Not only ChatGPT... improve the business with hybrid AI.

IRTOP CONSULTING

28 Novembre 2023 – ore 10.30

AI SMART
Investor Day

I modelli di business AI su Euronext Growth Milan

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Peak of Inflated Expectations

ChatGPT has quickly become one of the most significant tech launches since the original Apple iPhone in 2007…

Who says romance is dead? Couples are using ChatGPT to write their wedding vows

Your daily horoscope for Sept. 13 according to ChatGPT

ChatGPT can write sermons. Religious leaders don't know how to feel about it

Harnessing AI And ChatGPT Technology: The Next Industrial Revolution

Because of Course, This San Francisco Bar Made a Cocktail Using ChatGPT

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Through of Disillusionment

Elon Musk and Apple cofounder Steve Wozniak among over 1,100 who sign open letter calling for 6-month ban on creating powerful A.I.

Artificial intelligence bot ChatGPT in medical research: the potential game changer as a double-edged sword

European privacy watchdog creates ChatGPT task force

Robotics & AI

As NYC public schools block ChatGPT, OpenAI says it's working on 'mitigations' to help spot ChatGPT-generated text

≡ MIT Technology Review   Sign in   Subscribe

ARTIFICIAL INTELLIGENCE

A watermark for chatbots can expose text written by an AI

The tool could let teachers spot plagiarism or help social media platforms fight disinformation bots.

AXIOS   Sections   Local news   Axios Pro   About Axios

Jan 24, 2023 - Technology

What ChatGPT can't do

Robotics & AI

OpenAI begins piloting ChatGPT Professional, a premium version of its viral chatbot

Kyle Wiggers   @kyle_l_wiggers / 5:09 AM EST • January 11, 2023   🗩 Comment

⦿CBS NEWS   NEWS   SHOWS   ● LIVE   ● LOCAL   ⋮   Q   Login

MONEYWATCH ›

AI ChatGPT is helping CEOs think. Will it also take your job?

OPINION
The Carbon Footprint of ChatGPT

This article attempts to estimate the carbon footprint of the popular OpenAI chatbot called ChatGPT

CNET Is Reviewing the Accuracy of All Its AI-Written Articles After Multiple Major Corrections

Big surprise: CNET's writing robot doesn't know what it's talking about.

ChatGPT And Generative AI Tools Face Legal Woes Worldwide

FORBES › BUSINESS

BREAKING

JPMorgan Chase Restricts Staffers' Use Of ChatGPT

What to Expect When You're Expecting ... GPT-4

What comes after ChatGPT? 7 predictions for 2023

Gary Marcus
Dec 25, 2022   ♡ 84   🗩 75   ⬆

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A Still Immature Technology

- **Statistic model, rather than cognitive**
  So called "hallucinations" are not a bug. They are a native feature of the system

- **It has no way of finding out when it is making mistakes**
  ...unless it is supported by human experts

- **Privacy and intellectual property issues with data used for training**
  First lawsuits (Midijourney, CoPilot...)

- ***Your* data property**
  Data submitted to the system is used to train or improve the model and... for what else?

Contingents elements

- **Fine tuning costs**
  It requires timely and costly tuning cycles, and if you decide to change the model you have to start from scratch

- **High usage costs**
  From 10 to 100 times higher than comparable technologies

- **Cloud-bound without any SLAs**
  As the cloud isn't always cost-effective, more and more companies are choosing hybrid on-prem/cloud models

- **High resource consumption**
  Requires massive compute power and has "slow" response times

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A Pragmatic Approach

1 Identifying use cases for LLMs application

2 Leveraging/adopting hybrid and open platforms

3 Being aware that time, resources and investments are needed

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Use Cases Selection

- Documents abstracts/summarization

- Fluent text generation

- Customer care applications (chatbots, mailbots, etc)

