Tool: Enterprise Use Cases for ChatGPT

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ChatGPT is a generative AI foundation model that has a great number of possible uses to the enterprise. Our downloadable Tool lists and profiles use cases for ChatGPT to help end users understand what is possible with the model and the restrictions inherent within its use cases. It also provides examples of potential enterprise uses.

When to Use

Potential end users should consider this list of use cases for ChatGPT to explore productivity and innovation opportunities for their company across a wide raft of staff and tasks.

Directions for Use

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Solution Design for Use Cases

Solution design possibilities using generative AI models are in rapid acceleration and vendors are now beginning to roll out commercial solutions with broad appeal. While OpenAI's ChatGPT only offers the service via a web interface at time of writing, it is expected that both OpenAI and its partner Microsoft will begin to offer API access in the first half of 2023. This will be transformative for language-based generative AI adoption by enterprises and vendors. A renewed marketplace will quickly spring up this year on the back of this simple API access allowing enterprises and vendors to more easily weave advanced language automation tools into their systems.

This downloadable Tool profiles use cases that are possible with the interfaces as they are at time of writing, as well as API access (expected soon). These use cases do not cover the approach where transfer learning is used to create a bespoke version of a GPT model using enterprise corpora.

From a top-level solution design standpoint, there are three classes of use.

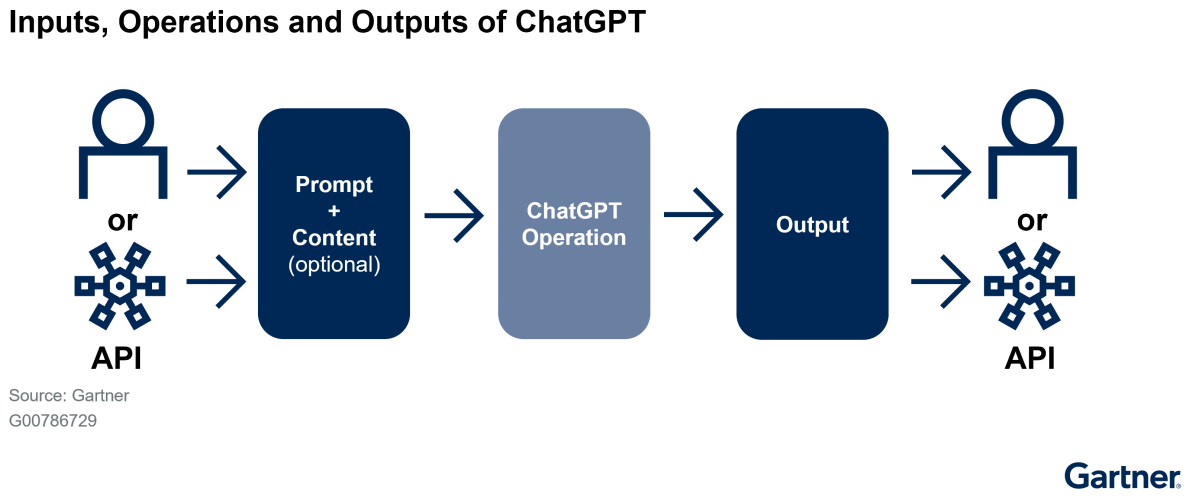
1. **Available today — inputting prompts and receiving results via the web-based interface:** This is by far the most popular usage approach today.

2. **Prompt engineering without APIs (possible now, but inefficient):** Prompt engineering is when a service like ChatGPT is used in conjunction with other technologies as part of a workflow. This workflow can be achieved manually or by using screen scrape and robotic process automation technologies.

3. **Prompt engineering using APIs:** There are solutions on GitHub today that allow an API wrapper around ChatGPT, but these are not recommended for production builds or scale. In Q1-2023 OpenAI provided access to the service via API.

Figure 1 shows how the ChatGTP model works from an input/output perspective, along with the different content types and operations that can be performed on them. Note that, at the present time, ChatGPT is only available from OpenAI as an API. It is expected that this will also be provided by Microsoft in the first half of 2023.

Figure 1: Inputs, Operations and Outputs of ChatGPT



We have provided a number of examples of use cases in the form of a downloadable and editable Excel spreadsheet.

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The spreadsheet outlines

- **Use Case Name:** High-level descriptive name.
- **Operation:** The operation being performed. For ChatGPT these are wide ranging from analysis and classification to scripting, coding and question answering.
- **Description:** Details of the use case and an illustration of the operations performed.
- **Examples:** Details of the use cases, sometimes with illustrative prompts.
- **Input:** Natural language, structured data or code.
- **Output:** Natural language, structured data or code.
- **Range/Limitations Specific to This Use Case:** These can vary from issues with the corpora on which the model was trained, or limitations of model behaviors.

Be sure to download the spreadsheet associated with this research to build your own use case portfolio.

Limits of This Use Case Tool and the Related Limits of ChatGPT

The following should be noted when using the downloadable spreadsheet

- While it covers many possible use cases, this list does not claim to be complete. The release of APIs for this service will greatly expand the breadth and depth of the use cases possible.
- These use cases do not show how a conversation might progress over time to include greater specificity from the user or different points of clarification and refinement.
- The ChatGPT model is changing very rapidly and there is no guarantee that the service will not materially change.

- While we have pointed out some of the limitations that are specific to the listed use cases, there are a number of broad limitations that apply across many of the ChatGPT use cases, namely:
  - There may be issues with intellectual property (IP). How copyright infringement related to the content used to train ChatGPT will work is not yet something widely agreed on or formally legislated for.
  - ChatGPT is trained on a corpus — of varying quality and veracity — that was captured up until 2021. It is entirely possible that results may be wrong, biased or unethical. Therefore, users should always ensure that a human checks any output before it is presented to customers or partners.
  - Inputting your own enterprise content along with prompts may leak IP as the current ChatGPT service by OpenAI has the option to use it as training data for future versions.

We **strongly** recommend that you both understand the risks of these services (see Quick Answer: How Can You Manage Trust, Risk and Security for ChatGPT Usage in Your Enterprise?) as well as create a policy around acceptable use within your organization (see Safe Use of ChatGPT Requires Legal Leaders' Guidance).

Recommended by the Authors

Quick Answer: How Can Enterprises Leverage ChatGPT and GPT3?

Gartner's Addresses Frequently Asked Questions (FAQ) on ChatGPT

Quick Answer: What is Chat GPT?

Quick Answer: What Technology Companies Should Know and Do About ChatGPT

Innovation Insight for ML-Powered Coding Assistants

Safe Use of ChatGPT Requires Legal Leaders' Guidance

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