Making the Most out of

ChatGPT

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For more information please email:
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ChatGPT

ChatGPT is an advanced language model developed by OpenAI that is designed to understand and generate human-like text based on the input it receives.

It was built on the GPT (Generative Pre-trained Transformer) architecture, which allows it to process and generate the text in a coherent and contextually relevant matter. The first version was released in 2018 and was a breakthrough in using unsupervised learning for natural language processing tasks.

How It Works

ChatGPT is trained on a diverse dataset that includes a wide range of text from the internet. This extensive training helps it understand various topics, contexts, and nuances in language.

When you provide a prompt, ChatGPT analyzes the text, predicts the most likely next words, and generates a response that aligns with the context of the input. You can give ChatGPT instructions for how it handles prompts and responds to you.

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Importance of Data

As we advance with technology, your business's ability to stay competitive will largely depend on the quality of the data you keep.

Properly managed and detailed data enhances ChatGPT's effectiveness, enabling it to provide more accurate and relevant responses.

This is also true for Customer Relationship Management systems, analytics platforms, and other automation tools.

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Getting Started

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Getting Started

- Open our web browser and visit **chat.open.ai.com**

- Click on the "Sign Up" or "Get Started" button on the homepage. You will be prompted to enter your information and to verify your account via email.

- Once your email is verified, log in to your new account and complete your profile by adding any additional information required.

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Plans & Pricing

Free Version

- Operates with GPT 3.5

- Knowledge cutoff date of Jan. 2022

- Usage Limit (40 messages every 3 hours)

- Slower during high usage times

- No ability to upload files/data

- No custom GPTs trained on your instructions

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Plans & Pricing

ChatGPT Plus - $20/Month

- Operates with GPT 4.0

- Knowledge cutoff date of April 2023

- Enables web browsing for more recent information

- Priority access during high usage times

- Customization options and tools that provide better responses.

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What It Can Do

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What It Can Do

ChatGPT can be a versatile tool for everyday use in the office and business settings.

Customer Support & Engagement

Marketing & Communications

Research & Analysis

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What It Can Do

Enhance Quality of Replies

Your customers will know when they receive a run-of-the-mill reply, which may negatively affect their experience. People often associate automation with canned responses, but you can use ChatGPT to enhance the quality of your replies and customer-facing comments without spending too much time writing a custom reply for every customer.

CUSTOMER SATISFACTION

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A customer is angry because we had to cancel one of his orders due to an inventory system error. Please write a response to him

Subject: Apology for Your Recent Order Cancellation

Dear [Customer's Name],

I hope this message finds you well. I apologize for the cancellation of your recent order due to an inventory system error. We understand your frustration and regret any inconvenience caused.

To make it right, we would like to offer you [a discount on your next purchase/a complimentary service/etc.]. If there's anything else we can do to assist you, please let us know.

Thank you for your understanding and patience.

Best regards,

[Your Name]

EXAMPLE

What It Can Do

Adjust Your Tone

Change your tone to be more friendly or formal, depending on the customer.

> Please provide 5 example phrases that customer service agents can use to display empathy to a customer who had a negative experience.

Certainly! Here are five example phrases that customer service agents can use to display empathy:

1. "I understand how frustrating this must be for you, and I'm truly sorry that you had to experience this."

2. "I can see why you're upset, and I apologize for the inconvenience this has caused."

3. "Your feelings are completely valid, and I want to help make this right for you."

4. "I'm really sorry for the trouble you've gone through. Let's work together to resolve this."

5. "I appreciate your patience, and I'm here to support you through this issue."

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What It Can Do

Summarize Conversations

Large language models are really good at summarizing written language. Particularly in complex support conversations, an automatic summary could reduce the time for a human team member to understand the context, suggest ideas for a resolution, and keep the conversation moving forward.

> Summarize the following email in 180 characters or less:
>
> Please help! I'm very unhappy with the service I received in your store today. I came in to buy a pair of hiking boots for an upcoming trip. I found a pair that I liked, but the electronic price tag was missing from the display. I couldn't determine the price. I tried to find an employee to help me, but there was nobody around. I then walked all the way to the service desk (which was on the other side of the store) where I waited in line for 20 minutes! The customer service worker told me to head back to the shoe department and that an employee would meet me there. The employee never came to help! So, I brought the shoes to the cashier, and she told me she'd give me a discount for my troubles. However, when she tried to apply the discount, she realized that the particular brand of boots I'd chosen to purchase was not eligible for discounts. I told her I wanted to speak with a manager, and she told me the manager was on break. At this point, I gave up and left the store. Is there anything you can offer to compensate me for this terrible experience?

