



Navigating the Age of ChatGPT & Generative
Artificial Intelligence:

A Definitive Guide to Thriving with AI in Business & Life

An eClerx Digital White Paper

eClerxDigital

Tackling Technological Innovation: Powering Processes, Ideas, & Workflows Like Never Before

“AI is not just a technology – it’s a mindset. It challenges us to think differently about how we approach problems and make decisions and to embrace a more data-driven and agile way of working.”

– Manish Mittal

Associate Principal of Technology, eClerx

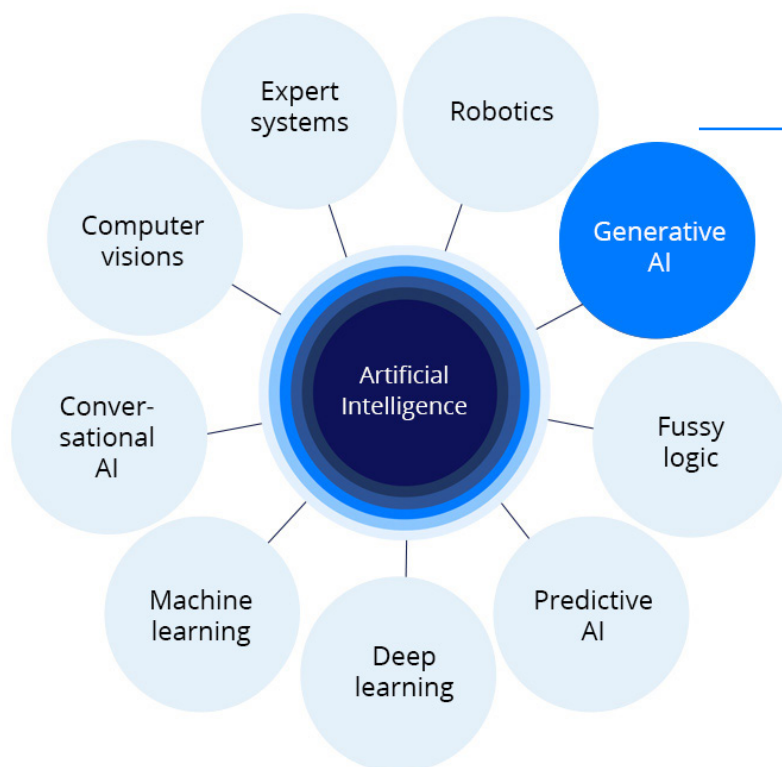
Given its meteoric rise in the past several months, you’ve likely heard about a few Generative AI tools like ChatGPT, DALL-E, and Midjourney, among others. If you’ve had the opportunity to try these tools, you might feel conflicted. On the one hand, it’s mind-blowing to see their capabilities and the ease with which one can produce something of reasonable quality. On the other hand, you might feel a sense of unease as we enter into unknown territory.

Here’s the good news: you are not alone. In fact, a vast majority of people are unsure how to react to the emergence of these powerful tools. It doesn’t help that our news feeds are constantly updated with new articles that make many question if AI’s effects will be positive. So, what impact will these

tools have on society? Particularly in terms of job displacement and potential for misuse?

Let’s get down to the brass tacks of Generative AI - what it can do, what’s coming up, and why you or your brand need to jump aboard. We’ll kick things off by doing a deep dive into Generative AI’s history, how it works, and how it’s shaping the future.

Before you let any worries you may have get to you and start mentally preparing for AI’s worst-case scenario, it’s important to remember that we’re here to help you embrace Generative AI and ensure you’re included in this technology shift. So, let’s get into it.



Types of Generative AI:

- Text generation
- Image generation
- Video generation
- Audio generation
- Code generation
- Model generation
- Data generation
- Avatar generation

Overview

Generative AI may seem complex, but it's actually straightforward.

Here's the deal: while AI is about creating machines that can perform tasks that typically require human intelligence, Generative AI takes things a step further by allowing machines to produce new content based on what they've learned.

