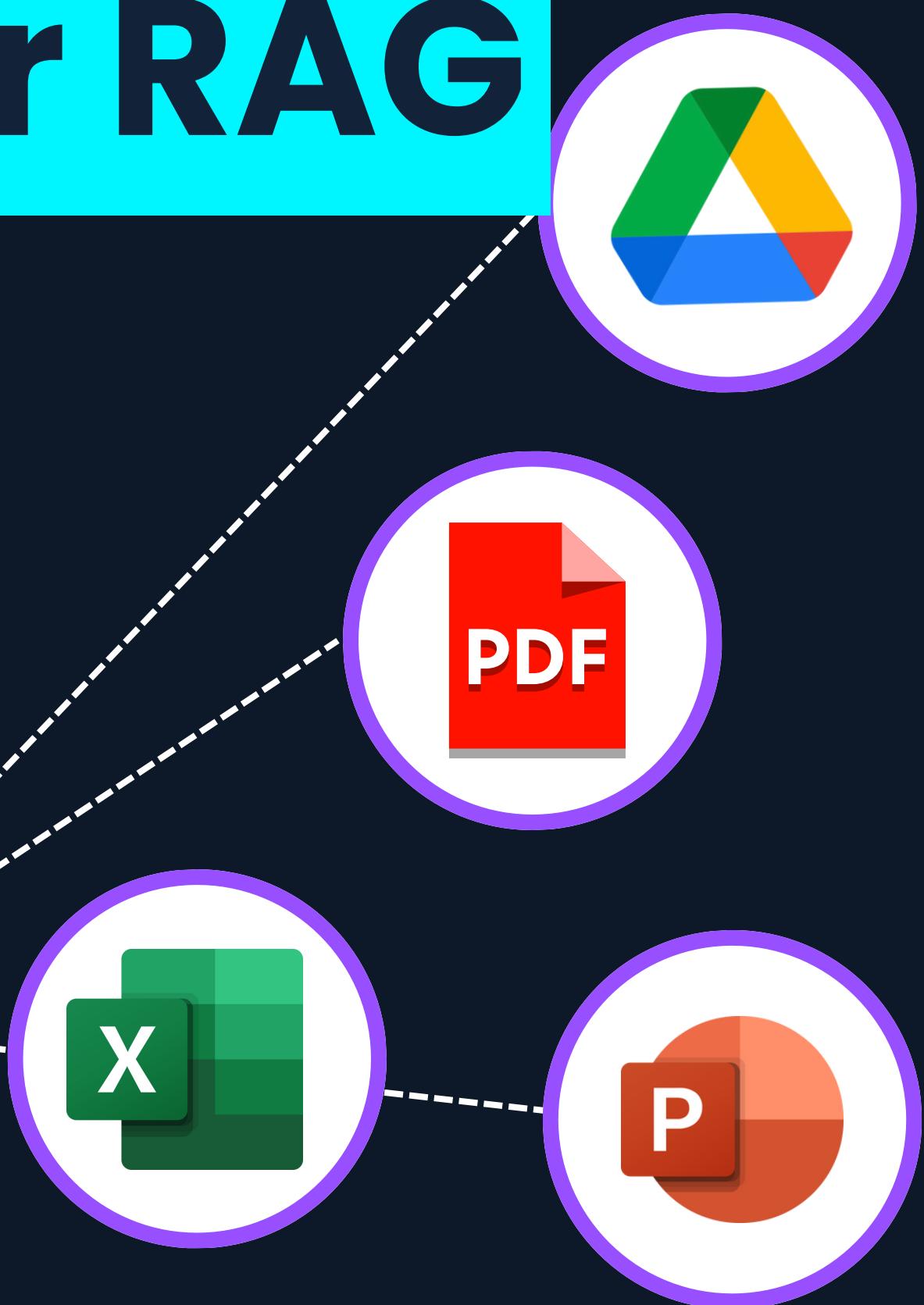


Chat with your company's knowledge

Discover RAG



Joanna Stoffregen
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RAG stands for Retrieval Augmented-Generation

