



THE ERA OF GPT:

Quick Guide

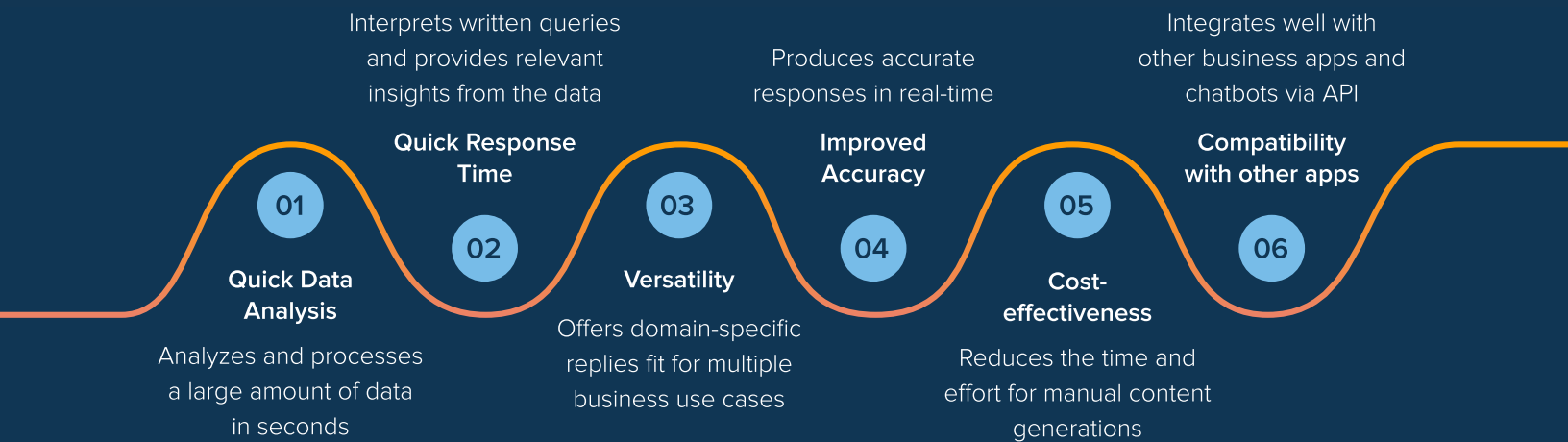


ChatGPT, an AI chat app, took the business world by storm with its unmatched generative capabilities and versatility. High performers - from Microsoft to Salesforce - were among the first to recognize the potential of conversational intelligence for better customer experiences.

Along with elevated product service, ChatGPT can automate a myriad of business processes, comb through a raft of financial data, and even keep a close watch over your vulnerable assets.

HOW LANGUAGE MODELS LIKE CHATGPT BENEFIT YOUR BUSINESS

The future of business operations is built on automation that saves time, increases quality, and leads to higher productivity in the workplace.



Put Another Way, NLP Tools Like ChatGPT Allow You to...



