



How Cogito Addresses Bias



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Cogito provides human aware technology to help professionals elevate their performance. Cogito's AI instantly analyzes hundreds of conversational behaviors to provide live in-call guidance combined with a real-time measure of customer experience. The technology is augmenting the emotional intelligence of thousands of agents in the world's most successful enterprises – improving sales results, delivering world-class service and enhancing quality of care.

Cogito has its roots in the MIT Media Lab, where organizations such as Algorithmic Justice League are leading the conversation on bias in artificial intelligence ("AI"). Cogito is keenly aware of the challenges facing developers today around algorithmic and data bias as well as the concerns of organizations worldwide who seek to use AI for various business benefits, and we are committed to building a healthy AI ecosystem. In order to execute on this commitment, Cogito focuses on three primary factors which we believe drive the challenges and concerns that we see today:

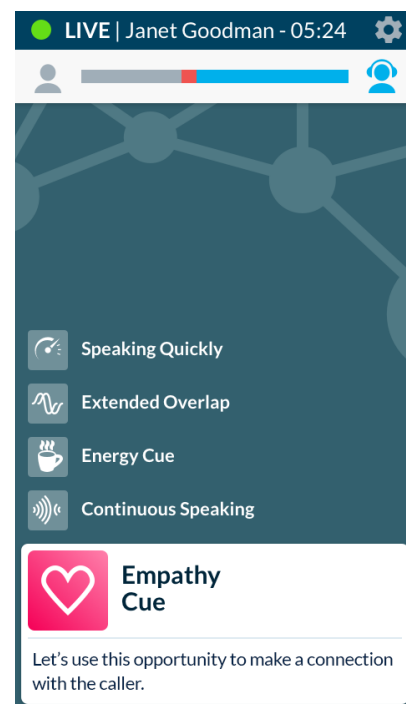
Why We Provide Cogito

Enterprises deploy Cogito because of our unique capabilities to deliver live behavioral guidance through in-call notifications (e.g. "Slow to Respond", "Energy Cue", "Empathy Cue") to contact center agents in order to improve their conversational performance across all calls and to provide organizations with a more accurate view of customer satisfaction through a quantified customer experience measure that is calculated for every call.

This is accomplished by analyzing the non-verbal attributes (e.g., vocal tension, pitch, tone, laughter) of the caller's and agent's voice in real-time and using that data to develop and refine the in-call notification and "CX Score" models that are delivered out-of-the-box. Since the non-verbal attributes used to create the notification models are fairly objective measures, the risk of bias based on gender, accent, race, etc. is non-existent.

On the other hand, the CX Score model is more subjective than the notification model and requires a diverse team of experts along with the use of a massive audio data set in order to ensure that both the development team and the data used to train the model are free of bias and thereby accurately measuring the customer's perception of each call.

It is important to note that our technology does not directly impact people's rights or have any legal or ethical impacts on individuals. Our customers are free to validate the system during the pilot period and use the notifications, behavioral data, CX Score, and other statistical and usage insights provided by our service in accordance with their internal HR and compensation policies.



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Who Develops Cogito

The bias risk is highest for products or services that use models that are generated and refined either without any human intervention (e.g. purely by deep learning technologies) to detect and fix bias issues or by development teams that are homogeneous in terms of race, gender, age, culture, etc. that may introduce their own biases into the models they build.

We address these risks head-on through our commitment to diversity in hiring practices and using an interdisciplinary team of data annotators, engineers, and behavioral science and machine learning experts who ensure that we maintain our track record of zero reports of disparate impact or bias from any of our customers to date.

How We Develop Cogito

Cogito uses a diverse team of experts to build and maintain our models rather than using purely automated development techniques that are typically used for black-box AI systems where bias may go undetected. In addition, unlike other AI systems that may amplify human prejudices because of limited data sets on which their models have been trained (e.g. speech analytics tools that have only been trained on American English or facial recognition tools that have only been trained on images of certain race or gender), Cogito has a massive data set of call audio across all of our customers which further mitigates the risk of introducing any bias into the models we build.

