

# How Spitch Uses ChatGPT

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The logo features the word "SPITCH" in a bold, black, sans-serif font. It is centered within a grey, semi-transparent triangular shape that points downwards. The background of the slide is a photograph of a sky with white, fluffy clouds. The word "SPITCH" is flanked by a small black downward-pointing triangle above it and a small black upward-pointing triangle below it.

**SPITCH**

# ChatGPT and Spitch products synergy

We utilize ChatGPT to enhance our products for customer benefit, without reselling it like other companies

## ChatGPT enriches product portfolio and project implementation



- generating initial datasets to decrease time-to-market and improve accuracy of intent recognition



- creating human-like prompts and helping implement integration with external IT systems without software developers



- generating synthetic data for the project kickoff and deep analytics and insides after dialog summarisation



- autofeeding knowledge base by article creating/updating and document based content generation



- generating tips and hints for the agents during a conversation real-time

## Synergy value for enterprises

Dramatically accelerates time-to-market and boosts intent recognition accuracy

Total no-code for customisation – ChatGPT helps code-based requests generation for integration with external systems via API

Easy lifecycle support – ChatGPT uses for generation Knowledgebase content and help keep it in actual

Increase sales – ChatGPT collects and summarizes the dialogs to be able anticipate customer's desires

Improve agent productivity – ChatGPT helps to get necessary information on hand