Perform large-scale analysis



Streamline business processes



Reduce labor costs



Improve customer satisfaction



Automate administrative tasks

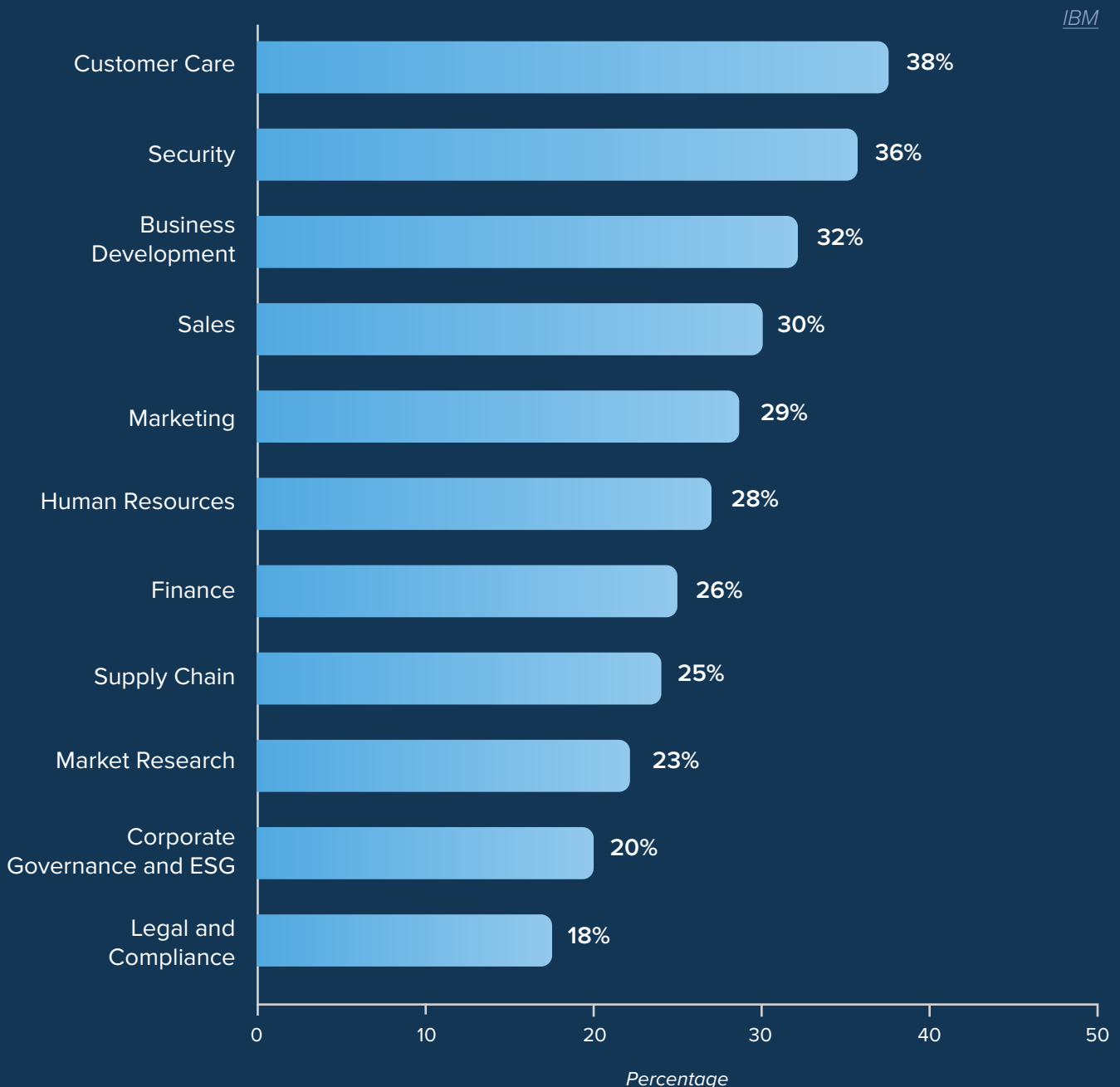


Supplement research for product development

KEY USE CASES FOR LANGUAGE MODELS IN MODERN BUSINESS

NLP-powered language models promise to revolutionize the way businesses operate by automating each aspect of business management.

How Are Companies Using NLP Models?



Ways to Use ChatGPT in Customer Support

- Provide multilingual support to the global audience
- Quick response to customer queries & complaints
- Classify the sentiment of customers' inquiries
- Provide personalized responses to each customer
- Answer repetitive questions



Ways to Use ChatGPT in Marketing and Sales



- Generate copy for marketing assets
- Produce a personalized offer for a prospect
- Cook up customer surveys
- Perform research on trendy topics
- Automate social media management

Ways to Use ChatGPT in Administrative Tasks

- Analyze vast amounts of data
- Generate reports and alerts
- Create audio and video transcripts
- Make business presentations
- Create agenda for meetings



