

# Luxury Roundtable

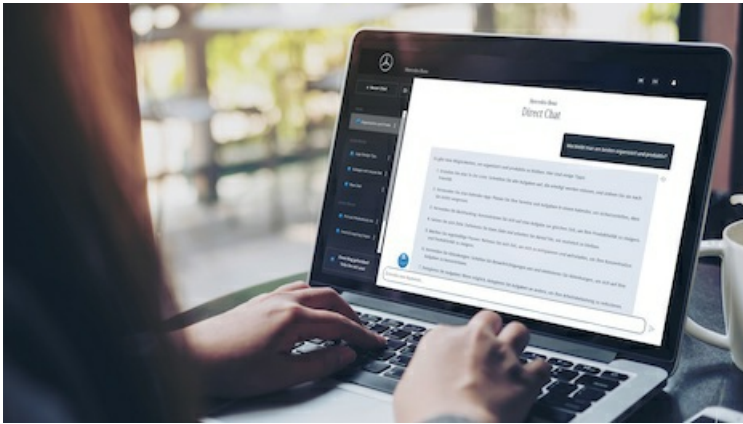
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## Mercedes-Benz turns to ChatGPT generative AI for internal communications

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*Mercedes-Benz Direct Chat is an internal ChatGPT application for employees that will roll out across the organization by year's end. Image: Mercedes-Benz*

By STAFF REPORTS

German automaker Mercedes-Benz is debuting an internal Web application for its employees that will use artificial intelligence (AI) to communicate within the organization.

Called MercedesBenz Direct Chat, the app will use OpenAI's ChatGPT technology through the Microsoft Azure OpenAI Service. It is designed as a text generator that uses machine learning and natural-language processing to deliver precise and contextual answers in just a few seconds.

"AI is a booster of the digital transformation," said Jan Brecht, chief information officer of MercedesBenz Group AG, in a statement from its Stuttgart, Germany, headquarters.

"That's why our employees should be given the opportunity to work with this groundbreaking technology and gain their own experience in a protected environment," he said.

"The introduction of MercedesBenz Direct Chat based on Microsoft Azure OpenAI Service marks a significant milestone on our way to becoming a digital company, and its utilization will help lead us into an even more efficient future."

**Mercedes-Benz** is one of the world's leading automakers with a major presence in the luxury sector via its Maybach, S-Class, G-Class and AMG models. The company in June unveiled its highly futuristic and tech-oriented Vision One-Eleven sports car that takes inspiration from Mercedes-Benz design icons such as the Type 300 SL and C 111, both with gullwing doors.

Chit chat

Embracing sustainability via electric motorization and tech seems to be a mandate at Mercedes-Benz even as other automakers race to reach the same destination.

Indeed, time is of the essence. The AI rollout starts now and will be completed for most of the Mercedes-Benz workforce by year's end.

The MercedesBenz Direct Chat can help with the creation of emails, reports and other work documents, or even summarize longer texts, the automaker claimed. It will initially be available in English and German.

Applications based on generative AI promise to streamline processes and tasks and save valuable time, especially in administration. MercedesBenz expects this to lead to significant gains in efficiency.

"The integration of this innovative technology into daily work routine should further help to continuously offer better solutions for customers," the company said.

By the end of the year, most of the workforce will be able to use the application and become more familiarized with the possibilities of generative AI in a secure environment enabling them to learn its opportunities and risks.

Terms of use have been drawn up specifically for this purpose, Mercedes-Benz said.

For example, the generated output must be checked for accuracy and clearly labeled if the text has not received a substantial review and validation by the user.

#### Training wheels

To get employees started with this topic and the tool, MercedesBenz is providing them with a plethora of training courses. These range from introductory sessions to special learning pathways.

This way, the company is consistently continuing on the path taken with the Turn2Learn qualification initiative, and offering employees a range of opportunities to learn independently and flexibly for their current job or future job profiles.

As part of the Turn2Learn qualification initiative, MercedesBenz is investing more than \$2.2 billion in the qualification of its global workforce until 2030. One focus is on offerings related to digitalization and AI.

"Artificial intelligence won't just support in taking over repetitive and routine tasks, it can also support more complex processes, said Sabine Kohleisen, member of the board of management of MercedesBenz Group AG responsible for human relations and labor director, in a statement.

"This will increasingly free up time and capacity for more creative and more demanding activities," she said.

"Every day, I'm seeing how the MercedesBenz team is embracing this change and is learning how to make the best possible use of digital opportunities like AI.

"In this way, each and every one of us is investing in their own future and opening up new professional opportunities for themselves. With Turn2Learn, our company is providing employees with appropriate qualifications, including for MercedesBenz Direct Chat."

#### Data protection and data security

The use of MercedesBenz Direct Chat will require compliance with the relevant data protection guidelines and regulations.

Employees' text inputs are processed anonymously and the data entered will not be stored on servers or used for training the AI, Mercedes-Benz said.

MercedesBenz is integrating ChatGPT through Microsoft Azure OpenAI Service, using the large-scale generative AI models combined with the security, privacy and reliability features of Azure cloud.

The Web application is operated in European data centers. MercedesBenz will always have sovereignty over the IT processes running in the background, the company pointed out.

The integration of Azure OpenAI Service with the internal application is being carried out in line with the AI principles espoused by MercedesBenz, per the company.

The automaker has kept an eye on the legal and ethical aspects of the development and use of AI from the beginning and has accordingly set clear guidelines.

MercedesBenz develops and uses AI according to four principles: responsible use, explainability, protection of privacy and security and reliability.

**BOTTOM LINE**, it is not a question for the usage, but the way AI is implemented across the organization, whether Mercedes-Benz or any other company.

"The question is not whether artificial intelligence will be used, but how," said Renata Jungo Brnigger, member of the board of management of MercedesBenz Group AG, for integrity, governance and sustainability, in a statement.

"With MercedesBenz Direct Chat, we're providing our teams with an innovative solution that is both opportunity-oriented and exemplary of how to use AI responsibly," she said.

"We have integrated our AI principles and data protection from the very beginning of development. Direct Chat is clear proof: By tackling future technologies in an interdisciplinary manner, seizing opportunities and keeping an eye on the risks, we can successfully shape the transformation of MercedesBenz."

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