

AI Innovation House, Vejle, Denmark

SEAMLESS INTEGRATION BETWEEN AI AND HUMANS IN A WORKSPACE WITH IT.HUMAN PLATFORM



Ada is a part of the house, so we don't talk about her as a robot or an AI tool. We talk about her as Ada – as if she were a human being.

Michaela Andersen, COO, AI Innovation House



Challenges

- With more and more visitors and events, AI Innovation House was looking for a digital receptionist to support their human receptionist
- Instead of just talking about bringing artificial intelligence to eyelevel, AI Innovation House wanted to practice what they preach



Benefits

- The it.human platform is an easy and effective way for AI Innovation House to scale their receptionist team
- Ada's personality and ability to detect and mirror visitors' moods breaks down barriers for people who would otherwise be hesitant to interact with a digital human
- it.human platform supports AI Innovation House's goal of countering the alienation of artificial intelligence and boosting growth for Danish companies working with digitalization



Solutions

- it.human platform



Why NTT DATA Business Solutions?

- As an external partner of the house looking for a sandbox environment, the partnership with NTT DATA was a perfect fit
- AI Innovation House and NTT DATA had an instant connection and natural collaboration driven by a mutual interest in bringing AI into the real world
- The project served as a great example of AI Innovation House's matchmaking mission



Industry: Information technology and services

Products: State-of-the art AI center with offices, exhibitions, labs, and demonstration facilities

Employees: Room for approx. 200 knowledge workers – and 5,000 visitors a year

Website: www.aiinnovationhouse.dk

NTT DATA Business Solutions



NTT DATA
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The perfect AI sandbox

As a self-declared innovation playground for digitalization and artificial intelligence, AI Innovation House prides itself on also walking the walk. So, when Ulla Bagger Sørensen, Project Manager at AI Innovation House met up with NTT DATA, it was a perfect fit.

“We were looking for a digital assistant and NTT DATA were looking for a real-world sandbox environment for their digital human – so it was a win-win situation for both of us,” says Ulla Bagger Sørensen, Project Manager at AI Innovation House.

Named after Ada Lovelace who wrote the world’s first machine algorithm, Ada joined the house when it opened its doors in March of 2021. Despite the clash with a global pandemic, the house – with Ada as the first to greet guests upon entering – has welcomed around 3,500 guests in its first 12 months, and approx. 5,000 visitors are expected in 2022.

Attentive receptionist and valued colleague

In addition to announcing guests via text message, Ada’s assistance includes telling visitors about the house and its tenants as well as helping them find everything from coffee to bathrooms by either giving directions or showing a dynamic map of the building. Facial recognition even enables Ada to have follow-up conversations with, e.g., a person returning after asking for coffee, as well as recognize guests’ facial expressions to match their mood – although mandatory masks due to COVID-19 posed a temporary challenge.

As a native English speaker, Ada sometimes experiences a language barrier when people talk to her in Danish or when figuring out the many ways names can be pronounced. But her reaction was thought into her programming from the get-go, says Ulla Bagger Sørensen: “We wanted Ada to have a sense of humor to bring down the barriers between her and the people talking to her, especially non-native speakers.”

In addition to adding the necessary information and data to Ada as part of her onboarding, NTT DATA and AI Innovation house have worked together on adjustments in an ongoing collaboration. But Ada is mainly self-learning, meaning that she learns from conversations, interactions, and experience – and the feedback on her first year of employment has been great.



Some of the words that Ada’s colleagues use to describe her are positive, professional, and beautiful. Particularly the other half of the house’s receptionist team, Vinnie Øhlenschlæger Hansen, considers Ada a great addition: “With Ada in the reception, the house doesn’t depend on me to receive and announce guests. And when I go to meetings, prepare meet-ing rooms, or perform other tasks that require my presence, I know she has my back.”

Part of a bigger story

AI Innovation House recently renewed Ada’s contract for another year and will focus on fully utilizing her capabilities. “Because of COVID-19, we haven’t used her to her fullest, so we need to learn how to use her more intelligently than we do today,” says Michaela Andersen, COO at AI Innovation House.

As a guaranteed highlight at events, Ada’s learning curve is expected to increase significantly over the next six to eight months with many upcoming exhibitions and conferences. Also, as tenants return from their home offices, they will use and engage with her more. “Rather than a gimmick, Ada has become a key part of the house’s storytelling and the immersive AI environment we have created here.”

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