> Customer had a bad experience at the store trying to buy hiking boots. Couldn't find an employee to help, waited in line for 20 mins, and was given a discount that couldn't be applied. Customer wants compensation for the bad experience.

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What It Can Do

Multi-lingual Support

Translate content, such as emails and social media comments, into over 50 languages.

This has proven to give better results than Google Translate because that application is able to detect context and understand different dialects.

Translate the following paragraph into Spanish, Russian and Arabic:

Dear valued user, we're sorry to hear that you had a negative experience with our product. We take your feedback seriously and appreciate your honesty. We're continuously working to improve our product and documentation. If you have any specific suggestions, we'd love to hear them. Please reach out to us at [contact email/number].

Spanish: Estimado usuario valioso, lamentamos escuchar que tuvo una experiencia negativa con nuestro producto. Tomamos sus comentarios en serio y apreciamos su honestidad. Continuamos trabajando para mejorar nuestro producto y documentación. Si tiene sugerencias específicas, nos encantaría escucharlas. Por favor, contáctenos en [correo electrónico/número de contacto].

Russian: Уважаемый пользователь, нам жаль, что вы имели негативный опыт работы с нашим продуктом. Мы серьезно относимся к вашим отзывам и благодарим за вашу честность. Мы постоянно работаем над улучшением нашего продукта и документации.

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What It Can Do

Brainstorming

Generate ideas for higher customer satisfaction by giving ChatGPT information about your business and customers.

> I own a small music store that specializes in vintage records. What are 10 things I could implement to increase customer satisfaction in my store?

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Increasing customer satisfaction in a vintage record store involves enhancing the shopping experience, providing exceptional service, and creating a welcoming environment. Here are ten things you could implement:

1. **Personalized Recommendations**: Train your staff to offer personalized record recommendations based on customers' music preferences and past purchases.

2. **Listening Stations**: Set up listening stations where customers can preview records before buying. This can enhance their shopping experience and increase their satisfaction.

3. **Special Events**: Host regular events such as live music performances, record release parties, or vinyl appreciation nights to create a sense of community and excitement.

4. **Loyalty Program**: Implement a loyalty program that rewards repeat customers with discounts, exclusive offers, or early access to new arrivals.

What It Can Do

Content Generation

Create social media content, emails, speeches, cover letters, and more.

> It is summer time and I am running a sale on sundresses. Please give me 5 ideas for social media content advertising the dresses.

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1. **Fashion Showcase Video**

   - Create a short video featuring a few models wearing your sundresses in various summer settings around Arkadelphia. Highlight the comfort and style of the dresses, and mention the sale details at the end.

   - **Caption:** "Feel the summer breeze in our beautiful sundresses! 🥰 👗 Enjoy up to 50% off on all sundresses during our summer sale. Shop now and add some sunshine to your wardrobe! #SummerStyle #SundressSale #ShopLocal"

2. **Customer Testimonial Carousel**

   - Post a series of images featuring your happy customers wearing their favorite sundresses. Include quotes from them about why they love the dresses.

   - **Caption:** "Our customers love their sundresses! ❤️ Hear what they have to say and grab your favorite styles during our summer sale! Up to 50% off on all sundresses. #CustomerLove #SundressSale #ArkadelphiaFashion"

3. **Summer Style Tips Post**

   - Share a post with tips on how to style your sundresses for different summer occasions, such as beach trips, picnics, and evening outings. Include images or collages of the different looks.

   - **Caption:** "Style your summer right! 🟠 👗 Check out our top tips for wearing sundresses to any occasion. Don't forget, our summer sale is on now with up to 50% off all sundresses! #StyleTips #SummerFashion #Sundress Sale"

4. **Behind-the-Scenes Reel**

   - Create a behind-the-scenes reel showing the process of how your sundresses are made, from design to production. This can include footage of fabric selection, sewing, and the final product.