Ways to Use ChatGPT in Recruitment



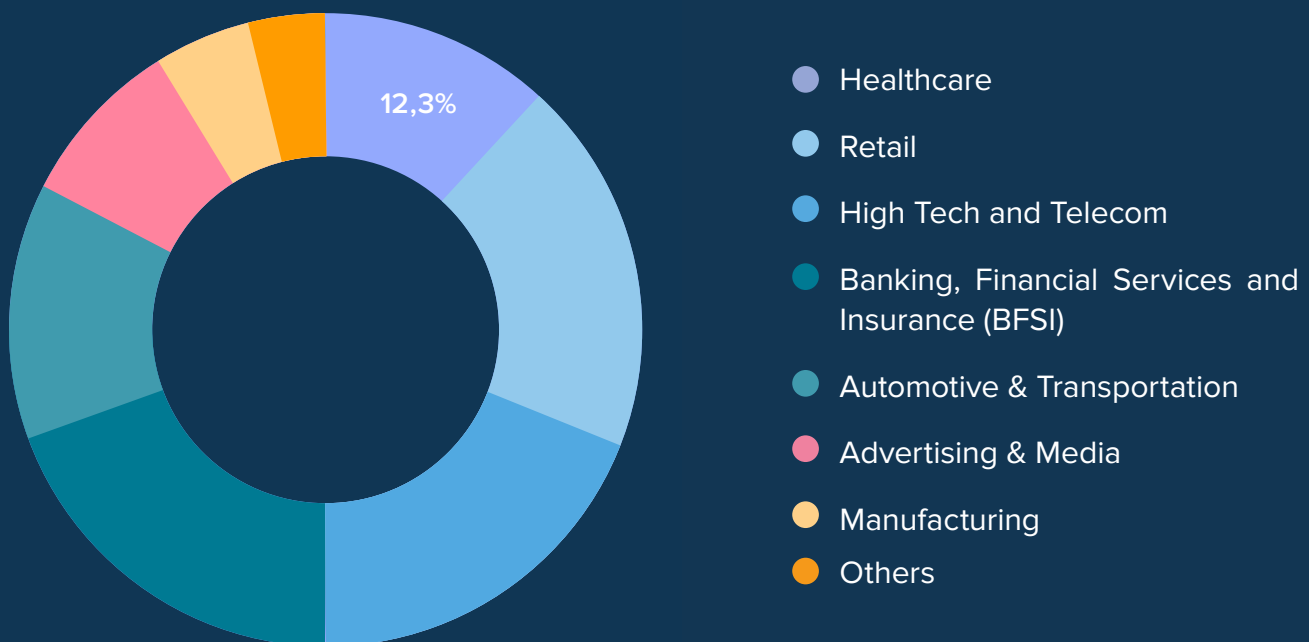
- Create an interview question bank
- Write Boolean search strings
- Craft candidate outreach copy
- Write job advertisements
- Assess the candidate's suitability
- Run automatic CV screening

INDUSTRIES TO BE DISRUPTED WITH LANGUAGE MODELS

Language models have found their way into customer-facing business functions and hold great potential to take over the back-end business processes.

Global Natural Language Processing Market Share, By Industry

Fortune Business Insights



The **healthcare** industry is expected to grow at a highest CAGR.

Fortune Business Insights



The NLP adoption in small and medium-sized businesses is projected to **grow** at a highest CAGR.

Fortune Business Insights



Automotive, telecom, and banking account for the largest NLP market share.



One of the key drives for market growth is the rising adoption of **digital-first** operating models.