Before RAG



ChatGPT

*Has only access to
public data, not fully
up-to-date.*

With RAG



ChatGPT



Your data



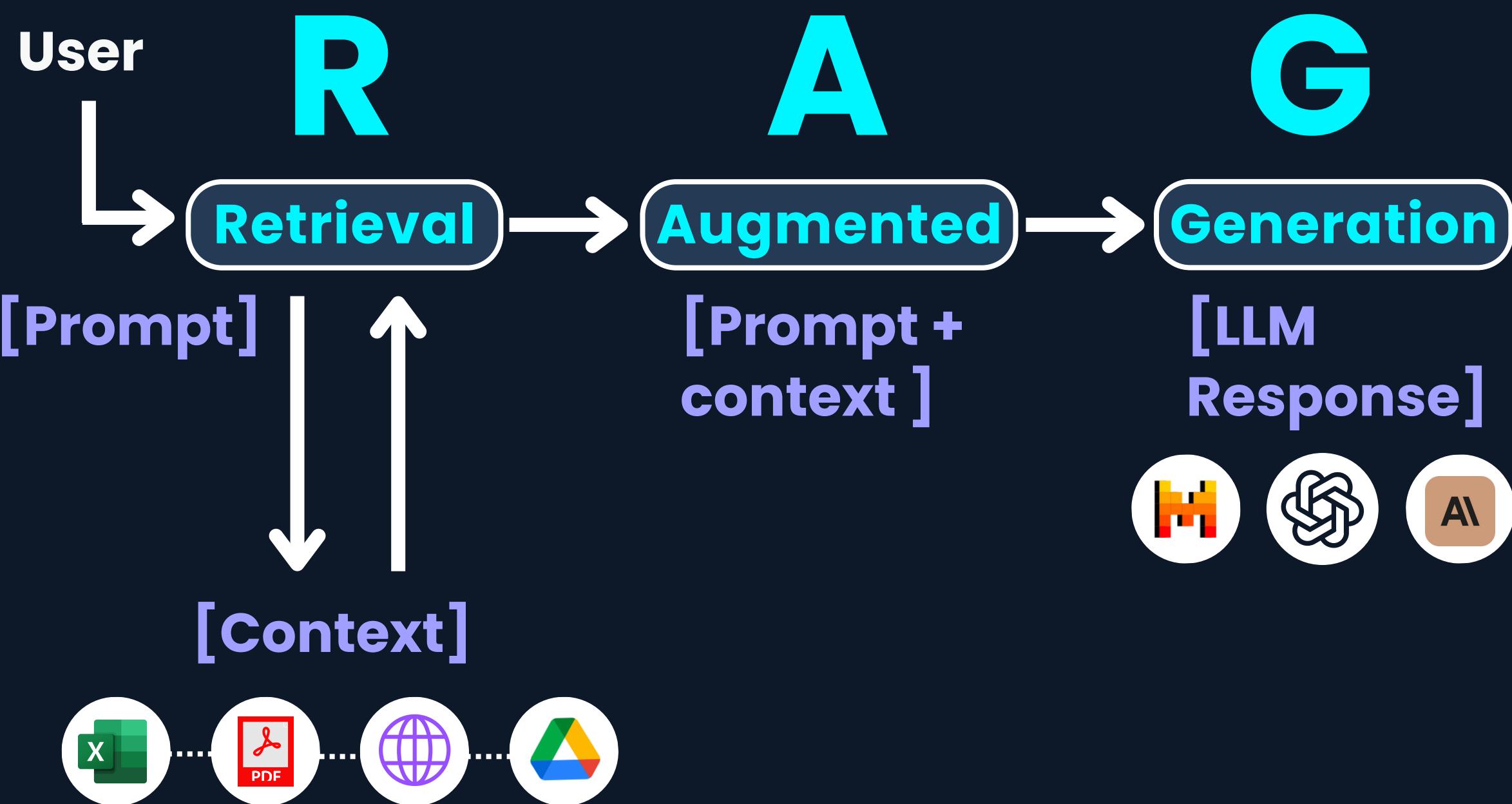
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Did you say “RAG” ?