   - **Caption:** "Ever wondered how our sundresses are made? 👗 ✨ Take a peek behind the scenes and see the love and care that goes into each dress. Shop our summer sale now for up to 50% off! #BehindTheScenes #SundressSale #ShopLocal"

What It Can Do

Finding Your Target Audience

Narrow down your target audience by feeding ChatGPT information about your business, location, recent customers, and products or services.

> I sell vegan handmade soaps in southern Arkansas. Who do you think my ideal target audience is?

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1. **Health-conscious individuals**: People who prioritize their health and are interested in natural, non-toxic products.

2. **Environmentalists**: Individuals who are concerned about the environment and prefer products that are sustainable and eco-friendly.

3. **Vegans and vegetarians**: People who avoid animal products and are interested in vegan alternatives for their personal care products.

4. **Local markets and farmers' market enthusiasts**: People who enjoy shopping at local markets and prefer to support local businesses.

5. **Gift shoppers**: Individuals looking for unique, handmade gifts for holidays, birthdays, or other special occasions.

6. **Individuals with sensitive skin or allergies**: Those who seek out natural and gentle skincare products to avoid harsh chemicals and allergens.

EXAMPLE

What It Can Do

Marketing Personas

Create detailed marketing personas to understand your audience better.

These are semi-fictional representations of your ideal customers that help you tailor your marketing strategies to meet specific needs of different segments of your audience.

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1. Health-Conscious Individuals

Name: Sarah Thompson

Age: 35

Occupation: Yoga Instructor

Location: Hot Springs, AR

Bio: Sarah is a dedicated yoga instructor who values a holistic approach to health and wellness. She follows a balanced diet, exercises regularly, and prefers products that are natural and organic. Sarah is very selective about what she puts on her body and is always on the lookout for high-quality, non-toxic skincare products.

Goals:

- Maintain a healthy lifestyle
- Use products that align with her wellness values

Challenges:

- Finding genuinely natural and organic products
- Avoiding products with hidden chemicals

Marketing Strategies:

- Highlight the natural, non-toxic ingredients of your soaps
- Emphasize the benefits for skin health
- Use testimonials from other health-conscious individuals

2. Environmentalists

Name: Mark Green

Age: 28

Occupation: Environmental Scientist

Location: Little Rock, AR

Bio: Mark is passionate about the environment and sustainability. He is actively involved in local environmental groups and advocates for eco-friendly practices. Mark is very mindful of his purchases, preferring products that have minimal environmental impact, are sustainably sourced, and come in eco-friendly packaging.

Goals:

- Reduce his environmental footprint
- Support sustainable and eco-friendly brands

Challenges:

- Identifying truly sustainable products
- Avoiding companies that greenwash

Marketing Strategies:

- Emphasize the sustainable sourcing of ingredients
- Highlight eco-friendly packaging
- Share your brand's commitment to environmental sustainability

What It Can Do

Market Analysis

ChatGPT can help create detailed profiles of competitors by aggregating information from various sources, including websites, news articles, and social media.

It can also assist in performing a SWOT analysis on your brand and competitors.

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summarize the latest trends in the automobile industry using the internet

1. Electric Vehicles (EVs) Domination

Electric vehicles continue to gain prominence, with major automakers investing heavily in electric technology. Advances in battery technology are improving EV range and efficiency, addressing "range anxiety" and making EVs more practical for everyday use. Governments are also supporting this shift through subsidies and stricter emission standards (AutoHouse) (PTC).

2. Autonomous Driving

While fully autonomous vehicles are not yet mainstream, significant progress is being made in advanced driver-assistance systems (ADAS). These systems are becoming more sophisticated, with Level 3 and Level 4 autonomy reducing the need for human intervention in certain conditions. This trend is expected to enhance vehicle safety and reduce accidents (McKinsey & Company) (PTC).

What It Can Do

Branding Advice

Ask for insights on how to make your brand stand out in the market.

- Positioning
- Voice & Message
- Content Marketing Strategy

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David owns a local coffee shop, BeanTown Café, and wants to attract more young professionals and students. Please give me branding advice to connect with this audience more efficiently.

