**XiaoYang Li (Appical):**

Interesting project. One challenge is to tailor the LLM to each business; make it customizable to each business.

Use cases (examples): Most popular devices and their dimensions (to enhance their experience). OS, performance indicators, which pages have the highest loading time, crash page filter load. Find possible insights on combinations of different variables.

Interesting to see anomaly detection; detecting patterns and finding insights in the data. One approach to anomaly detection is to have a set of manual input as a benchmark. Thus, if something deviates, then that is an anomaly.

Limitation: amount of data, how does the LLM know what to use to best answer the question?

**Odd-Wiking-Rahlff (NextGen):**

Request for future: Open mic diaglogue with AI. Conversations become more natural. Lower threshold to use.

Rahlff mainly looks at pNPS, CES, CSAT data.

Anomaly detection, insights and cluster analysis.

**Petter Olberg (Enterprise AS):**

AI that can analyze data and extract relevant data would be useful.

Use cases: Stickiness. How did customer “XXX” achieve the metric “XXX” this month?

**Ivar Elias Breivik (AutoPay)**

Look at his Snowplow summarization report (generated by ChatGPT paid version). He commented that VismaGPT underperforms compared to ChatGPT. Other LLMs also perform worse. However, he also says that ChatGPT is not 100% accurate either in its analysis but it suffices and still provides good answers.

Example prompts:

* Are there Traffic Patterns that we should be extra awere of?
* For windows user, what browser should we recomend, Edge or Chrome
* Analyze patterns across: Network Latency, Page Load Failures, Page Loading Time, and Devices/Browsers
* Session expired, when and where does it happen?
* What navigation paths are most used? Most used multi-step navigation paths?
* Based on our customer behavior, when is the best time to perform maintenance in general? And what weekday and time best? (use norwegian metrics)
* Do performance issues correlate with a drop in activity?
* How does performance affect user engagement and retention?
* Give me recommendations to optimize the xxxxx process on xxxxxx page
* How to optimize system performance during peak hours?
* Customer XXXX have lot more page views compared to other companies, why?
* We have some access forbidden errors, where, when and how to reduce it?
* How are customers navigate in xxxx Event, where do they use most time, where are most drop offs ++++?
* Main issues on page XXXX?
* How often is the [xxxxx] button clicked? Any ideas for a better button text? Should I use A/B testing?