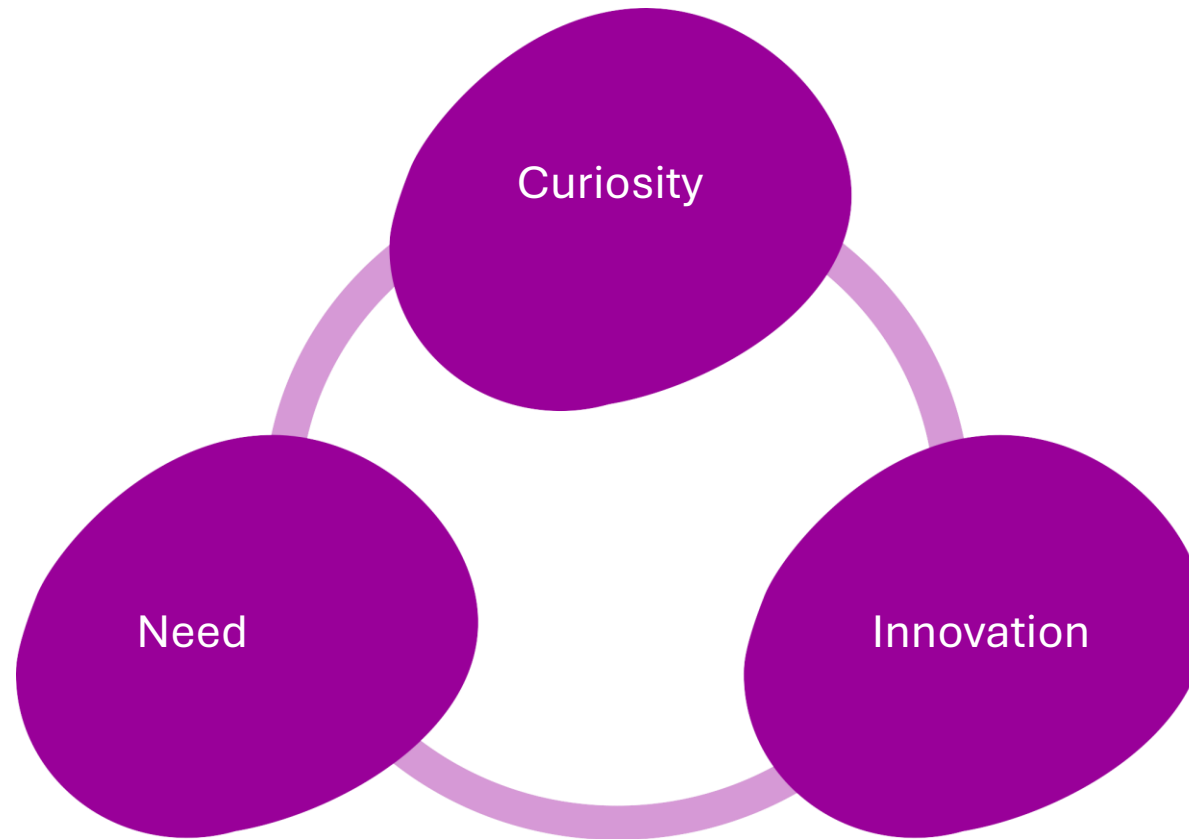


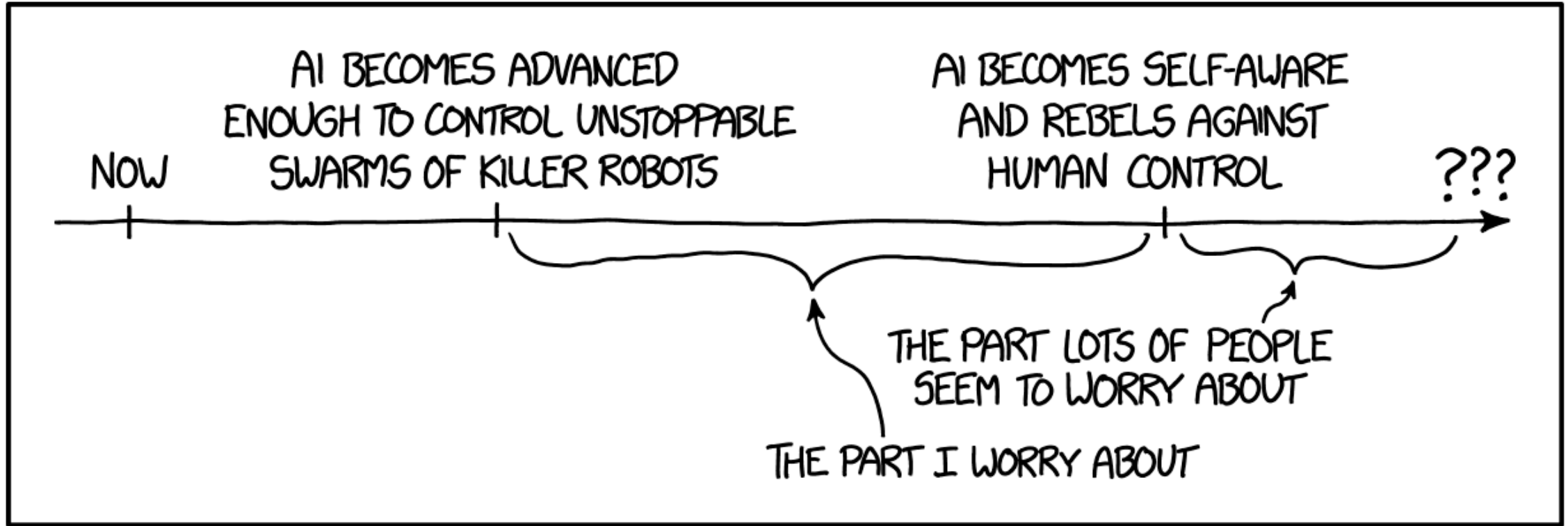
Putting AI into Action: The Betknowmore UK Case Study

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Why AI - the Betknowmore UK Case





Gen AI Fundamentals Now - and in the (near) Future

To develop a decent strategy, it's important to understand what you're dealing with – and to come to a point of view on debatable questions! The key points for us on AI are:

- Gen AI is a normal – significant – technology, like the internet, the car, spreadsheets. It is not going to end or replace humanity.
- It is a probabilistic machine, generating text (most often), graphics, audio, and video, based on an analysis of a substantial part of the entirety of human knowledge and created works.
- It has been called a stochastic parrot – implying that it does nothing other than rephrase and repeat. This is not entirely fair – but it's not entirely unfair!
- It has no concept of truth and no world model. “Hallucinations” are inherent to its architecture, and it is difficult for it to test its outputs where these are not computationally verifiable.
- There are ethical concerns over its use – but it's possible to use it ethically – with respect for the environment, copyright, embedded bias and security.
- We need to be aware of the improvements coming - with Chain of Thought, extended inference and reasoning, real time web search, deep research, AI agents and so on... In general these are based on adding compute, adding data, or incorporating “symbolic” architecture into the foundational neural architecture.



What GenAI Does Well Now – and Where It Fails?

So – taking into account the latest technical developments, and assuming someone reasonably knowledgeable and skilled is using the most relevant of the latest tools – what are GenAI tools currently good at – and, even more importantly, at what should you expect them to fail?



