



**Threat or  
Opportunity?**



# AAAI Lab: Expediting AI Adoption



**Staff**



**Panelists**



**IT Team**

## Phase 1



### Awareness

- Discover what AI can do



### Investigation

- Explore use cases

## Phase 2



### Experimentation

- Explore models, build expertise



### Adoption

- Weave AI into workflows, products



### Optimization

- Look for leverage to drive mission



# Driving AI Investigation & Experimentation at the AAA

- 300+ ChatGPT Enterprise licenses
- vLex Vincent used by Intake and Consumer Teams
- 3 pilots with panelists last 18 mos. (CoCounsel, vLex, Clearbrief)
- Clearbrief partnership
- GenAI courses and monthly town halls for staff
- Close to 100 GenAI ideas from staff



# Selecting Use Cases

Criteria	Question answered	Description
<b>Economic value to AAA</b>	To what extent does it increase revenue or decrease cost?	<ul style="list-style-type: none"><li>• Enhances <b>revenue or margin</b> expansion potential (e.g., via cost savings or improved productivity)</li><li>• Impacts <b>large share</b> of customers with high <b>expected adoption</b></li><li>• <b>Streamlines</b> existing end-to-end processes</li></ul>
<b>Customer demand</b>	How much do customers value it?	<ul style="list-style-type: none"><li>• Aligns with customer <b>demand (i.e., appetite, readiness)</b></li><li>• Improves <b>customer experience / mitigates pain points</b> across end-to-end process</li></ul>
<b>Technological feasibility</b>	To what extent is it possible to create today?	<ul style="list-style-type: none"><li>• Leverages <b>(Gen) AI technology</b> that has been developed and successfully piloted / implemented</li><li>• Uses technology that can be <b>built internally or bought</b></li></ul>
<b>Competitive impact</b>	To what extent will the market perceive it as a competitive edge?	<ul style="list-style-type: none"><li>• Receives <b>positive reception by market</b></li><li>• Provides <b>competitive edge as differentiator</b> vs. peers</li></ul>
<b>Investment required</b>	How much upfront investment is needed?	<ul style="list-style-type: none"><li>• Minimizes initial <b>upfront investment</b> (e.g., capex)</li><li>• Involves limited <b>resourcing requirements</b> (e.g., FTE hours)</li></ul>
<b>Risk factors</b>	Are there clear risks associated with this initiative?	<ul style="list-style-type: none"><li>• Specific risk factors / liability associated with use case</li><li>• Involves significant <b>mitigation / protection</b></li></ul>



# Expected Benefits



## AAA Strategic Objectives

Expanding the Use of ADR

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Delivering with Efficiency & Agility

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Optimizing the Customer Experience

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Defining the Future of ADR



## Potential ADR Use Cases

Document Intake & Analysis

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Document Generation

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Legal Reasoning

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Chatbot Assistants



## Benefits

Reduced Cost

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Expedited Process

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Ease of Use

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Expanded Access



# Four Ways Companies Are Adopting AI

## Individual AI Assistants



AI Assistants  
and Wrappers

THE WALL STREET JOURNAL

“ At Moderna, Openai’s  
GPTs Are Changing  
Almost Everything”

## Tailored Point Solution



Customization of models to  
specific pain points &  
workstreams

Forbes

“ Klarna’s AI Assistant is  
Doing the Job of 700  
Workers, Company Says”

## AI Enterprise Content Management

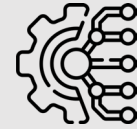


Embedding agents  
into content  
management systems.

REUTERS

“ Salesforce Closes 1,000  
Paid 'Agentforce' Deals,  
Looks to Robot Future”

## Transforming Core Services



AI that fundamentally  
change how we solve  
problems

GeekWire

“ Man vs. machine: AlphaGo  
AI program beats Lee Sedol  
in first game of Go duel”



# AAA's AI Adoption Strategy

- Daily Activity Efficiencies
- AI-Enabled Point Solutions
- Integrating AI into Current Case Management Workflows
- AI-Native ADR Solutions & Products





## AI-Enabled Point Solutions

- ClauseBuilder.AI
- AAAi Panelist Search (Internal & External)
- Chatbots: HR Chatbot Assistant, Case Filing Assistant, AAA Rules
- WebFile & eCenter AI Assistant, Document Summary and Q&A
- Automated Scheduling Order (Lessons Learned)