1. **Brand Positioning:** Position BeanTown Café as a cozy, community-focused coffee shop that offers high-quality, ethically sourced coffee. Emphasize the shop's unique offerings, such as locally baked pastries and a warm, inviting atmosphere.

2. **Brand Voice and Messaging:** Use a friendly, conversational tone that reflects the café's community-oriented values. Messages should invite customers to "Come for the coffee, stay for the community."

3. **Content Marketing Strategy:** Develop a blog and social media content that includes coffee brewing tips, profiles of local artists, and stories about the café's suppliers. Host events like open mic nights and coffee tasting sessions.

4. **Social Media Strategy:** Use Instagram and Facebook to post daily updates, including photos of new menu items, customer spotlights, and event announcements. Engage with followers by responding to comments and messages promptly.

EXAMPLE

What It Can Do

Data Analysis

Chat GPT can be used to analyze large sets of data, such as customer feedback or sales data, to identify patterns and trends. This can help businesses to make more informed decisions.

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Summarize the common issues and suggestions provided by customers in their reviews for our latest smartphone model.

- **Common Issues:**

  - Battery drains quickly with heavy use.

  - Occasional software bugs and crashes.

  - Camera performance in low light is not satisfactory.

- **Customer Suggestions:**

  - Improve battery optimization for longer life.

  - Release regular software updates to fix bugs.

  - Enhance camera features, particularly for low-light conditions.

please list the top 10 categories our members fall in with the percentage of members in each of those categories

1. **Organizations**: 11.07%

2. **Government**: 4.84%

3. **Education**: 4.51%

4. **Healthcare**: 10.41%

5. **Finance & Insurance**: 10.38%

6. **Food & Beverage**: 4.51%

7. **Marketing & Media**: 4.15%

8. **Retail**: 4.15%

9. **Automotive**: 3.81%

10. **Consulting & Professional Services**: 3.47%

What It Can Do

Summaries & Reports

Create detailed summaries and reports by asking ChatGPT to process and condense large amounts of information into concise and coherent narratives.

You can outline key performance metrics, summarize meeting notes, or compile data insights.

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Create an executive summary for our quarterly financial report

In the second quarter of 2024, Tech Solutions Inc. has demonstrated strong financial performance, reflecting our continued focus on innovation, market expansion, and operational efficiency. Despite global economic uncertainties, we have achieved notable growth across key financial metrics.

Financial Highlights

1. **Revenue Growth:**

   - **Total Revenue:** $150 million, representing a 12% increase from Q1 2024 and a 20% year-over-year increase.

   - **Key Drivers:** Increased demand for our cloud solutions and the successful launch of our new cybersecurity product line.

2. **Profitability:**

   - **Gross Profit:** $85 million, with a gross margin of 56.7%.

   - **Operating Income:** $40 million, showing a 15% growth compared to the previous quarter.

   - **Net Income:** $30 million, a significant improvement of 25% year-over-year.

3. **Expenses:**

   - **Operating Expenses:** $45 million, reflecting strategic investments in R&D and marketing.

   - **Cost Management:** Implemented efficiency measures led to a 5% reduction in overhead costs.

4. **Cash Flow:**

   - **Operating Cash Flow:** $50 million, highlighting strong cash generation from core operations.

   - **Free Cash Flow:** $35 million, up by 10% from Q1 2024, ensuring robust liquidity for future investments.

Operational Highlights

1. **Market Expansion:**

   - Entered three new international markets, contributing $10 million in additional revenue.