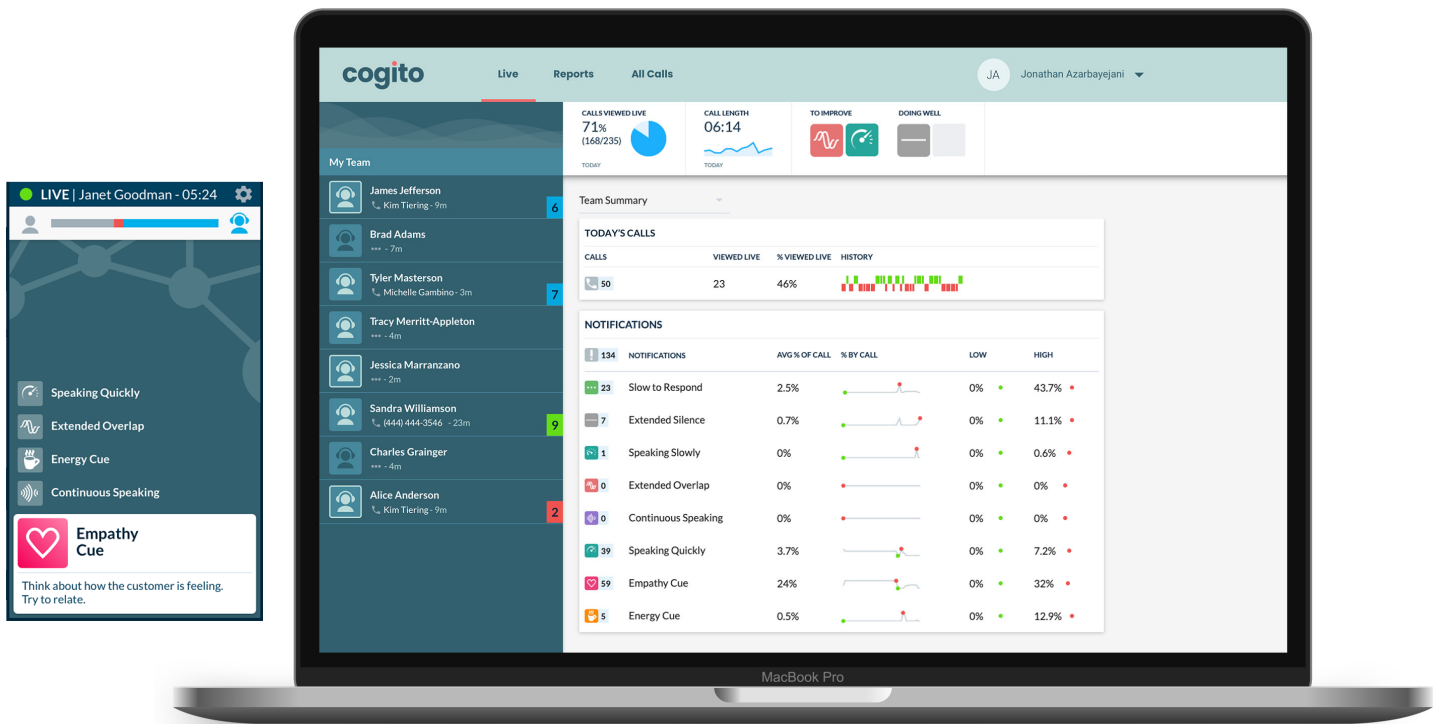
In fact, one of the key benefits to customers in providing Cogito with data access rights is to further reduce the risk of bias in the system. Finally, since the service is specifically designed to assist agents and supervisors in their daily work activities, they can easily detect and report issues related to disparate impact or bias, and the system can be re-calibrated quickly in contrast to other AI tools where humans impacted by the tool may be completely left out of the feedback loop.





About Cogito

Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito's in-call guidance helps the world's most successful enterprises improve sales results, deliver amazing customer experiences and enhance quality of care.



For a no-obligation demonstration, contact us today.



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