DeloitteStiftung

Initiative D21

DIGITAL FUTURE CHALLENGE

DFC #6 – Use Case GoSenior Ltd.

GoSenior Ltd.

GoSenior's USP: We bring your customers to your digital offerings!

It all started with a training book/guide for senior citizens, when I got my grandmother online during the Coronavirus pandemic and realised how many elderly people are lonely and abandoned here.

This was followed by over 30,000 copies sold, special tablets for senior citizens, and now the development of a digital grandson who takes care of everything my grandmother wants (!) in her everyday life.

Employees: 6

Industry: Digital participation for senior citizens. Hardware and software for senior citizens, with associated analogue and digital training measures.

Thematic focus of the use case

AI agents

TITLE OF THE USE CASE

"GoBot" – the world's first digital relative?

Developed by seniors and relatives, for seniors and relatives, to reduce loneliness and improve inclusion.

SHORT DESCRIPTION

If my grandmother could quickly and easily call an AI agent via her normal landline telephone – just like she calls me, her grandson – without any technical knowledge or skills: What should the AI agent know, remember, be able to do, and, above all, be allowed to do?

#HASHTAGS

#VoicebotForGrandma #ConversationalAI #DigitalParticipation #AIInsteadOfLoneliness

GO SENIOR

PRACTICAL EXAMPLE

DESCRIPTION OF THE ORGANISATION

GoSenior specialises in making it easier for older people to access the digital world.

With customised books, tablets and now also voice bots, GoSenior supports the digital participation of senior citizens, thereby promoting their independence and quality of life.

Since 2023, many newspaper publishers have been transitioning their long-standing daily newspaper subscribers to modern e-papers – with our customisable books and preconfigured tablets ("EasyTab").

From January 2026, this will also include our VoiceBot technology, which makes our books accessible via the RAG system in a conversational AI (chatbot via landline telephone).

We are a very new, flexible and lean team.

Remote first, we use new technology wherever possible AND where it makes sense.

VISION OF THE ORGANISATION

GoSenior stands for responsible digitalisation in the long term, based on trust, security and user-friendliness.

The aim is to break down and present often difficult new technological innovations in such a simple way that they improve the everyday lives of senior citizens in the long term.

Several million (!) Germans still do not use the internet, and almost all of them are over 65 – this leads to frustration, loneliness, isolation, illness and suffering for those affected and their relatives.

This cannot remain the case, and digital education, literature, simpler devices and the latest AI services are our contribution to changing this!

PS: We will all become senior citizens and we will all reach a point where we will not be able to understand innovations as a matter of course.

Who will help us then?

GoBot!

PROBLEM SETTING

Our bot, which can solve technical issues such as "Why isn't my Wi-Fi working?", is relatively easy to build and legally compliant to implement.

We will go live with it in January.

But:

What if our customers happen to start "chatting" or even **want to chat**? Because no one else has time for them…

What if they want **to book a holiday**?

What if they ask **questions about their account balance,** or **their health**?

What if they want to talk to the GoBot **for 5 hours every day,** because it listens and understands so well? Better than most children and grandchildren can, or want to…

Is this the Netflix for seniors? Is this a 0190 self-help, self-pay hotline?

Who pays for it? What does the **business model** have to look like here?

Is it permissible to place **advertisements** in it? Is that desirable? Is it necessary if no one else is willing to pay for it? Or is it perhaps just as acceptable as placing advertisements in a daily newspaper?

Target group:

People over 65 who are still able to use technology, could, and want to, but are not yet in care.

QUESTION AND TASK

Ethical questions:

What should it be allowed to do, and what should it definitely not be allowed to do?

How can we gain the **trust** of older people in order to do them good? Can we learn from the perfidious "grandchild trick" and use it for good?

Legal issues:

How should the **GDPR** and the **EU AI Act** be considered and implemented here? What must be told to users, and what should be told to users?

Commercial questions:

Do senior citizens pay for this? If not, who pays for the operation of the AI? And how does it get its investment back/cover its costs?

Technical questions:

How should the **RAG bot** be built?

What does it know, what does it remember, what do the **vector and knowledge databases** look like?

What can it do as **an agent,** and, most importantly, should it be able to do that?

SPECIAL: We have a cooperation partner!

What do the **30,000 members** of our cooperation partner "**www.Seniorentreff.**de" (German Association for the Advancement of Artificial Intelligence) have to say about this? – You can ask them about this and other topics in the project.

How do our **publishing customers** use the bot with their **millions of subscribers**?

ADDITIONAL BONUS QUESTION

How would **your grandparents** feel if GoBot worked perfectly? How would their relatives, and ultimately you, feel if it delivered on its promises?