# Opportunities for AI: Current Case Management Workflows

## Economic value to AAA

- Duplicate Detection
- Smart Data Verification
- Automated Quality Checks

## Neutral Selection

- Smart Draft List Generation
- Automated Conflict Detection
- Diversity Requirements Screening

## Smart Search

- Semantic Search Capabilities
- Context-Aware Results
- Voice/Prompt Based Search

## Intelligent Document Processing

- Automated Document Classification
- Smart Content Extraction
- Award Template Automation

## Automated Communications

- Smart Template Selection
- Automated Letter Generation
- Content Block Repository

## Financial Analysis

- AI-driven Deposit Calculations
- Historical Cost Analysis
- Automated Billing

## Document Workflow Automation

- Priority Document Routing
- Smart Notification System
- Automated Document Naming

## Doc-Triggered Financial Actions

- Bankruptcy Document Detection
- Automated W-9 Processing
- Smart Billing Notifications

## AI Chatbot

- Case FAQs
- Educate users
- Financial Analysis Assistant

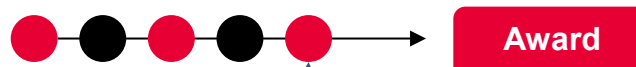


# Party Led...AI-Native ADR Solutions

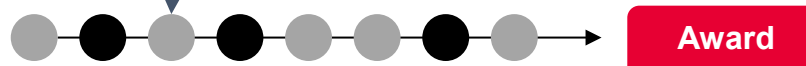
● Fully AI-driven tasks    ● AI-enabled tasks with humans in the loop    ● Human-driven tasks

## Future - state arbitration journeys\*

### Digital-first, Digital Majority



### Neutral-first, AI-assisted



Potential to  
switch tracks

## Key AI Opportunities

- Automated Filing/Intake
- Automated Scheduling
- Completeness Reviews
- Case Summaries
- Timeline of Dispute
- Case Analysis
- Reasoned Tentative Awards



# Main Buckets of AI Risk



**Inaccuracy Risk**



**Privacy Risk**



**Vendor Risk**



**Operation Risk**



**Fairness Risk**



**Explainability Risk**



**Malicious Use Risk**



**Organizational Risk**



# Responsible AI Principles



## Ethical & Human-Centric Values

Fair & Ethical AI Design

Human-Centric



## Privacy & Security

Privacy-Enhanced & Data Governed

Secure & Resilient



## Accuracy & Reliability

Accurate & Built To Purpose

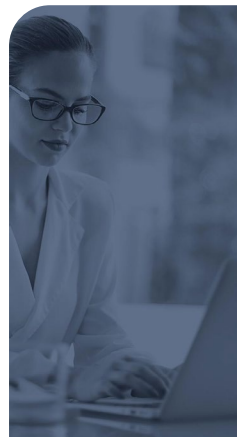
High Performance



## Explainability & Transparency

Explainable AI

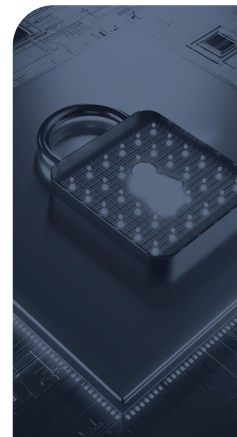
Transparent AI Systems



## Accountability

Accountable AI Management

Vetted & Reliable AI Partnerships



## Adaptability

Proactive AI Monitoring

Continuous AI Learning & Improvement



# AI Governance

Step	Define the AI use case	Pinpoint the relevant risks	Decide on the guardrails	Implement guardrails	Monitor guardrails
Description	<i>Identify the <b>AI components</b> of the suggested use case as part of the broader product.</i>	<i>Examine which <b>risks and risk buckets</b> are pertinent to the chosen AI use case.</i>	<i>Choose <b>specific guardrails</b> to be implemented to mitigate the risk.</i>	<i>Deploy the chosen guardrails within the AI system to ensure risk mitigation is <b>actively enforced</b>.</i>	<i>Continuously <b>track and assess</b> effectiveness of the guardrails, adjusting as needed.</i>
Example	<i>Generate a <b>tentative arbitrator award</b> with GenAI.</i>	<i><b>Acknowledge explainability risk</b>, esp. risk of parties questioning the rationale of the decision.</i>	<i><b>Provide explainability features</b> showing which facts and legal authorities underlie the rationale.</i>	<i><b>Display inline references</b> to the underlying evidence and legal authorities.</i>	<i><b>Conduct quarterly audits</b> of awards to ensure inline citations to facts and authorities are included.</i>

