

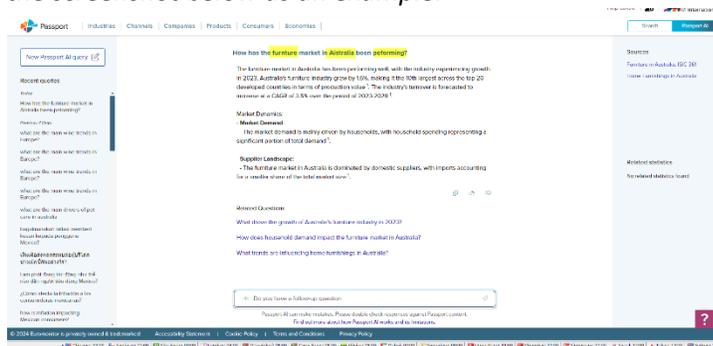
# Passport AI FAQs

## General use of Passport AI

- How should I respond to a client asking when they should use standard Passport search vs. Passport AI?
  - *'Classic' search and/or the category tree is best to find data and if a client is performing a specific category/country search. That said, for analysis/content, Passport AI is also great for a specific category/country search. Where Passport AI is also great is to find sections of relevant content from various reports that they might not even be aware that they have access to. For example, a search for 'soft drinks in France' could pull content from related reporting in Economies, Consumers or other Industries categories.*
- Are we concerned that clients may assume Passport search is for data and Passport AI is for qualitative?
  - *No concerns I don't think. 'Classic' search is still best in terms of accessing specific data sets, although you can likely derive those from an AI search as well. I would encourage clients to explore both options and, depending on the individualized needs of the end user, they'll likely find value in both.*

## Functionality and feedback

- What type of call to action will we receive when searching in Passport AI of industries that the client is not subscribed?
  - *Currently there are no calls to action or notifications configured. This is something that we're actively looking at for the next phase of development.*
- When a client presses the feedback buttons after a search in Passport AI, who receives that feedback?
  - *Feedback goes to our Data Science teams to better understand where the model is not performing as expected.*
- How will Passport AI manage in the case of misspelling when searching?
  - *The model seems to understand misspellings very well but this is something that we'll need to continue to monitor. Our testing ahead of launch included a number of misspelled searches and there was nothing to indicate that the model couldn't understand the actual meaning of the question regardless of the spelling mistakes. See the screenshot below as an example:*



- If we receive feedback from a client regarding Passport AI how can I deliver the feedback to the team responsible?
  - *If the feedback is constructive and something that we need to fix or improve then please raise a ticket in Halo and it will be routed to the correct individuals. If the feedback is positive and something that we should be sharing more widely then please email your local Champion directly as these real life 'success stories' are invaluable as we continue to roll out to more clients and promote during renewal season.*
- How long does the questions will stay in "recent search" in Passport AI?
  - *30 days currently.*

### Academics

- *Why are we not extending access of Passport AI to Academic clients?*
  - *Usage from Academic clients accounts for a very high proportion of the overall usage of Passport. Because of this, the performance of Passport AI, as well as associated cost to run the service, could be impacted by a dramatic increase in usage. We may extend access to Academic clients in future but, if so, it will be a scaled release once we have better performance indicators from this initial launch.*

### Future development

- Will we have a document with "smart questions" that will support sales reps for a better path to sales?
  - *Yes, a cheat sheet for sales to use a manual in their demos and conversations with clients will be helpful and we're working to circulate that soon.*
- Is there going to be a "pin or save" button for recent searches in Passport AI?
  - *That is not a feature we currently have on the roadmap but has been raised with the development team.*

### Client queries

- What LLM are you using (e.g., your own hosted, pre-trained / fine-tuned one OR external 3rd party such as OpenAI / Anthropic)?
  - *We use OpenAI GPT3.5 provided by Microsoft. No pretraining or fine-tuning is done.*
- Will questions asked be used to train your models in any way?
  - *The questions will be used to improve the product, but currently there is no plan to train the model using client input.*
- Do you store prompts and completions for any amount of time?
  - *Yes we store them for analysis i.e. what are the most common prompts. If there is negative feedback, we analyze it to understand how we can make improvements.*

- What steps are you taking to minimize hallucinations, etc.? Will there be citing of sources with responses?
  - *Passport uses Retrieved Augmented Generation and AI agent architecture to minimize the hallucinations. LLM is only used for text manipulation and summarization using Euromonitor content. The content which was used to answer the question is always cited.*