

Guide to Generative AI Enterprise Adoption

KEY FINDING OF CHAT
GPT PLUS PILOT

AUTHORS:

Mark Canada
Joel Dykstra
Erik Gabrielsen
Natalie Kutman
Stephanie Payne
Annalisa Scharff
Bhavik Vyas

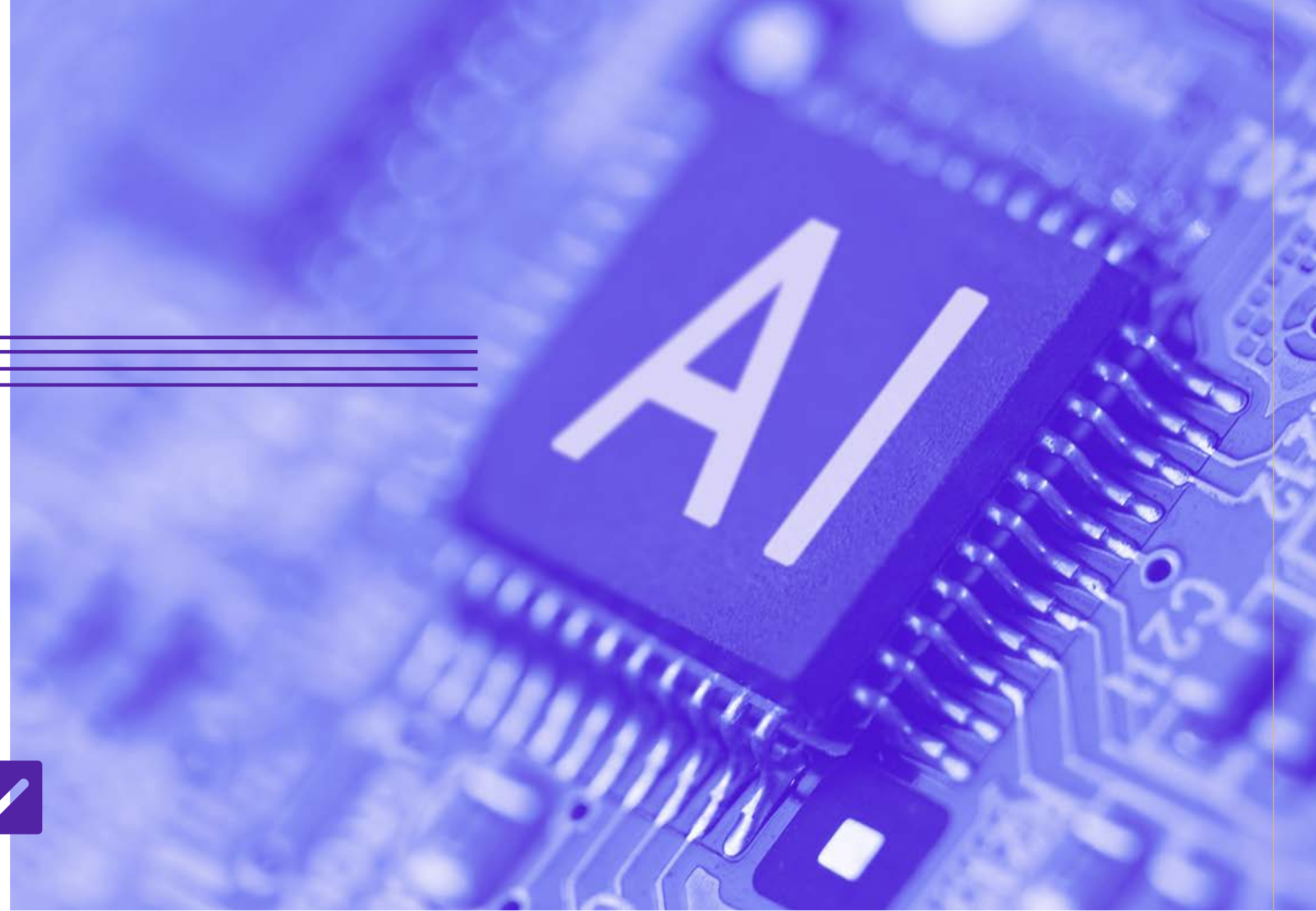
DIALEXA

an IBM Company



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The Future Is Now

Thanks to the democratization of generative artificial intelligence (GAI), the traditional approach to building digital products isn't merely under threat; it's undergoing a fundamental transformation. For enterprises looking to adopt GAI into their workflows, time

is of the essence: Investments in GAI today will result in compounding returns. They can't afford to allow lengthy processes, workflows and committee meetings to cause unnecessary delays in adoption and execution.

Leaders must understand the now, the new, and the next of technology disruption, and embrace the opportunities while protecting against the risk.

John Granger

SENIOR VICE PRESIDENT, IBM CONSULTING

With this in mind, we conducted a pilot program for generative AI enterprise adoption within Dialexa with three express goals:



Assess the viability of GAI tools within an enterprise environment



Collect data and synthesize those learnings into a plan for broader roll-out



Create a formalized process for the proposal and adoption of new GAI tools as they emerge

The underlying ethos of our endeavor was simple: we did this so we can help you do it, too. The future of work is evolving, and we at Dialexa are committed to

being active contributors to this evolution. We welcome you to join us on this journey of discovery, learning,

Pilot Snapshot



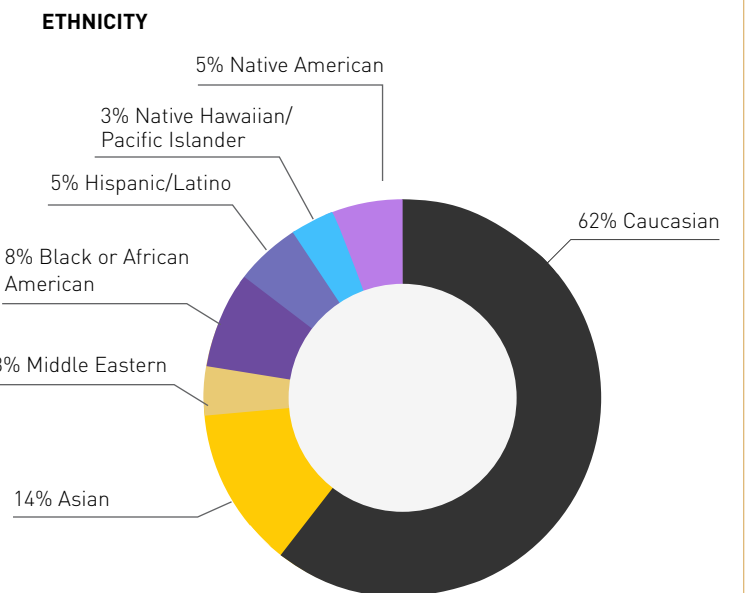
TECHNOLOGY

OpenAI's ChatGPT Plus was chosen for the pilot due to its superior capabilities, cost-effectiveness, user-friendliness, and broad applicability

PARTICIPANTS

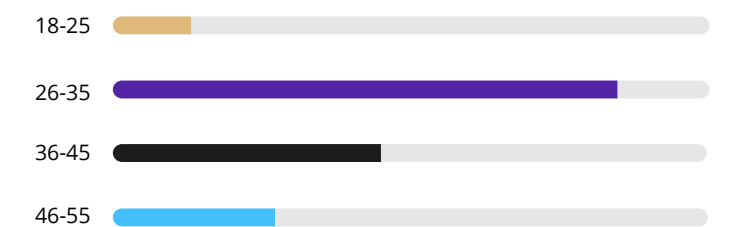
35 volunteers were selected to ensure diverse representation of professional roles and demographic groups

DEPARTMENT	2018
1. People	5.3%
2. Strategy	2.6%
3. Operations	5.3%
4. Marketing	10.5%
5. Product Management	13.2%
6. Finance	5.3%
7. Sales Enablement	10.5%
8. Product Engineering	31.6%
9. Product Design	13.2%
10. Executives	2.6%



COHORT	
1. Intern	5.3%
2. Associate	2.6%
3. Senior Associate	5.3%
4. Manager	10.5%
5. Senior Manager	13.2%
6. Principal	5.3%
7. Partner	10.5%

AGE



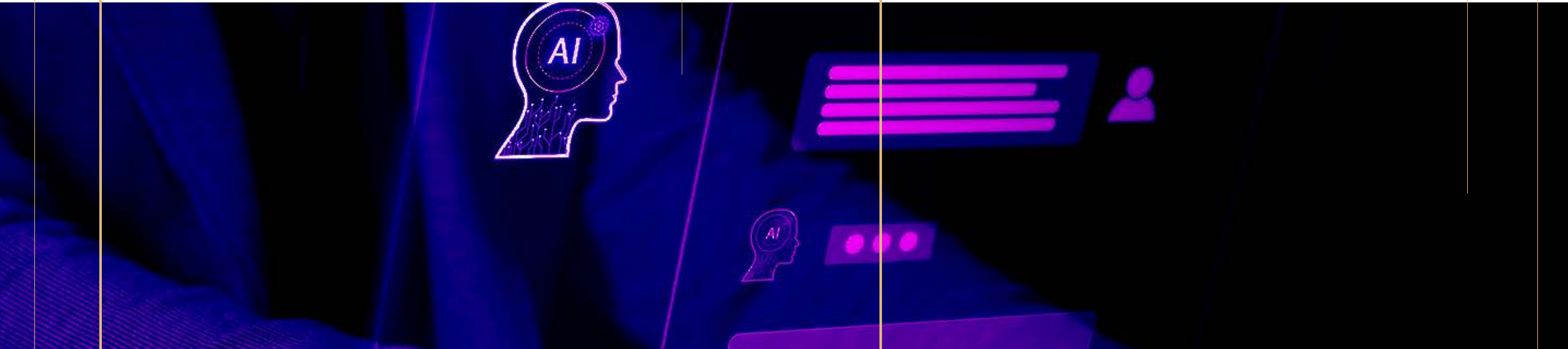
Pilot Snapshot

DATA COLLECTION

We used a multi-pronged approach to collect a diverse set of data, which was instrumental in understanding the strengths, weaknesses, and potential applications of ChatGPT Plus.

