

How to Apply Trusted AI to Your 2024 Initiatives Social and VoC?

A discussion between Converseon & Bayer Corp.

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TEAM

On December 6th, 2023 Converseon hosted a webinar with Bayer as part of AMEC Measurement Month. Converseon's VP of Solutions, Ben Sigerson, and Bayer's Global Insights Associate Manager, Jacob Bohle, discuss how Bayer applies Converseon's Trusted AI to their data initiatives.

Trusted AI is not just about Generative AI but also about data classification models. Learn how Trusted AI helps our clients to improve their initiatives, using real-world examples.

This is a condensed version of the webinar. You can view a complimentary webinar by clicking on [this link](#).



Ben Sigerson

VP of Solutions,
Converseon

Ben Sigerson is VP of Solutions at Converseon, a leading social & consumer intelligence firm that helps organizations use AI / ML to quickly extract actionable insight from natural language and unstructured text data. Ben has been with Converseon for over a decade and has played many key roles. In his current role, Ben combines strategic vision with a deep practical understanding of AI tools to provide both clients and partners with the solutions they need.



Jacob Bohle

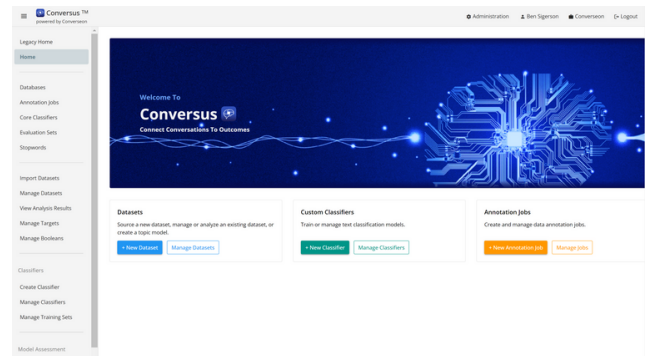
Global Social Media & Digital Marketing Insights Manager,
Bayer Corp. Science

Jacob is the Global Social Media and Digital Marketing Insights manager for Bayer Corp. Science. He has been in this role for about two years working heavily within the social media, digital insights, and communication space for six years. In his current role, he works across many teams within Bayer Corp Science from Sustainability to Communications and other adjacent teams. He and his teams have been using Converseon for the last two and a half years.

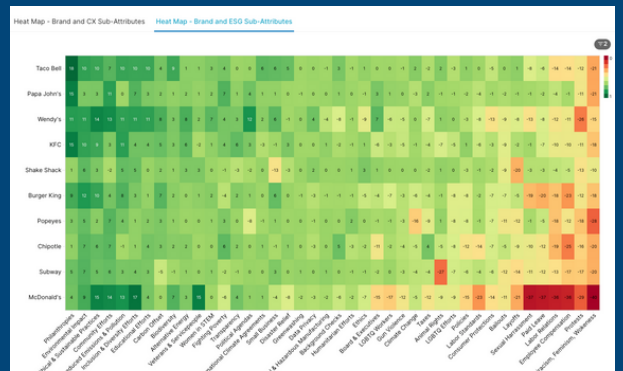
Who We Are

Converseon is the leader in transforming unstructured “conversation data” into powerful predictive and prescriptive intelligence through our award-winning “Trusted NLP” and patent-pending Applied AI products and solutions. Our solutions uniquely connect specific brand health and reputation perceptions to business outcomes such as sales and shareholder value and establish trust and "veracity" in AI-processed unstructured data.

Conversus NLP is a SaaS "veracity engine" that puts the "Trust into AI" through greater accuracy, transparency, validation, human-in-loop governance, and other patent-pending technologies. It significantly improves unstructured data quality and alignment for consumer, VoC, and Brand Intelligence, reducing costs and dangers of "hallucinations." It is becoming a powerful solution to help fine-tune, reduce inaccuracies, and increase context and recall in generative AI output. With features data scientists will appreciate, its no-code approach is very useful for general analysts too.



