

The crime-fighting AI grandmother

UK phone company O2 has developed an Artificial Intelligence (AI) English granny they call “Daisy Harris”, in an effort to curb phone scammers by keeping them talking online to a confused old lady

HOW DAISY TRICKS SCAMMERS

Following process takes place instantly in real time, allowing tool to hold realistic human-like conversation

5

AI text-to-speech model generates vocal answer

1

Phone network intercepts call from known scammer phone number

2

AI models work in tandem to listen to caller and transcribe their voice into text

3

Appropriate responses generated through custom large language model

4

Reply filtered through **Daisy** personality layer – adding sense of infuriating bewilderment

GLOBAL SPAM CALL RATIO (%)*

Fraudulent calls

7

22

Other calls

71

Nuisance calls

Daisy has been known to keep scammers on phone for over one hour

*Hiya Global Call Threat Report, H1 2024 (Jan-Jun)

Sources: New York Times, Virgin Media O2, Hiya

Picture: Virgin Media O2

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