



Use Case 1

Customer Enquiry Responses

Objective



Enhance customer satisfaction and reduce workload on customer service staff by providing instant, accurate responses to frequently asked questions (FAQs) and inquiries.

Step 1





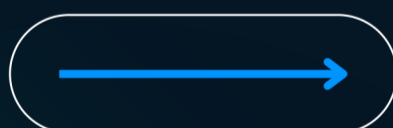
Step 1

Preparation of FAQ



Compile FAQs

Gather a comprehensive list of frequently asked questions related to your business, including products, services, policies, and any other common customer inquiries.



Draft Answers

Create detailed, clear, and concise answers for each FAQ, ensuring they provide real value to the customer



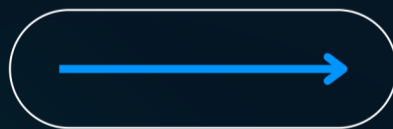
Step 2

Staff Training



ChatGPT Familiarisation

Train your customer service team on how to use ChatGPT effectively. This includes navigating the chat interface and inputting queries accurately.



Share FAQ Database

Share your FAQ content so they can use it as a knowledge base when using ChatGPT.

Step 3 



Step 3

Interacting with ChatGPT



Input Customer Queries

When receiving a customer query, the team manually inputs it into ChatGPT. They can then use the pre-formulated response from the FAQ database or use ChatGPT's output to craft a tailored reply



Drafting Responses

Staff can create coherent and helpful responses that are aligned with your FAQ

Step 4 



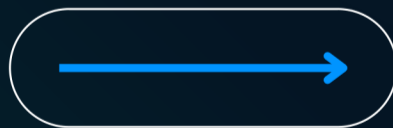
Step 4

Continuous Improvement



Update your FAQ directly in ChatGPT

Regularly monitor queries and responses for quality and relevance. Update the FAQ database based on new questions or changes in your business operations, products, or services.



Feedback Loop

Use feedback from customers and staff to refine the process, training, and responses in the FAQ database, ensuring they remain effective and helpful.

Outcome 



Outcome

Improved Customer Responses

Objective



This use case helps to improve customer service efficiency and effectiveness, enabling businesses to quickly address inquiries while maintaining high standards of accuracy and personalization.



Use Case 2

Sales Lead Qualification

Objective



Streamline the sales funnel by using ChatGPT to help pre-screen and qualify leads. This strategy helps to ensure that your sales team connects with people that are most aligned with your offerings



Step 1

Define Meaningful Connections



Identify Key Qualifiers:

Think about the qualities that show you someone is really interested in your products, like their budget, decision-making role, specific needs, and timing. Use the BANT framework!



Develop Screening Questions:

Create a set of questions that help you identify whether a lead meets the qualification criteria.

Step 2 



Step 2

ChatGPT Engagement



Integrate Screening Questions

Utilize ChatGPT to engage with potential customers on your website, via email, or direct messages, using the crafted questions to spark meaningful conversations



Automate Initial Responses

Set up ChatGPT to provide automated responses based on peoples' answers, guiding qualified leads to the next step and offering resources or additional information to those not ready to buy

Step 3 



Step 3

Provide insights to your Team



Understand ChatGPT Insights

Train your sales team to interpret the responses generated by ChatGPT and to understand how it qualifies leads



Follow-Up Process

Develop a process for the sales team to reach out to qualified leads, including personalized communication and scheduling meetings

Step 4 



Step 4

Continuous Improvement



Search for Insights

Regularly review conversations between ChatGPT and potential customers to ensure the engagement remains genuine and effective, and that you're truly listening



Refine Criteria and Questions

Adjust your approach based on feedback and insights, aiming to continually enhance the quality and depth of your customer interactions

Outcome 



Outcome

Streamlined Lead Qualification



By integrating ChatGPT into your lead qualification process, you can enrich your sales efforts, focusing on nurturing genuine connections with people most likely to benefit from and enjoy your offerings, This can enhance both sales efficiency and customer satisfaction

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Use Case 3

Nail Customer Feedback

Objective



Harness ChatGPT to gather and understand customer feedback, propelling your understanding of client contentment to new heights and pinpointing golden opportunities for refinement

Step 1 



Step 1

Feedback Collection Upgrade



Create the perfect feedback form

Construct a dynamic feedback form blending open-ended and specific questions to capture the full spectrum of customer insights



Feedback Requests

Use ChatGPT to automate feedback request messages following customer interactions, guiding customers on how to provide feedback.