- Code writing support

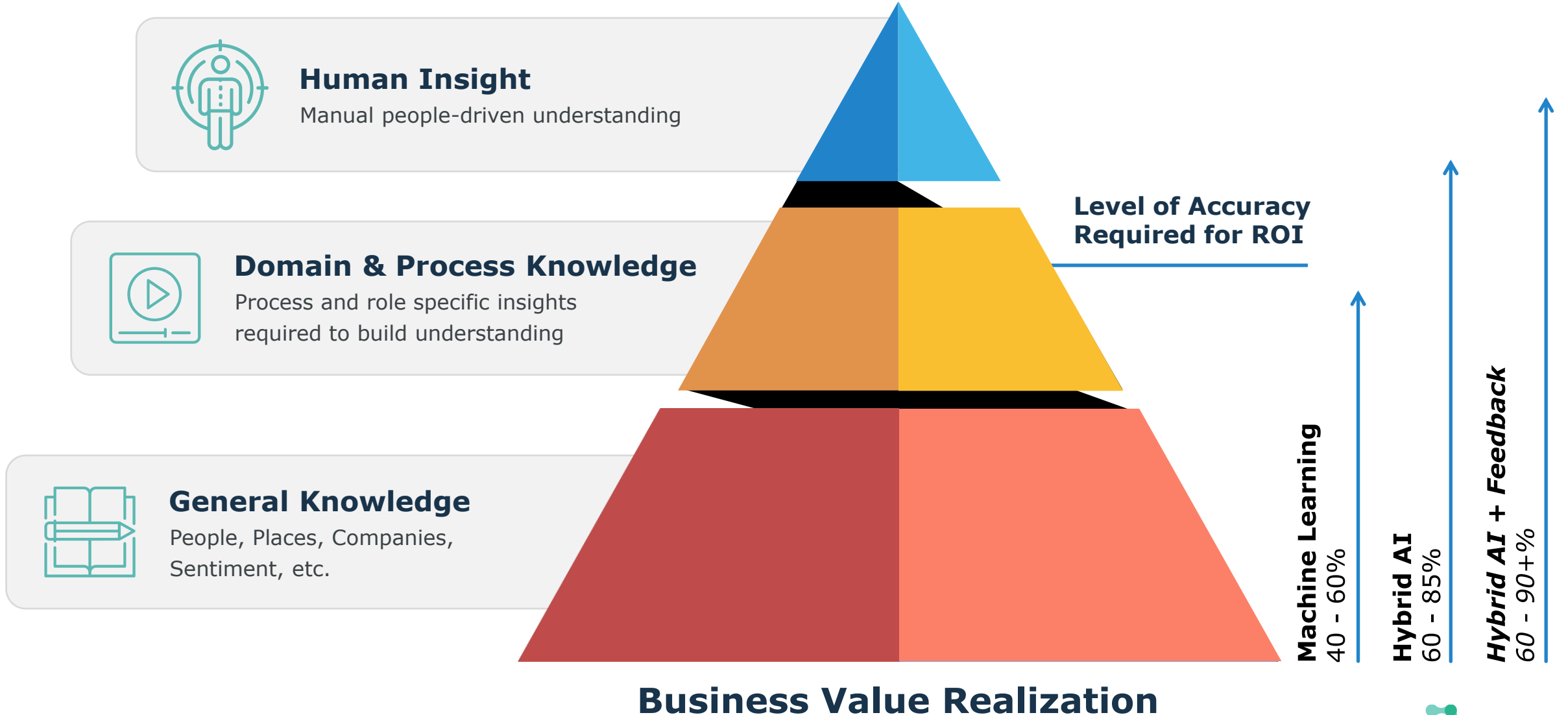- Fast prototyping of applications related to text analysis

- Text categorization
  There are more effective and less expensive technologies

- Metadata extraction
  LLMs produce unpredictable mistakes

- Tasks requiring a "reasoning" approach to deliver results
  In this case, application layers or symbolic logic are needed to guarantee the quality of the obtained results

⚠
- ChatGPT is just the front-end, the underlying LLM is more versatile (but complex to use)

- There are many LLMs... How can you select the right one? How can you not be tied down in your choice?

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Hybrid AI Delivers Highest Levels of Accuracy

Human Insight
Manual people-driven understanding

Domain & Process Knowledge
Process and role specific insights required to build understanding

Level of Accuracy Required for ROI

General Knowledge
People, Places, Companies, Sentiment, etc.

