

A man wearing a white long-sleeved shirt, dark shorts, and a white fedora with a dark band is sitting on the edge of a swimming pool. He is holding a silver laptop on his lap and looking down at it. His legs are in the water. To his left, on the pool ledge, is a glass of water with a lemon slice and a pair of black shoes. The background is a blurred green landscape.

**USU**

White Paper

## **Work. New.**

This is how ChatGPT can complete tasks in USU Knowledge Management

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# Introduction

The rapid development of AI-driven chatbots such as ChatGPT has sparked widespread discussion of the impact on the labor market and the future of work. Two clear points of view have emerged from this debate. On the one hand, there are those who consider ChatGPT to be a threat. They fear that the automation of customer service tasks will lead to a loss of jobs, and this idea is cause for existential fears, particularly in the service sector. On the other hand, there are also those who see ChatGPT as an opportunity and reason for optimism about the future. They believe that AI technologies such as ChatGPT can help make everyday work easier and bring about new career options.

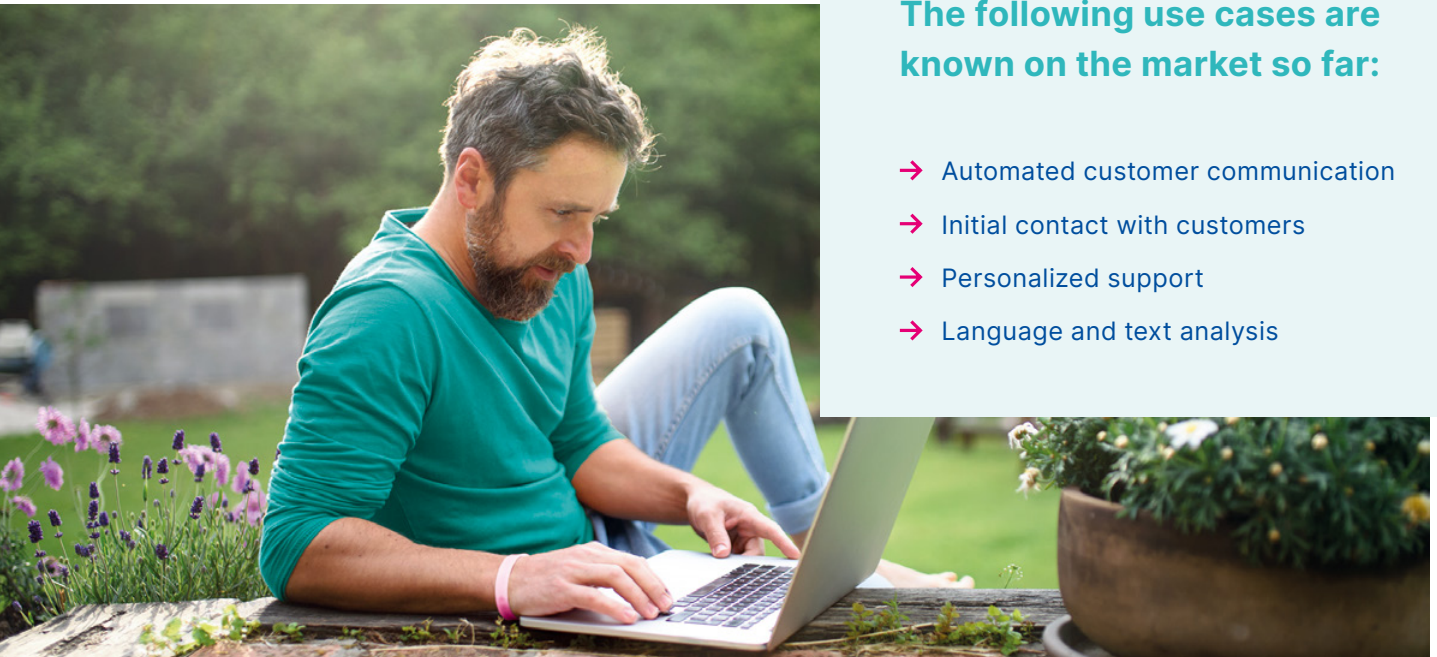
**The fundamental question is whether ChatGPT represents an opportunity or a threat.**

We at USU have recognized ChatGPT as an opportunity and want to actively lead the way in its use. With the integration of ChatGPT into USU Knowledge Management, we are offering a brand-new customer service experience. ChatGPT is being placed at the service agent's side to support them and make their jobs easier. On this basis we will be able to build and use a knowledge base with minimal effort. Companies that previously lacked the time or manpower can now also benefit from a knowledge base. And companies that already use USU Knowledge Management will benefit from further noticeable facilitation of their work through automation.

