

US2U Consulting Artificial Intelligence (AI) Policy

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We make sure that the team at US2U Consulting remains up-to-date with developments in the AI space while adopting an ethical, innovative approach with regards to our use of AI.

What is AI:

AI can be defined as the ability of machines to complete tasks traditionally undertaken by humans. AI usually refers to a piece of technology, such as machine learning, which can imitate human practices. While the use of AI can be widely useful to organisations looking to digitalise their processes and in turn increase efficiency, it is important that we are aware of the risks associated with AI if its growth is not monitored correctly.

Benefits:

These include:

- A reduction in the number of repetitive tasks that team members carry out, allowing them to fulfil the more interesting, rewarding aspects of their job
- The consistent nature of the work AI produces means that it avoids the errors often made by people
- AI robots, unlike humans, can work 24/7 shifts without breaks, potentially improving productivity

Risks:

These may include:

- There may be a need for restructuring and job redesign with corresponding challenges for the workforce
- Generational AI such as OpenAI's ChatGPT may raise a concern as readers do not know if the message they have received is authentic or crafted by AI
- The costs of AI can be high, given the complexity of the technology it may involve
- The lack of human emotion, or 'emotional intelligence', within AI may deprive organisations of collaborative teamwork which so often characterises workplace culture
- There may be an overreliance on the data AI produces, even when it is not 100% accurate

US2U Consulting's AI principles:

'Doing good while doing well'

- US2U Consulting's AI policy upholds the social aspect of our Sustainability Policy, which guarantees that our work has a positive impact both on our people and their communities

Here at US2U Consulting, we are adopting AI in a way which improves the efficiency and accuracy of the work we produce. We will ensure that our use of AI is always aligned with our morals and values, as well as our commitment to corporate responsibility.

We are committed to upholding a strong level of emotional intelligence within our business. We aim to maintain a human-centred approach to ensure we respond to our clients' queries in a considered way, finding tailor-made solutions which make a positive impact within their organisations.

Our approach towards AI will be transparent, ensuring both our clients and team maintain a trusting relationship with US2U.

The uses of AI within US2U Consulting:

We may use AI to make repetitive tasks less prevalent in the day-to-day routines of our employees. This will boost the productivity of our staff by allowing them to dedicate more time to tasks which require human thought and creativity.

Any use of AI at US2U Consulting will be in line with our GDPR policy:

https://www.us2uconsulting.com/images/easyblog_images/48/US2U-GDPR-Policy-2018.pdf.

US2U Consulting do not plan to use AI for any illegal purposes.