   - Strengthened our distribution network through new partnerships and alliances.
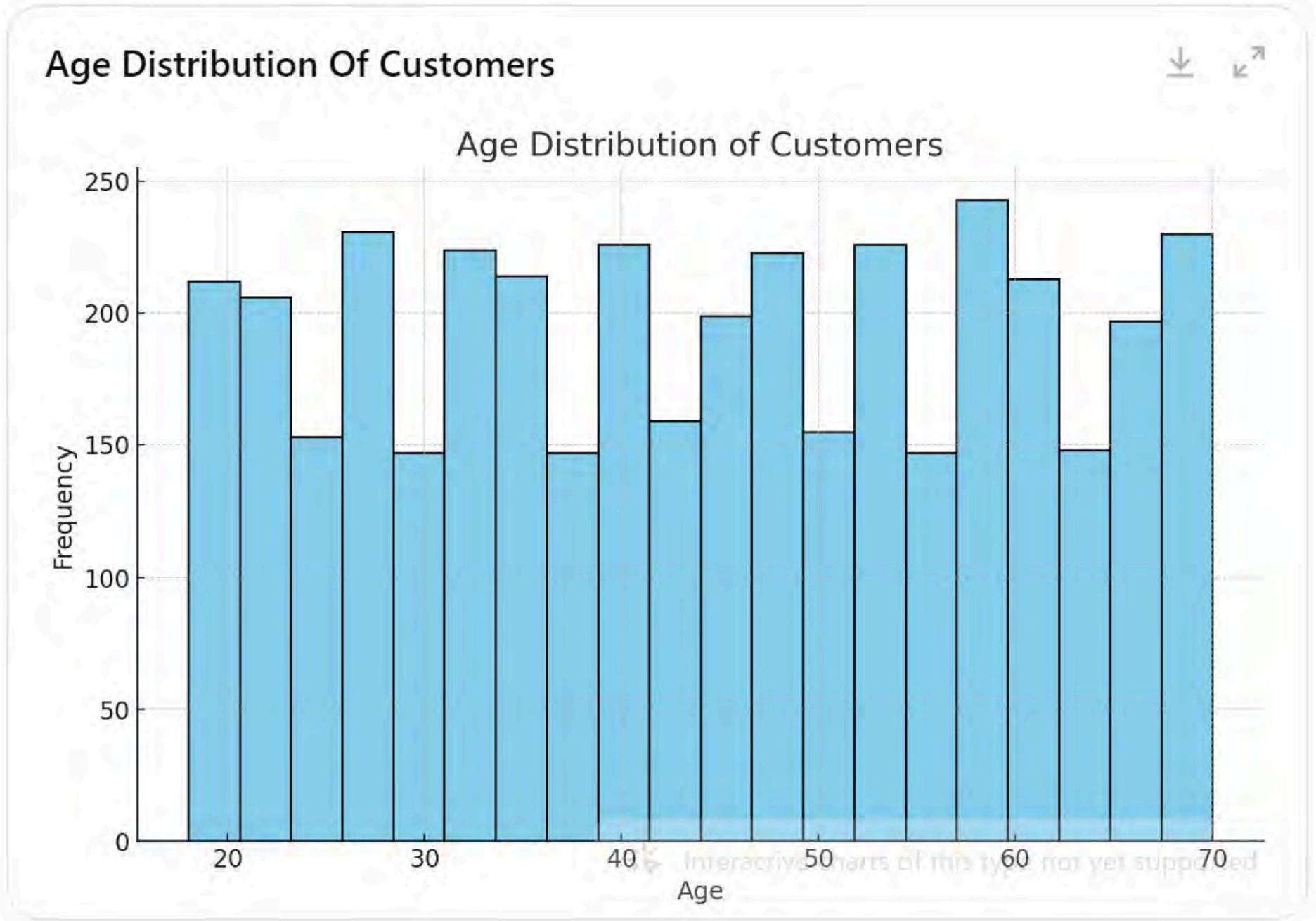
What It Can Do

Data Visualization

You can feed your data into ChatGPT to create visual representations of your data, like charts and graphs.

You will want to be specific about how you want the data to be displayed.

