



Frequently Asked Questions

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ABOUT EMMA

Regular questions we get about EMmA, our Empowering Meaningful Assistant.

1 What is EMmA?

EMmA, the Empowering Meaningful Assistant, is a tailored AI knowledge assistant that helps people find and use approved information.

2 How does EMmA work?

Trusted documents are added to a controlled knowledge base. Users ask questions in everyday language and EMmA retrieves relevant content to form an answer in the way we agree with you at set up.

3 What information can be added?

Policies, procedures, standards, training resources, FAQs, research summaries, onboarding material, operational manuals and other approved knowledge. It can't handle images and videos.

4 How is it different from ChatGPT?

EMmA is configured around selected sources, agreed instructions and specific boundaries rather than relying only on broad general knowledge. Access is controlled and managed as designed by you to ensure your information stays controlled and managed.

5 Can EMmA show where an answer came from?

Yes. It can identify or cite the source material used so people can verify the answer and return to the original document.

6 Will EMmA make information up?

No AI is error free. EMmA is default configured to answer only when relevant evidence is found and to say when it cannot locate an answer. Our aim is no hallucinations at all times as we work this out with you by a UAT period of testing.

7 Can it brainstorm or give practical ideas?

Yes, we tailor the response structure with you at set up. It can include basic process narratives if that's how you'd like responses to come through.

8 Is our information secure and private?

Security, privacy, hosting, access and data processing arrangements are agreed for each use case. Sensitive content needs suitable review and controls. The tools are all SOC-2 rated and we set up your security parameters with you during onboarding for controls.

9 How is the knowledge kept up to date?

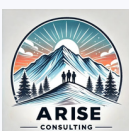
New or revised documents can be added and outdated material removed. Clear ownership and a simple review process help keep content current is set up at onboarding.

10 Does EMmA reuse or retrain from my material?

No, we have distinctly turned this off. All your IP remains yours at all times and is not used in retraining.

Starting well

Begin with one clear use case. Agree the trusted source material, intended users, access arrangements and response boundaries. Pilot with a small group, review the results and keep ownership of updates clear.



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info@ariseconsultingnz.com | ariseconsultingnz.com

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REAL CUSTOMER SCENARIOS

Six examples of how EMmA can be configured around different audiences, approved source material and practical needs.

1

Can EMmA answer clinical policy questions?

Yes, when current approved policies are included. It can answer and direct users to the source, but it does not replace clinical judgement or urgent escalation pathways.

2

Can EMmA help people revisit conference or event content?

Yes. Approved summaries, presentations and resources can remain searchable after an event so attendees can quickly revisit key ideas and examples.

3

Can EMmA help our customer service team?

Yes. It can give staff fast access to approved service information, FAQs, processes and escalation guidance, supporting more consistent answers.

4

Can EMmA provide support after training?

Yes. Training material can become a practical assistant for follow-up questions, clear explanations, step by step reminders and applying learning after a workshop.

5

Can EMmA support teams working with young people and behaviour?

Yes, when built from approved training resources. It can surface strengths based ideas for understanding behaviour, responding calmly and building trust.

6

Does EMmA replace staff or professional judgement?

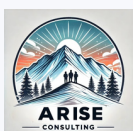
No. It helps people find and understand information faster. As with all Ai driven material clinical, legal, managerial and other high-risk decisions still need professional oversight.

Ask better questions

Pointed questions work best. You can also ask for bullet points, fewer than 100 words, a step by step list or just the key takeaways.

Talk with us

Choose one practical use case and test it with a small group.
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