How does the integration of ChatGPT into a knowledge base make work easier? What added value is created for service agents here? And do we still need a knowledge base at all if we use AI? These are the questions we would like to concern ourselves with in the following.

# ChatGPT – The Perfect Match for Self-Service Applications

ChatGPT has made itself indispensable in recent months. People seem to be very enthusiastic about what the new technology can do, especially in the area of customer service.



The following use cases are known on the market so far:

- Automated customer communication
- Initial contact with customers
- Personalized support
- Language and text analysis

In addition to the advantages that ChatPT provides in customer service, there is a certain point where ChatGPT reaches the limits of what it can do and begins to provide answers that do not always correspond to the truth and the facts.

Even though hurdles remain for the AI model to overcome, USU was one of the first German companies to integrate ChatGPT into the **USU Chatbot Universe** briefly after its release, giving it a unique lead over the competition from an analyst's perspective.

Hopes and expectations for self-service systems rose with the rollout of ChatGPT. One of the expectations that is often expressed is that ChatGPT will do most of the work and even most of the thinking for us humans in the future. However, AI is only as good as the

knowledge it has access to, and this is precisely where a challenge arises for customer service.

The latest ideas, developments, and tests define ChatGPT as a virtual customer service employee. As such an "employee," ChatGPT reduces the burden on service agents by making it possible for AI to provide validated corporate information as well as to relay freely available information from the Internet.

We at USU see considerable added value in this approach. To be able to ease workloads in precisely this manner and to make our knowledge base even more available for service, we have integrated ChatGPT into USU Knowledge Management.

# “Work New” – ChatGPT in Knowledge Management

The integration of ChatGPT into the USU knowledge base provides quality-assured information, which makes it possible for such information to be used in customer service.

## Knowledge Management and ChatGPT puts the following at your fingertips

### Execution of functions

Something that was previously impossible using simple chatbots is the execution of functions such as creating or editing scripts and workflows. On average, there are 40 to 50 workflows in a company that up until now have had to be manually created and updated in a process that was very time-consuming.

ChatGPT saves an enormous amount of time and effort here, because the AI now takes over tasks such as creating new or changing existing workflows. In practice, this might look like telling ChatGPT “Please take this old workflow and create a new one based on it while adding intermediate step XYZ – and authorize person group B to have access to it.” AI generates the process with all the required steps and assigns the permissions to the appropriate people. The workflow is then uploaded to USU Knowledge Management, where it is ready for use.

### Creating FAQs

One of our customers in the retail area is currently testing automated creation of FAQ documents. Without ChatGPT, this would be a laborious, time-consuming process. Up until now, experts had to read through complex, many-paged documents and formulate questions and the associated answers in a manner that was as comprehensive as possible. The effort is now significantly reduced: A document such as a comprehensive leasing contract is first uploaded, and then agents ask ChatGPT questions and evaluate the answers with feedback (good/bad), making it possible for the AI to learn. A feedback report can be created based on the answers rated as “good,” which in turn feeds into the FAQs.

### Summarizing, classifying, structuring, and extracting texts

Starting now, key information from customer dialogs, tickets, and project meetings can be easily summarized, analyzed and classified, and then organized into clear structures. This is a task that employees find tedious and that is often neglected altogether due to lack of time. By automatically aggregating information, USU Knowledge Management makes a significant contribution to the effective management of knowledge. Important details, problem-solving approaches, and insights from past customer dialogs and projects are collected and put to use for future reference purposes.





### **Rephrasing in the company's "tone of voice" as needed**

ChatGPT's elaborately trained understanding of language gives it the ability to rewrite texts in the desired tonality. On this basis it can perform tasks such as transcribing technical or official texts into simple language, for example. If there are follow-up questions because the people posing the questions don't yet understand, the content is not rigid; instead, the model is able to respond to the needs of the people who are asking questions.

The company's own "tone of voice" is now also quickly and easily applied to all of the desired texts. In this way the corporate identity is preserved across all documents and remains a unique selling point of your company.

### **One basic document with wide-ranging responses**

To ensure that content in USU Knowledge Management is understandable for everyone, it can be explained in a variety of different ways. Whether complex terminology, scientific concepts, or technical contexts are involved, ChatGPT adapts and provides explanations that are tailored to the individual needs of the person who is asking questions.

In this way even complex concepts can be transformed into understandable and everyday language. In addition, ChatGPT can illustrate complex content through the use of examples and analogies, facilitating understanding and making abstract concepts tangible.

### **One-time text preparation and updating**

USU Knowledge Management reproduces content from a document in different locations and on different channels. The information is always taken from the base document. The advantage of this approach is that it is only necessary to change the content in one place. It is then automatically updated and available on all channels, ensuring that all information is always up to date.

