



CustomGPT.ai

CustomGPT Enterprise Guide

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CustomGPT named to "Top 10 Emerging Leaders in Generative AI"

Along with OpenAI, Microsoft, Google, Amazon, Anthropic, Cohere, Databricks, A121 Labs and Aleph Alpha -- by GAI Insights, an industry analyst firm helping AI Leaders achieve business results with GenAI.





Market Challenge

Looking for ways to transform your business with AI? You aren't alone.

What You Needed **BC (Before ChatGPT)**

Traditional keyword search, basic Q&A with blue links, fixed responses, single source data.

What You Need **Now**

ChatGPT-style instant and accurate answers from your content. From multiple sources, with trust and accountability.

Why CustomGPT

Built atop the cutting-edge foundation of ChatGPT-4, CustomGPT offers a unique **anti-hallucination** algorithm ensuring that bots provide accurate and reliable responses without making up facts. It even shows you the sources.

Additionally, our innovative Persona feature empowers customers to control the bot's behavior in plain English. This allows you to tailoring interactions to resonate authentically with your audience. **Generative AI like this allows you to re-think how your employees and customers interact with knowledge.**





Old Way

In the traditional approach, chatbot interactions can be limiting and frustrating for users:

- Bots are usually scripted or keyword-driven (never truly conversational).
- They lack the ability to evolve and adapt based on context.
- Information is often siloed, leading to fragmented user experiences.

New Way

With **CustomGPT**:

- Built on top of ChatGPT-4, we offer a next-generation conversational experience.
- Our unique anti-hallucination algorithm ensures accurate and factually consistent responses.
- Persona lets you easily program your bot using natural language, ensuring a tailored user experience.
- Enhanced customer interactions and maximum ROI for your chatbot investment.

CustomGPT is built atop the power of ChatGPT-4 with specialized customizations at its core

This means not only are all conversational tools integrated seamlessly, but your bot's understanding and response mechanisms are uniquely tailored, too.

ChatGPT

+

Your Data

=

CustomGPT



Crafted for Real Conversations



CustomGPT customers are usually focused on three key objectives:



- **Delivering Intelligent /Relevant Responses:** Providing end-to-end seamless interactions that feel authentic and knowledgeable






- **Making AI Easy:** Enabling users to easily customize and guide AI interactions using intuitive and human-like language






- **Streamlining User Engagement:** Eliminating conversational hiccups to foster quicker and more efficient user interactions

On a global scale, across various sectors, **CustomGPT** is addressing intricate challenges tied to scaling and refining AI-driven conversations.



Problem	Solution	Business Outcome
<p>Difficulty in accessing information from various business documents and resources.</p>	 <p>CustomGPT allows you to upload documents in over 1400 formats and integrates data from multiple sources, making it easier to retrieve and utilize information.</p>	<p>Optimized Data Accessibility: Rapidly retrieve and utilize key information from an extensive range of business documents and resources, streamlining business operations and decision-making.</p>
<p>The need for multilingual support in customer service.</p>	 <p>CustomGPT supports 92 languages, enabling businesses to cater to a diverse customer base.</p>	<p>Enhanced Global Reach: Elevate your customer service experience by communicating effectively with a diverse clientele from various linguistic backgrounds, ensuring customer satisfaction and expanding market penetration.</p>
<p>The risk of AI-generated responses that are inaccurate or fabricated.</p>	 <p>CustomGPT is powered by ChatGPT-4 and has the industry's best anti-hallucination solution. It provides accurate responses from your content without making up facts and shows you the sources.</p>	<p>Trustworthy AI Interactions: Rest assured that the AI-generated responses align with the reliability of ChatGPT-4, minimizing misinformation and ensuring consistent and factual customer interactions.</p>



Problem	Solution	Business Outcome
Ensuring privacy and security in business operations.	 <p>CustomGPT is a secure, privacy-first, business-grade platform that prioritizes the safety of your data.</p>	<p>Fortified Business Security: Operate with confidence knowing that your business data is handled with the utmost privacy and security, reinforcing trust and compliance.</p>
The need for a personalized and efficient customer service solution.	 <p>CustomGPT provides personalized conversational responses based on all your business content, enhancing customer service efficiency and effectiveness.</p>	<p>Elevated Customer Service Experience: Deliver real-time, tailored responses that resonate with your customers, driving satisfaction and fostering brand loyalty.</p>
Integrating AI technology into existing systems or platforms.	 <p>CustomGPT can be embedded on your website, used as a LiveChat, or integrated into your systems via the API.</p>	<p>Seamless Technological Integration: Easily incorporate advanced AI capabilities into your existing platforms, enhancing user experiences and optimizing operational efficiency without the typical tech integration hurdles.</p>



Key Features

Anti-Hallucination

What you can do:

- Ensure AI trustworthiness. By preventing "hallucinations", businesses can offer accurate and reliable AI-generated responses to users.
- Create tailored responses. Using the context boundary, businesses can ensure the AI only provides information relevant to the data they've uploaded.
- Guarantee transparency and credibility. Businesses and customers can be confident that their bots only are responding with accurate information from their data.