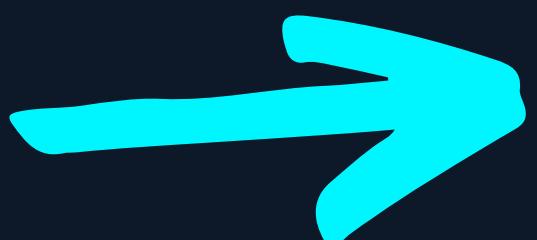
RAG consists of augmenting an LLM (ie: ChatGPT) with your own data



User

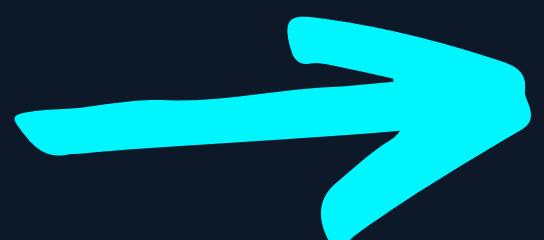


Websites, docs, databases...
(proprietary and non proprietary)



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**How top
companies
leverage RAG to
chat with their
knowledge ?**



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Financial advisor and AI assistant



CONNECT

PROTOTYPE: FOR ILLUSTRATIVE PURPOSES ONLY

How can my client set up a Morgan Stanley Online account?

Your client can set up a Morgan Stanley Online Account in just a few steps:
1. Go to morganstanley.com/online and select "Create a Username" and enter your information.

Type your question here...

Recent Searches

Send

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“ You essentially have the knowledge of the most knowledgeable person in Wealth Management— instantly. We believe that is a transformative capability for our company” Jeff McMillan, Head of Analytics, Data & Innovation for Morgan Stanley Wealth Management



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Meet Lilli



McKinsey & Company (consulting giant) developed their own AI assistant enabling them to access their entire knowledge from a chat interface. Deliverables, customer stories, business proposal templates, best practices...

“ —

“Lilli has unleashed the creative potential in our people. They are helping clients in ways we never anticipated.” - Phil Hudelson, McKinsey partner



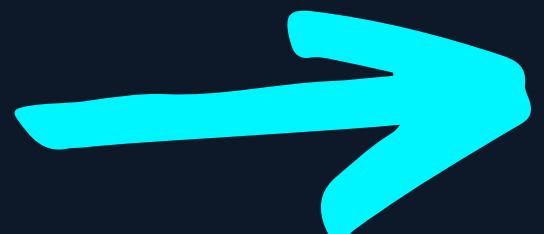
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Labsbit.ai

**Is your company
still not using
RAG ?**

**Find out why you
should!**



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What are the key benefits of RAG ?



LLM models do not know your data



AI must leverage custom data to reduce hallucinations



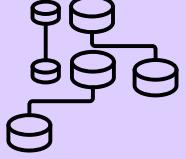
Searching for data in multiple sources is time-consuming



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Type of RAG applications and use cases

Type of RAGs	Description	Use case example
Unstructured data 	PDFs, Wikis, website content, powerpoint presentations...	Chatbot over documentation
Structured data 	Use of tabular data : Excel, google sheet, SQL database...	Chatbot to check order status
Tools and APIs 	Call third party or internal APIs to perform specific tasks or update statuses.	Chatbot to place an order
Agents 	Dynamically respond to a user's query by choosing a sequence of actions.	Chatbot for customer service

Source : Databricks

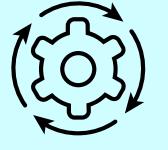


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Turn RAG into ROI

What are the best use cases to maximize business value ?