This results in an enormous reduction in the effort and expense for content creation. It is no longer necessary to write separate texts to anticipate all circumstances and process stages. There is instead just one text that is taken as a basis and used in various forms in USU Knowledge Management.

### **Creation of standard documents**

One of our IT customers uses our solution as a central service module for general IT issues. In addition to serving as a conventional chatbot for applications, remote access, and smartphones, the new ChatGPT bot also functions as an expert for general IT knowledge.

This reduces the editorial workload. You no longer need to create documents for general IT matters and questions (How do I connect a FritzBox? How do I connect my laptop to the WiFi network? How do I change my profile picture, etc.). ChatGPT finds this information itself on the Internet.

# Knowledge Supply in Transition



## Disruption in the way we work in store for the future

Despite the integration of ChatGPT in USU Knowledge Management, it is possible that the system will output answers that are incorrect. However, in such cases the error does not actually lie with the AI, but instead with the lack of specificity or even the ambiguity of the formulation of the content to which ChatGPT has access. To use the machine correctly, you need to understand how it works. This will lead to a disruption in the way we work, because in the future, texts will need to be written in such a way that the machine will understand them and be able to process them further.

For example, if a customer asks, "I forgot my password. What can I do?", the machine may not answer correctly in this case, but simply reply, "If you don't know what to do, please call customer service." The sticking point is that the machine has extremely sophisticated linguistic knowledge but lacks factual knowledge. It doesn't know how to determine when a text is a paraphrase and when meaning has been added. In the example provided, the machine cannot distinguish between language and factual knowledge and therefore responds as a language extension. The machine knows strings but no facts, making it quite probable that wrong answers will be given even though the knowledge base is correct.

The machine understands texts differently than humans. To be processed effectively, the texts need to be structured and formulated in a certain way.

This means that authors must be aware of how their texts are interpreted by machines and what information is relevant. You may need to use specific formatting, tags, or keywords to help the machine extract the desired information. It is important that you always use the same values and that content such as processes is formulated in workflow steps.

Text creation becomes a much more demanding task than before: functionalities need to be formulated in detail, and dependencies and causal chains need to be elucidated. When engaged in tasks such as creating FAQs, we will no longer focus just on the top 10 questions that might be asked. Instead, by turning our attention to formulating the facts and circumstances of the situation in a fully comprehensive manner, in the future it will be possible to answer up to 100% of the possible questions.

The role of knowledge bases as we know them as a tool for storing and managing knowledge will change with the use of generative AI. From now on, the knowledge base will be expanded to include machine knowledge, and it will be able to take actual actions such as rewriting scripts and workflows. The primary task will shift from delivery of knowledge to people to delivery of information to both people and the machine.

# Conclusion

**We see the integration of ChatGPT into our USU Knowledge Management as a significant opportunity to lighten the customer service workload and make it more efficient.**

In this way we are creating a knowledge base that offers customers improved service with significantly reduced effort and expense.

Even though ChatGPT is not yet capable of taking over all human tasks, we recognize that it is changing the traditional ways in which we work and showing us a “new” way to work. We expect that in the next three to four years, no customer service software will be operating without ChatGPT or a comparable voice AI model.

However, ChatGPT has already changed the role of the knowledge base from merely delivering knowledge to people to delivering it to people and machines.

As to the question of whether a knowledge base is still needed when AI is in use, we answer unequivocally in the affirmative. To ensure unencumbered access, knowledge must continue to be documented in a central location. However, this requires a disruption in the way we work, as future texts will have to be written so that they can be understood also by machines, not just people. The focus is no longer solely on context and comprehensibility.

We are ready to meet the challenges of artificial intelligence and are developing innovations to continuously optimize your customer service. Collaboration with our customers plays a key role in this, allowing us to find out what they really need and how we can best meet their needs.

The rapid changes in the world of work and the innovative solutions that companies are finding in dealing with AI technologies make the future extremely exciting. We are convinced that ChatGPT is just the beginning and look forward to seeing what further developments and use cases await us.



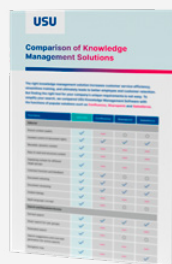
## Learn more about artificial intelligence and knowledge bases



### White Paper: Chatbot Meets ChatGPT

Learn how a smart combination can improve customer service.

[Download now](#)



### Comparison: Best Knowledge Management Systems

This comparison shows the advantages and disadvantages of four popular software solutions.

[Download now](#)



### USU Knowledge Management – Important Features

Learn about the core knowledge management functions for comparing software makers.

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**Do you need further information, a live demo, or do you have any questions?** Most questions are best clarified through direct contact. I look forward to answering requests over the phone or through email. [Schedule an appointment now.](#)



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