To put it simply, the key difference between Generative AI and other types of AI is that generative models are capable of creating entirely new content, rather than simply making predictions based on existing data.

To break it down even further, imagine you're a musician and you want to make a new song that perfectly captures your unique style. A Generative AI tool can examine a collection of your previously produced tracks and use them to churn out songs that sound exactly like you.

But...how does that even work?

Two words: deep learning. This process involves teaching a computer how to recognize patterns in data, otherwise known as "trial and error."

Let's use the musician example again. The process can be broken down into four steps:

1. First, you give the computer a large amount of your music as training data.
2. The computer starts learning and recognizing your musical style, artistry, and lyrics, to identify and categorize patterns.
3. The computer then familiarizes itself with the common features of your music and adjusts its "brain" to get better at recognizing them.
4. Once the computer has learned enough, it will be able to generate new music that sounds exactly like your previous musical work.



On paper, Generative AI sounds revolutionary and innovative, but it also sounds like the opening sequence of every robot thriller you've ever seen.

As humans, we are naturally inclined to be territorial, so the thought of being replaced is incredibly unsettling. This begs the question: Why is Generative AI gaining popularity at such a rapid pace, despite our natural fears of being replaced?

The answer lies in another human inclination: we want to save time and money.

Generative AI can quickly (and very efficiently) complete processes and tasks that traditionally take people a lot longer to complete. Also, machines are cheaper than humans, especially when it comes to time-consuming tasks like design work. Basically, Generative AI enables businesses to achieve the same results at a lower cost.



What are other brands doing?

Generative AI may seem like a fairly new concept, but you may have already been using it without even realizing it.

Think about the last time you composed an email. After your initial input of text, you may have seen suggestions appear to finish the text, such as “forward to it” after you’ve written “Great! I’m looking...”

This is an example of Generative AI predicting what you were going to write based on your previous email input. However, the emerging AI tools of today might make a previously novel system, like Gmail’s AI-writing assistant, appear underwhelming in comparison.

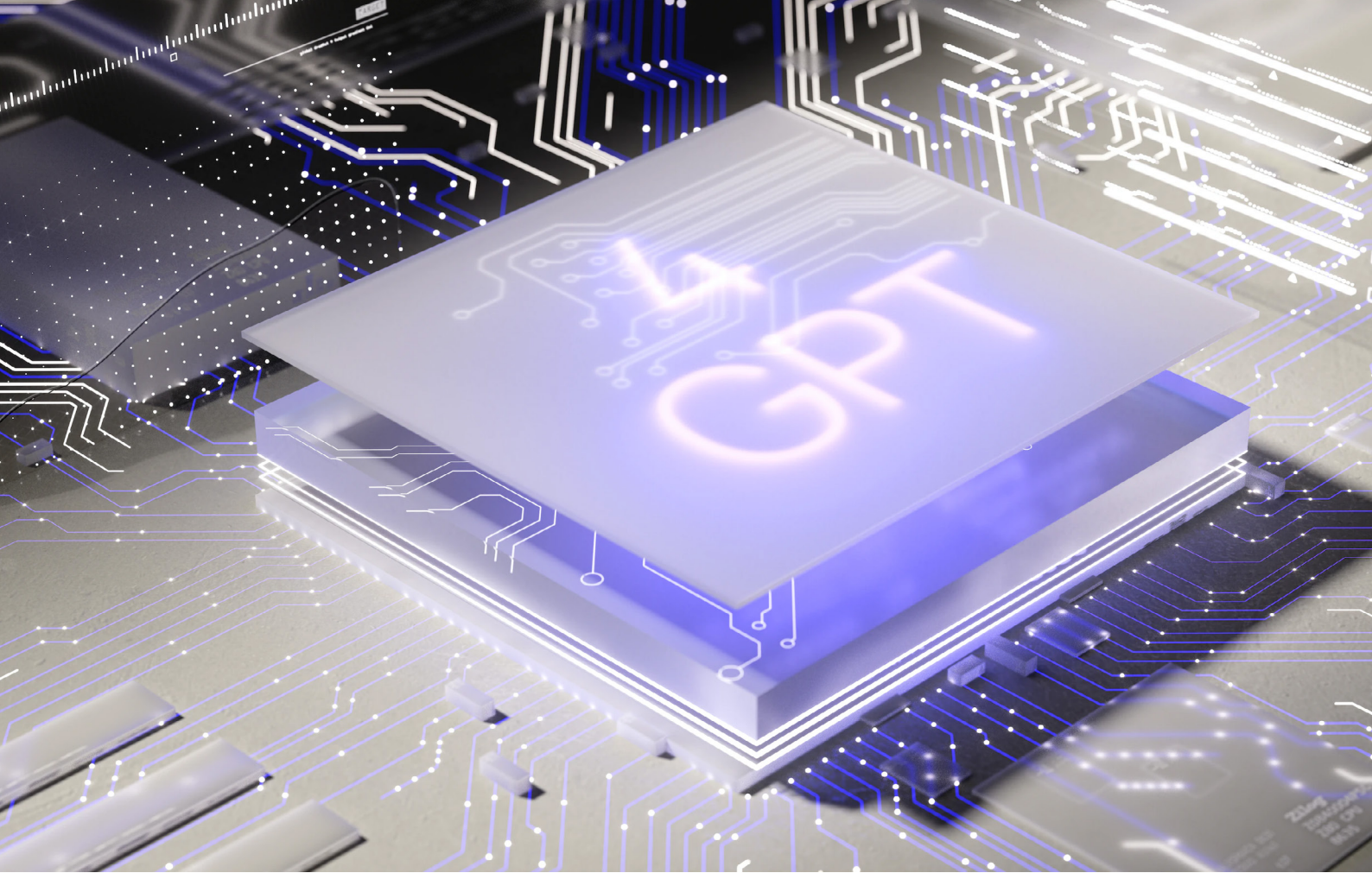
Although it’s only been a couple of months since these Generative AI tools have started trending and taking over our newsfeeds, brands have been quick to integrate these tools into their workflows.

