The how and why behind using A.I. 💪

With Civinc is chat to involve and understand employees on the topics that matter. We use Artificial Intelligence (AI) to extract unique insights on employee ideas, contention 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 who 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'. We instruct the Large Language Model (LLM) to run different types of analyses based on specific prompts.

We can for example instruct it to summarize all conversations on a specific topic, in order to distill the general sentiment. In addition, we can instruct it to produce specific output such as the most common ideas, arguments or reservations expressed in the context of the conversations.

Finally, the system makes sure that no personal information that might have been shared in the conversations makes it through to the final output, safeguarding participants' anonymity.

Privacy principles & safeguards

Civinc uses the Microsoft Azure OpenAI API. This is very different from Chat-GPT. The Azure OpenAI API allows us to use the technology from a global AI frontrunner, while having specific privacy safeguards in place:

- The data is processed on Azure servers located in Sweden, ensuring that all data stays within the EER region and is not shared with OpenAI
- The data is not available to other customers, not available to OpenAI, is not used to improve OpenAI models, is not used to improve any Microsoft or 3rd party products or services
- The data will only be processed for the purposes as defined by Civinc and will be permanently deleted from Azure servers 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 Azure
- 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 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.