



Commercial Insurance Profile

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Considerations for Using ChatGPT and AI Tools in the Workplace

Artificial intelligence (AI) chatbot ChatGPT has recently made waves for producing human-like text and communications from user inputs. Accessible to anyone with a computer and internet connection, ChatGPT produces usable written material on a wide range of topics and helps automate decision-making. Since this technology is accessible to employers of all sizes, it presents an opportunity for organisations that strategically leverage it. However, AI tools have limitations that must be carefully considered prior to use. If your organisation is looking to embrace AI tools like ChatGPT, be aware of the following risks:

- **Errors and outdated information**—AI's knowledge is limited since it's based only on the data used to train it. Therefore, AI tools' information may be low quality or outdated, or it may contain errors. In some cases, AI-generated errors could subject your organisation to audits, fines and penalties. As such, verify the information produced by AI tools before using it.
- **Technological limitations**—AI models like ChatGPT require extensive training and fine-tuning to perform at reliable and effective levels. It's also currently unclear whether ChatGPT and other AI chatbots can accurately assess the information they provide to users. As such, always be careful when using AI tools for important or consequential matters. Specifically, when preparing business documents or streamlining processes, always consider the tool's use as a starting point that requires further scrutiny before adoption.
- **Legal considerations**—AI-generated content may violate copyright laws or create privacy issues. For instance, the conversations employees have with AI chatbots could be reviewed by AI trainers, inadvertently disclosing sensitive and confidential business information or trade secrets to third parties. Before using AI technology, review and update confidentiality and trade secret policies to ensure they cover third-party AI tools.

AI tools like ChatGPT have the potential to change nearly every aspect of employees' work and increase organisational efficiency. However, as this technology is relatively new, it's critical to closely monitor AI tools' developments and any potential issues surrounding them.

Contact us today for additional risk mitigation strategies.

Strategies for Improving Online Brand Reputation

Maintaining a solid online brand is critical in today's digital world—where busy consumers expect to make decisions quickly and confidently. In fact, approximately 9 in 10 consumers would check online reviews before buying from a business, according to research by Statista. Therefore, brand promotion can help your organisation be discovered, followed and recommended, driving business growth in the process. Consider the following strategies for improving your online brand reputation:

- **Share valuable content.** Position yourself as an industry expert by regularly producing and sharing relevant content online. Not only will this build trust and credibility with existing customers, but it may also attract new ones. Additionally, emphasise your brand's value by sharing success stories and testimonials. Indeed, 9 out of 10 people trust what a customer says about a business more than what the business says about itself, according to research by global video production company Wyzowl.
- **Remain consistent.** Ensure your brand is consistent across all online platforms to foster customer trust. Specifically, develop clear brand guidelines that cater to your target audience, including tone of voice, grammar rules, colour palette and imagery. Utilise these brand guidelines on your website, social media profiles and online directories.
- **Interact with your audience.** Enhance customer loyalty and strengthen your reputation by connecting with your audience. Specifically, promptly and professionally reply to online comments and messages, including negative reviews.
- **Be search engine optimisation (SEO)-savvy.** Elevate your position in search engine rankings and boost your brand's visibility by leveraging SEO strategies. For instance, insert audience-specific keywords into meta descriptions and always share high-quality, user-friendly content.
- **Track your brand.** A single bad review could set your brand off course, so there's no time to rest even when your online presence is already established. Utilise social media listening tools and other technology to stay abreast of conversations about your brand and continually track your online presence.

Contact us today for further workplace strategies.



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