ANALYSIS

Our approach to analyzing the data was systematic, ensuring a high level of objectivity and reliability in the insights extracted.



SURVEYS

We captured participants' impressions of ChatGPT Plus with self-reported surveys at the beginning and end of the pilot

DAILY DIARY ENTRIES

Participants answered prompts such as: 'Describe one way you used ChatGPT Plus today'

SLACK CHANNEL

Participants shared their use cases, surfaced problems, asked questions, and engaged in discussions on a private Slack channel

DESCRIPTIVE ANALYSIS

Summarized and interpreted the general characteristics of our data set

EXPLORATORY ANALYSIS

Identified underlying patterns, trends, and relationships in our data

DIAGNOSTIC ANALYSIS

Helped us understand the reasons behind our findings

PREDICTIVE ANALYSIS

Forecasted the long-term implications of implementing ChatGPT into our enterprise

OBJECTIVES



Pilot Objectives

1. ENTERPRISE ADOPTION READINESS

AI-driven tools have the potential to revolutionize workflows, enhance productivity, and drive innovation. However, the path to enterprise adoption of such cutting-edge technology is not without challenges. As part of our pilot program, we sought to investigate these challenges and evaluate the readiness of enterprises to incorporate ChatGPT Plus into their daily operations, particularly in the following areas:

Licensing and Onboarding: Effective enterprise adoption requires a seamless and efficient integration process.

Security and Privacy: Data privacy and security are top concerns in today's digital landscape.

Reliability and Accuracy: We aimed to test the consistency and precision of the responses generated by ChatGPT Plus, along with its ability to provide up-to-date information through the web browsing tool.

User Experience and Integration: The ultimate test of enterprise readiness is whether a tool can be smoothly integrated into existing workflows and whether it enhances the user experience.



2. FULL ROLL-OUT PLANNING

Our ultimate goal was not merely to test the capabilities of ChatGPT Plus, but to prepare for a potential wider roll-out across our organization. As such, we framed our approach around several key questions that needed to be answered to inform our roll-out strategy.

User Acceptance: How well would our team members adapt to the introduction of ChatGPT Plus in their workflows?

Training and Support: Would we need to develop in-depth training programs, or would simple guidelines suffice?

Integration with Existing Systems: How easily could ChatGPT Plus be integrated with our existing systems and tools?

Cost and Licensing: Would the costs of licensing and maintaining ChatGPT Plus be justified by the benefits and efficiencies gained?

Security and Compliance: How would we ensure that our use of ChatGPT Plus complied with all relevant regulations and respected the privacy and security of our data?

Monitoring and Governance: What mechanisms would we need to put in place to monitor the use of ChatGPT Plus and ensure it is being used responsibly and effectively?

3. RAI APPROVAL FRAMEWORK

Finally, our third objective was to construct a generalizable framework for the adoption of Responsible AI (RAI) tools in an enterprise setting. We established a set of key questions that guided our approach:

Use Case Identification: What are the potential use cases for the AI tool within our organization? How can we ensure they align with our business objectives?

User Acceptance: How can we effectively gauge user acceptance of a new AI tool? What metrics can we use to measure user satisfaction and the tool's impact on their work?

Training and Support: What types of training and support structures need to be put in place? How should these evolve as the tool evolves?

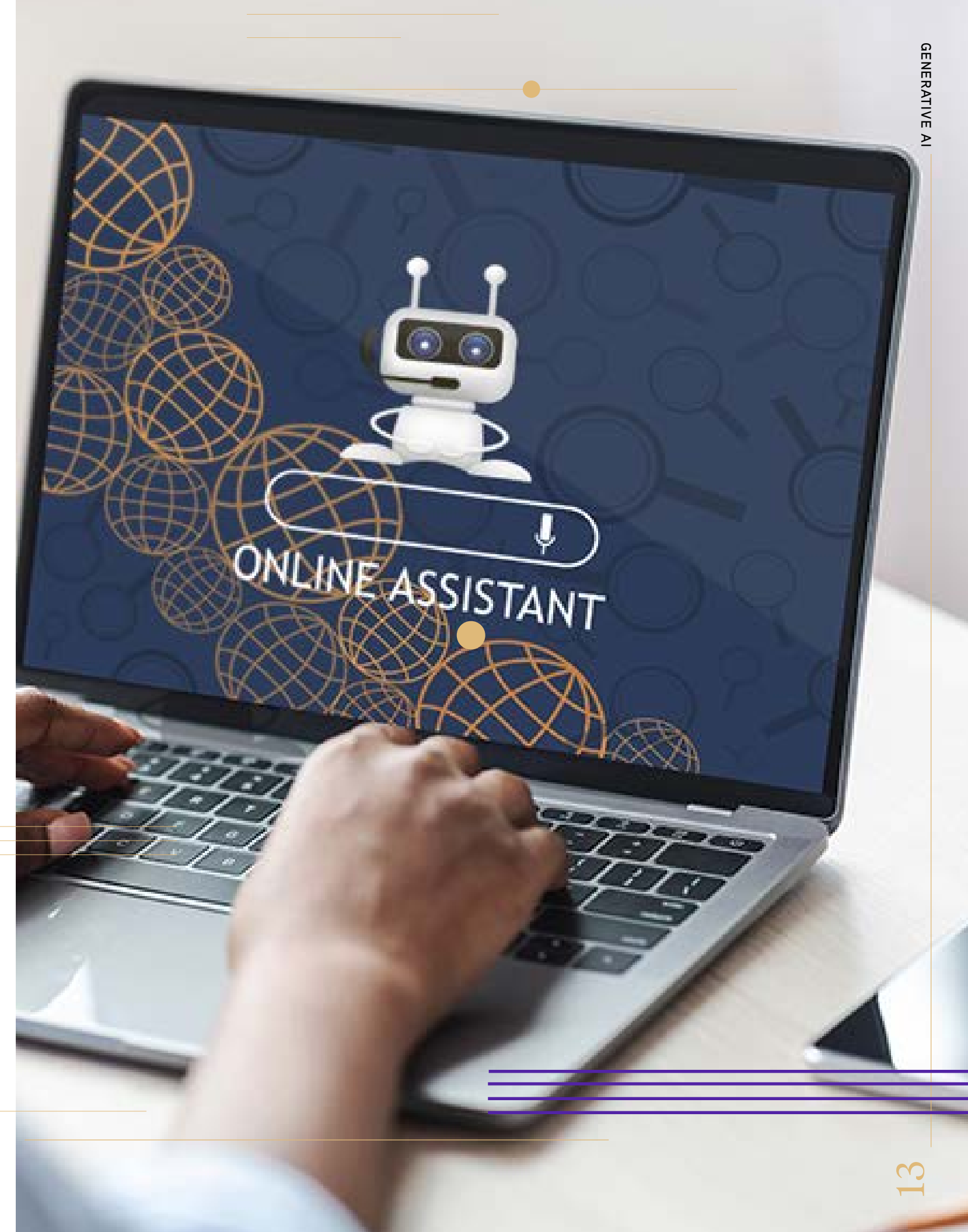
Integration: How can we seamlessly integrate the AI tool with our existing systems and workflows?

Cost-Benefit Analysis: How can we ensure that the benefits of adopting the AI tool outweigh the costs, both in terms of financial expenditure and potential disruption to workflows?

Ethical and Responsible Use: How can we ensure that the AI tool is used in a manner that aligns with our ethical guidelines and principles of responsible AI? What mechanisms need to be put in place to monitor and enforce these principles?

Scalability: How can we prepare for scaling the AI tool across the organization?

Our aim was to use the ChatGPT Plus pilot as a case study, providing practical, real-world insights to answer these questions. The resulting framework would then serve as a guide for the adoption of other AI tools in the future, helping us to consistently achieve successful implementations.



METHODOLOGY

ChatGPT Plus Setup and Access

The implementation of ChatGPT Plus within our enterprise environment presented both challenges and learnings. Our experience with setting up and using ChatGPT Plus has highlighted the importance of clear guidelines, critical evaluation, and an understanding of the platform's limitations.

Billing & Finance

OpenAI's current billing structure is geared towards individual users. Consequently, we faced difficulties in managing a centralized billing process for multiple users across our organization. To circumvent this issue, individual participants created their own accounts and expensed the cost to the company.

This also introduced cost and capacity complications. We relied on user reported data for actual use in order to broadly understand real-world costs associated with usage. Securing funding for this effort was also limited at static monthly cost-per-user pricing, where most users would not realistically exhaust the full value of their subscription.

