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Applications of ChatGPT across Industries

Customer service

Key use cases:

- Providing 24/7 virtual customer support
- Personalizing customer responses based on past interactions
- Handling returns, refunds, and order tracking

E-commerce

Key use cases:

- Assisting in product recommendations based on customer preferences
- Automating cart recovery reminders
- Handling product inquiries, order status, and returns

Healthcare

Key use cases:

- Providing basic symptom analysis based on patient input
- Assisting with appointment scheduling and reminders
- Offering mental health support and general medical advice

Finance and banking

Key use cases:

- Answering basic banking queries like account balance, loan details
- Fraud detection alerts
- Assisting with transaction history inquiries and tax-related

HR and recruitment

Key use cases:

- Screening candidates through initial interviews
- Answering employee policy and benefit-related questions
- Assisting with onboarding documents and procedures

Education

Key use cases:

- Offering personalized tutoring and study guidance
- Answering student inquiries about coursework
- Assisting with quiz creation, homework help, and research resources

Marketing

Key use cases:

- Generating customized marketing content, including ad copy, emails, and social media posts
- Conducting market research by analyzing customer feedback
- Managing customer surveys

Retail

Key use cases:

- Assisting in product discovery and recommendations
- Handling inventory queries and order tracking
- Managing customer loyalty programs and reward points inquiries

Real estate

Key use cases:

- Providing virtual tours and answering inquiries about property listings
- Assisting with mortgage and financing queries
- Scheduling property viewings and follow-ups

Travel and hospitality

Key use cases:

- Assisting with booking flights, hotels, and other travel arrangements
- Offering destination recommendations based on preferences
- Providing real-time travel updates

Legal services

Key use cases:

- Assisting in contract drafting and legal documentation
- Answering client queries regarding legal procedures and timelines
- Managing case updates and follow-ups

Tech support & IT services

Key use cases:

- Troubleshooting common technical issues through automated chatbots
- Assisting with software installations and updates
- Offering guidance on hardware setup and maintenance

Insurance

Key use cases:

- Answering policy-related questions, such as premium rates and coverage
- Assisting with claims processing and status updates
- Offering policy comparison based on user needs

Media and entertainment

Key use cases:

- Offering personalized content recommendations based on user preferences
- Assisting in script generation and content brainstorming
- Automating media scheduling and updates

Manufacturing

Key use cases:

- Streamlining order management and inventory control
- Providing supply chain updates
- Assisting with quality control and reporting

Logistics and supply chain

Key use cases:

- Providing real-time tracking and updates for shipments
- Assisting in route optimization for delivery services
- Automating inventory management and order processing

Energy and utilities

Key use cases:

- Assisting with bill payment queries and services
- Providing energy usage reports and recommendations
- Offering updates on outages or maintenance schedules

Agriculture

Key use cases:

- Offering advice on farming practices, crop management, and weather updates
- Assisting with supply chain management for farm products
- Automating equipment maintenance reminders

Automotive

Key use cases:

- Assisting with vehicle inquiries, including features and pricing
- Automating maintenance schedule reminders and updates
- Offering real-time support for vehicle-related issues

Transportation

Key use cases:

- Assisting with real-time public transit updates and route planning
- Providing fare information and schedule management
- Offering support for ride-hailing and carpooling services

Source: "Impact of ChatGPT and similar generative artificial intelligence on several business sectors: Applications, opportunities, challenges, and future prospects" by Deep Science Publishing