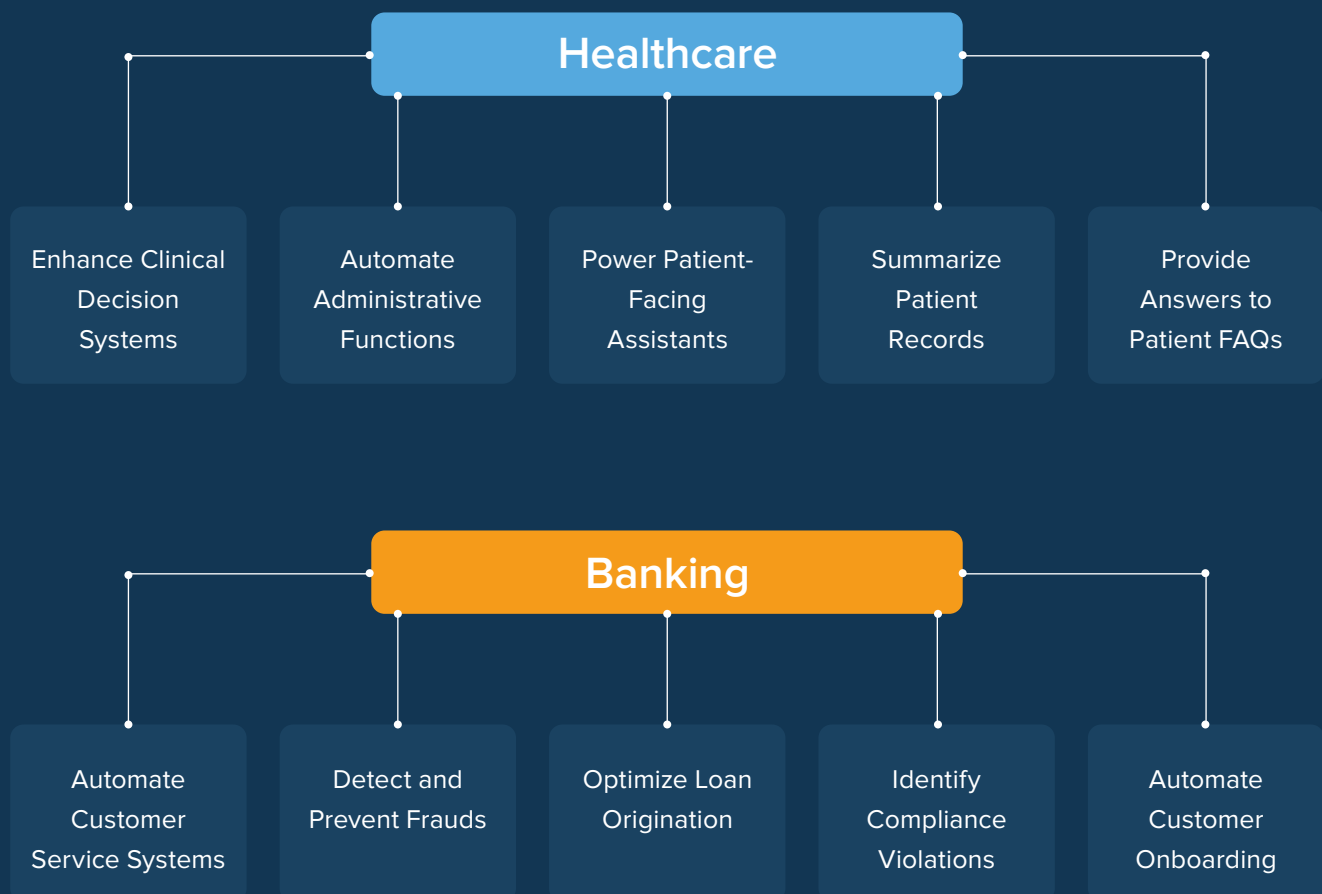
Over three-quarters of businesses plan to spend more on **NLP** projects in the next 12-18 months.