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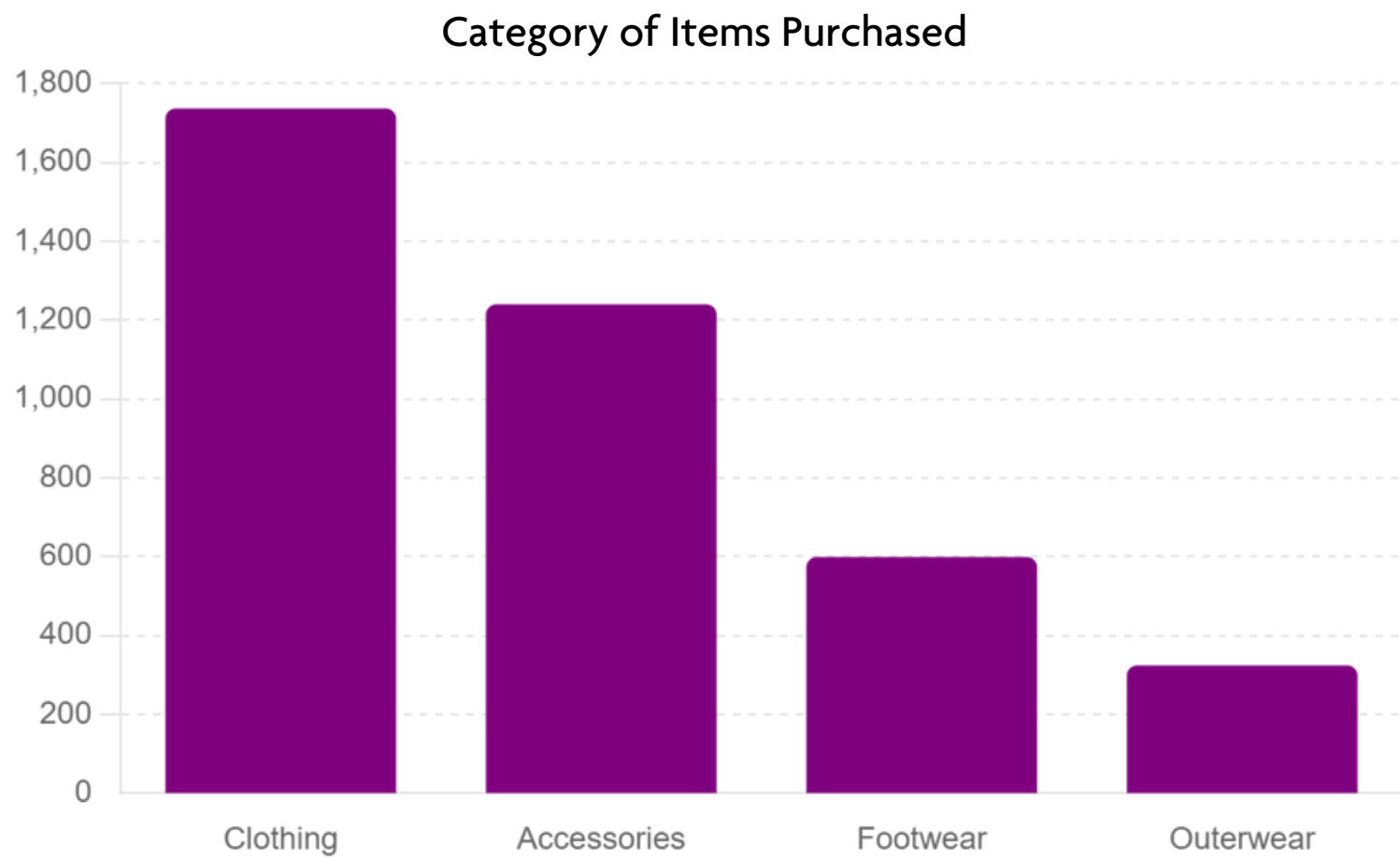regional economic development alliance
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Perform exploratory data analysis on customer shopping trends dataset and display only plots.

EXAMPLE DATA
FROM KAGGLE

Purchase Amount Distribution

Gender Distribution

Category of Items Purchased

Creating Your GPTs

You will need access to a ChatGPT Plus or Enterprise account.

GPTs are custom versions of ChatGPT that users can tailor for specific tasks or topics by combining instructions, knowledge, and capabilities.

They can be as simple or as complex as needed, addressing anything from language learning to technical support.

