

QUICKSTART: Businesses using AI tools



Te Kāwanatanga o Aotearoa
New Zealand Government



BE CLEAR ON HOW AI CAN HELP YOU

Understanding your why for AI, Governance & Accountability

- What could AI assist with or solve? For example, could it automate admin (eg responding to common emails), improve customer support (using chatbots), or enhance marketing and idea generation (eg generating social media posts or descriptions)?
- What are your organisational principles and values when it comes to AI?



PICK THE TOOL THAT'S RIGHT FOR YOU

Procurement

- Your existing systems might integrate with some AI tools more than others.
- Make sure you understand the costs into the future and what resources or skills you will need to use the tool effectively.
- Consider alignment with your purpose, principles and values – eg what data is the system trained on, what is the track record of the tool and the provider?
- If you are using GenAI – you can procure a tool your business controls (enterprise) which is likely to be more secure or use a public tool which might be more accessible.
- Start small and experiment – you can trial systems before committing.



PROACTIVELY ASSESS AND MANAGE RISK

Risk Management, Legal & compliance, Privacy

- Identify, manage, monitor and review project risks.
- Think about what you will do if something goes wrong or you want to stop using the AI tool.



PROTECT INFORMATION APPROPRIATELY

Legal & compliance, IT & Cybersecurity, Privacy, Ethical data

- Be cybersecure – see [Business.govt.nz](https://business.govt.nz)'s Protecting business data and NCSC's [Get protected – Own Your Online](#) for more.
- AI tools may retain information you provide (including any customer information, or other private, confidential, or sensitive information), which can impact your control over access to that information.
- There are particular Māori interests to consider when handling or using Māori data.



BUILD AI SKILLS AND KNOWLEDGE

Skills & knowledge building

- There might be new things to incorporate in any staff training or customer communications to help them understand more about organisational use of AI.
- You might consider whether you need any additional AI specific capability or skills available to you.



BE ACCOUNTABLE AND TRANSPARENT

Human-in-the-loop decision-making, Stakeholder interactions

- AI can make mistakes, so having a 'human-in-the-loop' is needed where important decisions and actions are being made or informed by AI.
- Customers will appreciate you being transparent and open about when and where you are using AI.
- Involve customers and/or staff in decisions that affect them – including groups and communities that may have specific needs or interests to consider.
- It's helpful to have clear, effective channels for customer and staff feedback.