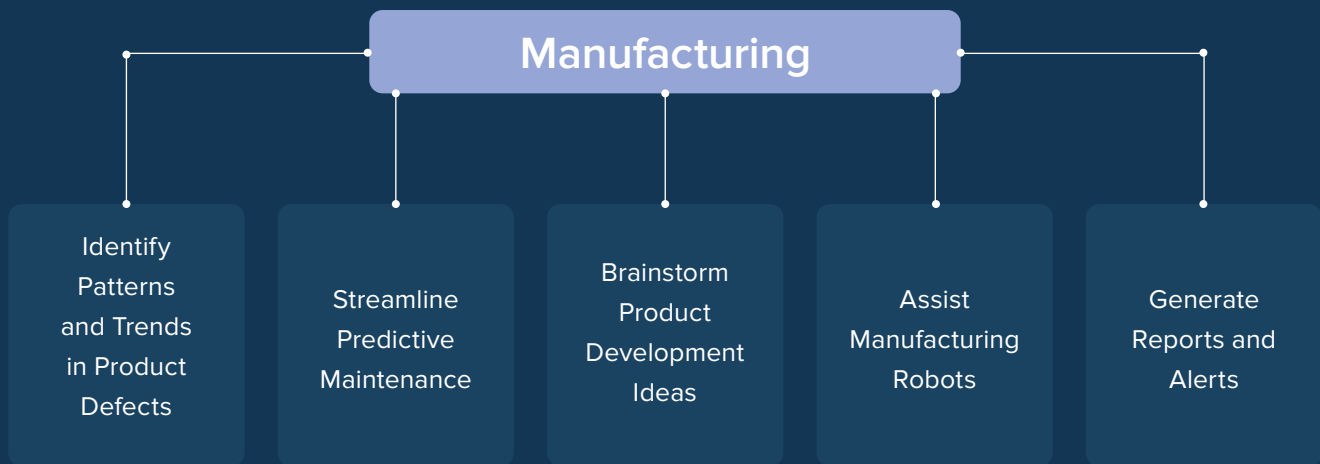
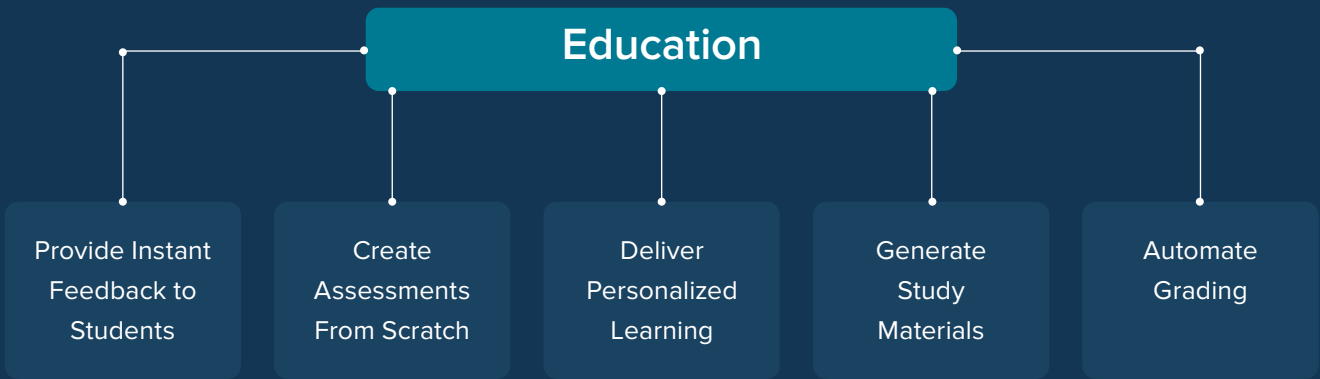
expert.ai

ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which understands the conversational way. The dialogue format makes it possible to challenge incorrect premises, ask follow-up questions, and follow an instruction sequence.

