3 Considerations
for Building Trust in AI

PARO

AI systems are only as good as the data they're trained on.

Low quality data inputs = low quality AI outputs.

Garbage In = Garbage Out

Only 20% of leaders report achieving over 80% data accuracy with their AI.[1]

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1 **Vet** Data Sources Carefully

AI often trains on publicly available data. This data can be biased, inaccurate or misinformation.

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Thoroughly vet inputs before training AI.

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2 **Validate** AI Recommendations

AI requires **human intervention** and evaluation.

97% of businesses report human evaluation is important for accurate model performance.[1]

Check results for relevance and accuracy.

Apply constraints and sanity checks to models.

Add critical context to AI insights from domain experts.

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3 **Embed** the Human Touch

Ensure that your people **understand the tools** and **identify improvements** at every step.

74% of global businesses are not reducing unintended bias.[2]

68% of businesses are not tracking model drift.[2]

61% of business can't ensure that they can explain AI-driven decisions.[2]

AI is a tool, not a decision maker. Human intelligence should work alongside AI intelligence.

SOURCES | 1. Appen (2022). State of AI Report. 2. IMB (2022). IBM Global AI Adoption Index 2022.