Conversus PRISM is a companion AI solution that revolutionizes consumers and the voice of customer intelligence and brand equity/product innovation. It combines NLP and econometric modeling to not only predict the future but also enable business simulation so you understand the likely impact of specific investments and outcomes before you make them. A pioneer in AI since 2008, the firm has worked with major leading brands around the world and across languages to help reinvent actionable predictive brand intelligence in an uncertain and rapidly changing world.



How Bayer Gets Value from Converseon



So before I dive into Trusted AI and its application, I'd love it if you could set the stage for listeners in terms of **how Bayer Corp Science uses Converseon NLP today and how it provides value for you.**

Currently, our **collaboration with Converseon focuses on enhancing efficiency, accuracy, and particularly, data enrichment.** Social listening is a dynamic field, constantly evolving with the emergence of new platforms and continuous changes. We encounter various challenges, including the need for training on these platforms and adapting them to meet our specific requirements. Hence, we've teamed up with Converseon to enhance data enrichment, efficiency, and accuracy, addressing these challenges effectively.



What is Trusted AI



What do I mean by Trusted AI? It begins with standards and guidelines. Trusted AI is built on a set of important criteria, likely familiar to many of you:

Safety, accuracy, reliability, transparency, accountability, human-in-the-loop governance, oversight, and non-discrimination.

Standards & Guidelines

Tools & Systems

Necessary Change

Implementing these standards necessitates **tools and systems**, ensuring that trust in the data extends beyond abstract guidelines or safety standards. It entails employing trusted tools and systems to mitigate associated risks, thereby enhancing its impact on users, fostering trust in the AI, and ultimately yielding more accurate analyses. The practical execution of these standards and guidelines relies on the appropriate tools, as guidelines alone remain abstract. The specific nature of these standards varies based on the application of AI, as there are numerous AI applications. Today our focus is primarily on **Natural Language Processing (NLP)**, particularly text classification and supporting research on unstructured conversation data. This is pertinent to individuals involved in **customer insights, communication, market research, social media, and social listening.** A common example of NLP classification would be sentiment analysis. Enacting Trusted AI necessitates recognizing the current inadequate state of affairs and the imperative for change. Most AI systems in operation today fall short of meeting these standards. We'll delve into the reasons shortly.



High data quality is essential for the performance of many AI systems, especially when techniques involving the training of models are used, with a view to ensure that the high-risk AI system performs as intended and safely and it does not become the source of discrimination prohibited by Union law. High quality training, validation and testing data sets require the implementation of appropriate data governance and management practices.... - **European Union AI Act**



What is Trusted AI Cont.



However, concerning NLP classification research, implementing Trusted AI will directly influence how NLP models are trained, validated, utilized, and maintained over time. The overarching aim is to enhance utility, maximize effectiveness, reduce bias, and mitigate risks. Moving forward, discussions about Trusted AI must acknowledge recent significant shifts in standards and guidelines. To underscore the seriousness of Trusted AI, we observe its integration into emerging regulatory frameworks and laws, set to become a requirement for both AI producers or vendors and consumers. Thus, **AI regulations are imminent**. Recent headlines, particularly in the US, provide evidence of this trend. For example, **President Biden's executive order emphasizes the importance of ensuring AI's safety, security, and trustworthiness**. A quote above highlights the pivotal role of good data governance in Trusted AI, emphasizing the need for high-quality data to fuel high-performance AI systems. However, this discussion often remains abstract. **Jake could you briefly elaborate on Bayer's AI safety policies and how your organization approaches AI safety in practice?**

I would assume that Bayer's approach to AI is similar to many other companies currently developing guidelines for its use within their organizations. **Within Bayer, we assess the potential benefits of AI offerings in terms of enhancing efficiency, accuracy, and various other opportunities**. However, we proceed cautiously, particularly concerning internal and confidential information, which is not included in the model. This precaution isn't due to a lack of trust in AI but rather a **commitment to safeguarding our information and maintaining confidentiality**. We carefully consider the balance between risk and value, especially given the novelty of AI models, ensuring that data inputted into the model cannot be accessed by other organizations. Regarding our social and media data, it consists entirely of public-facing information, minimizing any risk or limitations to the organization. This data allows us to derive insights and improve efficiency through the use of AI and Converseon.