Data Handling

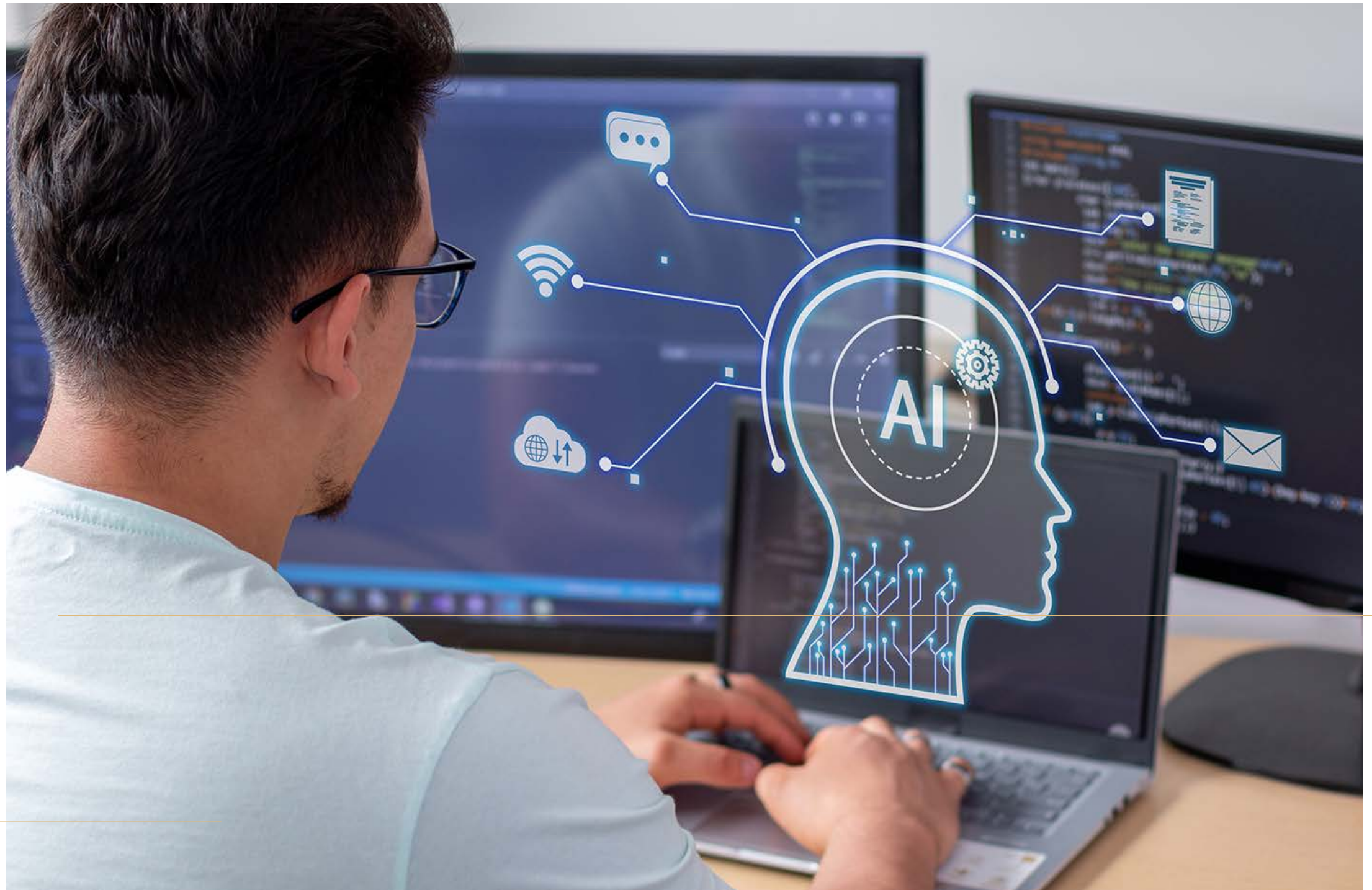
Participants were explicitly instructed not to copy or paste any output from ChatGPT Plus into other platforms or tools. For sensitive data, the history feature of ChatGPT Plus was turned off to ensure no sensitive information was inadvertently stored or shared. These rules were communicated, but are insufficient for a large-scale enterprise organization looking to leverage these tools.

Usage Guidelines

While ChatGPT Plus, including the web browsing feature, can sometimes generate or retrieve information that is incorrect or not contextually appropriate. As such, users were encouraged to critically evaluate all output from ChatGPT Plus before use.

Extensions & Plugins

Plugins are additional tools or features that can be added to enhance the functionality of the AI. Users were cautioned to use them judiciously, keeping in mind their limitations and potential risks.

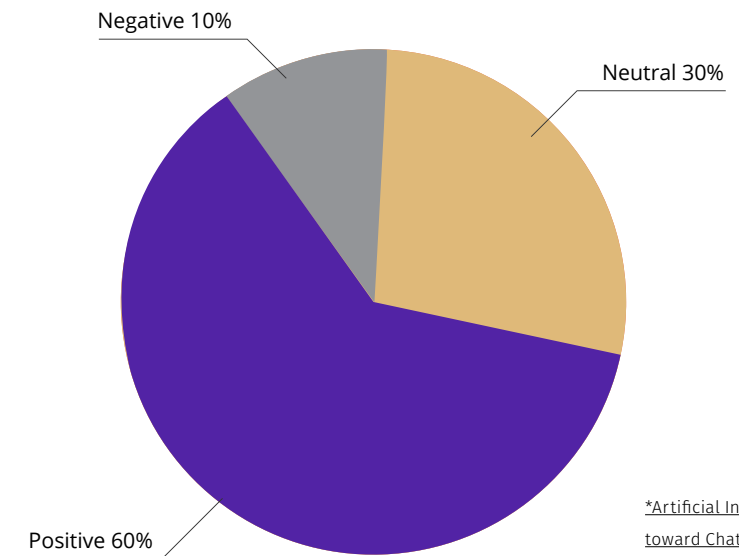


FINDINGS

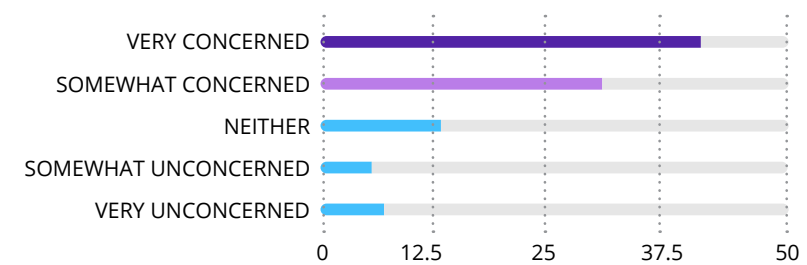
Sentiment

To set the stage for understanding our sentiment survey results, we must first examine the attitudes of the broader community towards ChatGPT for context.

GLOBAL SENTIMENT TOWARDS CHATGPT, 2023



JOB SECURITY CONCERNS



As you can see, the sentiment towards ChatGPT Plus in the broader community is generally positive. However, data on the concerns around AI (job security, ethical considerations, existential threats, etc.), skew heavily toward “very concerned”.

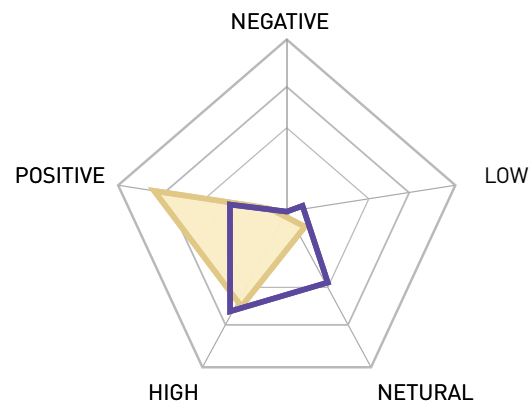
Pilot Participants' Initial Sentiment

Overall, pilot participants aligned with the community at large. In general, participants had a positive sentiment towards ChatGPT Plus, suggesting curiosity and optimism, Yet fears of the generative AI pilot as a step toward reducing headcount were significant.

Pilot Participants' Sentiment Upon Conclusion

None of the participants expressed negative or low sentiment. The number of neutral participants decreased, and there was a notable rise in participants with positive sentiments.

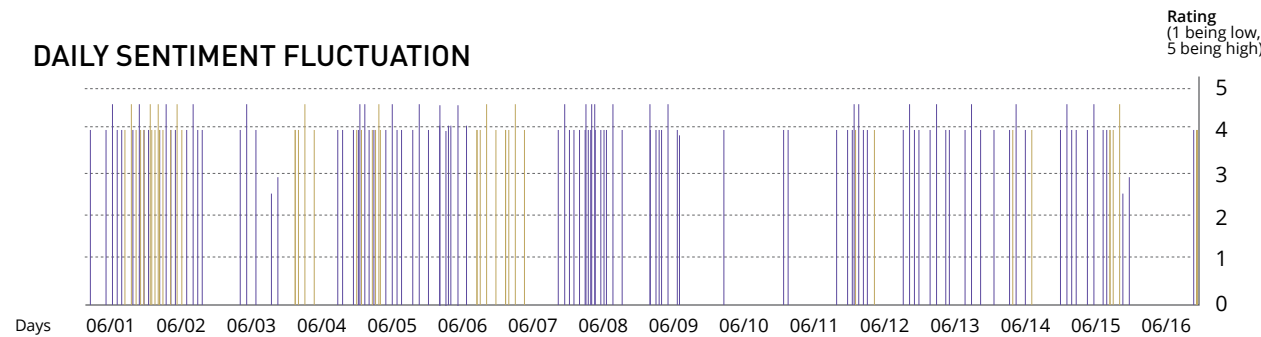
SENTIMENT DISTRIBUTION SHIFT



PRINCIPAL THE MOST UNDERWHELMED COHORT



DAILY SENTIMENT FLUCTUATION



Pilot Participant Sentiment Changes Over Time

- Individual averages across all sentiment states deviated little from the mean of the individual user
- As users became more familiar with ChatGPT Plus, their sentiment improved
- The higher the initial sentiment, the more disappointed they became over time. Likewise, the higher their expectations
- 52% drop in mentions of concerns, some users explicitly noting that they were no longer afraid of threat to their employment
- Positive shift in perceived potential, particularly among those that initially expressed skepticism



PROMISING | OVER-HYPED | TRANSFORMATION

The conflicting top three words participants chose to describe their experience with ChatGPT Plus.

“I can see how it is able to augment the work we do and accelerate certain types of work. With that being said, the ‘it’s going to replace all of the people’ seems like a future us issue vs. a realistic expectation in the near future.”

Pilot Participant
POST-PILOT SENTIMENT SURVEY

Expectations vs. Reality

Setting and meeting user expectations is a pivotal aspect of software development and deployment and paramount to achieving user satisfaction and long-term adoption. Thus, a crucial component of our analysis is examining the dichotomy between initial expectations and the reality of using ChatGPT Plus.

High Expectations

For many participants, anticipation was tied to the promise of a sophisticated AI tool that could comprehend complex requests, generate insightful responses, and engage in a nearly-human level of interaction. Participants were also excited about the possibility of leveraging AI's extensive knowledge base for learning, research, and decision-making support.