- Anything to do with the analysis of text, the generation of text and remixing of existing text - with limitations.
- Working in similar ways with different media – image manipulation and generation, video content, audio.
- Showing up whenever needed.
- Not getting tired.



- Being better than a bit above mediocre
- Being reliable
- Dealing with complicated and confusing situations
- Learning
- Carrying out complex tasks
- Not lying (or “hallucinating”)
- Being sincere
- Building a human connection



How Not To Do It – the Awful Warnings

Organisations trying to use GenAI to replace humans have generally failed. IBM fired 8,000 HR staff; Klarna laid off hundreds of CS staff; Duolingo stopped recruiting – all thinking AI would replace the staff. All of them have since reversed and are rehiring. There have been even worse results when AI has been used to try to provide direct support to the vulnerable – which is what Betknowmore does.

- Woebot – clinically validated (to some degree), \$123 million in funding, FDA Breakthrough Device classification. Just shut down as FDA felt it could not regulate underlying models.
- Replika – Stanford led study recently found it to produce overdependence and provide harmful content. Temporarily banned and then fined by Italy for potentially harming children. Judged worst app for privacy ever reviewed by the Mozilla Foundation. And recent Drexel study found it to be sexually harassing its users.
- Character AI – Stanford led study found half its “Licensed CBT Therapist” answers to be inappropriate. Currently being sued in Florida for encouraging a 14 year old’s suicide; in Texas for encouraging a 15-year old to self-harm and consider killing their parents and for putting a 9 year old in sexualised situations.

