

7 Tips for Implementing and Managing AI for Your Business



Artificial Intelligence (AI) is the ability of machines to learn, reason and act in ways that typically require human intelligence. This can be used in many ways that can help you as a business owner. Continue reading to learn more about how you could potentially implement AI for your business.

1. Evaluate current processes

- Identify challenges an AI tool could solve
- Define the tasks
- Identify the data needed

2. Form a committee to help with technical and communication aspects of implementing this tool for others within your business and outside your business, such as stakeholders. Ensure that this committee is cross-functional in nature.

- Decide whether you will use an outside company or create an internal system
- If you partner with a company to implement this tool, create a set of guidelines and rules of governance and privacy around data
- Make sure the company you utilize will not train on your data; it should be a closed system

3. Interview current customers that use the same AI service provider. This can help identify the right company to partner with and ensure positive feedback before moving forward.

- When choosing a company to work with, identify companies that do the work that you need
- Ensure the company has been in business for awhile
- If possible, demo the product without commitment for a short period of time —make sure your data remains private during the trial period, since you don't have a formal contract and terms of service in place yet

4. Test the final product before rolling it out

- Is it giving the proper outcomes?
- Are the outcomes consistently reliable over repeated attempts? Is the rate of error (if any) acceptable?
- Is it making any biased decisions?
- Can the tool produce harmful results in some way if manipulated inappropriately?

5. Train your users

- How to use it
- What can it be used for (ethics)?
- What data can and can't be inputted into the tool?

6. Set guidelines

- Test the tool often to ensure it is working and not providing biased outcomes
- Notify people you are using the tool — create transparency

7. Review the licensing agreement

- Make sure there is a clause about potential data breaches
- Check to see if you are named or not named as an additional insured
- Review the agreement with your legal counsel

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