This highlights a crucial aspect of AI governance and trust within our domain: **understanding what is going into your model's training data and ensuring compliance with policies and privacy agreements**. AI transparency regarding the training data and the model's learning process is essential. Transitioning to the practical application of Trusted AI and AI governance for listening data, unstructured conversation data, and research, here are several questions for consideration:

- Where is AI being used in your social listening & research tool stack?
- How accurately are your AI models performing today on your data?
- How are you testing/scoring them?
- If you don't know, can your model provider/vendor tell you?
- If you wanted, would you be able to participate in the AI training and testing process?

These questions are critical for implementing Trusted AI in our industry. If your vendors cannot address them, you'll require internal or third-party methods to do so, especially as AI safety becomes increasingly enforced. **Jake, could you discuss how we address these issues for social listening data, specifically how Converseon ensures Trusted AI for Bayer?**

Like any social media professional, we consistently monitor data to ensure accuracy by removing irrelevant content and staying focused on the topics we track. However, this aspect of our work often consumes a significant amount of time, hindering our efficiency in delivering impactful insights to business partners promptly. To bridge this gap, we've partnered with Converseon. Their AI model, in addition to internal monitoring, streamlines our social listening efforts by reducing time spent on data training and sifting through extensive datasets, including years of data. Moreover, it allows us to delve deeper into insights that might otherwise be overlooked. While instances of model deviation are rare, we have the capability to further train it ourselves or seek assistance from the Converseon team. Through this collaboration, Converseon helps us enrich and refine our data, providing a more accurate depiction of events while preserving data privacy.



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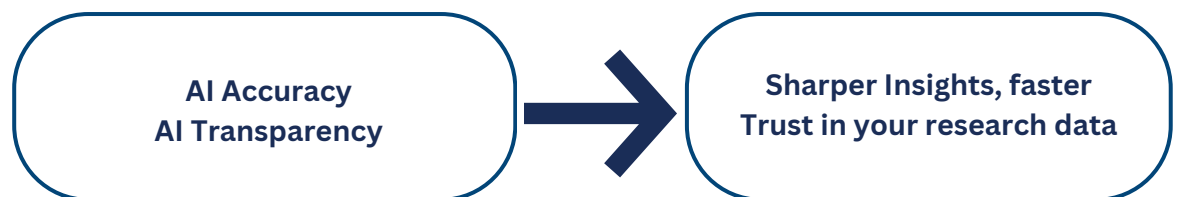
The Value of Trusted AI & Tangible Benefits of Trusted AI for Bayer



Regarding the significant data set you mentioned, it's important to note that in any listening process, the data is constantly evolving and updating. With such a massive historical data set, utilizing AI becomes crucial for scaling human intelligence across it to derive meaningful insights. However, ensuring the accuracy of AI on such a large data set is essential, as you pointed out. This seamlessly leads us into discussing the practical applications of Trusted AI in our field, which I hope will spark further reflection among our listeners.

Let's briefly touch on the value of Trusted AI. While we've discussed risk mitigation and regulatory compliance, it's crucial to highlight its benefits. Trusted AI offers two key deliverables: AI accuracy and AI transparency. AI Accuracy ensures that AI provides the correct answers, while AI transparency allows for ongoing monitoring of AI performance on your data, making it a reliable tool in your research arsenal. Transparent AI yields sharper and quicker insights from your data, enhancing both speed and depth of analysis. Additionally, it eliminates doubt about data quality, instilling trust in the insights extracted and facilitating communication of their reliability to stakeholders, especially skeptics.