Why it matters:

From a business perspective, accuracy and trust are paramount. In the age of misinformation, any inaccuracies, especially from trusted business sources, can erode customer trust rapidly. If users or customers perceive an AI system as unreliable, they might be less inclined to use it or trust the brand behind it. This could lead to decreased user engagement, lost sales, or damage to the brand's reputation. Moreover, in sectors where false information can lead to significant tangible consequences, the stakes of misinformation are even higher. Hence, an anti-hallucination algorithm like CustomGPT's ensures that businesses maintain their reputation, keep their users informed correctly, and ensure that interactions remain beneficial, trustworthy, and relevant.

Use Cases:

Educational Platforms: Institutions or e-learning platforms can use the anti-hallucination features to ensure that students receive accurate information, bolstering the credibility of the educational resource.

Customer Service Chatbots: Businesses can integrate CustomGPT into their support systems to provide accurate, timely, and context-specific answers to customer queries, enhancing user satisfaction.

Financial Advisory: Fintech companies can utilize the feature to provide accurate financial advice or data to users, ensuring that financial decisions are made based on correct information.

Healthcare Advisory: Health platforms can leverage anti-hallucination to offer accurate medical information or advice, ensuring patient safety and trust.



Key Features

Persona

What you can do:

- Customize your chatbot's behaviour by adjusting its personality, role, and the rules and instructions it follows.
- Engage with customers more effectively, offering personalized experiences tailored to individual users.
- Train your chatbot to offer products or services during a conversation based on keywords or specific triggers.
- Block specific queries or provide tailored responses to certain questions.

Why it matters:

Integrating a Persona in AI chatbots brings key benefits, enhancing user engagement with human-like interactions that align with the brand's voice, fostering loyalty and retention. It allows tailored communication for different demographics, strengthens customer bonds, and encourages regular use, providing valuable insights for service refinement. A well-crafted persona turns the chatbot into a brand representative, not just a tool, for a personalized user experience.

Use Cases:

Selling with Persona: Train the chatbot to suggest products or services during a conversation. For instance, after a specific number of user queries, the bot can prompt the user to make a purchase.

Collect Information to Better Tailor Conversations: Create workflows asking users for specific information, such as geographical location, to provide more tailored and relevant responses.

Block Information with a Turnaround Message: Prevent users from accessing certain information by blocking specific queries and providing a predefined response. For example, blocking any questions related to religion.

User Frustration Handoff: Detect user frustration and offer alternate solutions, such as scheduling a meeting with a team member



Key Features

Citations

What you can do:

- The Citations feature provides transparency and trust by showing the sources for each response. This fosters confidence and accountability in the AI.
- Allow users to verify the validity and context of the information given by the chatbot, reducing misinformation.
- Share the original sources of responses within teams for better collaboration and decision-making.
- Manage knowledge efficiently with rapid access to source material, saving time and improving organization.

Why it matters:

The Citations feature in CustomGPT enhances transparency, trustworthiness, and efficient knowledge management. It allows users to verify information, understand context, and avoid misinformation. Trust in the chatbot's responses leads to increased adoption and confidence in decision-making. Efficient access to sources saves time and improves organization, leading to deeper analysis and accurate record-keeping.

Use Cases:

Legal Research: A CustomGPT chatbot for law firms can instantly provide relevant case information and sources, streamlining legal research.




Product Queries: In e-commerce, the chatbot can cite product pages or categories relevant to user queries, enhancing the shopping experience.

Multilingual Documents: ChatGPT's ability to handle responses from documents in multiple languages allows for accurate and source-cited responses in any context.

Research and Development: Teams can quickly access a wealth of research data, with sources, to drive innovation and validate findings.



