

Fisent Technologies Advances GenAI Process Automation with New Confidence Rating Capability

Fisent's BizAI Unlocks New Levels of Trust and Efficiency in GenAI-Powered Processes

TORONTO (August 12, 2025) – [Fisent Technologies](#), a pioneer in Applied GenAI Process Automation, has added a confidence rating capability to the Fisent [BizAI solution](#). This new feature provides new insights to businesses using GenAI to automate repetitive decision-making and review processes.

Unlike typical GenAI confidence metrics that focus on internal model certainty, Fisent's approach leverages multiple techniques to assess confidence, which are prioritized for efficacy depending on the customer use case. One of the primary approaches utilizes multi-model similarity to determine a confidence rating for process outcomes. If multiple LLMs agree with the base model's outcome, confidence is high. If there's a lack of consensus between models, confidence rating is low, signaling organizations should take additional measures such as human review to ensure decisions are accurate and complete. Based on the process being automated, the confidence rating is tuned to minimize the risk of costly false negatives, without creating a productivity drag produced by reviewing excessive false positives.

"GenAI models generally lack a mechanism to indicate their own reliability," said Adrian Murray, Founder and CEO of Fisent. "Our confidence rating capability solves this by providing a clear, intuitive way for businesses to identify what decisions should be triaged for human intervention. It's about evaluating GenAI outcomes with the same rigor you'd apply to human work, but at a speed and scale not possible with traditional methods."

Key features of the Fisent BizAI confidence rating capability include:

- **Multiple Confidence Assessment Methodologies:** Different techniques to assess confidence are leveraged based on a customer's use case and priorities. Multi-model similarity compares the base model's outcome against responses from multiple peer or superior LLMs to calculate a confidence rating. This approach is predictive of confidence, not accuracy, acknowledging that even a highly confident model can be inaccurate if trained on flawed data.
- **Predictive Confidence for Human Review:** Helps users determine if a GenAI outcome needs human intervention, effectively identifying items in an automated workflow that require additional scrutiny.
- **Dynamic Weighting:** Allows confidence rating to be sensitized based on the criticality of the task. For example, in a mortgage document, essential data like transaction price or borrower names can be weighted for higher confidence requirements compared to less critical information.

- **Semantic Confidence Ratings:** Provides intuitive semantic assessments (e.g., very low, low, medium, high, or very high confidence) rather than potentially numerical scores that may be more challenging to interpret.

Machine learning models inherently provide a confidence score, indicating the likelihood of a classification or prediction being correct. However, GenAI models, while powerful enough to generate complex outputs, typically lack this crucial self-assessment, presenting all answers with an unflagging certainty, even when they may be incorrect.

Fisent's new confidence rating capability for BizAI is now available and has proven particularly valuable in complex document processing scenarios such as information identification and analysis of mortgage contracts, insurance claims, and legal documents, where the cost and impact of errors are significant.

About Fisent

Fisent Technologies is revolutionizing how business is performed by utilizing GenAI to power intelligent actions that enable the automation of common enterprise business processes. By creating a bridge between the enterprise application layer and the rapidly evolving ecosystem of Large Language Models, Fisent's [Applied GenAI Process Automation](#) solution, BizAI, enables process automation of time-consuming repetitive tasks such as complex contract analysis, new customer onboarding, customer request resolution, and purchase order fulfillment. By combining the power of new technologies and its industry expertise, Fisent creates solutions that are fast, efficient, and cost-effective for customers of all sizes, helping them to achieve their desired business outcomes. For more information, please visit: www.fisent.com.

Media Contact

Mark Tordik
Broadpath (PR for Fisent)
215-644-6502
mtordik@broadpathpr.com