Intended Uses of ChatGPT Plus

- Digital assistant for personal tasks
- Brainstorming tool for ideation and creativity
- Problem-solving agent for troubleshooting technical issues

Desired Benefits

- Reduced cognitive load
- Saved time
- Enhanced productivity

The Reality of Using ChatGPT Plus

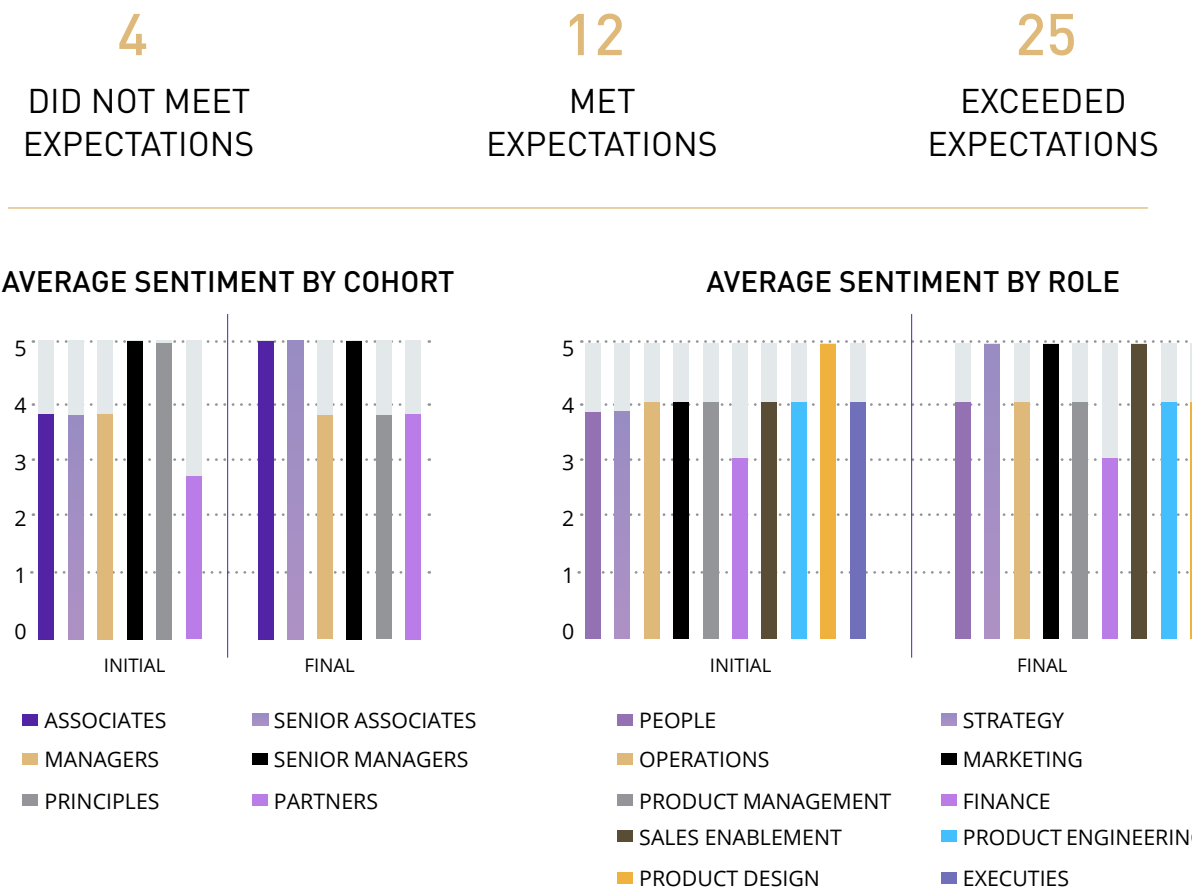
After substantial interaction with ChatGPT Plus, the reality of using the tool was, in many cases, different from expectations—exceeding in some areas, falling short in others.

Pleasant Surprises

- The capacity to handle a vast array of topics
- The depth and breadth of the knowledge base
- The ability to parse complex queries, contextually interpret requests, and deliver accurate results
- The execution of complicated tasks in areas such as software development, project management, and technical troubleshooting

Disappointments

- Misinterpreted instructions
- Failed to grasp specific project management methodologies
- Inability to diagnose system-specific issues without additional information
- Limited ability to offer insights on recent trends due to the knowledge cutoff of September 2021
- Responses felt overly formal, not nuanced enough, or lacking in personalization



I think this could be an incredible tool for desk research on projects.
Pilot Participant

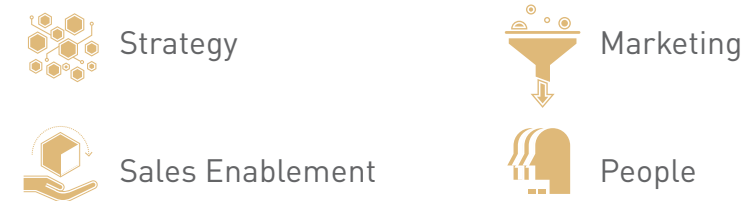
Man, where has this been all our life?
Pilot Participant

Limiting Factors On		2019
1.	Prompt Complexity	33.3%
2.	Security/Compliance	25.0%
3.	Copyright Infringement	25.0%
4.	Web Browsing	19.4%
5.	Capability Knowledge	15.0%
6.	Availability/Recall	10.0%
7.	Limitations w/ Math/Finance	10.0%

Satisfaction Across Job Roles

Given the broad range of roles represented in our user cohort, our analysis sets the stage to explore the cross-functional applicability of ChatGPT Plus. To analyze the experiences across job roles, we compared two key markers: the initial and final satisfaction scores.

Roles With Increasing Satisfaction

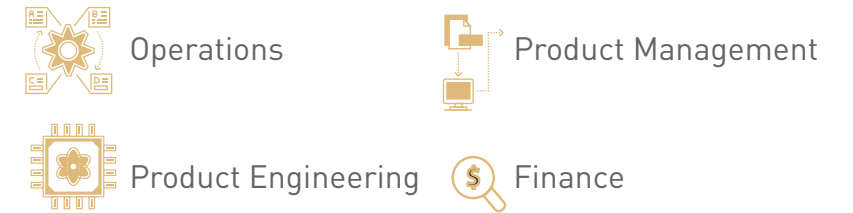


Roles with tasks revolving around ideation, content creation, and customer communication, were able to extract significant value from the tool. The AI's capacity to stimulate ideation, collate and summarize information, and assist in content generation resonated particularly well.

The people department, too, had an increase in satisfaction, which may be attributed to the utility of ChatGPT Plus in providing personalized assistance. The personalized responses of the AI could be utilized in crafting communications or identifying unique engagement strategies.



Roles With Stable Satisfaction



The tasks associated with these roles often require specific domain knowledge or precision, which might not have been fully addressed by the AI. Despite this, the steady satisfaction scores suggest that these users were able to extract value from it.

Roles With a Decrease In Satisfaction



Executives had a notable decrease in satisfaction. This could be due to the nature of their job responsibilities, which involve strategic decision-making and leadership activities. It's also plausible that time constraints and workload might have limited their ability to engage with the tool extensively.

Creative visual elements are intrinsic to design roles, and currently outside the realm of ChatGPT Plus' capabilities, which may explain the product designers' decrease in satisfaction.

Learning Curve

The journey from an initial encounter with a tool to mastery of its features can profoundly influence user satisfaction and overall utility. The learning curve can vary significantly among users, which reinforces the importance of designing and providing resources that cater to a wide spectrum of user abilities and experiences.

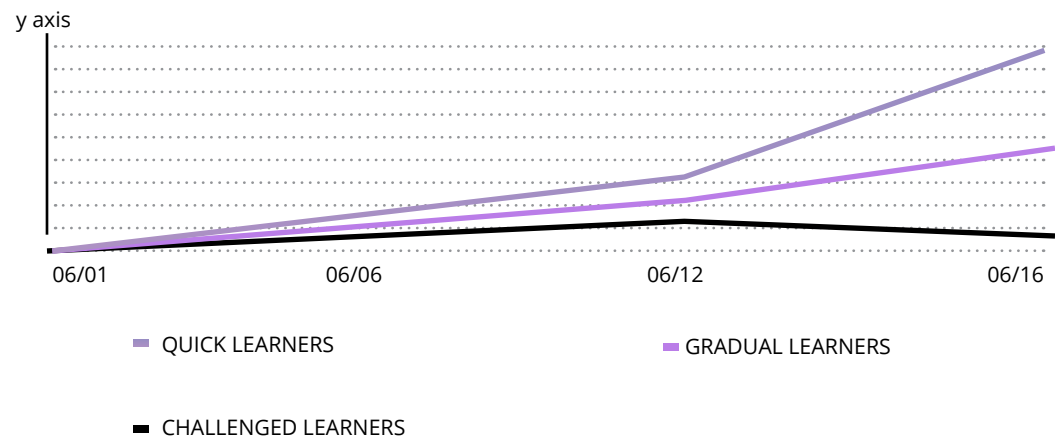
Quick Learners

Initiated with targeted, precise questions. Primary interactions indicated a readiness to experiment, which quickly transitioned into applying ChatGPT Plus for more specialized uses.

Gradual Learners

Began with basic tasks, and incrementally experimented with advanced functionalities by refining their prompts and strategies. Their journey stresses the need for robust user support mechanisms, including detailed guides, troubleshooting advice, and a help desk.

LEARNING STYLE COMPARISONS

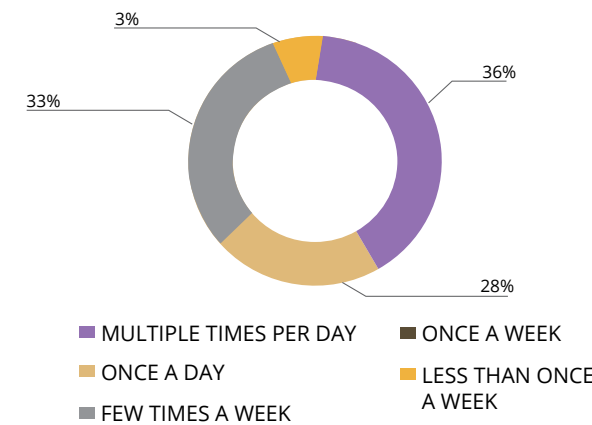


Use Frequency

At the commencement of the pilot program, participants were encouraged to utilize ChatGPT Plus daily, to ensure a comprehensive exploration of the tool's capabilities. The pilot program commenced with substantial frequency of use. There were several peaks and troughs thereafter, though, overall, the frequency of use tended upward.

