

# We Asked Chat GPT a few questions about the future of Generative AI and LLMs

**HERE IS WHAT WE THINK IT MISSED:**

**By now, most of us have had the opportunity to experiment with a variety of generative AI tools such as ChatGPT.**

Maybe you have used it to write an email or proofread an essay. Maybe you have asked it to write a story or tell a joke. In fact, some of the first generative AI tools to the market were designed to do just that – to act as an online companion for people who wanted something to chat with; however, the recognized value of generative AI goes far beyond companionship.

Alongside promises of productivity gains for SMBs and enterprises alike, generative AI has also been crowned as an enabler of small business growth, giving entrepreneurs access to a virtual assistant so that a mom & pop shop can scale at the same speed as its larger competitors. The bandwagon for generative AI is here and for good reason. The National Bureau of Economic Research found that “access to [ChatGPT] increases productivity as measured by issues resolved per hour, by 14 percent on average.”. In addition to out-of-the-box solutions, enterprises have also started to develop their own customized generative AI tools to capture new efficiencies.



**With all of this excitement, we wondered: how much of what is being promised is true? What is the future for generative AI solutions, such as ChatGPT?**

So, we asked ChatGPT for its thoughts



What is the future for solutions like you?



As an AI language model, the future for solutions like me is bright and promising. We are constantly evolving and improving to meet the growing demands of businesses and individuals for AI-powered solutions.



**This is a good start.**

From our experience as strategy consultants in the Tech industry, we largely agree with ChatGPT here. While ChatGPT is a fun tool for individuals to use, Generative AI and LLMs are growing beyond powerful chatbots and beginning to augment the way individuals and organizations execute day to day tasks.

# How exactly will gen AI impact the way that businesses operate?

We also asked ChatGPT this question and here is what it had to say:



How will generative AI impact business operations?



Generative AI has the potential to significantly impact business operations by automating repetitive and time-consuming tasks, improving decision-making processes, and enhancing productivity and efficiency. Here are some specific ways in which generative AI can impact business operations:

1. Automating Repetitive Tasks: Generative AI can automate a wide range of repetitive tasks, such as data entry, report generation, and content creation, which can save time and resources for employees and improve overall productivity.
2. Improving Decision-Making: Generative AI can analyze large volumes of data and provide insights and recommendations that can help decision-makers make more informed and data-driven decisions.
3. Enhancing Personalization: Generative AI can enable businesses to personalize their products and services based on customer data and preferences, which can improve customer engagement and loyalty.
4. Reducing Costs: By automating tasks and improving efficiency, generative AI can help businesses reduce costs and increase profitability.
5. Creating New Revenue Streams: Generative AI can enable businesses to develop new products and services based on insights and recommendations generated by AI models, creating new revenue streams and business opportunities.

## Again, a very respectable answer.

We agree that generative AI will play a role across automation, decision making, and productivity, but ChatGPT does not capture the entire picture. From our perspective, there are a few key factors that need to be taken into consideration before generative AI tools such as ChatGPT can live up to the expectations that have been laid out.

1

To automate repetitive tasks, generative AI tools will need to act on behalf of the user, something that users are not, and probably will not, be willing to let AI do for all use cases

Some tasks are already being automated with minimal user concerns and potential compliance violations – generative AI customer service chatbots are making Q&A simpler, banks use generative AI for fraud detection, newspapers are using generative AI tools to write short form articles, and photo editing applications use generative AI to automatically doctor images. These examples are proving fruitful, but barriers to more widespread use persist. Across all forms of accepted generative AI automation, human oversight remains necessary to monitor and correct for hallucinations. Generative AI seems ready to automate more workflows, but user preference and

regulations are likely to limit automation for the foreseeable future. In healthcare, for example, despite the potential for diagnosing conditions, generative AI use cases will be limited as physicians will prefer to have the final say. Not to mention the clash of generative AI with HIPAA and international healthcare regulations. Our team has seen that knowledge workers today are not yet ready to fully offload document creation to generative AI. These users most often prefer some automation with a balanced mixture of human interaction and generative AI composition.

### How AI Vendors can Win:



Prioritize use cases where automation is already accepted



Emphasize iterative automation processes and recommendations, speeding up workflows but leaving the user feel in charge of the process the entire way



Provide automation up until the point where human engagement is needed /required (e.g. diagnosis)

2

## To improve decision making and enhance personalization, organizations will need to train models on historical or user-provided data, challenging data privacy standards

Where data is present and regulations surrounding data are relaxed, generative AI has the potential to augment decision making and enhance personalization. For example, an organization with vast procurement records may use said data to optimize procurement decision making and ultimately, automate procurement. However, where data is private, generative AI tools that facilitate decision making and enhance personalization are less likely to emerge without regulatory frictions.

Industries with stringent data protections such as healthcare, financial services, and education will see challenges in the creation and adoption of generative AI tools built on user data. Additionally European creation and adoption of generative AI tools may be stifled by GDPR compliance requirements.

### How AI Vendors can Win:



Prioritize industries and geographies where historical organization and user data is open



Work with large enterprises to develop customized solutions built on open historical data

3

## Training generative AI solutions with historical or user-provided data is expensive and time intensive; in the near future, true customization is likely only realistic for large enterprises

Currently, the creation of customized generative AI solutions is time intensive and expensive, requiring developers, specialized third-party systems integrators, and large, available datasets. Realistically, full customization is currently only feasible for the largest enterprises. In general, making an LLM is hard. OpenAI published GPT-3 in 2020. It took 7 months until a model was produced that was arguably better than GPT-3 (Gopher). It took another 2 years until Meta and OPT-175B built a rival model.

Having said that, we now live in an era where companies are creating their own LLMs at a swift pace. The computational cost for training these models has decreased exponentially. The technical challenge to code new models has also diminished given the ability to reference several open source models. In short, it would not be surprising if 2-3 years from now, customization becomes accessible to a wide variety of businesses.

### How AI Vendors can Win:



In the near term, prioritize large enterprises for fully customized generative AI and LLM solutions



Develop no-code, low-code developer tools that make it easier for developers to customize solutions to their needs



For customized solutions, experiment with new pricing models based on user querying, prompts, data usage, and data storage

4

Creating new revenue streams and improving decision making will likely require generative AI models that reference up-to-date information - something that GPT 4.0 and other market leading solutions do not yet accurately enable

The content generation ability of generative AI models relies on patterns and information present in the training data. If the training data is not up to date, then the content generated by the model may not be up to date either. For generative AI and LLM model developers, updating the data used to train generative AI models is time-consuming and expensive, and in some cases, unfeasible for customized solutions and non-specialized organizations.

### How AI Vendors can Win:



Prioritize the development of active learning techniques, making it easier for models to reference up-to-date information



Develop no-code, low-code tools for organizations to update models with up-to-date information

## ChatGPT's Answers



ChatGPT is optimistic about the future for generative AI, and we are too. Across all of our called out considerations, ISVs, tech vendors, and customer organizations have the ability to address and overcome challenges posed by data considerations, and automation.



With continued advancements in generative AI technology and careful consideration of these challenges, the potential for generative AI to transform industries and streamline operations remains high.

## Contact us:

We'd love to chat to you more about how Kaiser can support your business.



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