Customers are becoming increasingly comfortable with AI but have high expectations:
- 49% are not satisfied when AI fails to understand them compared to 33% in 2018
- 71% expect organizations to take ownership of work done with AI systems

While organizations are more ethically aware, progress in ethical AI has been patchy:
- 22% of surveyed executives are highly aware of how AI is used by their companies in different customer interactions.

We have a leader who is responsible and accountable for robust AI systems and gain trust:
- 78% of surveyed executives agree that their organizations have a leader who is responsible and accountable for the ethical implementation of AI.

How organizations can build ethically robust AI systems:
- Ensure technological robustness of AI from an AI respectful of privacy and data protection standpoint.
- Ensure human oversight of AI systems.
- Provide clear options for users to report issues with AI systems.
- Establish a foundation of ownership of ethical issues and set up strong internal processes.
- Train AI professionals on the importance of ethical issues in AI.

Leadership, Accountability and customers' empowerment are vital keys of improvement for organizations:
- Only 33% of surveyed executives agree that their organizations have a leader who is responsible for ethical AI.

This patchy response means organizations risk losing customers' trust:
- 59% of customers expect organizations to take ownership of ethical issues in AI systems compared to 33% last year.

A negative AI experience comes at a high customer cost:
- 40% of customers would stop interaction with AI systems in case of a negative experience.

How can organizations move to ethically robust AI systems?
- A framework to build and use ethically robust AI systems.