

Contact's responsible data and AI programme

At Contact, we believe that the successful adoption of artificial intelligence requires more than technology. It requires trusted data, strong governance, capable people, and platforms that enable innovation to be delivered safely at scale.

Our responsible data and AI programme forms a core component of Contact's broader data and AI acceleration roadmap. It was established to create the foundations required to use data and AI safely, ethically, securely, and in ways that deliver measurable value for our people, customers, and business.

The programme supports Contact's strategic ambition to establish a distinctive edge in data and AI through the safe, responsible, and effective use of data and AI across the organisation.

Our vision

Our vision is to enable every part of Contact to confidently and responsibly use data and AI to improve productivity, enhance customer and employee experiences, and unlock new sources of value while ensuring these technologies are governed responsibly, securely and ethically.

Our approach

Our approach recognises that successful AI adoption requires multiple capabilities working together. The programme has focused on establishing the foundations required for long-term success while preparing the organisation to scale adoption and value creation over time.

The programme is structured around five interconnected focus areas that form part of Contact's broader Data and AI Acceleration Roadmap.



Programme outcomes

The responsible data and AI programme is focused on establishing the foundations required for the safe, responsible and scalable adoption of data and AI across Contact.

The programme aims to:

- Establish trusted foundations for data and AI.
- Build organisational capability and confidence.
- Enable scalable and reusable AI delivery.
- Support responsible adoption through governance and oversight.
- Realise sustainable value from data and AI investments.
- Maintain trust through safe, ethical and transparent practices.

Looking forward

Many of the foundational capabilities established through the responsible data and AI programme are now in place. As these capabilities continue to mature, the focus is increasingly shifting from foundation building to scaling adoption, growing organisational capability and delivering measurable business value. The goal is to make AI a trusted, everyday capability that improves how work gets done while maintaining strong governance, security and responsible AI controls.

As data and AI technologies continue to evolve, Contact will continue to strengthen the foundations that support their safe, responsible and effective use. Our focus remains on balancing innovation with appropriate governance, security and oversight while delivering value for our people, customers and business.