Step 2 



Step 2

Break through the Data



Compile your responses

Use ChatGPT to sift through and organise feedback based on themes, sentiment, and specific aspects of the product or service



Find the trends

Analyze the categorized feedback to identify common trends, areas of concern, and opportunities for improvement

Step 3 



Step 3

Pull out the Insight



Deep dive analysis

Employ ChatGPT to perform a deeper analysis of open-ended responses, pulling out nuanced insights and customer sentiments



Get specific insights

Use the organised data to perform more quantitative analysis, like calculating Net Promoter Scores or satisfaction ratings. Or just use your own framework

Step 4 



Step 4

Level up reporting



Deep, action based reports

Create infinitely customisable and detailed reports summarizing the feedback analysis, highlighting key findings, trends, and areas for action.



Build action plans

Based on the insights gathered, develop targeted action plans to tackle customer feedback, improve products or services, and improve customer satisfaction

Outcome 



Outcome

Focused, actionable insights

Objective



This use case leverages ChatGPT's ability to dive into data and find the trends. It provides actionable insights that spark continuous improvement in product quality, customer service, and customer satisfaction



Use Case 4

Brainstorming

Objective



Use ChatGPT as a brainstorming partner to generate innovative ideas, solutions to problems, or creative concepts during one-on-one interactions. Solve problems in various contexts such as product development, marketing strategies, content creation, and more



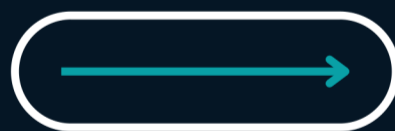
Step 1

Setting the Stage



Get clear on your Objectives

Crystallise the goal of the brainstorming session, such as generating new product ideas, finding solutions to a specific challenge, or creating content themes



Create Context

Give ChatGPT relevant background information, constraints, and criteria that should be considered during the brainstorming process to make sure the ideas are focused and useable

Step 2 



Step 2

Idea Generation



Open ended Questions

Start the session with open-ended questions or prompts to encourage the generation of broad ideas, avoiding limitations on creativity



Iterative Deepening

For each idea or concept that resonates, engage in further dialogue with ChatGPT to expand, refine, or explore different angles and implications of the idea

Step 3 



Step 3

Recording and Organising



Record your Ideas

Use ChatGPT to record your ideas by giving them names. Design a naming style that suits you and train ChatGPT to use it so you can recall ideas as needed



Organise your Concepts

Organize the recorded ideas into categories or themes for easier analysis and review, highlighting any patterns or recurring themes that emerge

Step 4 



Step 4

Evaluation



Critically analyse your ideas

Assess the shortlisted ideas against the predefined objectives and criteria, considering practicality, innovation, and alignment with your goals



Action Planning

For ideas that are viable and valuable, plan the next steps for exploration or implementation, including assigning responsibilities and setting timelines if applicable

Outcome 



Outcome

Improved Customer Responses



This use case helps to unlock creative potential and facilitate the generation of innovative ideas by using ChatGPT as a brainstorming tool, providing people and teams with a diverse range of concepts and solutions to explore and develop further



Use Case 5

Meeting Summaries - Custom GPT

Objective



Use ChatGPT to create concise and informative summaries of meetings, enhancing communication and record-keeping for teams and organizations. This process helps to capture key points, decisions, and action items discussed during meetings to ensure clarity and accountability.

Step 1 



Step 1

Setting the Stage



Define the Outcomes

Clearly state the purpose of summarizing the meeting, such as documenting decisions, action items, or capturing essential discussions for those who could not attend.



Provide the Meeting Notes/Transcript

Provide ChatGPT detailed notes or a transcript of the meeting. The more comprehensive, the more accurate and useful the summary will be.