Now, with these tangible benefits in mind, Jake, could you elaborate on how AI accuracy and transparency have been important to the work that we have done together?



In our collaborative work, accuracy and transparency are paramount.

We rely on AI models to create those efficiencies, enabling us to dedicate more time to insights. When dealing with extensive data sets or highly discussed topics on social media, such as climate change, the workload can be overwhelming. However, leveraging AI ensures accuracy and transparency, empowering us to delve deeper into complex topics with greater efficiency. This advancement has revolutionized social listening, making it more agile and optimized compared to six years ago. With Trusted AI, we can trust the process of sifting through the data for us excluding any irrelevant or misleading content and leading to quicker progress and more agile responses.



The Problem: Distrusted AI in Listening & Insights



This provides a perfect segue into the discussion. While AI has been present in social listening for some time, the key point is not its novelty but rather its significant advancements. Now, AI can operate with agility, optimization, and trustworthiness. We can rely on it to deliver accurate outputs without causing unnecessary noise or requiring inefficient quality assurance processes. Understanding the benefits and values of Trusted AI paints a compelling picture of its importance. However, to grasp why it's a necessity, we must address a specific problem within our industry:



Widespread data quality doubt among users of social listening, media monitoring, and customer platforms dealing with unstructured conversation data.

Despite the long-standing use of AI in these platforms, what we're facing isn't the absence of AI but rather distrust in AI. This longstanding issue has largely gone unaddressed, primarily due to the perceived enormity of the task. Maintenance of AI-powered NLP systems has historically been viewed as costly and challenging to implement by many providers. Consequently, they don't measure the performance of their systems or share it with clients. As a result, social listening platform users have distrust in out-of-the-box sentiment analysis and other NLP features integrated into these platforms.

Now, Jake, drawing from your experience with unstructured listening data throughout your career, could you share how you've navigated or been compelled to address noise and unstructured conversation data in social listening?

Let's address the complexity of social media. It's a dynamic space with diverse languages, slang, and terminologies, which poses challenges for social listening professionals. Understanding the mindset of online users is essential. I often joke with colleagues that social listening professionals are walking resources because we must grasp the various ways people express themselves. Over time, slang terms like "wack" have emerged, whose meanings can vary depending on context, emphasizing the need for precise query refinement. Brand names can also be tricky, especially with variations across languages. For instance, in a previous role, a brand name meant "crown" in Spanish, requiring tailored social listening exercises to avoid irrelevant content. Despite these challenges, social listening professionals typically consider these nuances.



The Problem: Distrusted AI in Listening & Insights Cont

However, the process can be demanding, involving meticulous refinement of queries to ensure relevance. This is where **AI plays a crucial role by automating data sifting and query refinement, reducing manual effort**. While AI isn't flawless, it allows for model training to improve accuracy, helping minimize irrelevant content and optimize social listening practices. This is how Converseon has assisted us in enhancing efficiency, cutting down irrelevant content, and optimizing social listening exercises.



The Impact of Conversus Trusted AI on Bayer



The issue of data quality presents a significant challenge, characterized by an unruly and unpredictable data feed. Historically, the burden of addressing this challenge has fallen on users, analysts, and customers. However, they often lack robust and scalable tools to effectively manage data quality. Consequently, analysts are left with the overwhelming task of cleaning up datasets before reporting on them, hindering scalability in research initiatives. This status quo results in customers distrusting data outputs and executives questioning the reliability of insights derived from this data source.

To address this issue of Distrusted AI effectively, we need AI governance. It's essential to recognize that AI models are not magical and that their performance fluctuates over time, especially with evolving conversation data. Governance of NLP on unstructured conversation data requires ongoing performance assessment and maintenance tailored to client-specific data feeds. Providing clients with accurate assessments of AI model performance on their data feeds regularly is crucial for building trust and mitigating data quality doubts.

