

How to Build Trust into AI

People care about the way agencies deliver artificial intelligence (AI). A recent GovLoop survey, sponsored by AWS and Genesys, found that constituents see the benefits of AI-powered tools like chatbots in government services. But, they have concerns about ethics. With better knowledge of the public's viewpoints, agencies can use AI to build trust even amid concerns. Agencies can deliver a more empathetic and trustworthy experience by addressing apprehension.

We surveyed 154 people across age groups. Here are some key findings.

Experiences with chatbots: What's most important is solving problems

A The top two frustrations with online and phone-based interactions:

1. Getting routed to the wrong department
2. Slow response times



B Agencies should offer multiple channels of interaction to serve their varied patrons.

1. 53% of those younger than 49 would rather interact with a chatbot for simple problems and requests.

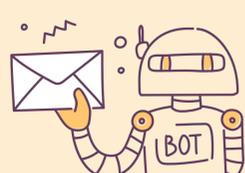


2. 65% of those 50+ generally prefer to interact with humans.

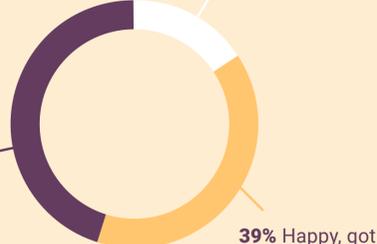


C Whether it's a chatbot or not, the majority said they **don't care what channel or agent solves their problem as long as their issues are resolved.**

How do you find interacting with a chatbot, when it is successful and gets you the information you need, quickly?



45% Don't care as long as it solves my problem

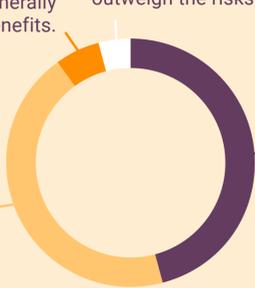


There's Optimism for AI Benefits

Most people find AI's potential to be promising. To realize the promise, agencies must focus on addressing the risks. Educating constituents about AI can be a key step.

Which statement best describes your view of the benefits and risks associated with AI?

- 6% The risks generally outweigh the benefits.
- 4% The benefits clearly outweigh the risks.
- 46% The benefits are compelling, but the risks must be addressed.
- 44% We need to understand more about both the benefits and risks.



Top AI benefits in government services



Reduced wait time for constituents



Increased time to focus on complex problems for human agents

Top AI risks in government services



Data privacy and security



Bias in data sets and algorithms

Transparency and Accountability: Make it Clear

94% of respondents believe it's important for agencies to make clear when a chatbot or a human agent is speaking.

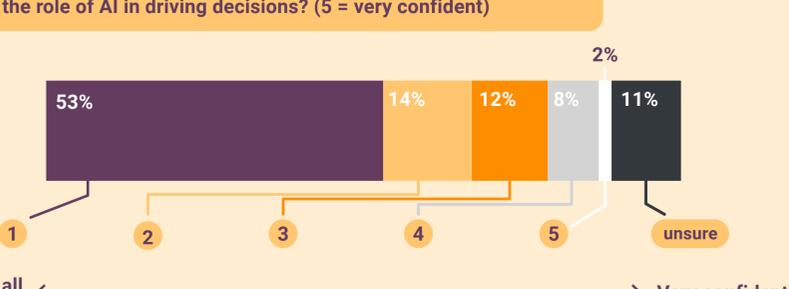
But for many, agencies could make this more clear when people access government services online or on the phone.

Do agencies make it clear when you are conversing with a chatbot versus a human when you access services on the phone or online?

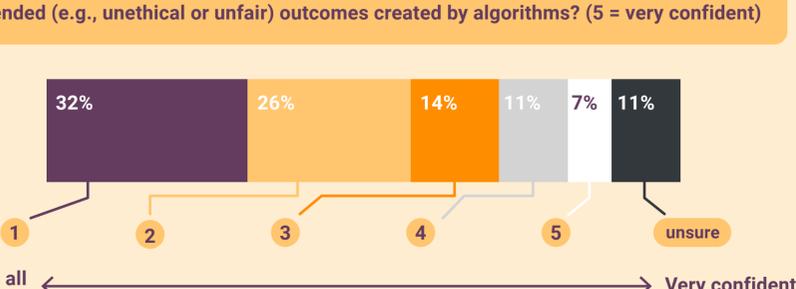


Agencies should aim to be more transparent about the way they deliver AI – from clarifying who is speaking on the phone to acknowledging unexpected mishaps.

On a scale of 1-5, how confident are you that agencies are transparent about the role of AI in driving decisions? (5 = very confident)



On a scale of 1-5, how confident are you that agencies will take responsibility for unintended (e.g., unethical or unfair) outcomes created by algorithms? (5 = very confident)



Fairness: Address Unease, Uncertainty About Bias

Baised algorithms can produce unfair and harmful outcomes for constituents. It is a major concern people have about AI in government, but many feel they're in the dark about it.

1 What extent are you concerned that AI-based systems could introduce bias based on race, ethnicity, gender, nationality and sexual orientation?



49% – I am somewhat or very concerned.

2 Do you think your state, local and federal agencies are taking steps to prevent such biases?



52% – I am unsure.

To assuage concern and apprehension, agencies should communicate what they are already doing and plan to do to mitigate algorithmic bias.

Privacy: Safeguard Trust

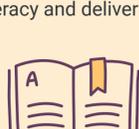
People want relevant and tailored interactions with agencies, but not at the expense of their privacy. Government organizations must continue building confidence that their data is safe and sound.

How confident are you that agencies are using AI and machine learning to gain insights without compromising your privacy?



Next, Educate: 5 Steps to Data Literacy

Because of the benefits, agencies will continue to use AI to better engage with the public and stakeholders. To build trust, data literacy is key. By adopting these best practices, agencies can drive data literacy and deliver trustworthy service:



Build a basic data vocabulary, including primary terms to describe AI solutions and the purpose of AI use.



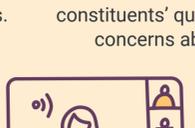
Identify areas where communication barriers are inhibiting the effectiveness of data and analytics initiatives.



Develop a data literacy program in-house to ensure the workforce can answer constituents' questions and concerns about AI.



Continue extensive and explicit discussion of ethical questions, actively looking for case studies relating to the use of data in AI.



Use AI as an enabler of digital interactions, a way to allow stakeholders to participate in a mutually beneficial AI ecosystem.

Source: [Gartner](#)

To learn more about how your agency can improve the customer experience, visit www.genesys.com/government