Step 2 



Step 2

Generate the Summary



Identify Key Points

Prompt ChatGPT to identify and highlight the main topics discussed, decisions made, and any disagreements or alternative views presented.



Action Items

Ask ChatGPT to extract a list of action items, including responsible parties and deadlines if available.

Step 3 



Step 3

Refine and Clarify



Iterative Feedback

Review the summary and ask for clarifications, expansions, or reductions as needed. Use your objectives to get straight to the important points.



Finalise

Decide on a format for the summary that suits your team's needs, whether it's bullet points, a structured document, or a casual email.



Step 4

Make it Repeatable



Train a Custom GPT

Build a custom GPT and feed it examples of meeting notes and corresponding summaries to learn how to identify and condense key information effectively.



Refine Criteria and Questions

Train the custom GPT model to focus on extracting main topics, decisions made, differing viewpoints, and action items, including responsible individuals and deadlines.

Outcome 



Outcome

Automated Summaries



Automate the summary process, ensuring that vital information and action items are accurately captured and communicated. This creates rapid summaries that can be customised depending on the objectives of the meeting.

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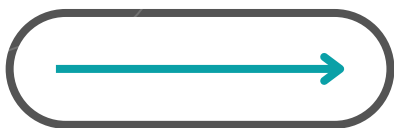




Use Case 6

CustomGPT Powered Onboarding

Objective



Train your customGPT with company specific information, policies, culture and values to create dynamic onboarding training. Personalised to both the role and the individual learning style of new team members

Step 1 



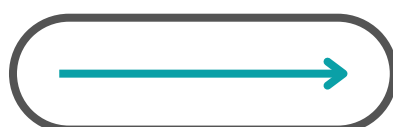
Step 1

Train your CustomGPT



Create a knowledge base

Gather company knowledge including manuals, policies, success stories, and frequently asked questions from new team members.



Train the GPT

Use your knowledge base to ensure the GPT can answer questions and provide advice that reflects your company's ethos, language and operational procedures

Step 2 



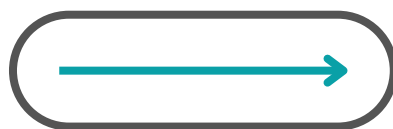
Step 2

Personalise the Content



Role-specific Customisation

Use the CustomGPT to generate responses tailored to specific roles or departments. Use role specific keywords or objectives to create relevant content.



Learning Style Adaptation

Use questions or assessments during onboarding to identify team members' learning styles. This can help them navigate difficult customer service calls or internal procedures.

Step 3 



Step 3

Interactive Learning Experiences



Simulations and Scenarios

Create realistic and interactive scenarios that new team members may encounter, offering a safe environment to make decisions.



Dynamic Feedback Mechanism

Build feedback loops that allow new team members to ask questions or express concerns. The GPT can provide guidance or direct the team member to the appropriate department for help.

Step 4 



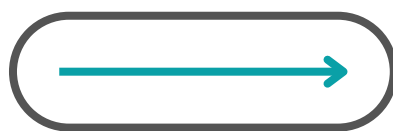
Step 4

Integrate Company Culture



Cultural Immersion

Use the GPT to share stories or create scenarios that show your values in action. This can make the abstract concepts of culture accessible and relatable.



Virtual Meetups

Use the GPT to facilitate introductions between new and existing team members. It can guide conversations, suggest discussion topics and build a welcoming environment.

Step 5 



Step 5

Continuous Learning



Ongoing Learning Modules

Use the GPT to offer ongoing learning ideas, suggesting personalised development paths based on progress and interests.



Feedback-Driven Updates

Regularly update the CustomGPT with new information and refine it's responses based on feedback from team members, keeping the onboarding experience relevant and effective.

Outcome 



Outcome

Personalised, engaging Onboarding



This meaningful approach with a custom GPT creates a highly personalised and engaging onboarding experience. It educates new team members about their roles and the company and integrates them into the company culture from day one. GPT powered onboarding can promote a sense of belonging and engagement.



Use Case 7

Video with Chat

Objective



Enhance the learning experience of a video course by integrating ChatGPT as an interactive feature, allowing learners to engage in conversations about the topics covered in each video.

