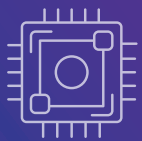**centific**

LoopSuite

Helping build safe, inclusive, and responsible AI

Artificial intelligence is helping brands do more than ever before. But the risks are becoming too hard to ignore.

With LoopSuite by Centific, your organization can realize the full potential of AI without the risks. Leveraging user feedback, advanced analytics, and machine learning, LoopSuite continuously monitors AI models to identify signs of bias, helping your business quickly detect and correct issues before they become a problem.

Why Centific?

27years
Data + Intelligence Experience

ISO+SOC2 Compliant
World-Class Data Security

230+
Countries and markets served

1M+
Curated Global Talent Pool

Create Smarter Products + Services with Confidence

LoopSuite combines powerful AI solutions supported by OneForma.

LoopText

Generative Completion Evaluation with Embedded RLHF

- Large Language Models enforced by human feedback
- Plagiarism detection to avoid annotator bias
- Prompt Hacking
- Grading & issues categorization

LoopTalk

Real-Time Speech-to-Text Generation at Scale with Embedded RLHF

- Speech samples with STT models in the loop
- Grading & issues categorization

LoopVision

Image Generation with Embedded RLHF

- Connects with Stable Diffusion, DALL-E 2 and Midjourney
- Prompt correction enforcement
- Plagiarism detection to prevent Internet bias
- Grading & issues categorization

OneForma

Centific's Proprietary Human-in-the-Loop Global Platform

- Seamless integration with Reinforcement Learning through Human Feedback (RHLF) pipeline
- Prompt correction enforcement

CASE STUDIES

Training moderation guardrails for popular LLM

The Challenges

- The client needed a Large Language Model trained to recognize potentially dangerous data and prevent products from generating harmful/shocking content

Our Solutions

- Data collection and labeling for **content moderation categories**
- Deployed Collection and Labelling Pipelines in **8 markets and across 360,000+ texts**
- Identified and labelled text against **7 Customer Danger Levels**
- Deployed AI to **identify inconsistent/incorrect grading** for further review

Enhancing the experience of predictive text engines

The Challenges

- Predictive and generative AI have accelerated content creation to unprecedented levels. How has LoopSuite ensured that thought leaders deliver accurate, unbiased, and qualitative content with diversity and authenticity?

Our Solutions

- Created 1.3M+ SMS/Message data points from 3,600+ resources
- Inclusion and consideration of **emojis, kaomojis, and local slang**
- Provided collection service in **10 languages**
- Translation of **over 16.5M words in 21 languages**
- Implemented technology to scale **resources, perform data collection via WebApps, and ensure data diversity and feedback**