EXISTING AND POTENTIAL USE CASES FOR CHATGPT BY INDUSTRY





A SHORT TECH OVERVIEW OF CHATGPT

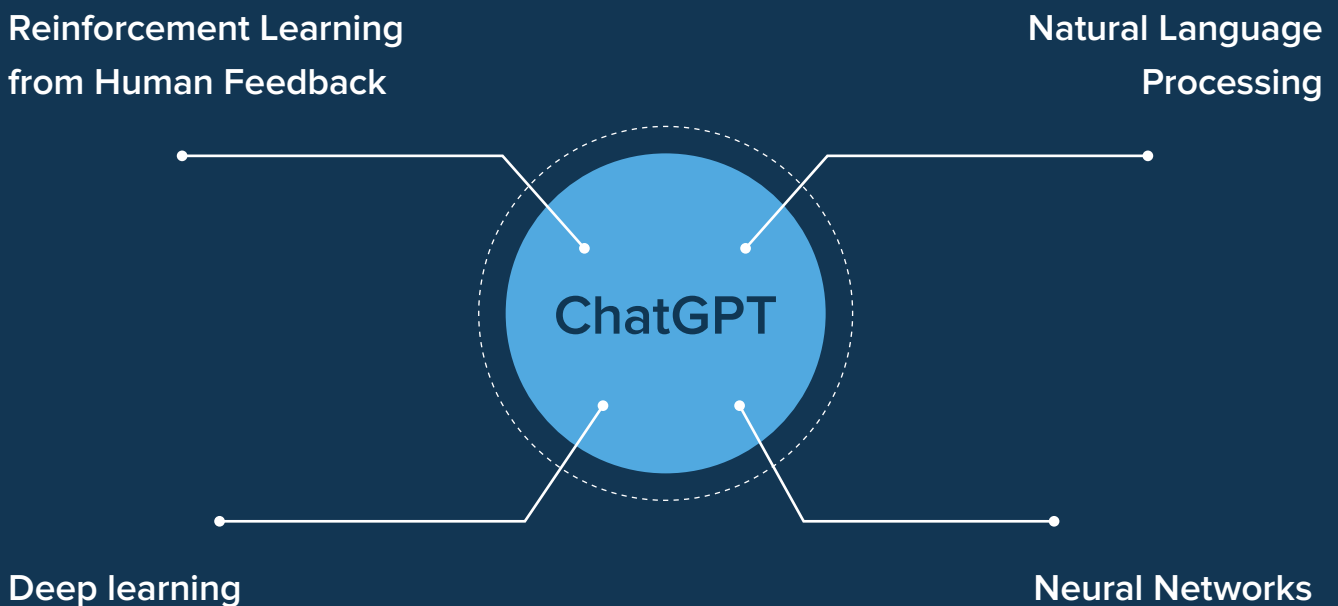
ChatGPT is a generative conversation-based model powered by large amounts of data and computing techniques. The tool can engage in a human-like conversational dialogue and provide a detailed response based on the user's input.

The Building Blocks of ChatGPT

ChatGPT sits on top of the Generative Pre-trained Transformer (GPT) - a language model that has its source in deep learning technology. It also uses an additional level of InstructGPT to optimize its conversational abilities.