Machine Learning
40 - 60%

Hybrid AI
60 - 85%

Hybrid AI + Feedback
60 - 90+%

Business Value Realization

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Generative AI, LLM and Enterprise Language Models

Expert.ai's Enterprise Language Models (ELMs) provide a fast, safe, cost-effective and highly accurate way to apply LLMs capabilities to proprietary language assets.
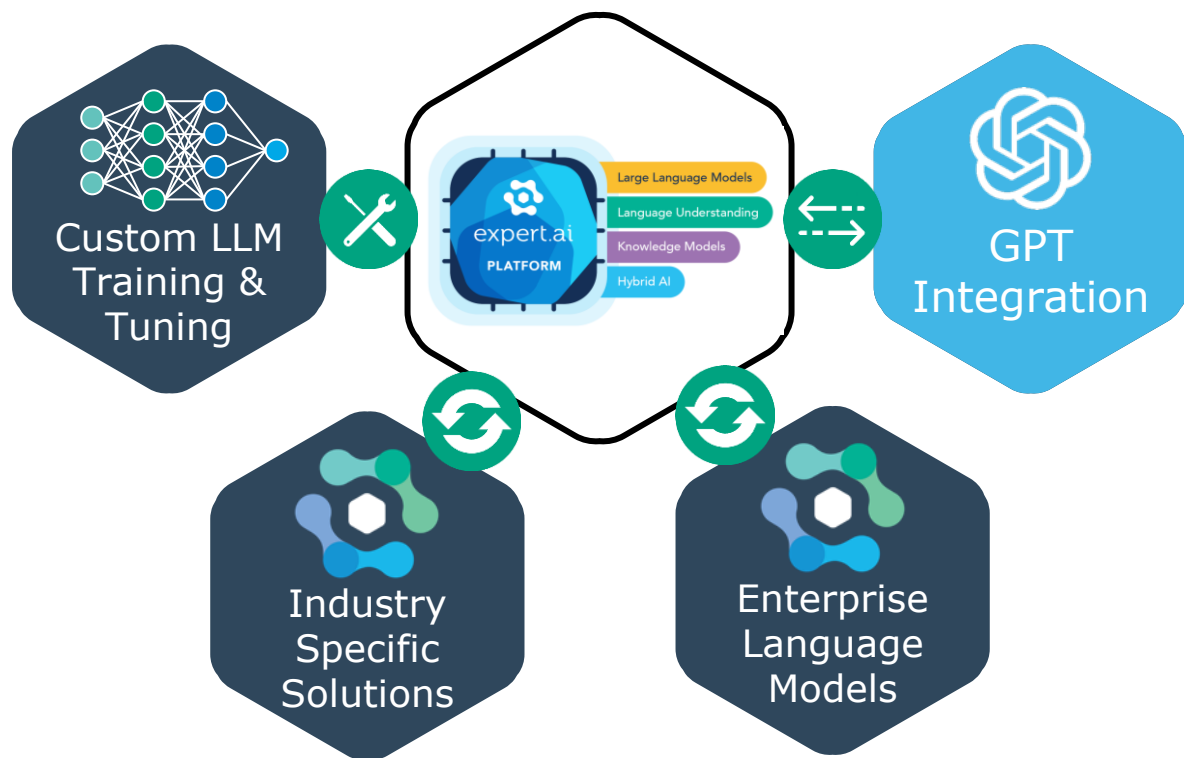
4 Ways to Use Generative AI at expert.ai:

1. Include GPT APIs in expert.ai Platform NL pipeline activities

2. Access OOTB Insurance and Life Sciences solutions powered by ELMs

3. Apply expert.ai Insurance and Life Sciences ELMs to your use case

4. Have expert.ai tune and customize ELMs to a specific process or client need

Custom LLM Training & Tuning

Large Language Models
Language Understanding
Knowledge Models
Hybrid AI

expert.ai PLATFORM

GPT Integration

Industry Specific Solutions

Enterprise Language Models

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expert.ai Platform Delivers Successful NLP Projects

