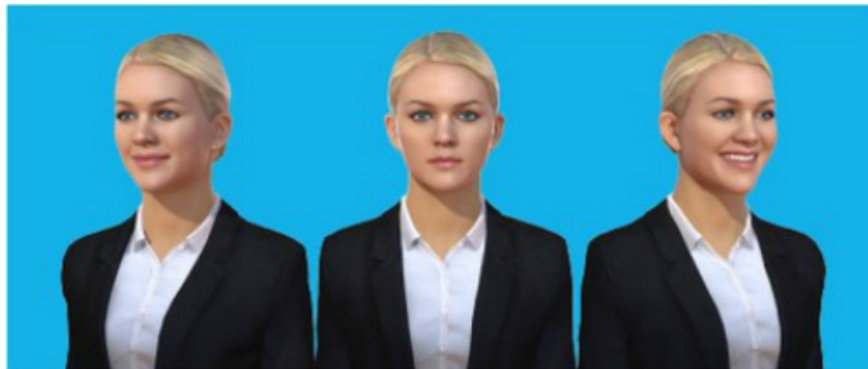


# Virtual assistant AI is fired as a person due to ineffective work

Amelia, the artificial intelligence developed by IPSoft, was sacked by Nordnet in Sweden because of poor performance during its use.

Amelia, the artificial intelligence developed by IPSoft, was sacked by Nordnet in Sweden because of poor performance during its use.

This AI was launched at Nordnet in 2017 with the mission to speed up the introduction of new customers and improve customer satisfaction. But unfortunately Amelia did not meet the expected expectation so it was fired.



Portrait of Amelia.

IPSoft is a US-based AI company that is highly ranked in the world. And Amelia with the ability to be trained to recognize words and phrases in more than 100 languages, is considered one of the best AI systems in the world today. It is being used in many areas from healthcare to finance in more than 50 large companies.

According to IPSoft, in case Amelia cannot solve the problem it will transfer that task to people and then learn.

It seems that Amelia doesn't fit Nordnet. Meanwhile, this assistant works quite effectively at another bank, SEB, also in Sweden. Even SEB won an award for applying artificial intelligence in improving foreign and domestic operations last year.

Amelia is not the first artificial intelligence fired in the world due to ineffective work. A supermarket in the UK fired a robot named Fabio in January this year after just one week it worked. It is used by supermarkets to attract customers and help with sales. But after only a few days Fabio made it clear that he could not complete his task, even going wild during business hours.



Robot Fabio with artificial intelligence.

See more:

1. 3 benefits of AI with businesses in the future
2. Google AI can help you "talk" to books
3. Google AI can help you change the background of . 100 different frames in a second

You finished reading the article "**Virtual assistant AI is fired as a person due to ineffective work**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.