The how and why behind using A.I.

With Civinc, you can invite real talk, unlocking real insights. We use Artificial Intelligence (AI) to extract unique insights on employee ideas, resistance and general sentiment. Here's how it works:

Context

During a Civinc session dozens, hundreds or even thousands of employees engage in chat conversations with colleagues wo have a different view. These conversations are always about a specific statement on which the partners had a different opinion.

Per session, all the messages that are sent per statement are aggregated and analysed before being permanently deleted. As with all other data processed on the platform, these messages cannot be traced back to an individual user.

How the AI analysis works

The analysis of the aggregated chat messages is based on 'prompt-engineering' and works as follows:

1. The first step is that a summary of all conversations is made, with the focus on ideas expressed and the general sentiment of the participants on the topic at hand
2. We then extract a list of most common ideas, clustered by category, that were discussed in the conversations. This also happens for the main anxieties or reservations expressed on the topic.
3. Finally, the system makes sure that no personal information that might have been shared in the conversations makes it through the final output, safeguarding participants' anonymity.

Privacy principles & safeguards

Civinc uses the OpenAI 'Azure OpenAI' API. This is very different from Chat-GPT. The OpenAI API allows us to use the technology from a global AI frontrunner, while having the freedom to mold it to our purpose and with specific privacy safeguards in place:

- The Azure servers are located in Sweden, ensuring that all data processed by OpenAI stays within the EER region
- The data processed will never be used to train their general (or other) OpenAI models
- The data will only be processed for the purposes as defined by Civinc and will be permanently deleted by OpenAI within 30 days
- As Civinc does not collect data which can be traced back to an individual user, such data is also not shared with OpenAI
- For more information on Azure's privacy policy, you can visit this website.

Given that Civinc uses an external Large Language Model (LLM), we rely on systematic quality assurance testing to make sure that data outputs are of adequate quality. Because generative AI always has an experimental character, our team always curates the AI output before it is delivered back to the client in an easy-to-use data rapport. This report also features other data insights based on i.a. user responses tot statements and feedback to survey questions, so the AI component is part of a larger whole.

Lastly, use of AI is always optional. If a customer, for whatever reason, decides that they do not want to use AI, it can easily be disabled per session.