Conversus platform's AI Trusted AI system is uniquely designed to address these challenges. It offers a platform-supported method for assessing how accurate your NLP models are on your data specifically, thereby removing data quality doubts. Moreover, it gives customers hands-on in this process as they can participate directly in the testing and training, giving them control and confidence in the results. Powered by a patent-pending algorithm, this system reduces manual effort and enables scalability in the testing process, providing users with statistically confident assessments of model performance based on a minimum viable labeled dataset.

Jake, how do you see the implications of this system for Bayer?

Conversus platform's Trusted AI system tells you how accurate your NLP is on your data specifically on an ongoing basis.

The Problem: Distrusted AI in Listening & Insights Cont

Here are my reflections on this topic. This is where I spend my day-to-day, deeply immersed in both the tool and the data. I firmly believe that to grasp the system fully, I must be thoroughly integrated into it. I want to acknowledge the remarkable transparency provided by Conversus, which has changed how we maintain our social listening efforts and given us confidence in the daily data it provides. Previously, we might have focused on preset topics, but now we can delve deeper into subjects we feel have more to offer in terms of storytelling. This leans into the other aspect of the system - customization. For instance, take the topic of climate change, which encompasses various segments of conversation. These learning opportunities empower our organization to adapt and refine our approaches, even allowing us to retrain the model based on our evolving needs. Most importantly, we can trust that the data is reliable, given our constant interaction with it. As with any AI system, continuous improvement is key. With Conversus, as we train AI further on our specific topics of interest, its performance only enhances over time. This iterative process mirrors the growth of a professional network, offering us a wealth of new insights to build out further strategy. Ultimately, this investment truly pays dividends as we seek to learn about new topics, ways of measurement, and initiatives that can significantly benefit our organization in the long run.



The Impact of Conversus AI Governance on Bayer

That brings us to the main topic, which revolves around ongoing testing and iterative refinement of the data. This approach is centered on evidence-based optimization and the gradual expansion of the classification system over time to enhance its effectiveness, as you mentioned earlier. Now, I'll address a question quickly from Pauline, who asks about the frequency of repeats when setting up a system and once it's up and running.



With Converseon as we train AI to the topics that we're working towards it will only get better. it's just like any professional networks in a field that requires continuous education the model was no different. It will only grow and it will only become better and that opens up opportunities for organizations like ours to find new insights to build out further strategy. It truly pays dividends as we seek to learn about new topics ways of measurement and initiatives that we are working towards could potentially benefit from it.

- Bayer



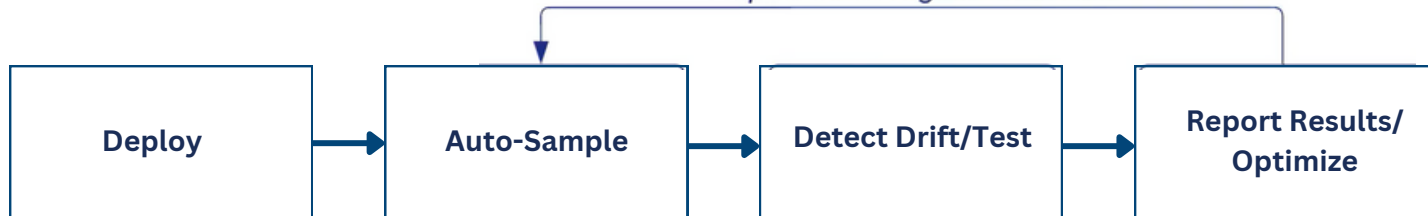
Listener Question

How many repeats do you do when setting up a system and how frequently do you repeat once they are set up and running?



This is a great question that aligns with our current focus on the platform. As you can see on the screen, repeated testing occurs regularly and is set up when configuring your sampler. **You can choose the frequency of testing, whether it's weekly, monthly, quarterly, or annually, based on how often you generate samples from your production or listening data.** For most of our clients, we typically conduct testing on a monthly or quarterly basis, but this can vary depending on individual needs. Now, let's move on to an actual platform demo to see how this works in action with real datasets. We'll demonstrate Conversus' Trusted AI tool, which provides ongoing accuracy assessments of your AI on your specific data, ensuring trusted AI-powered support in your social environments.

