

CAUTION!

AI pitfalls to watch out for

Data Quality

Data quality needs to be a top priority for your organization, starting with training employees to be alert to situations that risk data integrity. Feeding the system biased or incomplete data will, of course, yield faulty results, putting a layer of doubt on all reports and conclusions. Bad data is a real threat to AI.



“Data quality is crucial in artificial intelligence because it directly impacts the performance, accuracy, and reliability of AI models. High-quality data enables models to make better predictions and produce more reliable outcomes, fostering trust and confidence among users.”

INDUSTRY ANALYST



Reliability

Recently AI has taken some hits for possibly overstepping boundaries and generating unreliable outcomes. For example, articles written by generative AI still need human modification. “AI-powered tools like ChatGPT have mesmerized us with their ability to produce authoritative, human-sounding responses to seemingly any prompt. But as more people turn to this buzzy technology for things like homework help, workplace research, or health inquiries, one of its biggest pitfalls is becoming increasingly apparent: AI models often just make things up,” says CNN. AI tools can generate plausible but factually inaccurate or unrelated outputs, sometimes called hallucinations or confabulations. Humans need to monitor and verify questionable assumptions.

Bias

Skeptics suggest that analytics can make decisions based on inappropriate, irrelevant criteria, or bias that is unintentionally built in when the system is trained. For example, when evaluating technician performance, is the technician that resolves the most service orders the one to be rewarded or the one who tackles the most complex jobs?

Bias also becomes a possible factor if the tool wrongly “assumes” a factor like gender or race influences the ability to perform a task well. An article in Wired states addressing AI bias is not just a matter of social responsibility, but it’s also commercially imperative.

“If a company is found to be using biased tools, the consequences can be severe. “The biggest risk is that our customers lose trust. It doesn’t take much these days to lose faith, especially with social media and with regulatory frameworks being heightened.”

ALISON KAY, MANAGING PARTNER, EY