AI and the Ethical Conundrum

Customers are becoming increasingly comfortable with AI but have high expectations:
- 49% of executives believe AI can be trusted by 2025 compared to 33% in 2019.
- 71%% of executives are concerned about the ethical impact of new tech systems.
- 66% of customers expect AI to be accessible for all types of users.
- 67% of customers expect organizations to take ownership of AI applications they are using.

While more organizations are more ethically aware, progress in ethical AI has been patchy:
Organizations have some awareness of ethical issues as compared to last year,
- 78% of executives agree.
- 69% of executives agree.
- 65% of executives agree.

However, lacking consistency, most other dimensions of ethics are underpowered or lagging to evolve.

Lack of development of internal practices within organizations hinders the path to Ethical AI:
Significant differences exist in the understanding of ethical issues between AI developers and AI users.
- We have detailed knowledge of how and why our systems perform as they do.
- We focus on ‘decision-making process’ not the ‘decision outcome’ to evaluate the performance of AI.
- We have a leader who is responsible and accountable for the robust AI systems and gain trust.

This patchy response means organizations risk losing customers' trust:
- 33% of organizations have a leader who is responsible for ethics of AI systems.
- 57% of executives say that they have faced a customer backlash as a result of their AI systems operations.

Leadership, Accountability and customer empowerment are vital areas of improvement for organizations:
- 3% of executives say that they have faced a customer backlash as a result of their AI systems operations.
- 57% of executives say that they have attracted legal scrutiny of their AI systems as opposed to 35% in 2019.

A framework to build and use ethically robust AI systems:
- Establish a foundation of ownership of ethical issues and set up strong internal processes.
- Auditability: AI systems that can be audited from an ethical standpoint to provide assurance that the outputs can be trusted.
- Explainability: AI that can explain how it works in a language understandable to humans.
- Transparency: AI that can be understood in a language understandable to humans.

Define the intended purpose of AI:
- Clearly outline the intended purpose of AI.
- Embed diversity and inclusion principles.
- Ensure human oversight of AI systems.

Trainings:
- 65% of executives agree.
- 53% of executives agree.

A negative AI experience comes at a high customer cost:
- 60% of executives agree.
- 22% of executives agree.

Executives say that they have attracted legal scrutiny of their AI systems as opposed to 35% in 2019.

Revenue Report 2021