Reinforcement Learning
from Human Feedback

Natural Language
Processing



ChatGPT

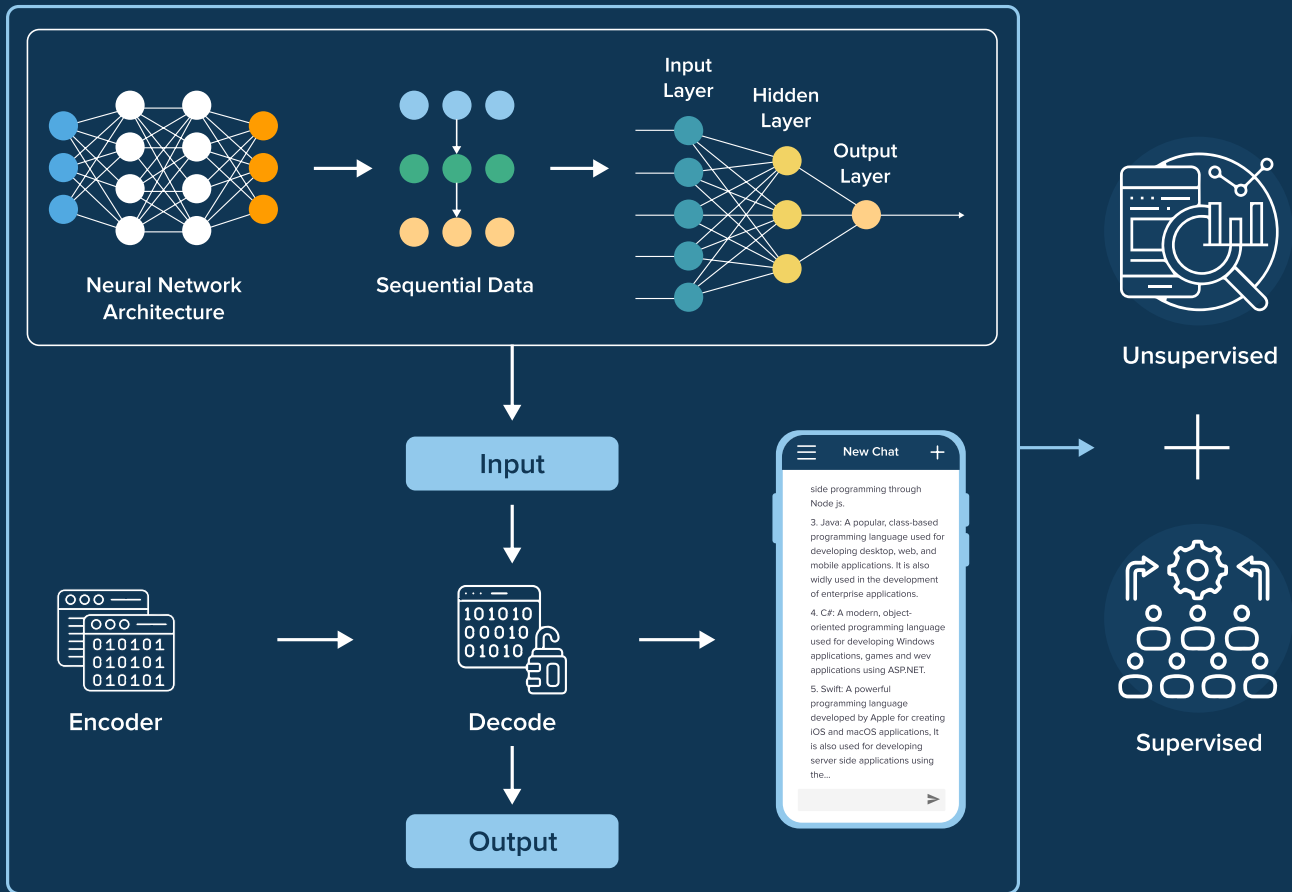
Deep learning

Neural Networks

How does ChatGPT work?

ChatGPT combines the **Transformer** and **Language** model to generate a relevant response to the user.

Transformer Model



Language Model



ChatGPT

Examples

Capabilities

Limitations

Remember what user said

May eventually generate
hallucinations

5 FASCINATING FACTS TO KNOW ABOUT CHATGPT

As an AI-first tool, ChatGPT marks a new milestone in the history of artificial intelligence, raising the bar high for other intelligent chatbots.

01 ChatGPT was trained on over 570 Gb of text

The training data was obtained from books, webtexts, articles, and other pieces of writing with a total of 300 billion words.



02

The ChatGPT model grows from a capacity of around 175 billion parameters

Parameters stand for the number of weights in the model's neural network and allow the model to discern complex patterns of natural language.