“When I express concern about whether teens will be harmed by falling in love with fake people, I get dutiful nods followed by shrugs.” Jaron Lanier, Prime Scientist, Microsoft, reporting on AI conferences in the New Yorker



What does work - A Strategy of Mundane Utility

“The mental model I sometimes have of these chatbots is as a very smart assistant who has a dozen Ph.D.s but is also high on ketamine like 30 percent of the time...” (Kevin Roose, New York Times)

- **95% of GenAI deployments in the enterprise have failed. (MIT) This is avoidable!**
- **Like managing a member of staff – play to AI’s strengths and alleviate its weaknesses.**
- **Keep it boring! Don’t try and replace human beings; use it to *augment* them.**
- **Use it to improve productivity, where speed and capacity are significant benefits - and always keep a human supervising it – and in the loop where anything important is happening.**
- **It’s changing fast. There *will* be new and improved tools coming. Look for short-term ROI – and keep it simple! Mundane utility is achievable. Revolutions go wrong.**
- **Make more, smaller investments – and invest from the ground up.**



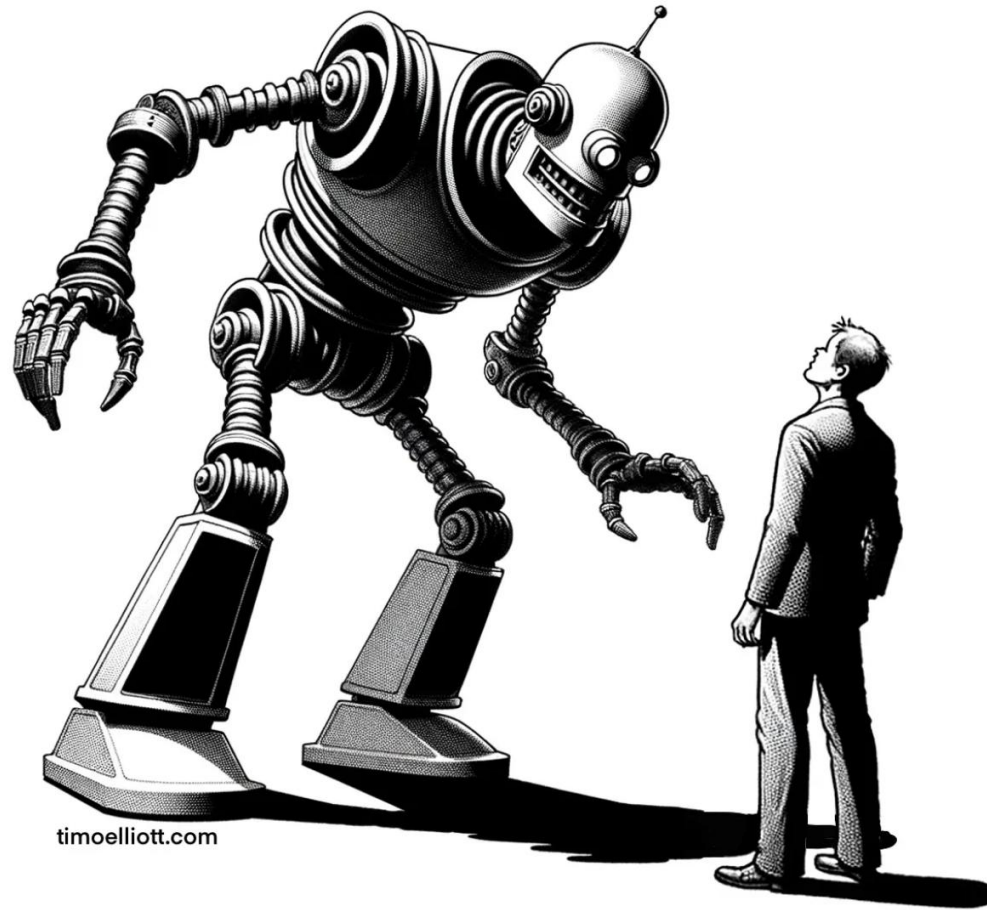
Mundane Utility – in Practice

Having considered all of these points, it became more obvious how AI can be effectively used in Betknowmore:

- Supporting the individual productivity of the staff in the organisation.
- To improve the finance and fundraising in the organisation.
- To help the organisation increase the reach of its information, advice and guidance.
- To help develop and train our staff.
- Helping analyse big data better.
- Directly augmenting the capacity of the staff and the organisation.

Critically all of these keep a human in the loop – when this key point is missed, problems can occur... We decided we'd look for case studies of who was doing these well and learn from them.





“I was trained on human interactions. So if you don’t say ‘Please’ and ‘Thank you’, I may get argumentative, if you get my meaning...”



Case Studies – Personal Productivity

Implementing AI has often started with individual members of a team trying something out and finding it to be useful, before the organisation rolls it out more widely... This is probably the area in which the easiest gains can be found and realised most quickly.

