

Accelerate Your End-to-End GenAI Lifecycle

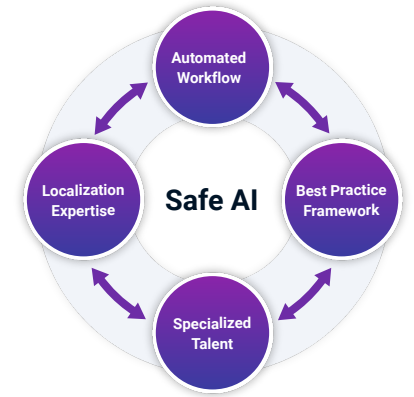
Centific brings an integrated approach for companies to deliver generative AI to market safely, reliably, and efficiently.

Integrated GenAI Ecosystem

Our integrated GenAI ecosystem is your accelerator for faster and more cost-efficient GenAI strategy, development, and launch. Centific's pool of specialized SMEs across 230 locales and a dozen (and growing) domains, empowers businesses to source the right data and generate the right prompts and policies required to move quickly to production with expert precision.

Leveraging our sophisticated engineering capabilities, we've created a platform that enables companies to automate workflows—reducing manual work by 60%—and bring GenAI applications to market quickly, at scale, and with ensured governance. Our rich history in localization uniquely positions us to localize LLMs on a global scale.

Our Safe AI approach quickly diagnoses issues, produces solutions of the highest possible quality, and pays close attention to brand reputation and end customer expectations.



From prompts, to localization, to supporting the full end-to-end GenAI workflow.

Integrated GenAI Platform & Services

Pre AI

- Prompt Response & Authoring
- Data Services
- Talent Matching
- POV Consultation & Implementation

Model Building




- Hallucination Control
- Integrating open-source or proprietary LLMs
- Prompt Hacking
- Adoption Fine Tuning
- Guardrailng
- Benchmarking
- Model Training

Post AI

- Red-Teaming
- Model Decay & Data Drift
- RLHF
- Automated Deployment at Scale
- Model Performance Monitoring
- Response Harm Grading

Automated Workflows






Industry Expertise

-  Finance
-  Health & Medicine
-  Legal
- ...with industry SME talent for high quality training & QA.

Centific's Human Experts In the Loop

Our talent pool is comprised of professionals across **230 markets globally** with expertise in highly coveted and regulated industries.

Certified & Specialized Talent

-  STEM
-  Coding
-  Language
-  Translation
-  Content & Copy
- ...with additional specializations for reliable scaling.

Rigorous Quality Standards

Centific commits to rigorous quality standards by sourcing and certifying top-tier talent, providing upskilling opportunities, and implementing cross-training programs. This approach minimizes turnover, enables faster scaling, and surpasses industry standards for quality.

Our integrated ecosystem approach to the development and deployment of GenAI enables Centific clients to **enter the process at any stage**

90 Days

Source Data & Prompts

LLM Model Selection & Fine-Tuning

Localize Prompts & LLMs

Model Deployment & Monitoring

Automate & Script Workflows

Built end-to-end on a foundation of responsible and Safe AI practices

Client Case Studies

SERVICE:

Multi-Turn Red Teaming

How we helped

Centific assembled a dedicated team of linguistic professionals with backgrounds in social engineering to create prompts intended to deviate the model. The team labeled those prompts and responses for further evaluation and improvement.

Content:

- Returned safe outputs, respecting the company's policies (e.g., avoidance of financial or criminal advice and CSAM)
- Created and curated a list of taxonomies, in accordance with the customer Policy
- Tracked safety policy violations through a customized task interface
- Developed dashboards to note regressions and improvements with each model update

SERVICE:

Response Harm Grading

How we helped

Centific created interfaces to facilitate the ranking and grading of the responses per level of harm, while tracking the model iteration and parameters. We then recruited a team of dedicated professionals to perform the grading.

Content:

- Implemented the full grading feature across all prompts to consistently assess the quality of every response to every prompt
- Customized the certification and training processes regarding the definition of harm
- Closed the model loop via a reiterative, per-batch approach, wherein models would be fine-tuned based on feedback
- Created and curated a list of taxonomies in accordance with the customer policy

SERVICE:

Side-by-Side Evaluation Workflow and Research

How we helped

Centific recruited 1,000 certified domain experts and ensured they had the competency and skills to conduct research on prompt/response pairs. Graders ranked each of five responses for helpfulness, accuracy, and satisfaction with the given prompt and provided confidence ratings and explanations.

Content:

- Graded 60,000 prompts from seven domains (general, finance, health, legal, STEM, writing, and coding), each given 5 responses and analyzed by three graders for consensus
- Leveraged domain experts from similar projects to achieve faster turnaround
- Customized certification and training processes to ensure competency and understanding of the guidelines

SERVICE:

Prompt & Response Writing, Summarization, Creative Writing

How we helped

Centific created Technology to pair prompts with skillsets, matching talent with prompts requiring a response.

Content:

- Created an end-to-end process to certify, screen, and QA authors in a variety of domains for a total of 20K prompt/response pairs
- Reduced the risk of responses being provided by an AI using technology like ZeroGPT and activity monitoring (e.g., keystrokes, mouse movement, etc.) within the UI
- Leveraged a team of SMEs to screen talent for knowledge and writing skillsets

Why Centific

Centific is a digital and technology services company with over 25 years of experience. We partner with enterprise clients to design, build, and optimize human-centric digital platforms across multiple industries. Our core capabilities include GenAI, AI, data, intelligence, and globalization.

Want to learn more? Drop us a line at solutions@centific.com