Step 1





Step 1

Setting the Stage



Course Objectives and Video Selection

Outline the objectives of the course and choose/create videos that align with the objectives.



Transcript Preparation

Create transcripts of the videos to provide ChatGPT with the context needed for informed interactions with learners.

Step 2 



Step 2

Integrate ChatGPT



Contextual Awareness

Train ChatGPT on the video transcripts and key takeaways of the video ready for each chat session. This ensures that ChatGPT is aware of the content covered in each video.



Custom Prompts

Create custom prompts to guide learners through the content, enabling spontaneous chat and deeper discussion as the video progresses.

Step 3 



Step 3

Learning Enhancement



Supplementary Learning

Based on the conversations, ChatGPT can suggest further learning opportunities, or direct the learner to other resources on your website, or other courses you offer.



Assessments and Quizzes

Build in opportunities for learners to test their knowledge, reinforcing their understanding of the content. Allow them to ask further questions when their knowledge has gaps.

Step 4 



Step 4

Continuous Improvement



Course and Chat Evolution

Use learner feedback and chat interactions to refine video content, ChatGPT prompts, and overall course structure for improved learning outcomes.



Advanced Interactions

Explore the integration of more advanced ChatGPT features, such as summarizing concepts, creating mind maps, or simulating scenarios based on the video content.

Outcome 



Outcome

Dynamic, Interactive Learning



This use case helps to create a dynamic and interactive learning environment where video content is enriched with the capability to engage in meaningful conversations with ChatGPT. Learners can deepen their understanding, receive personalised support, and enjoy a more engaging educational experience.



Use Case 8

Business Plan Drafting

Objective



Build a custom GPT to assist you in drafting comprehensive and coherent business plans. This tool will guide you through the process, ensuring all critical sections of your business plan are thoughtfully considered and addressed

Step 1 



Step 1

Setting the Stage



Define the Objectives

Understand the purpose of the business plan, what do you want to do? (e.g., securing investment, strategic planning, operational guide)



Business Overview

Create an overview of your business idea, including the industry, target market, and unique value proposition (Business Soul)

Step 2 



Step 2

Structure the Plan



Outline Creation

Train the GPT on your preferred structure including sections such as Executive Summary, Company Description, Market Analysis, Organization and Management, Products and Services, Marketing Plan, Operational Plan, Financial Plan, and Appendices



Action Items

For each section, the custom GPT explains its purpose and provides prompts to help you articulate your thoughts and plans coherently

Step 3 



Step 3

Content Development



Interactive Q&A

The custom GPT asks targeted questions for each section, helping you to provide detailed information, such as market research findings, marketing strategies, financial projections, etc.



Context based Content Generation

Your unique knowledge, insights and data can be saved and categorised as you go, while the custom GPT drafts text for each section. You can then review, edit, or expand upon as needed.

Step 4 



Step 4

Review and Refine



Critical Analysis

The custom GPT offers suggestions for strengthening the business plan, such as identifying areas lacking clarity, suggesting additional analyses etc.



Iterative Feedback

Save these improvements as you go, iteratively improving the GPT performance. Allowing you to create plans faster and with more accuracy with each update perfect for departmental business plans as you can share the tool.

Step 5 



Step 5

Regular updates with your GPT



Review based improvements

Regularly review your plans and assess performance against objectives. Update new industry trends, data and developments to rapidly update your business plan.



Share Updates Instantly

Distribute changes and updates to your teams whenever you update your CustomGPT.

Outcome 



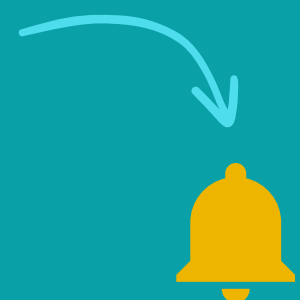
Outcome

Repeatable Business Plans



Streamline your business plan drafting process, making it more efficient, repeatable and accessible. By leveraging a custom GPT, you can ensure your business plans are thorough, well-structured, and ready to support your business goals.