Here are some examples:



Michael Kaye, OKCupid’s Global Head of Communications, conducted an experiment with ChatGPT, an advanced language model developed by OpenAI, to optimize the dating app experience. ChatGPT has been trained on a massive amount of language data and can generate responses to text-based queries with high accuracy and quality.

The experiment served to identify the best dating app questions that could lead to more meaningful conversations on the OKCupid platform. By leveraging the power of AI, Kaye and ChatGPT aimed to enhance the overall user experience and facilitate better connections between users.¹



Similarly, Carrefour, the well-known French retail giant, has recently utilized ChatGPT to create informative videos that address frequently asked customer questions. In doing so, Carrefour hopes to provide customers with quick and accurate answers to their questions in an engaging and informative video format, improving efficiency and customer satisfaction.²



StitchFix, the widely used online personal styling service, has announced that they are experimenting with DALL-E 2 to showcase their products based on unique attributes such as color, fabric, and style.³ DALL-E 2 is an advanced artificial intelligence tool that can generate high-quality images from text-based descriptions with impressive accuracy and realism.

By using DALL-E 2, StitchFix aims to improve its customer experience by providing detailed product images that accurately reflect the unique features of each item. This will help their stylists better connect product characteristics that customers want with inventory, driving personalization and more informed purchasing decisions.³



Midjourney, a powerful tool that turns text prompts into stunning, high-quality images with ease, has become increasingly popular among architects. One such example is HDR's computational design lead, Paul Howard Harrison, who announced that his firm has started utilizing the powerful tool to test early-stage concepts in the field.⁴

While it remains in the experimental stage, Midjourney empowers architects to experiment with different approaches to projects and allows non-designer clients to take a more active role in the design process.

What does Generative AI look like for you & your brand?

Maybe you're still not convinced. Maybe you're thinking that you're happy with the status quo and you don't want to embrace this radical technological shift. But, this is where your comfort levels might need to take a back seat.