Case Studies

Industry: Education Company: MIT	Industry: Software Company: BQE	Industry: Legal Company: Divorce Online
<p>Motivations to Make a Change:</p> <ol style="list-style-type: none"> 1. Consolidate 3 separate knowledgebases into one generative AI chatbot. 2. Quick access to knowledge without making up facts. 3. Customer intelligence around student needs. 	<p>Motivations to Make a Change:</p> <ol style="list-style-type: none"> 1. Make customer support staff more effective with quick access to helpdesk guides. 2. Use generative AI to reduce ticket volume and resolution time. 3. Allow customers to help themselves with quick access to all documents and helpful guides. 	<p>Motivations to Make a Change:</p> <ol style="list-style-type: none"> 1. Activate legal AI assistants for customer support off-hours. 2. Activate generative AI chatbot outside of office hours. 3. Increase leads and sales using the power of generative AI.
<p>Results with CustomGPT:</p> <ul style="list-style-type: none"> • ChatGPT-style chatbot with consolidated knowledge. • 680 student interactions within weeks. • Idea to deployment in days. 	<p>Results with CustomGPT:</p> <ul style="list-style-type: none"> • More effective customer support staff. • Planning deployments to customers. • Expanding usage across a portfolio of companies. 	<p>Results with CustomGPT:</p> <ul style="list-style-type: none"> • Massive increase in leads and sales during off-hours. • First-mover advantage in historically slow/regulated industry. • Planning series of internal chatbot deployments. 



Enterprise: Security & Privacy

Microsoft Azure OpenAI API	DPA / GDPR
<p>What we offer:</p> <ul style="list-style-type: none">• The Azure OpenAI API, provides an enhanced security assurance that your data will not be used to train LLM models.	<p>What we offer:</p> <ul style="list-style-type: none">• Data Processing Agreement with CustomGPT.
<p>Why you need it:</p> <ul style="list-style-type: none">• OpenAI pledges that it does not train with data via the API. For some, OpenAI's word is not enough to comply with their security requirements.• Additionally, simply put, Azure can provide peace of mind for users.	<p>Why you need it:</p> <ul style="list-style-type: none">• Company security guidelines may require a DPA, especially if GDPR compliance is needed.



Enterprise: Scalability & Support

Custom Additions	Onboarding & Assessment	Prioritized Support
<p>What we offer:</p> <p>Additional:</p> <ul style="list-style-type: none">• Seats• Queries• Words Indexed• Pages• Chatbots	<p>What we offer:</p> <ul style="list-style-type: none">• Onboarding to guide enterprises through the setup and optimization of their use case for maximum effectiveness.• An AI Assessment to ensure that you are using CustomGPT in all areas that could see efficiency gains.	<p>What We Offer:</p> <ul style="list-style-type: none">• Prioritized email and call support to make sure you can get help when you need it.
<p>Why you need it:</p> <ul style="list-style-type: none">• Companies need simple scalability. Your employees, customer base, or data can be ever growing.• No matter what area needs more capacity – with an enterprise contract you can easily scale your plan.	<p>Why you need it:</p> <ul style="list-style-type: none">• This may be your companies first time implementing an AI solution. We understand it can be a learning curve.• That’s why our onboarding and assessment is available to make sure you're set up for success.	<p>Why you need it:</p> <ul style="list-style-type: none">• With an enterprise contract, we understand you may need extra support.• You will always have a direct point of contact with a CustomGPT team member to ensure you get top tier support.



Testimonials



"We needed a Generative AI platform that would provide trustworthy responses based on our own content, without any hallucination problems."

Doug Williams, Product Lead, Martin Trust Center for MIT Entrepreneurship

"We have identified your innovative AI solution, CustomGPT, as a potential game-changer for our business. We believe that leveraging your AI technology could significantly streamline our customer service operations and Training plans."

Naveen Parker, Technical Support Manager – Textellent, Inc.



The Textellent logo, featuring a blue speech bubble icon above the word 'Textellent' in a bold, blue, sans-serif font.



Testimonials

 **DivorceOnline**[®].co.uk

"Custom GPT has allowed us to build a series of AI assistants for our legal businesses at speed without having to build them ourselves at great cost. We now deploy AI customer service chatbots outside of office hours on 3 websites and have seen a massive increase in leads and sales during these times."

Mark Keenan, CEO, DivorceOnline



DIESEL
LABS



"Instead of spending weeks on engineering and infrastructure setup, Diesel Labs built a custom ChatGPT chatbot in mere minutes."

Anjali Mi dha, CEO, Diesel Labs



Get in Touch



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[Let's Get Started](#)

Trusted By Companies And Customers Around The World