REPEATABLE & FAST

Accelerate natural language projects by combining customizable & ready to go domain and business concept models with easy-to-use workflows.
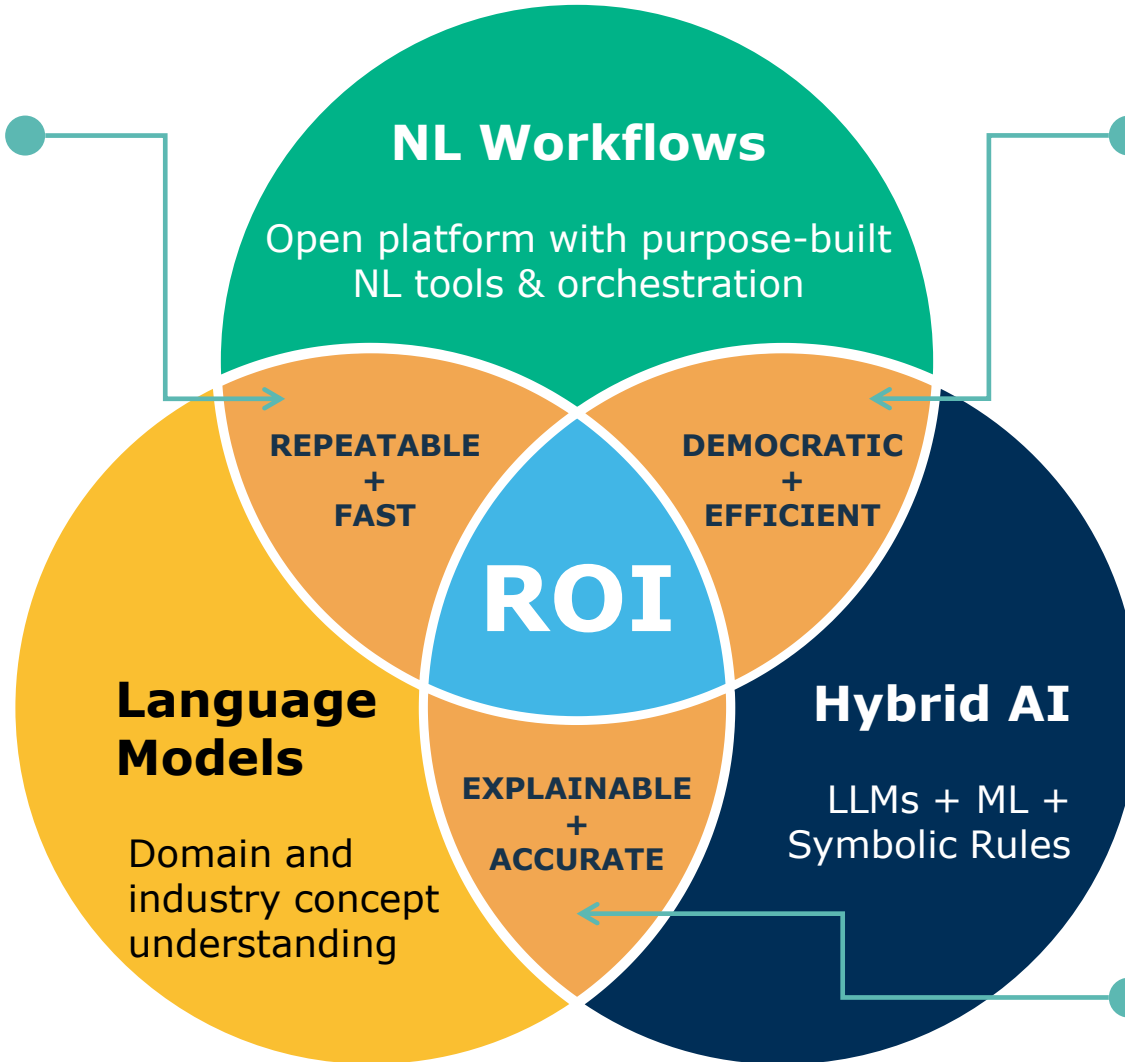
DEMOCRATIC & EFFICIENT

Empower Citizen Data Scientists to experiment easily, apply business expertise, and be computationally efficient.

EXPLAINABLE & ACCURATE

Achieve explainability, the highest degree of accuracy, and flexibility using a combination of LLMs, symbolic, and machine learning approaches.