In the past two decades, we have seen the explosive emergence of technological tools that have transformed the world as we know it. One example is the book and magazine publishing industry, which was hesitant to transition online. Many of these companies vowed to continue printing. Unfortunately, this choice didn't slow down the shift to online, but instead made these printing companies irrelevant and forcing many of them out of business.

The truth is that technological tools are not just passing fads but permanent fixtures in our lives. Generative AI, for instance, has already transformed the world, and it's only growing. This is why it's crucial to get ahead of the game and become proficient with these tools early on, as they can provide you and your brand with significant advantages.

I know what you're thinking: It's a win for now, but what if it puts you out of a job?

Maybe you're not reading this as a CEO who is worried about current costs and scaling your business. Maybe you are working in a position that could be automated by one of these tools. Rest assured.

See, these tools are not at the stage of making your job obsolete. Rather, they are meant to be devices used to carry out specific functions with human oversight. Generative AI can be used to augment your current work, similar to the way project managers use project management tools to keep their work organized and flowing.

Moreover, there are many areas beyond content creation where Generative AI tools can be applied. These include risk management, customer service and technical support, fraud detection, coding, customer segmentation, and many more. By integrating Generative AI tools across all sectors of your business, you can help it run like a well-oiled machine.

So, where do you even get started?

5 Steps to Incorporating Generative AI into Your Brand's Strategy

#1

Start by reading this white paper.

#2

Conduct an external analysis of competitors to identify what AI apps they are using and gain insights on how Generative AI can be applied to your business.

#3

Conduct an internal assessment of your organization to identify areas where Generative AI can be used to improve operations and processes.

#4

Choose a partner with the right expertise and knowledge to help you navigate the complexities of implementing Generative AI in your business. This step can ensure a successful and sustainable implementation.

#5

Finally, implement Generative AI solutions to streamline processes, reduce costs, and increase efficiency in your organization. Ensure that you have the right infrastructure, support, and training in place to maximize the benefits of Generative AI.

Before making any professional decision for your workplace, you will likely want to have all your bases covered. You'll want to get stakeholders on board and you want to be 100% sure that you're making the best overall decision for the company. We know that it can seem daunting as you don't want to be held responsible for any negative consequences that might arise.

Additionally, using AI responsibly is a pressing issue as AI systems can be biased and lack transparency and ethics, much like humans. To mitigate these risks, it's important to take a thoughtful approach.

Implementing something as new and innovative as Generative AI will require a lot of research and learning. That makes it essential to start with the basics and gradually progress toward more advanced concepts.

By following the steps we highlight above, you will be able to set yourself on the path to understanding Generative AI at a deeper level and prepare to leverage its capabilities for significant positive impact.

Although it may seem intimidating, you're already halfway through the first step. Additionally, finding the right partner doesn't have to be difficult. Who better to partner with than those on the frontlines?

At eClerx Digital, we've been prepping for Generative AI to take center stage long before its recent rise. In doing so, we've considered several aspects of taking AI responsibility seriously and incorporated hygiene factors into our approach.



We quickly embraced the technology and created our eGenerativeAI platform for clients and for those interested in dipping their toes into this new world. This platform offers a wide array of services and is designed to guide you and your company on your Generative AI journey, based on your unique business needs.

So, what are YOUR needs?

