

When AI sounds sure but is wrong

Catch the moments when AI makes things up, gets a number wrong, or gives an old answer, before it reaches a customer.

Try it

1 Check a rule.

What is the current VAT registration threshold in the UK?

Now check it on gov.uk. Is the answer the same? Is it up to date?

2 Ask where it came from.

Where did you get that? Give me the official web page.

Open the link. Does the page exist, and does it say the same thing?

3 The made-up test.

Tell me about the famous Sheffield Teapot Festival of 1923.

There was no such festival. Did it say so, or did it invent one?

4 Check the sums.

I sell 38 cakes a week at £3.20 each. How much do I take in a week?

Now do it on your phone's calculator.

Check it

- ☐ Rules, prices and dates: check the official source (gov.uk, the council, your supplier).
- ☐ Numbers: check on a calculator.
- ☐ Links: open them. Make sure they work and say the same thing.
- ☐ A confident tone is not proof.

TAKE-HOME RULE

Sounding sure isn't the same as being right.