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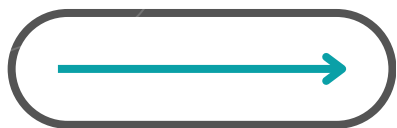




Use Case 9

Personalised Responses

Objective



Develop a custom ChatGPT model that provides consistent and reliable responses, mimicking the stability of search engine results while leveraging ChatGPT's reasoning capabilities for a tailored user experience. Reduce frustration from varied responses and increase efficiency in obtaining information.

Step 1 



Step 1

Understand Your Preferences



Define your Objectives

Determine your preferred outcomes or types of answers that are most useful to you or your business.



Collect Examples

Gather instances where ChatGPT provided good responses to your queries. Identify which responses you liked and why, highlighting the reasoning, detail, or style that made them more useful.

Step 2 



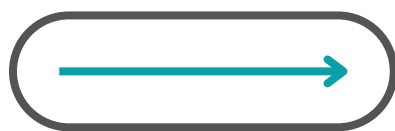
Step 2

Train a Custom GPT



Compile the Responses

Create a set of queries and your preferred responses. This could include saving outputs from ChatGPT that were particularly helpful and noting the characteristics that made them valuable.



Custom Training

Use these collected examples to train a custom version of ChatGPT. Focus on replicating the reasoning and response style, aiming for consistency in the quality and type of information provided.

Step 3 



Step 3

Refine, Refine, Refine



Feedback Loop

For a business, implement a mechanism to provide feedback on the usefulness of responses. This could be as simple as a yes/no feature or a more detailed feedback form.



Iterative Improvement

Use the feedback to continually refine the custom GPT's understanding of your preferred responses, helping the model adapts to your evolving preferences.

Step 4 



Step 4

Implementation



Integration for Businesses

Deploy the custom ChatGPT in environments where you or your team commonly seek information, such as help desks, research tools, or educational platforms.



Guidance and User Advice

Document how to interact with the custom GPT to get the best results by adding questions or menus to the GPT to guide the sessions, highlighting the importance of how questions are framed.

Outcome 



Outcome

Consistent, reliable responses



By training ChatGPT with your preferred responses, you and your team can achieve a more consistent and reliable experience. This custom GPT model bridges the gap between the dynamic nature of AI-generated responses and the your desire for predictable results.



Use Case 10

Interactive Guides

Objective



Implement a custom GPT within interactive e-books or guides, allowing readers to ask questions and receive explanations, making the learning or reading experience more engaging and personalised.

Step 1 



Step 1

Setting the Stage



Define your Content

Identify the subjects or topics your interactive e-book or guide will cover. This could range from educational materials to specialised knowledge.



Gather your Data

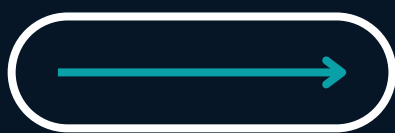
Compile sources of information that the custom GPT will use to answer reader questions. This could include textbooks, articles, expert interviews, or proprietary research.

Step 2 



Step 2

Idea Generation



Design the Interactions

Map out how readers will engage with the GPT. Will there be a dedicated section for asking questions, or will the GPT offer insights as readers progress through the content?



Customise Responses

Plan how the GPT will deliver its responses. This might include personalised explanations, links to further reading, or even interactive quizzes to reinforce learning.

Step 3 



Step 3

Training the GPT



Organise your Data

Organise your data sources so the GPT can easily reference information, potentially through a simplified tagging system or indexing method that can be navigated through prompts.



Design basic Prompts

Create basic prompts within the data that will guide the GPT to find information and generate relevant and accurate responses. These can be based on common questions or topic areas.

Step 4 



Step 4

User Interaction



Structured Interaction

Craft clear prompts and instructions within the GPT that guide the reader on how to interact with it, such as asking questions or seeking clarifications.



Feedback Collection

Implement a method for collecting feedback from users, such as prompting them to reply with their thoughts on the usefulness of a response or suggestions for improvement.

Outcome 



Outcome

Enhanced Learning Experience



A more engaging and personalised reading experience through interactive, GPT-assisted e-books or guides, facilitated by thoughtful text-based interactions and content design.