DROPSOLID
ARTIFICIAL INTELLIGENCE

GUIDE 06

PRODUCT GUIDE: PUBLIC-FACING AI ANSWER ASSISTANT

Trusted Answers implementation guide

The 8-week deployment pattern EPSO followed.

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PURPOSE

Why this guide exists

Trusted Answers is the public-facing AI answer assistant. Your citizens, candidates or customers ask in natural language; the system answers from your published content only, with citations they can click to verify, in every language you support.

This guide shows what deploying Trusted Answers actually looks like: what to prepare, how the eight-week rollout works, where deployments get stuck, and how to measure whether the assistant is creating operational value.

Proven in production at EPSO

70%

fewer questions reaching the support team.

24

EU languages, every answer source-grounded.

<8 wk

from discovery to full public rollout.

> “The EPSI functionality allowed us to decrease incoming questions by 70%.”

EUROPEAN PERSONNEL SELECTION OFFICE (EPSO)

> Read this if: you're preparing a business case, scoping a project timeline, or briefing a delivery team.

READINESS

Preparation checklist

Before you engage on a Trusted Answers deployment, four things need to be true.

- [x] **Your published content is current and findable.**

  The system answers from your published content only: web pages, PDFs, FAQs, knowledge base articles. If it's out of date or contradictory, the assistant will cite it anyway. Content refresh is often the biggest unexpected cost.

- [x] **A "good answer" is defined and testable.**

  Success criteria expressed as measurable checks, plus a set of test questions with known correct answers. These drive calibration in weeks 3–4.

- [x] **Refusal behaviour is agreed.**

  When retrieval finds no confident source, the system declines and routes to human support rather than generating a plausible answer. Decide the routing channel up front: it shapes calibration and contact centre workflow.

- [x] **Compliance is in the room from week 1.**

  Audience, languages and scope need compliance and legal review before rollout. Late-stage objections are a leading cause of stalled deployments.

> Readiness test: if you cannot point to the content, the criteria, the refusal route and the compliance owner, discovery will spend time resolving those gaps.

ROLLOUT

The deployment rollout plan

Eight weeks from discovery to full rollout, in four phases. This is the pattern EPSO ran for a public-facing deployment across 24 languages.

The 8-week Playbook at a glance

WEEKS 1–2

Discover & index

- Scope corpus and question set
- Index published content
- Compliance sign-off on scope

WEEKS 3–4

Calibrate

- Tune retrieval thresholds
- Set refusal behaviour
- Verify every language

WEEKS 5–6

Pilot

- Internal team access first
- Capture answer drift
- Go/no-go on external exposure

WEEKS 7–8

Roll out

- Ship to the full audience
- Update contact centre scripts
- Start KPI reporting

Want the full week-by-week breakdown? Read **Guide 2: The 8-week AI launch playbook**.

Architecture decisions worth copying, from Pidpa's deployment

Stateless single-turn Q&A

No conversation state retained between turns, to maximise data privacy.

Abuse prevention

IP-based rate limiting and honeypot fields protect the public endpoint.

Rollout by exposure

Internal evaluation, then contact centre, then external users, widening as confidence rises.

Vector store you can self-host

Pidpa moved to a self-hosted vector database mid-rollout. Designing for that up front turns a migration into a switch.

DECISION

Next step: scope your deployment

Common pitfalls

Content readiness

If your published content is out of date, contradictory, or scattered across un-indexed systems, you'll spend weeks fixing content instead of shipping AI. Audit content in week 1.

Compliance surprises

If your compliance team hasn't reviewed a sovereign AI pattern before, they may raise late-stage objections. Loop in compliance at week 1; the 15 procurement questions from Whitepaper 1 are a good starting point.

Six patterns proven in production

01 Index published content only

02 Cite every answer, decline the rest

03 Ship in weeks, not months

04 Roll out by exposure, not by pilot

05 Separate the vector store on day one

06 Produce the trace, then publish it

The reasoning behind all six: Whitepaper 2, Sovereign AI in production.

If you're ready to scope a deployment, the highest-value next step is a focused discovery conversation built around your published content, success criteria and audience.

BRING TO THE FIRST CONVERSATION

- ✓ Shortlist of published content sources
- ✓ A working definition of a good answer
- ✓ Known audience and required languages
- ✓ Compliance stakeholders identified

THE DECISION YOU SHOULD LEAVE WITH

Whether an eight-week deployment is realistic for your organisation, what content needs remediation first, and which KPI will prove operational value.

Continue the conversation

Bring your published content, success criteria and audience, and leave with a scoped eight-week plan.

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