NL Workflows
Open platform with purpose-built NL tools & orchestration

REPEATABLE + FAST

DEMOCRATIC + EFFICIENT

ROI

Language Models
Domain and industry concept understanding

EXPLAINABLE + ACCURATE

Hybrid AI
LLMs + ML + Symbolic Rules

Forrester Wave Text Analytics

"expert.ai is a great choice for customers looking to build customized text analytics using hybrid AI, or customers looking to leverage knowledge-based AI for OOTB accuracy and model explainability. "

- Hyperscale vendors SaaS only – lack flexibility and integration
- IBM Watson abandoned
- Microfocus acquired by Opentext
- Hyperscience focused on semi-structured data

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Language Powers Businesses

Insurance Carriers

- Quotes
- Policies
- Claims
- Risk Reports

Underwriting **Claims**
Risk Management

Life Sciences & Healthcare

- Medical Notes
- Articles / Patents
- Clinical Trials
- Drug Safety Data

Discovery & Development
Clinical Intelligence **CI**

Information Providers

- News Feeds
- Articles
- Recommendations
- Topic Pages

Product Development
Editorial Workflow **UX**

Financial Services

- Mortgage Contracts
- Emails Triage
- Online Inquiries
- Customer Service QA
- Investment Data

Mortgage **Onboarding**
Customer Interaction

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Language is Part of Every Business Function

Customer Experience

- **Trouble Ticket Triage**
- **Voice of Customer**
- **Customer Service Analytics**
- **Competitive Intelligence**

RPA | Reputation

Customer Satisfaction

Operations

- **Maintenance/Repair**
- **Knowledge Bases**
- **Market Intelligence**
- **Understand RFEs**
- **Voice of Employee**

Operational Efficiency

Employee Insight | RFEs

Knowledge Management

- **Taxonomy Management**
- **Content Enrichment**
- **Enterprise Knowledge Graph**
- **Text Analytics & Extraction**

Data Discovery

Innovation | KG

Legal and Compliance

- **Know Your Customers**
- **Regulatory Tracking**
- **Contract Analytics**
- **ESG Monitoring**
- **PII, PHI, and GDPR Redaction**

CLM Automation | PII

3rd Party Risk Mitigation

Enterprise-wide Use Cases

Use Case	Description	Team	Freq	Benefits
Email Management	Understand the meaning, context, sentiment and urgency of the information within emails and attachments	Customer Experience	Daily	• Improve e-mail backlog and response times • Reduce misclassified emails • Optimize both internal processes and CS interactions • Prioritize response based on customer frustration
Conversational Analytics	Analyze social media comments and other digital conversations, free-text surveys or search queries to understand needs, opinions and sentiment	Customer Experience/ Marketing	Daily	• Collect valuable data and unfiltered opinions • Leverage analytics to inform marketing strategy and identify new business opportunities • Monitor and quantify sentiment
Digital Customer Interaction Automation	Get customers and operators to the right answer through all of the digital channels where you communicate (web, chats, emails, WhatsApp, phone, etc.).	Customer Experience	Daily	• Improve the service quality and the customer satisfaction • Get customers precise and real-time answers • Gain insights to relevant topics and customer feedback
Technical Support	Analyze reports, emails, service requests, technical manuals and internal documentation to automate recurring support operations	Customer Experience	Daily	• Extract useful business information • Increase agent productivity and customer satisfaction • Reduce time and costs of customer support activities

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Enterprise-wide Use Cases

Use Case	Description	Team	Freq	Benefits
Customer Enquiry Management	Automatically extract intent and data from customer requests to expedite routing and response activities	Customer Experience	Minutes	• Accelerate CS response times • Improve satisfaction with CS interactions • Scale response capacity • Leverage machine translation capabilities
Customer Service Analytics	Analyze QA Transcripts to measure CSR quality, identify problem areas and trending topics	Customer Experience	Daily	• Improve satisfaction with CS interactions • Reduce churn rates • Prioritize training topics
Voice of the Customer	Analyze customer comments to understand concerns and sentiment	Marketing	Daily	• Quantify sentiment • Manage brand and reputational risk • Gain insights to concerning topics
Maintenance	Analyze technical information from documents on repairs, malfunctions and maintenance operations to support field experts and technical support team	Operations	Daily	• Reduced response times • Increased ticket processing efficiency • Improve knowledge sharing • Increased customer satisfaction
Enterprise Knowledge Management	Categorize and organize enterprise content to make information more accessible for business teams and processes	Knowledge Management	Daily	• Improve content visibility across the enterprise • Build reusable enterprise-wide taxonomies + KGs • Increase content standardization/governance
Contract Analytics	Read, understand, and extract key legal and business terms and clauses from contracts to minimize risk and improve scalability	Legal and Compliance	On Demand	• Reduce risk and unintended exposure • Stay compliant with regulatory changes • Augment the capacity of your legal team

