

# How Netcall Delivers Trusted AI

Customers focus on outcomes. Netcall manages the complexity of selecting, governing and operating AI safely.

## 01

### Model Evaluation & Selection

We evaluate models against:



#### Quality & Accuracy

How well the model performs on real business tasks.



#### Continuous Re-evaluation

Models are regularly reassessed as technology evolves.



#### Safety & Reliability

Assessment of risk, behaviour and compliance requirements.



#### Performance & Latency

Fast enough for customer-facing experiences.



#### Value & Efficiency

The right capability without unnecessary cost.

## 02

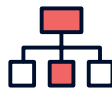
### Consistent & Reliable Responses

How we ensure consistency:



#### Grounding & Context

Responses use trusted business information and real data.



#### Intelligent Orchestration

Different models and tools are selected for different tasks.



#### Human Oversight

AI operates within controlled business processes, not in isolation.



#### Prompt Engineering

Carefully designed instructions and templates.



#### Validation Steps

Workflow checks and additional AI review where appropriate.

## 03

### Safety & Guardrails

Multiple layers of defence protect both inputs and outputs:



#### Input Protection

Detection of malicious, unexpected or unsafe requests.



#### Business Rule Enforcement

AI operates within defined organisational boundaries and policies.



#### Human-in-the-loop

Review steps for higher-risk decisions and actions.



#### Prompt Injection Defence

Checks to reduce attempts to manipulate AI behaviour.



#### Content Safety

Controls for harmful, inappropriate or policy violating content.



#### Auditability

Visibility into prompts, outputs and workflow activity.

# 04

## Continuous Monitoring & Improvement

AI is actively monitored and improved, not deployed and forgotten:



### Live Quality Monitoring

Track accuracy, drift and performance.



### Feedback Loops

Customer feedback informs future improvements.



### Governance Reviews

Continuous evolve with business and regulatory needs.



### Usage Analytics

Understand usage patterns and adoption.



### Ongoing Evaluation

Regular testing against benchmark scenarios.

## Netcall's Trusted AI Framework



### Model Evaluation

We choose the right model for the job, not simply the newest model.



### Consistency Controls

Designed prompts, orchestration and validation ensure reliable results.



### Safety & Guardrails

Multiple layers of protection for safe inputs and outputs.



### Monitoring & Governance

Continuous oversight, feedback and governance keep AI performing.



## Trusted AI Outcomes



Safe



Reliable



Auditable



Resilient



Enterprise Ready



### Governance & Compliance

Aligned to regulatory requirements.



### Adaptive Improvement

We evolve with technology and your needs.



### Enterprise Security

Secure by design with industry best practices.



### Resilient Infrastructure

Highly available, scalable and built for reliability.



### Full Auditability

End-to-end visibility and audit trails.