



# The *Trustworthy AI* Vendor Checklist

## Questions to Ask When Considering a Conversational AI Solution

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In 2023, the advent of Generative AI brought about a pivotal shift in the business world, with organizations beginning to explore its vast potential. Since then, the conversation has evolved from mere exploration to **full-scale implementation**.

To fully take advantage of AI's transformative power, organizations need to be able to **trust the technology** to represent their brand well while also protecting customer data and driving business outcomes.

A solution that can provide accurate, secure, and brand-aligned interactions is no longer just a nice-to-have—it's a necessity. As the market becomes increasingly saturated with simple GPT-enabled technologies, it's crucial to differentiate by emphasizing expertise, systems, tools, and people that position a solution as **truly enterprise-class**.

### Why Trust Matters

**Trust is the cornerstone** of any successful AI deployment, especially for Conversational AI solutions that interact directly with your leads, prospects, and customers. If you can't rely on AI to get it right, you won't be able to leverage it to its full potential.

Trustworthy AI is about more than just technical accuracy; it's about ensuring that the AI has the ability to **align with the brand's identity** and **uphold the highest standards of safety and security**.

Make sure you choose a solution that **delivers precision**, aligns with your **brand voice**, and **safeguards your customers and your organization**.

Use these questions to critically evaluate whether a vendor's offering meets the standard for AI-powered customer interactions you can trust.

## Accuracy:

Inaccuracy in responses or comprehension can lead to a poor experience for the customer and risks for your brand.

	Conversica	Vendor A	Vendor B
<b>Multi-Model Approach</b> <i>Does the solution utilize a mix of public and private LLMs to optimize accuracy and adaptability?</i>	✓		
<b>Error Handling</b> <i>Are there guardrails in place to prevent arbitrary responses? Is there a human-in-the-loop system to manage uncertain scenarios?</i>	✓		
<b>Feedback and Auditability</b> <i>Can you audit the AI's decision-making process? Is there a mechanism for providing feedback and improving accuracy over time?</i>	✓		

## Brand Alignment:

Brands invest heavily in crafting and maintaining their identity. Make sure your AI solution can get it right.

<b>Data Training</b> <i>Can the AI be trained on your specific brand data and content to ensure consistency in tone and messaging?</i>	✓		
<b>Hallucination Prevention</b> <i>Does the solution include governance layers to prevent AI from generating off-brand or inaccurate responses?</i>	✓		
<b>Verbatim Responses</b> <i>Can the system allow for verbatim responses when needed for compliance &amp; messaging integrity?</i>	✓		

## Safety & Security:

With increased privacy concerns and regulations, ensuring data security in a Conversational AI solution is paramount.

<b>Data Privacy</b> <i>Is customer data anonymized and securely managed during the AI training process?</i>	✓		
<b>Opt-Out Compliance</b> <i>Does the platform integrate with other systems to respect opt-out preferences accurately?</i>	✓		



# *Trustworthy AI* for Enterprise-Grade 1:1 Engagement

Trustworthy AI is not just about mitigating risks; it's about leveraging AI to drive meaningful, long-term customer relationships. Conversica offers organizations peace of mind by providing unparalleled AI accuracy and security when interacting with their valued prospects. With Conversica, organizations can trust in the precision of AI-driven interactions, ensuring accurate and reliable communication that maintains the highest level of brand alignment.

Our commitment to the principles of trustworthy AI ensures that our solutions not only meet but exceed the highest standards of trust and reliability. So what makes our Conversational AI platform enterprise-grade?

**Accuracy You Can Trust:** We leverage multiple AI models, decades of conversational insights, and a HiTL approach to ensure our AI understands the intent and nuances of conversations. Our structured process and multi-layer analysis ensure an industry-leading accuracy rate.

**Brand-Aligned Safeguards:** Our AI is finely tuned using billions of interactions, ensuring it responds in a way that resonates with your target audience. With advanced methods like Retrieval-Augmented Generation, responses are tailored to your brand, providing flexibility and control over messaging accuracy.

**Safety and Security You Need:** We prioritize data privacy through certifications, seamless integration with opt-out preferences, and a strict policy of never using client data to train our models. Our proprietary systems ensure that all data is anonymized and encrypted, safeguarding both your brand and your customers.

## Ready to See Conversica in *Action?*

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