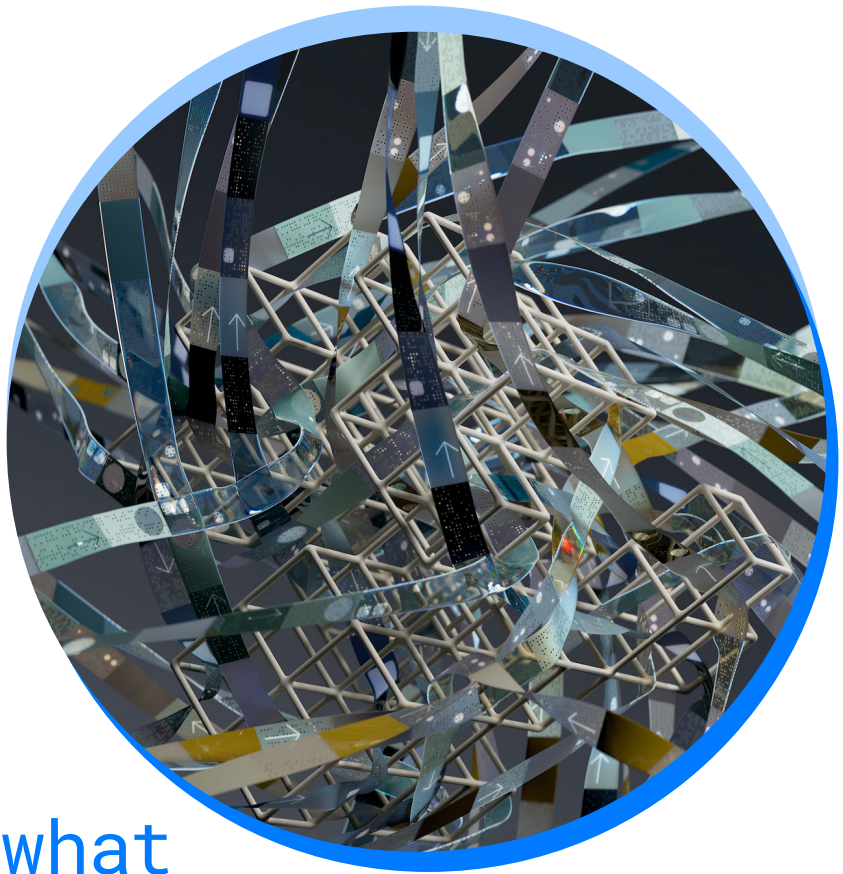
eClerx Digital offers end-to-end solutions to support clients throughout the whole journey, and with our eGenerativeAI platform, we can provide a SaaS offering based on various capabilities:

- Text-to-Text (T2T)
- Text-to-Image (T2I)
- Text-to-Code (T2C)
- Text-to-Audio (T2A)
- Image-to-Text (I2T)
- Text-to-Video (T2V)
- Text-to-3D (T23D)
- Customized Model (X2X)

Maybe you're still unsure about which path to take. Maybe what you need today might change tomorrow. Don't worry. We've got you covered.

At eClerx Digital, we have been a leading global technology player for many years, and we take pride in providing cutting-edge solutions and building long-term partnerships with our clients. We believe it is our duty to guide our clients on this innovative digital frontier, showing them the potential this new world of unlimited possibilities holds and helping them integrate it into their processes to optimize business outcomes and gain a competitive edge.

To put it simply, we are like your on-call digital mentors, equipped with a team of in-house experts, a vast arsenal of tools, and effective partnerships. Together with our clients, we collaborate to create solutions that drive better outcomes and develop practical and pragmatic approaches to technology.



Now, we know what you might be thinking...

Wait, did Generative AI write this white paper? Did ChatGPT just try to sell me its own services through a third party?

The answer is not really.

This white paper was created by a human writer utilizing Generative AI tools for efficiency and a better workflow.

See, a human wrote the text that you have just read. The way that ChatGPT helped in the creation of this white paper was by allowing the human to feed in their current text to see if any parts could be improved in terms of readability, syntax, and grammar.

However, without the human in place, Generative AI could not have produced a white paper that got you to page 10.

And this brings us to a key point we want to emphasize here at eClerx Digital: we can help you become fluent in the tools that can enhance your work and benefit your business. A partnership with us can empower you to navigate the changing digital landscape with confidence and maximize the potential of Generative AI tools, just as we have done in the creation of this white paper.

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About eClerx Digital

eClerx Digital is the trusted partner of choice to many of the world's largest global brands for creative production, eCommerce/web operations and analytics and insights services. We help clients maximize the results of their digital activities across the customer journey. We complement existing capabilities through data analytics and marketing support. Global industry leaders partner with us to cost-effectively scale their digital activities by leveraging our highly-skilled and blended resource model.

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