Why addressing ethical concerns in AI will benefit organizations

What do we mean by ethics in AI?

Examples of ethical issues emerging from the use of AI

Ethical AI interactions drive consumer trust and satisfaction

Nearly nine in ten organizations across countries have encountered ethical issues resulting from the use of AI

The pressure to implement AI is fueling ethical issues

Consumers want regulations on the use of AI

Executives are starting to realize the importance of ethical AI, and are taking action when ethical issues are raised

First steps to proactively address ethics in AI

Source: Capgemini Research Institute, Ethics in AI executive and consumer survey, N = 1,580 executives, 510 organizations

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Source: Capgemini Research Institute, Ethics in AI consumer survey, N = 4,447 consumers.