

# How to evaluate AI for HR benefits



	WHAT TO LOOK FOR	WHY IT MATTERS	TIP: ASK	TIP: RED FLAG
<b>Privacy + Safety</b>	<ul style="list-style-type: none"> <li>• HIPAA-compliant, SOC 2-certified</li> <li>• No data profiling</li> <li>• Secure user interactions</li> </ul>	AI handles highly sensitive personal health data—compliance isn't optional, it's foundational.	<b>ASK:</b>  Can you walk me through your privacy and data use practices?	<b>Red Flag:</b>  Any vendor that can't explain how they handle PHI securely.
<b>Speed</b>	<ul style="list-style-type: none"> <li>• Instant response time</li> <li>• Always-on availability</li> <li>• No lag, no human bottlenecks</li> </ul>	Benefits are time-sensitive. If an employee is in crisis or has a question—they need help now.	<b>ASK:</b>  How quickly does your system return an answer during peak hours?	<b>Red Flag:</b>  "Submit a form and we'll get back to you" is not AI.
<b>Ease</b>	<ul style="list-style-type: none"> <li>• Natural language input (Employees can ask questions in the way they speak)</li> <li>• Seamless access across platforms and devices</li> </ul>	Employees don't want another system to learn. They just want to ask a question and get help—fast. If it's intuitive, they'll use it when it matters.	<b>ASK:</b>  Can employees easily ask questions in plain language and get answers right away — without needing to navigate a new system?	<b>Red Flag:</b>  If it feels like a tool you have to learn before you can use it, adoption will stall.
<b>Action + Insight</b>	<ul style="list-style-type: none"> <li>• Real-time dashboards for HR</li> <li>• Shows benefit usage, search trends, care gaps</li> <li>• <b>Offers next-step guidance to employees</b></li> </ul>	You finally get real visibility into what's working—and what's not.  <b>Insight without action is just noise—both HR and employees need to know what to do next</b>	<b>ASK:</b>  Can I see what benefits are being searched but not used, in real time?	<b>Red Flag:</b>  "We'll send you quarterly reports" is not real-time insight.

**Have questions or want to go deeper?**  
 Email us at [ai@grokker.com](mailto:ai@grokker.com) — we're here to help.