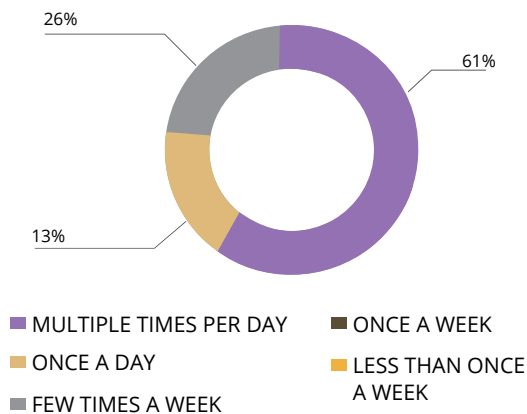
INITIAL PLANNED USAGE

As reported by users in the initial sentiment survey, prior to access of ChatGPT Plus.



ONGOING PLANNED USAGE

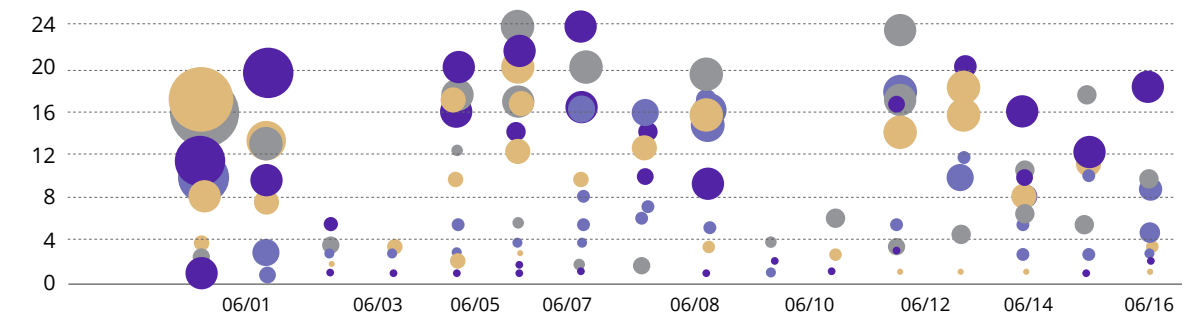
As reported by users in the final sentiment survey, which was conducted after the conclusion of the pilot period.



This comparison between planned and actual frequency draws attention to the fundamental aspect of user adoption: the relevance to the user's workflow. Successful technology adoption is not about the technology itself, but how well it fits into the user's world. While the initial spike in usage can be attributed to novelty and curiosity, the subsequent patterns of usage underline the tool's applicability in day-to-day tasks and its capability to enhance work efficiency.

1 PM Average Peak Usage | 12 Average Messages Per Usage

TIME/QUANTITY USE FREQUENCY



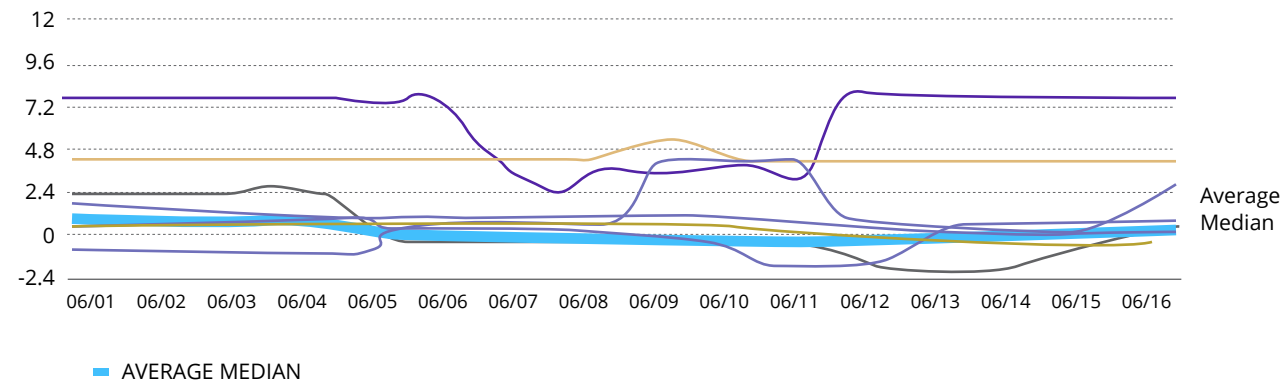
Individual message frequency. Colors represent individual personas for whom data was available. Size of data points represents the number of messages sent.

Time Saved/Lost

By assessing the amount of time saved or lost with the deployment of ChatGPT Plus, we test its delivery on its value proposition: productivity.



DAILY REPORTED TIME SAVED OR LOST USING CHATGPT PLUS



Initial Adjustment Period

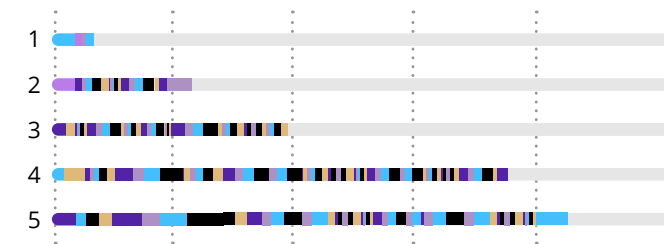
Some users experienced a temporary decrease in productivity as they integrated the tool into their workflow, reinforcing the importance of training and support during deployment.

Perceived Usefulness

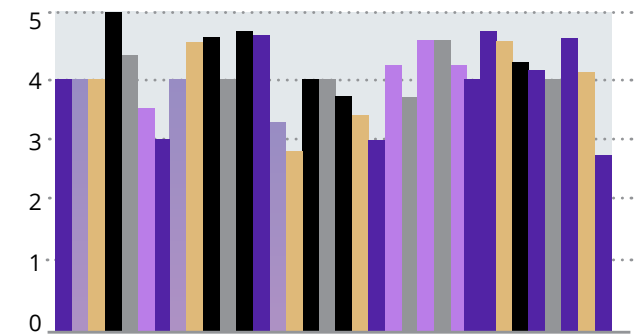
In our analysis, we explored various dimensions of perceived usefulness, such as its impact on task completion speed, quality of output, and ease of information access.

Over the duration of the pilot, we saw a wide variance in reported usefulness ($\sigma = 1.98$) with a standard distribution; however, the mean (with participants reporting usefulness scores 1 - 5), remained fairly static around 4. This indicated a widely changing landscape of expectations, problem complexity, and perception and that unpredictable experiences are the norm.

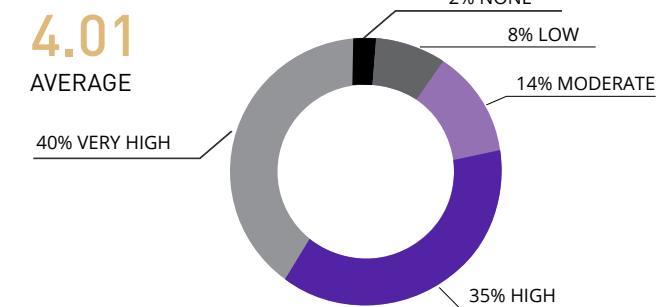
USEFULNESS PER USE CASE PER USER



PER USER AVERAGE



ONGOING PLANNED USAGE



Comfort Level

The user's level of comfort is important for user acceptance as it influences their willingness to interact with the tool, how frequently they use it, and ultimately how they integrate it into their workflow.

Low Initial Comfort

Individual averages across all sentiment states deviated little from the mean of the individual user

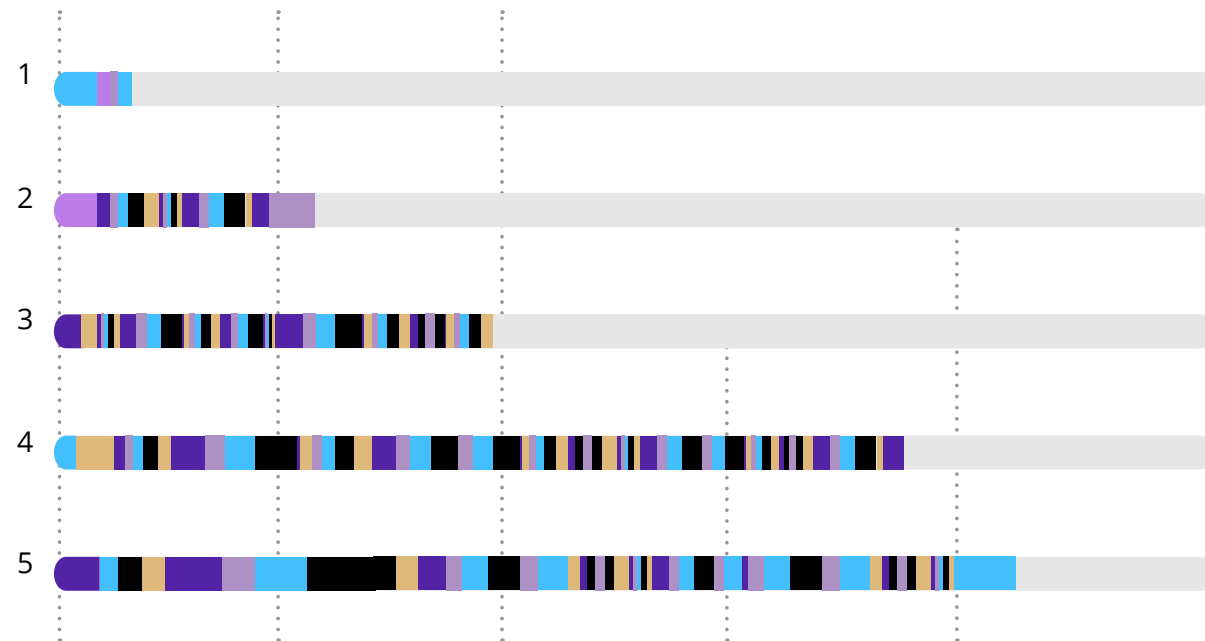
Moderate Initial Comfort

Broke expectations with a rise in comfort

High Initial Comfort

Universally demonstrated a significant decrease in comfort as they gained familiarity

