something that's going to happen?

KK: I do. I think that's really exciting. Because the whole point is that AI should be augmenting humans and adding value. So, when you think about that coaching, I think one of the things

that's most important is how do you capture that learning and share it? What are some ways that can best kind of help others as they start to look at adopting AI?

DD: I think it's similar to the way we train humans. I think this is what we're learning most. That effective ways to train humans to evaluate whether or not they're adhering to our compliance standards; our mission statements. Just like we make a human take a test, to say: 'Do you recognize and follow the requirements of our agency, our mission?' I think we're going to do the same with AI. And so, one of the things I like is all that stuff we've heard about training humans to work on their job we can replicate when it comes to AI.

And so, the approach used to train in AI in a coaching manner, I think is a transferable one. I think that gets at what you were saying about how you make sure to replicate that and make it more efficient across multiple AIs. I really like that. Alright, well thank so much for explaining this to me. I really enjoyed it.

KK: Well, thanks. Loved to talk to you

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