Repeated at regular intervals



Conversus Platform



Removes Data Quality Doubt

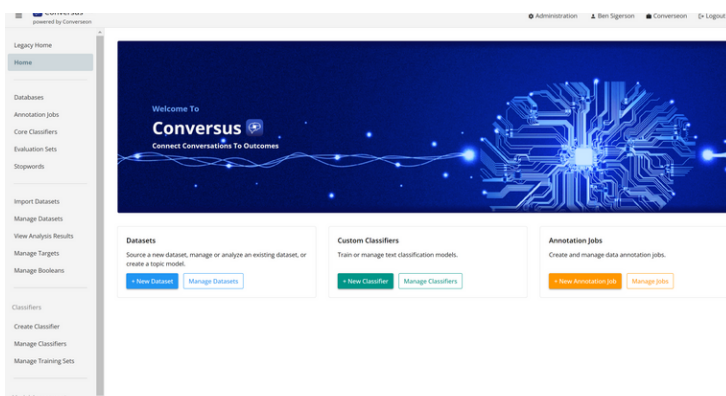
Establishes AI Transparency



Hands-on and human-in-the loop governance



Patent-pending algorithms to ensure scalability and ease of use



[Click Here for the Platform Demo](#)

Trusted AI Checklist

Key Features of Trusted AI for NLP Classification:

With Conversus SLP Integration:

Training Data Governance: transparency and control surrounding what data goes into training your AI models.

Yes

Strong out-of-the-box performance: AI models that are carefully pre-built to delivery highly accurate classification from the get-go.

Yes

Ongoing “human-in-the-loop” testing: The ability to directly test your AI models (1) with statistical rigor; (2) on an ongoing basis; (3) on your data specifically; (4) via streamlined, in-platform tools & automation.

Yes

Seamless optimization/retraining: the ability to easily retrain your AI models as needed, using the data most likely to improve the model’s performance.

Yes

Key Takeaways

Data Quality doubt is endemic in unstructured listening data. Black-box, “set it and forget it” NLP is part of the problem. AI alone cannot fix the problem.

To remove data quality doubt and stay compliant with future AI safety standards, **we need *Trusted AI*, which can only be achieved through ongoing AI testing and optimization.**

Conversus’ Trusted AI tool is designed to scalably solve this, ensuring the safety, control, reliability, and transparency of your AI-powered NLP.

Bayer Summary of Value of Trusted AI with Converseon

Thank you, Ben. I truly appreciate the opportunity to be here today and share my insights. From a user's perspective, for me, **the key benefits revolve around efficiency, accuracy, and optimization.** We've delved into these aspects during our discussion today, highlighting how the tool streamlines our workflow, allowing us to focus more on insights and delve deeper into emerging trends. **Its agility enables us to swiftly shift our focus as needed, crucial in today's rapidly changing environment.** In a way, the tool almost provides us with a scoring mechanism, offering immediate feedback on our actions. It allows for facilitating benchmarking against competitors and our own initiatives. While the tool is already exceptional, **its continuous improvement ensures even greater strategic opportunities and faster risk mitigation.** With that, I'll hand it back to you, Ben.



The level of transparency that Converseon has given us has really changed the way that we maintain our social listening, which also gives us confidence in the data that it provides.

- Bayer



Thanks, that wraps things up nicely. The emphasis on continuous improvement is crucial. With this Trusted AI tool in place, we're assured of this ongoing enhancement. We may not know where it stood yesterday, but we can certainly track its progress moving forward. Jake, it's been great having you here. To our webinar attendees please don't hesitate to reach out to either of us if you have any questions.



The emphasis on continuous improvement is crucial. With Conversus' Trusted AI tool in place, we are assured of this ongoing enhancement.

Thank you!



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