R² FITTING BY COMFORT JOURNEY

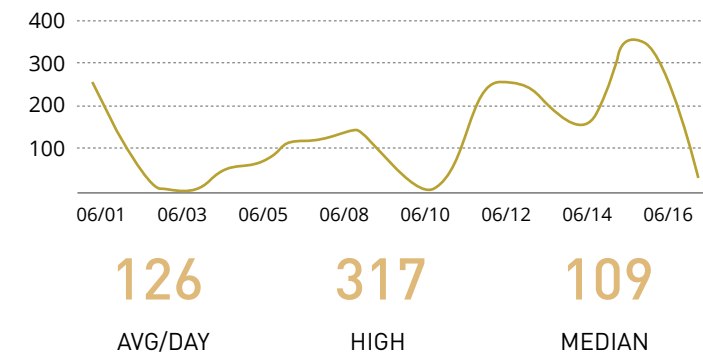


Group Engagement Level

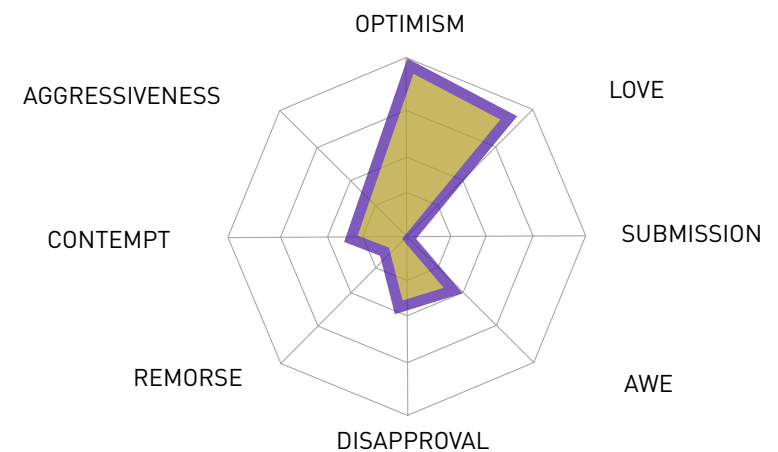
Group engagement is a critical indicator of the collective acceptance of new technology. High group engagement suggests a supportive environment that facilitates learning, experimentation, and the sharing of best practices. It reflects the participants' active involvement in the pilot program and their willingness to engage with the AI tool and their peers.

In our quantitative analysis of group communication channels, we measured group engagement by examining the frequency and content of interactions among participants on Slack.

MESSAGING PARTICIPATION



EMOTIONAL ENGAGEMENT MAPPING



Word Analysis

A closer look at the frequently recurring words in participants' daily diary responses helps paint a vivid picture of the engagement patterns, user sentiments, and the overall perception of the AI tool during its deployment.

Use/Help/Asked

Underlines the practical engagement of the participants with the tool and the assistance they sought.

Product/Client/Work/Data

Signals the diverse areas in which users integrated ChatGPT Plus into their workflows.

Write/Response/Information/Create/Prompt/Tax

Demonstrate the role of ChatGPT Plus in aiding specific use-case scenario tasks.

Team/Project/Feedback/Tool

Underline the collaborative context within which the tool, consistent with ChatGPT Plus' perceived advantages in collaborative tasks and project management.

New/Good/Specific/Able

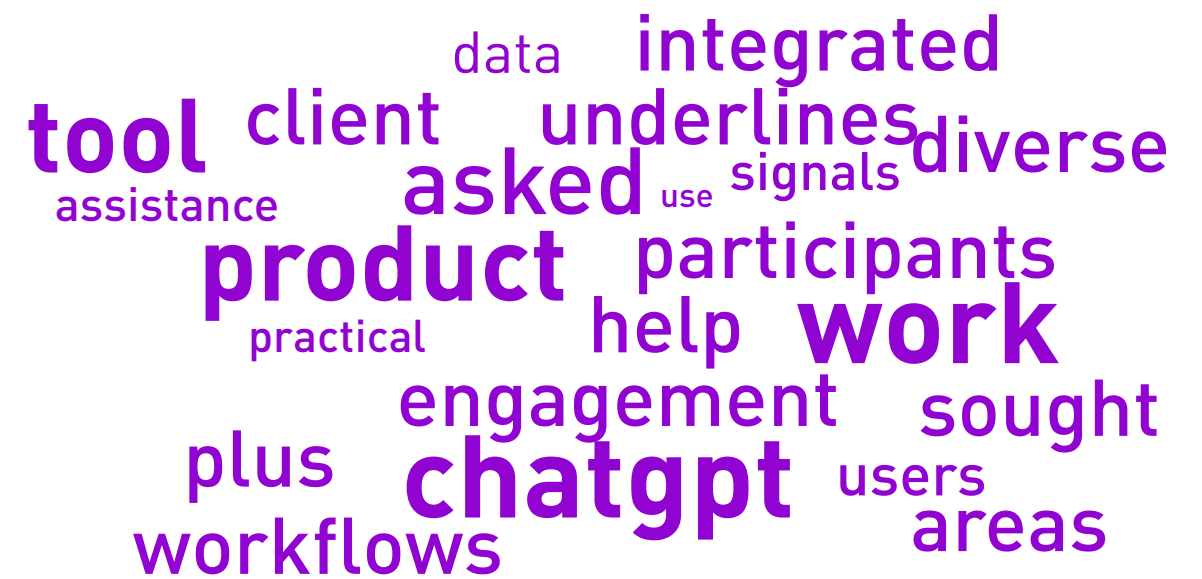
Provide a positive context to the experiences users had while using the tool.

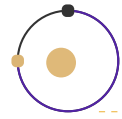
Google/Research

Suggests that users often sought help from ChatGPT Plus in web-based research tasks.

Pain

Reflects the challenges or difficulties experienced by the users. However, the low frequency of this term suggests a generally positive experience.





USE CASES



Use Case Strengths and Weaknesses

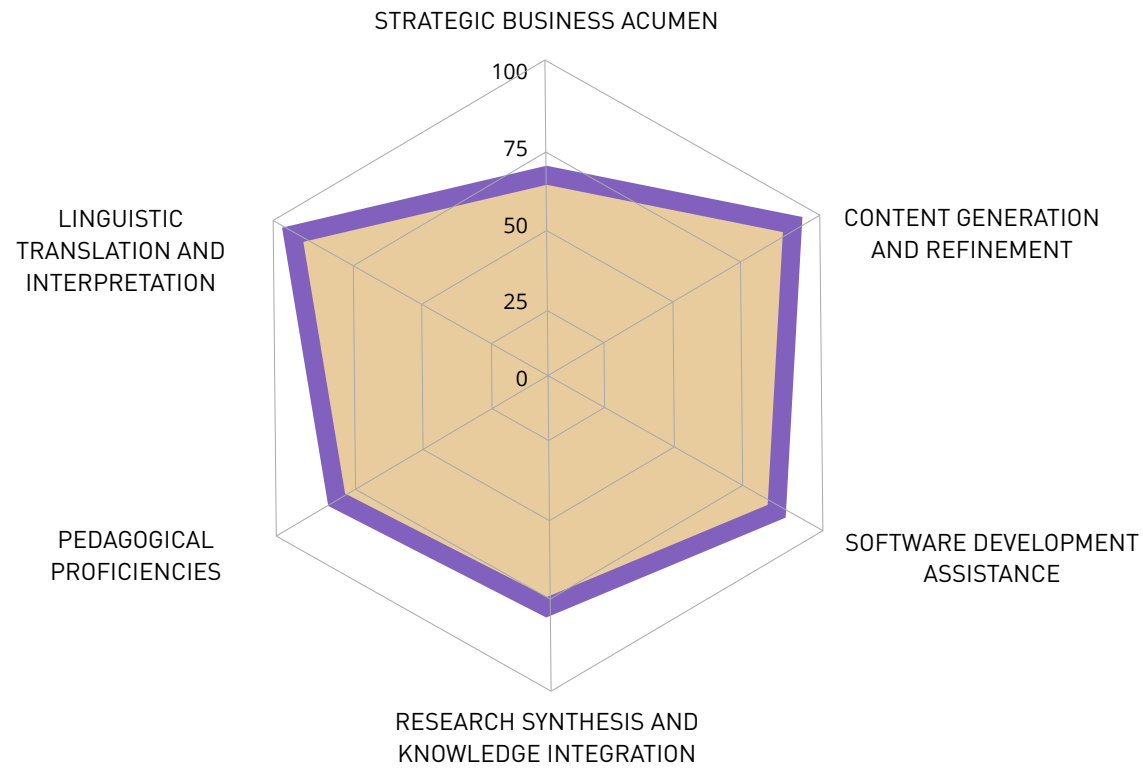
The disparity between anticipated and actual use cases of ChatGPT Plus can shed light on the tool's versatility and its adaptability to diverse user needs.

Our comparative analysis presents an illuminating snapshot of the range and depth of ChatGPT Plus' capabilities. Ultimately, this analysis emphasizes the AI's role as an assistive tool, augmenting human capabilities rather than replacing them.

