The value of responsible AI: a conversation with Arnab Chakraborty and Katie Couric

VIDEO TRANSCRIPT

Katie Couric [00:00:06] Hi everyone. I'm coming to you live from AWS re:Invent where we just finished a great panel discussion on responsible AI and the star of the show was Accenture's Arnab Chakraborty. Hi, Arnab. You know, one of the exciting things that we talked about is that Accenture and AWS has just released a lot of research on responsible AI. Can you tell us some of the key points or key findings of that research?

Arnab Chakraborty [00:00:34] We talked to about a thousand plus C-level executives. And what we found from them was that responsible AI is a CEO imperative. And the way to look at it is it's not about just looking at it from a risk mitigation and compliance perspective, but how do you think about it from a value acceleration. Even though research shows that 82% of organizations believe when they talk about responsible AI and practice that, it increases the trust significantly with their employee base. And that drives better adoption of AI solutions across their entire organization.

Katie Couric [00:01:06] When you say responsible AI, what do you mean exactly by that?

Arnab Chakraborty [00:01:11] It's a great question. You know, responsible AI means whenever we are building an AI system, it is fair, it is explainable, it is transparent, is able to take care of, you know, any risks associated with AI, and it's mitigating those risks. It is

increasing the trust. And finally, it's creating exceptional value for your enterprise.

Katie Couric [00:01:30] And Kyle Caffey was also on the panel from Empower, and he talked about how trust truly is the linchpin for RAI. How does that help companies like Empower adopt RAI?

Arnab Chakraborty [00:01:45] I think what we heard from Kyle, trust is at the core of their business, you know, they are a financial services institution serving millions of customers, you know, which is powered with AI. And if you have, you know, any erosion of customer trust, then, you know, you have no adoption of your solutions. And the way to think about it is that once you apply responsible AI and you communicate that to your customers, they know that they are dealing with AI that is not biased, that is being fair, that is being equitable, and that creates more adoption of those products and services that are coming to them from companies like Empower, powered with AI.

Katie Couric [00:02:19] And he also talked about the importance of really including his clients as the technology evolves and and really actually learning from them and and really understanding RAI together.

Arnab Chakraborty [00:02:34] I think that's a great point because this is about collaboration, you know, across

your customers, across your stakeholder community, including your own employees and bringing them on the journey together with you. And that's when you create the magic.

Katie Couric [00:02:46] It's such new technology we're all learning together, and I think that's really a great attitude.

Arnab Chakraborty [00:02:52] Absolutely. And I think, you know, the point that we discussed today was about the talent, the way you configure talent and on the topic of responsibility is very unique. You need to bring diverse talent, you know, both scientists and engineers, but also people with humanities backgrounds. So you can appreciate the non-tech and the tech and the human aspect of the technology as well.

Katie Couric [00:03:11] Well, Arnab Chakraborty, thank you. Nice job.