Top use cases	Description	Business value
Customer support 	Automate personalized responses based on past messages from your team	Improves customer satisfaction
Personnalized Marketing 	Leverage customer data, browsing history, and purchase behavior	Increases engagement and LTV
Sales process 	Update teams with product and market insights	Increases win rates
Operations 	Automate document processing and compliance	Reduces errors , increases efficiency



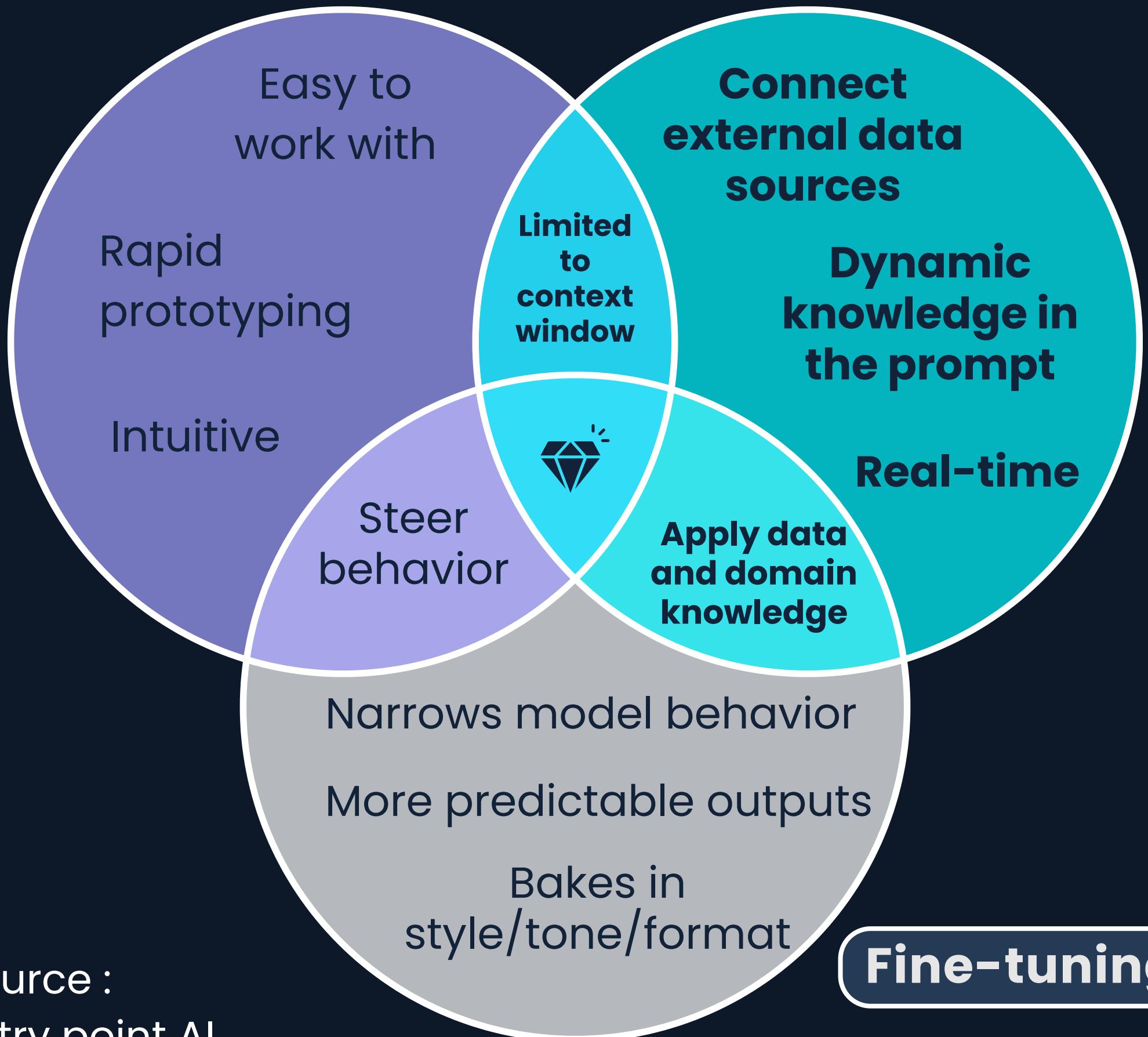
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RAG is the best tradeoff