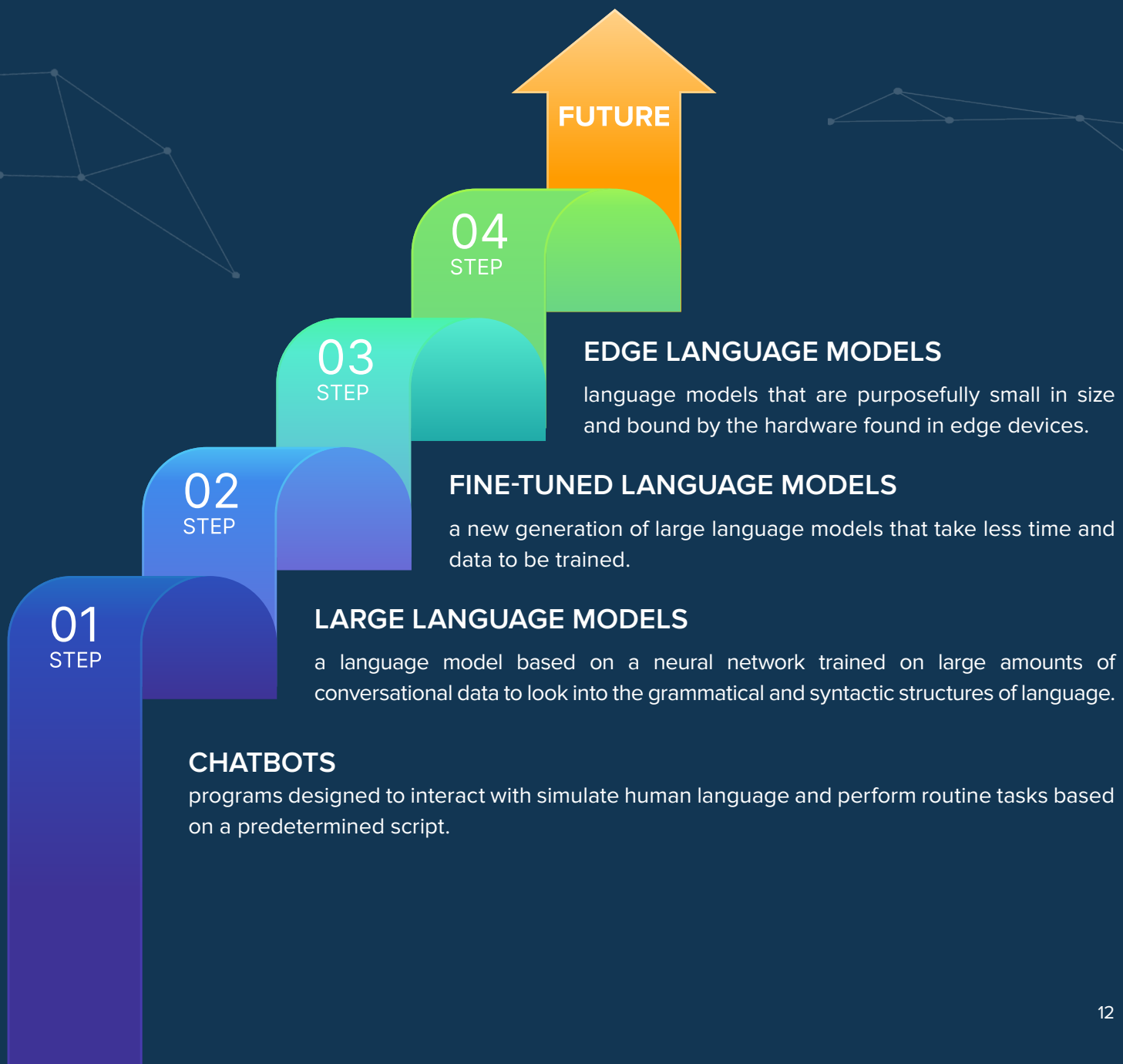
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In January 2023, ChatGPT amassed over 100 million active users.

PUSHING THE BOUNDARIES OF NATURAL LANGUAGE PROCESSING

ChatGPT unlocks the new age of NLP tools - with indefinite potential, in-depth understanding of human language, and impressive domain versatility.

Evolution of NLP Intelligence



About InData Labs

InData Labs is a leading data science firm and AI-powered solutions provider with its own R&D center.

Having a mission to bring the power of AI to every business, we help organizations of any size create intelligent products and services or shape intelligent business processes.

Since 2014, our solutions and consulting services help our clients to get valuable insights into data, automate repetitive tasks, enhance performance, add AI-driven features, and prevent cost overruns.

USA

333 S.E. 2nd Avenue,
Suite 2000,
Florida, 33131
Miami
+1 786 871 3300

Lithuania

Ukmergės g. 126,
08100
Vilnius

Cyprus

16, Kyriakou Matsi,
Eagle House,
Agioi Omologites,
Nicosia
+357 97 706 028

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