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Workers Compensation & Disability Medical Claime

THE HARTFORD

CIO OF THE YEAR AWARD 2023

5 Million
Medical records processed annually

95%
Accuracy for document categorization

51 Data fields extracted

14 Types of Medical Records

1200+
Active system users

- 30% of documents eliminated from review
- 40% processing time savings for claims admins
- $1,000,000/month in "work avoided" savings
- "CIO of the Year" Winner

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AI Speeds Up Property Engineering Risk Analysis, Underwriting

10
Risk factors automatically scored

2019
Novarica Impact Award for Data & Analytics

CIO Magazine Article

Insurance Journal Article

- Saved 4-hours per property report
- 40,000 hours in annual capacity gains -> +20 FTEs
- ± 20% reduction in risk grading variability compared manual scoring
- Faster broker responses times led to higher win rates

AXA

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AI Automates Underwriting Reviews

10
Hours saved per policy review

+90%
Accuracy eliminating manual extractions

ZURICH®

- Augmented underwriter reviews improving capacity
- Eliminated annual leakage of ~€40M
- Improved quality of local policies
- Resulted in overall process reviews and improvements

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Legal Contract & Compliance

3,700

NDAs Reviewed

2m+
emails
390k
documents

70%
faster with auto answers (o365)

3,6 m€
saved

Rabobank

2020 Award Winner
KM Promise

"Expert.ai's technology has brought tangible value to our operations, enabling our teams to be more efficient and provide better customer service through faster response times.

Expert.ai also helped us build a team of artificial intelligence experts who are now working on Rabobank's AI initiatives."

Dennis Coomans
Product Owner Content Recognition

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Automated Email Triage

ING 🦁

100%
Emails automatically processed

**NLP + RPA
=
NLP Robots**

6 Languages

95%+
Accuracy

100k
Monthly Tickets

- Understands context, request, sentiment and urgency

- Automated answers

- Significant time saving & Fast deployment: 3 months per team

- Easy-to-use and reliable

- High customer satisfaction confirmed by surveys

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Medical Invoice Review & Extraction

FM Global®

50k
Medical invoices processed annually

90%+
Invoice Extraction Accuracy

50%
Target reduction in manual review time and input

- Increase claims efficiency
- Faster invoice review times
- Decrease manual processes and human errors
- Focus SMEs on higher priority tasks
- Cost optimize expense area

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QC in Regulatory Submission

40%
Efficiency gain on data check reviews

85%
Identification of data inconsistencies

- Increased trust in risk mitigation for regulatory and reputation purposes

- Minimized risk of discrepancies in biomedical research studies

- Replaced manual effort required by researchers and regulatory experts to prepare submissions

Takeda

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Financial Data Discovery

S&P Global
Market Intelligence

400
Data points automatically extracted

85%+
Data extraction accuracy

75+
Active system users

- Expanded coverage of transactions
- Increased number of data points captured per transaction
- Eliminated manual process of source crawling to database input

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# Why Choose Expert.ai

NL Platform

The open platform makes it easier, faster, and less expensive to design, deploy, and operate powerful natural language solutions combining proprietary data, NL workflows and generative AI capabilities.
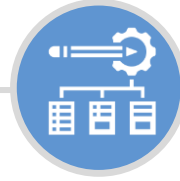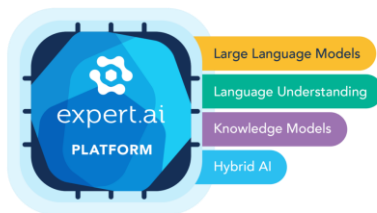
Hybrid AI

A one size fits all approach does not work when solving NLP problems. Hybrid AI takes the best of machine learning (ML), symbolic AI and large language models (LLMs) in a single NL pipeline.
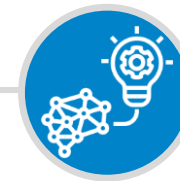
NLP Experts

30+ years of AI experience solving real world NLP problems that require domain and process knowledge, human intelligence and general knowledge to be solved successfully.

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Thanks

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