Prompting

RAG



Source :
Entry point AI



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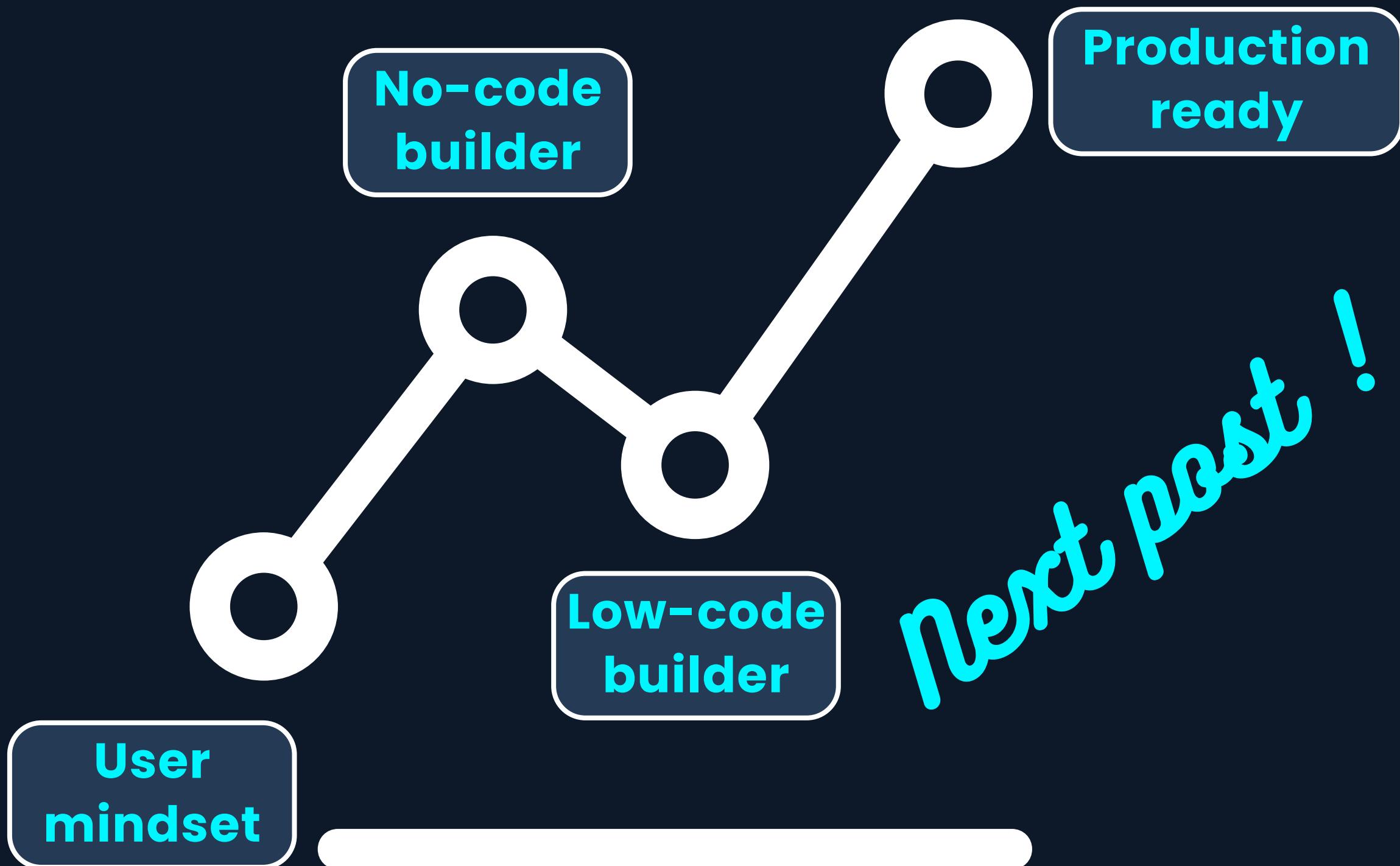
**Convinced ?
Discover how to
get started !**



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How to get started with RAG ?

In my next post I'll present a full breakdown of RAG solutions and how to get started



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Hey, I'm Joanna from Labsbit.ai

An AI/ML Product Development
& Automation Company

Have trouble with RAG
implementation ?

Reach out to learn more about
how we can help you.

I O I
O II
I I I
I I O



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