2019

	CAPABILITIES	LIMITATIONS
Strategic Business Acumen	Generate diverse business models, evaluate industry trends prior to 2021, and provide critical inputs to inform strategic planning	The data ceiling of 2021 curtails its grasp of the latest industry trends, and requires augmentation with human insight
Software Development Assistance	Capacity to script API calls, detect potential breaking changes in development tools, and contribute to efficient project planning	Struggles to effectively diagnose nuanced, context-heavy, system-related issues, underlining the essential role of human troubleshooting
Research Synthesis and Knowledge Integration	Ability to collate, interpret, and summarize extensive data from varied sources, thereby expediting the knowledge assimilation process	Outdated information as a consequence of the AI's 2021 data cut-off. Further, the AI's inability to engage in abstract, intellectual thinking and nuanced interpretation of complex data—a significant departure from the depth of human research.
Linguistic Translation and Interpretation	Nuanced interpretation of phrases across languages, a capability that surpasses many existing translation services.	Instances of lost idiomatic expressions in translation suggest the AI's struggle to fully comprehend cultural nuances.
Pedagogical Proficiencies	Capacity to distill complex concepts into understandable terms, formulate flashcards, and provide concise summaries of convoluted topics	While its abilities are laudable, they are not at the level of human intellect, suggesting that ChatGPT Plus should be viewed as an assistive tool, rather than a replacement for traditional pedagogical methods

USE CASE SATISFACTION COMPARISONS



Favorite Features

Understanding the favorite features of ChatGPT Plus highlighted the unique aspects of ChatGPT Plus that made it more than just another AI tool. We were able to ascertain which aspects of the tool were the most beneficial, enjoyable, or productive for users, shedding light on what really drives user satisfaction.

Popular Uses		2019
1.	Content Generation	83.3%
2.	Summarization	68.0%
3.	Research	67.5%
4.	Learning	41.6%
5.	Coding	39.8%
6.	Browsing Internet	38.5%
7.	Self Assessment	32.1%
8.	Modeling	20.6%
9.	Data Analysis	20.3%
10.	Testing	19.8%
11.	Release Planning	11.7%
12.	Documentation	9.8%
13.	Communications	9.2%
14.	Lifestyle	9.2%

Ideation

Proposing diversified pricing models for SaaS products, suggesting strategic offerings for product development, and transforming rudimentary bullet points into a fleshed-out discourse

Knowledge Synthesis

Researching managerial responsibilities, elucidating industry-specific terminologies, and providing succinct overviews of company profiles for business interactions

Content Generation and Refactoring Efficiency

SEO content creation, formulation of instructional guides, and refactoring of intricate code, leading to a significant 40% reduction in complexity

Problem Solving and Troubleshooting Proficiency

Identifying project blockers related to user email notifications and assisting in troubleshooting deployment failures, leading to expedited resolution timelines

Personalized Assistance and Interaction

Tailoring of a meal plan in accordance with specific dietary requirements, aiding in poetry composition, proffering humorous meme recommendations to alleviate workplace monotony

Pedagogical Capabilities

Conversion of course transcripts into flashcards and summarization of complex architectural patterns, resulting in substantial time savings

Translation and Interpretation Competence

With emphasis on its nuanced interpretation of idiomatic phrases across languages

Software Development Assistance

Scripting Google API calls in requisite languages, identifying potential breaking changes between different versions of a development tool, streamlining project delivery via the creation of a release planning tracker in Google Sheets

Communication Elevation

Subtly modifying the tone of content for LinkedIn posts and simplifying complex machine learning concepts through an accessible analogy, leading to improved client comprehension

Integration with Other Tools

A harmonious integration with Zillow for filtering apartment listings and utilization of the Photorealistic plugin to create aesthetically pleasing icons for Discord



Perceived Advantages

The following dissection of ChatGPT Plus' perceived advantages uncovers an intricate intersection between the individual user journey with AI, the unfolding narrative of our pilot program, and the broader global trend of AI adoption.

Efficiency Enhancement

The AI helped automate mundane tasks, such as drafting emails and conducting research, saving users time and effort. This emphasizes the ability of AI tools to facilitate the redistribution of human resources towards tasks requiring higher cognitive engagement.

Knowledge Access

Users appreciated ChatGPT Plus' ability to provide immediate access to a vast knowledge base. Roles that demanded continual learning found ChatGPT Plus a dependable ally.

Content Generation Capability

The quality of content generated by ChatGPT Plus emerged as a major advantage during the pilot. As users fine-tuned their interactions with the AI and adapted to its capabilities over time, they experienced significant improvements in the quality of output.

Task Versatility

Users lauded ChatGPT Plus' proficiency in dealing with a wide range of tasks, from generating ideas and resolving issues to understanding complex concepts and providing insights.

Learning and Development Support

ChatGPT Plus provided a learning environment where complex concepts were broken down into understandable parts, and step-by-step guidance was offered for problem-solving tasks.

24/7 Availability

With the rise of globalized workplaces and the need for real-time assistance across time zones, a tool that offers reliable, instant support is invaluable. Notably, 81% of users acknowledged the real-time assistance provided by ChatGPT Plus as a game-changer in their work routines.

Collaboration Enhancement

Around 58% of users found that AI intervention notably improved their team's collaborative efforts through idea generation, project planning, and task management. This uncovers a new facet of AI utility, extending its role from an individual assistant to a group collaborator.

LIMITATIONS



Feature Requests

Taking a detailed look at a set of feature requests and feedback from ChatGPT Plus Pilot users can help identify areas for potential enhancement.

Seamless Integration with Everyday Tools

Such as Gmail, Figma, calendar, and meeting tools. Users envision a future where AI plays a more active role in streamlining day-to-day tasks, such as scheduling meetings, creating meeting agendas, summarizing important notes, and identifying action items from conversations.

Enhancing Visual and Data Processing Capabilities

Users expressed interest in expanding ChatGPT Plus' capabilities beyond text-based interactions. Feedback includes requests for image/file processing, creation of slides, and the use of graphs or charts to explain concepts.

Improved Internet Browsing and Information Transparency

Some users indicated a desire for ChatGPT Plus to show its data sources, similar to Bing AI, to enhance the transparency and verifiability of its outputs.

Access to Recent Data and Outputting Files

Not having access to recent data post-2021 has been pointed out as a limitation. Users have also expressed a need for the tool to output actual ready-to-use files instead of code clips.

UI/UX Improvements

A user submitted feature requests for features that already existed, pointing to a need for improved user guidance, tutorials, and more intuitive interfaces.

Frustrations

While ChatGPT Plus holds significant potential, it has opportunities to enhance its utility. Exploring the frustrations of pilot participants presented us with a valuable opportunity to anticipate potential roadblocks for future users and work towards a more seamless integration of ChatGPT Plus in a variety of workflows.

2021 Knowledge Cutoff

ChatGPT has a limited knowledge of events after 2021 and cannot access the internet to provide real-time information, leading to outdated responses, especially regarding recent trends.

One-Shot Prompting

ChatGPT Plus performs best when presented a series of focused exchanges. However, over half of our participants initially expected ChatGPT Plus to immediately provide perfect answers.

Required Specificity

Initially, users faced a learning curve in understanding how to communicate effectively with the tool, and vague or broad questions often led to less than satisfying results.

Context of Complex Frameworks and Methodologies

We discovered a significant limitation in ChatGPT Plus' understanding of different project management methodologies, particularly Agile, during the pilot.

Value of Effort

The effective use of AI assistance relies on an optimal balance between the effort invested in refining prompts and the value of the output. Sometimes the ends did not justify the means.

Plagiarism

Users might be tempted to copy and paste information directly from the platform. This practice, however, raises the risk of plagiarism, as the tool may reuse phrases from its training data.

Complacency in Content Creation

ChatGPT is not a substitute for human perspective. While ChatGPT can create content quickly, thought leadership needs an intriguing premise and deep insight to be engaging.

Inaccuracies/Misinformation

ChatGPT is still actively learning. It may hallucinate, providing answers not grounded in fact.

Legal Concerns

There are questions about who owns the intellectual property rights to generated content.

Prescriptive Responses

ChatGPT Plus exhibited a tendency towards providing standard, prescriptive responses. Users looking for innovative insights or in-depth understanding found the responses lacking.

TOOLS

Send a message



How to Plan Your Own Pilot

A tool's value is not just derived from its capabilities, but also from the support system that surrounds it. The availability of reliable, timely, and effective support can significantly enhance a tool's usability and acceptance among its users.

COMMMIT TO A PLAN

PILOT STEPS

1 Preparation

Develop comprehensive training materials, use-case specific guides, and planning for clear onboarding processes. Lay the groundwork for integration demonstrations and managing expectations about the tool's capabilities.

2 Encourage Early Adoption

Prompt users to adopt the tool early in the pilot phase, through easy accessibility and incentives. Manage expectations by communicating what users can realistically expect from the tool. Reinforce the availability of the support system for any questions or issues.

3 On-Boarding & Training

Create a clear onboarding process to help users become familiar with a new tool. This could include an interactive tour, short tutorial videos, and easy-to-digest written materials.

4 Integration Demonstrations

Demonstrate the tool's integration capabilities with common tools used by the team. Use practical examples to show how the tool can improve efficiency when integrated into the users' daily workflow.

5 Establish a Support System

Establish a dedicated support team, user forum, or regular check-in meetings to ensure users receive timely assistance. This enhances user experience and collects valuable feedback.

6 Regular Feedback Solicitation

Solicit regular feedback through surveys, feedback sessions, or a built-in feedback mechanism within the tool. Real-time insight allows development teams to address user concerns promptly.

7 Iterative Improvement

Based on feedback, make improvements to the tool, training materials, guides, and support system. This could involve adding new features, refining existing ones, or addressing issues.

8 Post-Pilot Review

Conduct a thorough review of the program. Evaluate feedback, adoption rates, and identified challenges. Use this information to make further improvements and plan for the full rollout.

Keys to High Sentiment During Enterprise Adoption

The sentiment data collected from our pilot program suggests that ChatGPT Plus has significant potential to enhance productivity and efficiency in an enterprise setting—and managing expectations effectively ensures the success of enterprise adoption.

Address Challenges Proactively

Comprehensive training can help employees understand the tool's capabilities and limitations. Likewise, developing strategies to mitigate the tool's limitations and providing ongoing support can help set employees off on the right foot.

Push Early Adoption

Early exposure to the tool and hands-on experience can help to manage both overhyped expectations and pessimistic attitudes, leading to a more balanced and realistic sentiment.

Provide Ongoing Support

The more participants engaged with the tool, generally, the higher their satisfaction. Encourage regular use and provide ongoing support and resources to enhance adoption and usage.