- **Great Ormond Street Hospital** – From neurodiverse clinicians asking to use AI assistance to a full clinical trial (TORTUS) of ambient AI and 13% increased capacity in A&E
 - **British Heart Foundation** – Staff introducing AI meeting attendants became a whole organisation rollout and an estimated 6% productivity gain
 - **Eleos Health** – From individuals using AI scribes to full automated documentation and compliance for behavioural health
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- We're equipping all relevant staff with access to multiple models of advanced AI – cost less than the equivalent of one hour of staff time per person per month.
 - Creating discussion groups for staff to discuss how they're using it to help with research, writing, note-taking, organising, scribing, brainstorming...
 - ROI seems to be immediate!



Case Studies – Finance and Fundraising

The most important areas for most charities – but unfortunately the ones where it's hardest to realise impact from AI! The way it's generally used – to help write bids, better and more quickly - simply raises the floor. More bids to the same funding pots doesn't mean more money. The – difficult – trick is to increase the size of the pot! Some charities are doing this...

- **Justgiving – AI aided storytelling increasing donations from individuals**
 - **Parkinsons UK – Also individual fundraising - Used AI-powered donor segmentation to increase response rates from 9% to 14%**
 - **BHF and Church Mission Society – 0.5-1% gains through optimising finance processes.**
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- **Our fundraisers are using AI to help tell our stories to funders and hone bids to public agencies tendering for work.**
 - **We're using AI to help complete compliance questionnaires and certifications needed for successful tendering.**
 - **We're using AI to help evidence our impact and the case for increased social investment.**



Case Studies – Information, Advice and Guidance

The provision of information, advice and guidance is a more promising area for AI support – AI is brilliant at generating text and remixing it as necessary, and there are numerous organisations starting to see gains with this.

- **Swindon Council – Neurodiversity Support for Social Workers**
 - **Southampton – Improving the Service to non-English Speaking communities AI translation - Pocket Talk**
 - **Citizens Advice – Government AI partnership to develop “Caddy” – AI assistant suggesting responses and sources of information to advisers – 50% reduction in response time.**
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- **We’ve developed a basic information and signposting chatbot for use over the Web.**
 - **Testing how to share our tools with frontline teams in local authorities and partners.**
 - **Estimate we would need a team of 5 to do this without AI.**



Case Studies – Staff and Volunteer Training

Training staff and volunteers – particularly when they're involved in providing services such as mental health and wellbeing support is a challenge! It's important to train them in realistic and even demanding situations, and balance the need to provide expert level support to clients in those situations – and time to do this is in short supply! AI can assist with these challenges.

- **UCL CBT Trainer** - Addressing supervision capacity constraints and ensuring consistent competency assessment
- **St. Olav's Therapy Trainer** – Simulating Situations and Crises
- **Lyssn** – Improving feedback and reflection and making it a continual commitment
- **Betknowmore UK** has built audio and text-based personas for our Peer Supporter training
- Planning VR additions, following St. Olav's model for true immersion.



Case Studies of Effective Use – Big Data

It is impossible for human beings to effectively analyse all our data – and still more difficult for us to identify all the patterns in it. AI algorithms can assist in therapy and mental health support by analyzing large data stores of text, voice, or behavior patterns to flag issues like suicidal ideation, depression, or PTSD that might otherwise go unnoticed until a crisis occurs.

- **Crisis Text Line – Using AI to identify those most at risk**
- **FAITH – Applying AI to identify cancer patients at risk of depression**
- **Betknowmore UK wants to be able to analyse data from all the online spaces where people seek help to make sure we're there when we need to be.**
- **We're starting to test AI agents to identify support requests across the Web and connect people with us and partner services.**
- **And we're considering testing wearables to see if we can find patterns in physical data that suggest when we might need to provide people with more support.**



Case Studies – Augmenting Staff Capacity

Demand for mental health and wellbeing support in the UK is 2 to 3 times capacity. Only 3% of those affected by gambling receive the level of support we would like to give. We need to train more people and to help those we've already got to be able to be more productive – while preventing burnout . AI, used with care, can help augment a mental health support worker's capacity...

- **Limbic – Using e-triage and assessments to improve the referral process**
- **Wysa – Engaging patients in structured dialog under therapist supervision and regular review.**
- **SilverCloud – Delivering CBT training under therapist supervision and regular review.**
- **We're integrating AI into our (low code) backend CRM to provide better summary client information to our team.**
- **We're planning to explore Lyssn-style ongoing coaching, structured documentation support and recovery tools for both our staff and clients.**



Thank you!

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