

Pega Ethical Bias Check

Ensure fairness and compliance during every customer engagement

Pega Ethical Bias Check ensures there's no unintentional bias hiding in your next-best-action strategies – whether in your models or your business logic.

Users simply define fields with potential for bias – like age, ethnicity, gender, or income – then simulate the strategies that use them to ensure they're not skewed unfairly toward or away from specific groups.

Pega Ethical Bias Check helps:

Make bias detection easy

- Creating and running bias tests for every aspect of every strategy doesn't have to be overwhelming. Pega Ethical Bias Check lets you screen your entire engagement strategy at once, across channels – reducing time, effort, and errors.

Enable continuous protection

- The risks of AI bias never stop – so your protection shouldn't either. You can include bias testing as a standard course of action when simulating strategy results.

Control bias with flexibility

- Pega Ethical Bias Check configures thresholds for reporting, notifications, and alerts. You can widen or narrow the conditions as needed to ensure every aspect of your strategy has been fine-tuned for performance and fairness.

Challenge

At its best, AI can help you better understand your customers and add more value to every interaction. But despite your best intentions, bias related to factors like age, ethnicity, or gender can unintentionally creep into your analytics and skew the outcomes – resulting in regulatory violations, discriminatory customer engagements, and a loss of public trust.

Solution

Pega Ethical Bias Check can help you avoid AI adversity by proactively detecting bias in your next-best-action strategies, then adjusting the offending algorithm or business rule accordingly – ensuring a fair and more balanced outcome for everyone.

Easily identify the root cause of bias

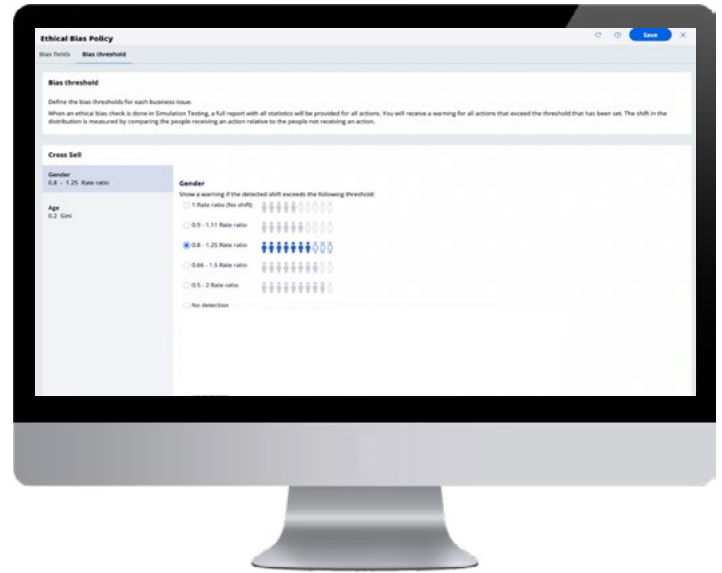
- Not only does Pega Ethical Bias Check alert you to any potential bias in your next-best-action strategies, it also tells you exactly which attribute failed the test – so you know exactly what to fix.

Test “what if” scenarios and adapt accordingly

- Pega lets you create multiple versions of each strategy – each of which uses different predictors – then test to see which yields the best results, with the least bias.

Prevent bias strategies from being deployed into production

- Pega Ethical Bias Check allows you to simulate new engagement strategies for potential bias before they're ever released into production. That way you can resolve any issues before they become a problem.



Ensure fairness and compliance during every customer engagement with Pega Ethical Bias Check.