“Unexpectedly, ChatGPT ended up providing me real, intangible value in pivotal moments of my workday when I needed immediate knowledge/information support. That makes me believe in new, benevolent possibilities for ChatGPT Plus that I did not imagine before.”

Pilot Participant

“There is a limitless amount of potential to wield this technology, even if it does necessitate a human-in-the-loop to validate it's output currently.”

Pilot Participant

Proactively Address Challenges

While ChatGPT Plus has proven itself as a potent AI tool, it's essential to acknowledge that, like any technology, it has its hurdles. Communicating limitations to users can set more realistic expectations for users, netting a better experience.

Knowledge Cutoff

ChatGPT Plus' knowledge is limited to that of prior to September 2021. Instruct users on the ways to address this limitation: 1. Using a “browse with Bing” feature, which pulls in updated information from the web or 2. Providing contextual data in their interactions to inform the AI about events beyond its training cutoff.

One-Shot Prompting

Training materials should illustrate that ChatGPT Plus' responses improve over a series of exchanges, offering examples.

Managing Temperature

Educate users about ChatGPT Plus' ‘temperature’ setting, which affects the AI's response randomness, helping to provide more deterministic or creative outputs, depending on the task.

System Instructions

Teach users about system instructions. For instance, instructing ChatGPT Plus to act as a researcher, a document processor, or an Excel spreadsheet.

Limitations in Complex Problem Diagnostics

Inform users that the AI is not omnipotent and requires a certain level of detail to provide accurate diagnostics. Coach them to provide more context to get more accurate assistance.

Value of Effort

Acknowledge that some tasks might inherently require a high level of human involvement and might not benefit significantly from AI assistance.

Plagiarism

Instruct users to carefully review and edit text generated by ChatGPT before using it and leverage the platform as an idea generator than a content generator.

Brand Voice

Advise content creators to ensure that the content produced by ChatGPT aligns with brand guidelines.

Inaccuracies/Misinformation

Instruct content creators to verify the information provided by the tool before using it.

Legal Concerns

Advise users to ensure that any text generated by ChatGPT does not infringe on the copyright, trademark, or other intellectual property rights of others.

Required Specificity

Ensure that users receive thorough training in the art of posing clear, concise, and specific queries to the AI.

Prescriptive Responses

Enhance user education about asking more open-ended, conceptual questions to elicit strategic guidance and more nuanced responses from the AI.

Role-Specific Tasks

Design targeted implementation strategies to cater to the unique needs and challenges associated with each role. Tailored training sessions could be conducted to guide users on leveraging the tool effectively for their specific tasks. Regular feedback sessions could provide insights on evolving needs and potential improvements.

Enterprise Adoption Framework

While GAI tools have immense potential, their successful adoption hinges on a company's ability to effectively integrate them into their operations and culture. It's not just about introducing a new tool; it's about facilitating a shift in mindset, fostering a culture of innovation and adaptability, and continuously learning and refining the use of AI based on real-world experiences and feedback.

With this in mind, and guided by insights from our pilot, we developed an enterprise adoption framework, a comprehensive guide that provides a structured approach to GAI adoption. This framework is built on the premise that successful GAI adoption is not a linear or one-off process but a dynamic, iterative journey that evolves as organizations gain more experience and understanding of AI tools.

By providing a structured pathway, the enterprise adoption framework aims to streamline the GAI adoption process, making it more manageable and less daunting for companies. By making GAI adoption a structured, systematic, and insightful process, we believe that we can help companies not only survive but thrive in the age of AI, unlocking new opportunities and paving the way for innovation and growth.

Rollout Planning

The integration of general artificial intelligence (GAI) into an enterprise setting is a transformative journey that requires not just technological acumen, but also a deep understanding of the human element within the organization.

Our pilot with ChatGPT Plus provided a valuable and nuanced perspective on the dynamics of GAI integration. The lessons learned have equipped us to better navigate the complexities of GAI rollouts and create a roadmap for seamless adoption and optimal utility. The journey underscored the importance of rapid enablement and human-centric design—principles that will guide our future endeavors in the exciting realm of GAI.

Lessons learned from the pilot have shaped our approach to future GAI rollouts, emphasizing our commitment to rapid enablement and a people-centric perspective. For example:

Comprehensive, User-Friendly Instruction

Despite the intuitive design of ChatGPT Plus, users encountered certain pitfalls. We recognized the need for a proactive approach in providing thorough guidelines, user manuals, and training sessions that empower users to leverage GAI tools to their full potential. Not only does this enhance user confidence, it also accelerates tool adoption.

Security & Privacy

The pilot underscored the necessity for robust control over enterprise data. We addressed this challenge by creating a private server and leveraging the API for ChatGPT Plus, ensuring a secure environment for data processing and storage. This allowed us to maintain the integrity of our data while proactively addressing potential privacy concerns.

Opportunities for Enhancement

While ChatGPT Plus is inherently powerful, the absence of certain features prompted us to invest in a custom front-end that integrates with our single sign-on (SSO) and runs on cognitive services in Azure on a private instance. This continuous development process allows us to improve the user experience, add value to the tool's functionality, and maintain a keen focus on the human experience.

Confidence In OpenAI

Despite challenges that arose during the pilot, our experience reinforced our belief in OpenAI as the leading provider of GAI solutions. ChatGPT Plus' versatility, robustness, and continual evolution make it an ideal choice for organizations seeking to leverage the transformative potential of GAI.

RAI Planning

The tech industry operates at lightning speed, and the adoption of cutting-edge tools like AI can provide a significant edge in productivity and innovation. Our experience with the ChatGPT Plus pilot highlighted the importance of a structured approach towards such integrations. The goal is not to add unnecessary layers of bureaucracy but to establish a process that encourages responsible and effective AI adoption.

Our experience with the pilot helped us identify key data points that can provide a comprehensive understanding of an AI tool, ensuring it aligns with ethical, legal, and operational standards. Once this evaluation is complete, the tool can then move to a standard IT requisition process, thus ensuring a balance between due diligence and speed of adoption.



RAI NEW TOOL INTAKE WORKFLOW

Users request approval for tools leveraging generative AI through a Jira ticket request workflow or similar ticketing system. Gather information from the user, including access to online documentation. Make RAI an ingrained part of your existing toolsets.



RAI APPROVAL TEAM ASSEMBLED

Assemble a team of two to three individuals to assess the product, use cases, ROI, governance and compliance. This is a lightweight process to quickly categorize risks. It is important for these teams to have a clear direction on the data needed to be collected, but the teams can be flexible or even voluntary. Make the process tool-proof and scalable.



RAI TOOL RED/YELLOW/GREEN

The approval team rejects, approves, or conditionally approves the use of these tools for internal or client use. Some tools will be easy to accept or reject for security, reliability, support or duplicative features. Others, however, may need nuanced approval for specific features, or provide warnings for use in customer or public-facing use cases.



MOVE TO IT REQUISITION

Move approved tools through the normal IT requisition request process. The approval team's recommendations are required before use of any AI powered tools, free or not! IT should stay aware of changes or new feature releases for these products; in those cases, the tools will need to go back through RAI adoption framework process.

To support the RAI adoption framework, users will provide a minimum set of data for the team to begin their assessment. To simplify and standardize the decision-making process, the approval team can use the following guidelines:

Purpose and Use Case

Identify what problem the tool is going to solve and how it aligns with your organization's strategic goals. Is it for automating repetitive tasks, enhancing decision-making, improving customer service, or driving innovation?

Capabilities

Evaluate what unique capabilities the tool offers. Will it fill a gap in your current toolset or augment existing capabilities? Does it offer better performance, more features, or superior usability compared to the current tools?

Technical Requirements

Check for the hardware, software, or network infrastructure required to deploy and operate the tool. Will it require upgrades to existing systems? Does it have specific computational or storage requirements? Consider the time and resources needed for implementation.

Data Usage and Privacy

Understand what kind of data the tool will use and how it will be protected. Is the data stored on local servers or in the cloud? How does the tool ensure compliance with data privacy laws and regulations? What measures are in place for data security?

Legal and Ethical Considerations

The use of AI tools can involve legal and ethical issues, such as bias, fairness, and transparency. Check whether the tool complies with relevant laws and regulations. Does the tool have mechanisms to mitigate bias or to ensure transparency in its decision-making processes?

Training and Support

Consider the training needs of your staff. Will they need extensive training to use the tool effectively? What kind of documentation, customer service, or technical support does the vendor provide?

Cost and ROI

Calculate the total cost of implementing the AI tool, including acquisition, implementation, maintenance, and training costs. Then, estimate the return on investment (ROI). Will the tool lead to cost savings, revenue increases, or other benefits that justify its cost?

Vendor Reputation and Reliability

Research the vendor's track record. Have they delivered reliable and effective solutions in the past? What is their policy on updates, bug fixes, and handling technical issues?

Integration

Assess how well the tool can be integrated with your existing systems. Does it support standard interfaces and protocols? Will it disrupt current workflows or require significant changes to your existing processes?

Trial and Evaluation

Look for opportunities to test the tool before purchasing. Can you get a demo or a trial period to assess its functionality, ease of use, and performance?

Scalability

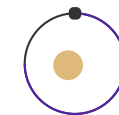
Evaluate whether the tool can grow with your needs. Can it handle larger workloads or more complex tasks as your organization grows or as your needs change?

Risk mitigation

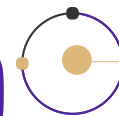
Consider how the tool helps mitigate risks associated with AI. Does it have features that promote transparency, explainability, or fairness? Does it have mechanisms to detect and mitigate bias?

Strategic Steps Into The Infinite Possibilities of Generative Artificial Intelligence

The transformation brought about by the integration of AI tools like ChatGPT Plus into work processes promises an exciting future for organizations, underlining the need for continued research and iterative refinement in AI technology. As the AI field matures and more advancements come to the fore, the journey of AI integration into our work and life routines will continue to evolve, creating exciting possibilities and challenges alike.



WHAT DO YOU WANT
PEOPLE TO DO
NOW?



DIALEXA