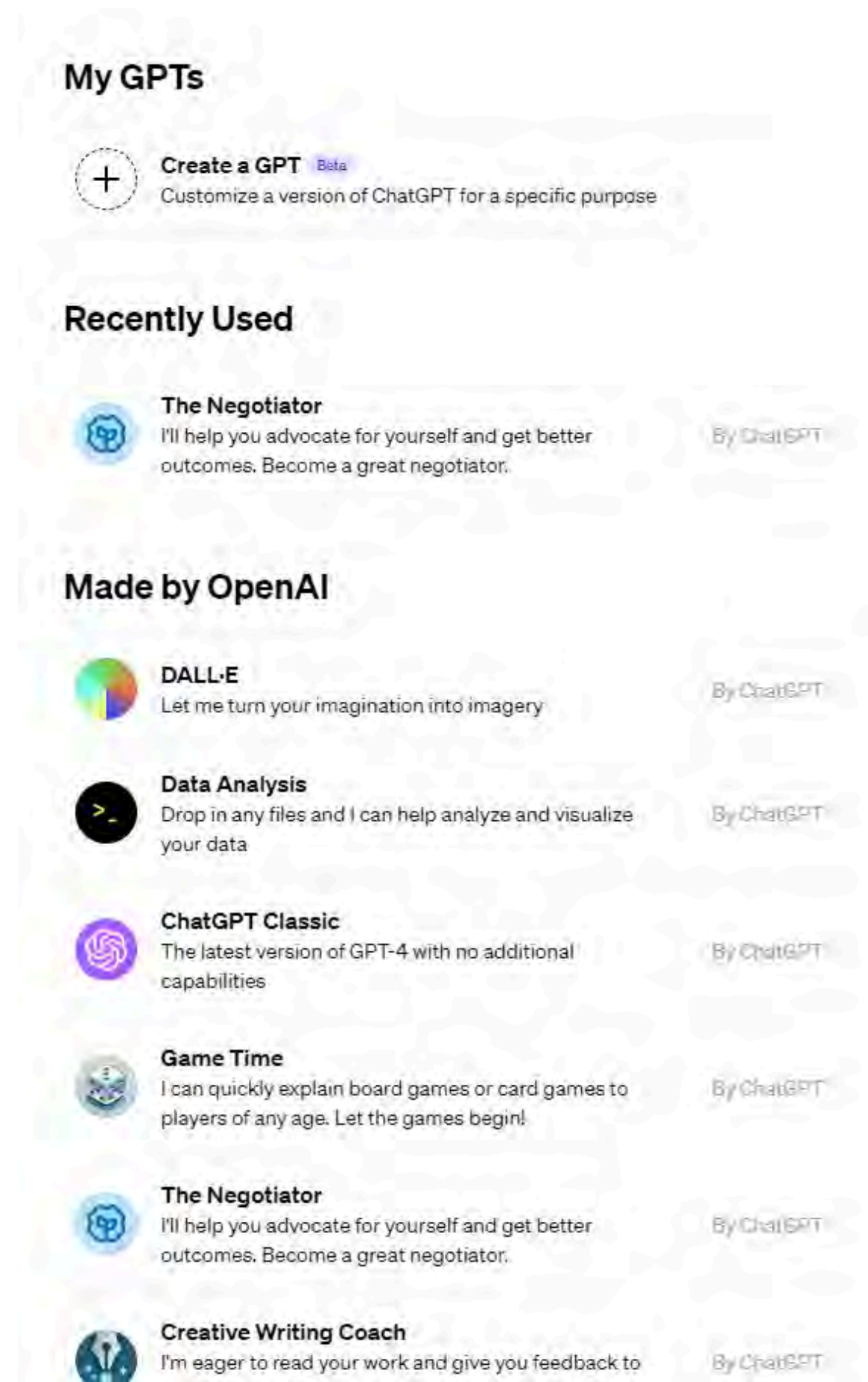# Creating Your GPTs

As soon as you login into the application, you will see "Explore" on the left-hand side, and if you click it, it will take you to this page:

Here you can see some sample custom GPTs that were made by OpenAI.

My GPTs

+ Create a GPT Beta
Customize a version of ChatGPT for a specific purpose

Recently Used

The Negotiator
I'll help you advocate for yourself and get better outcomes. Become a great negotiator.
By ChatGPT

Made by OpenAI

DALL·E
Let me turn your imagination into imagery
By ChatGPT

Data Analysis
Drop in any files and I can help analyze and visualize your data
By ChatGPT

ChatGPT Classic
The latest version of GPT-4 with no additional capabilities
By ChatGPT

Game Time
I can quickly explain board games or card games to players of any age. Let the games begin!
By ChatGPT

The Negotiator
I'll help you advocate for yourself and get better outcomes. Become a great negotiator.
By ChatGPT

Creative Writing Coach
I'm eager to read your work and give you feedback to
By ChatGPT

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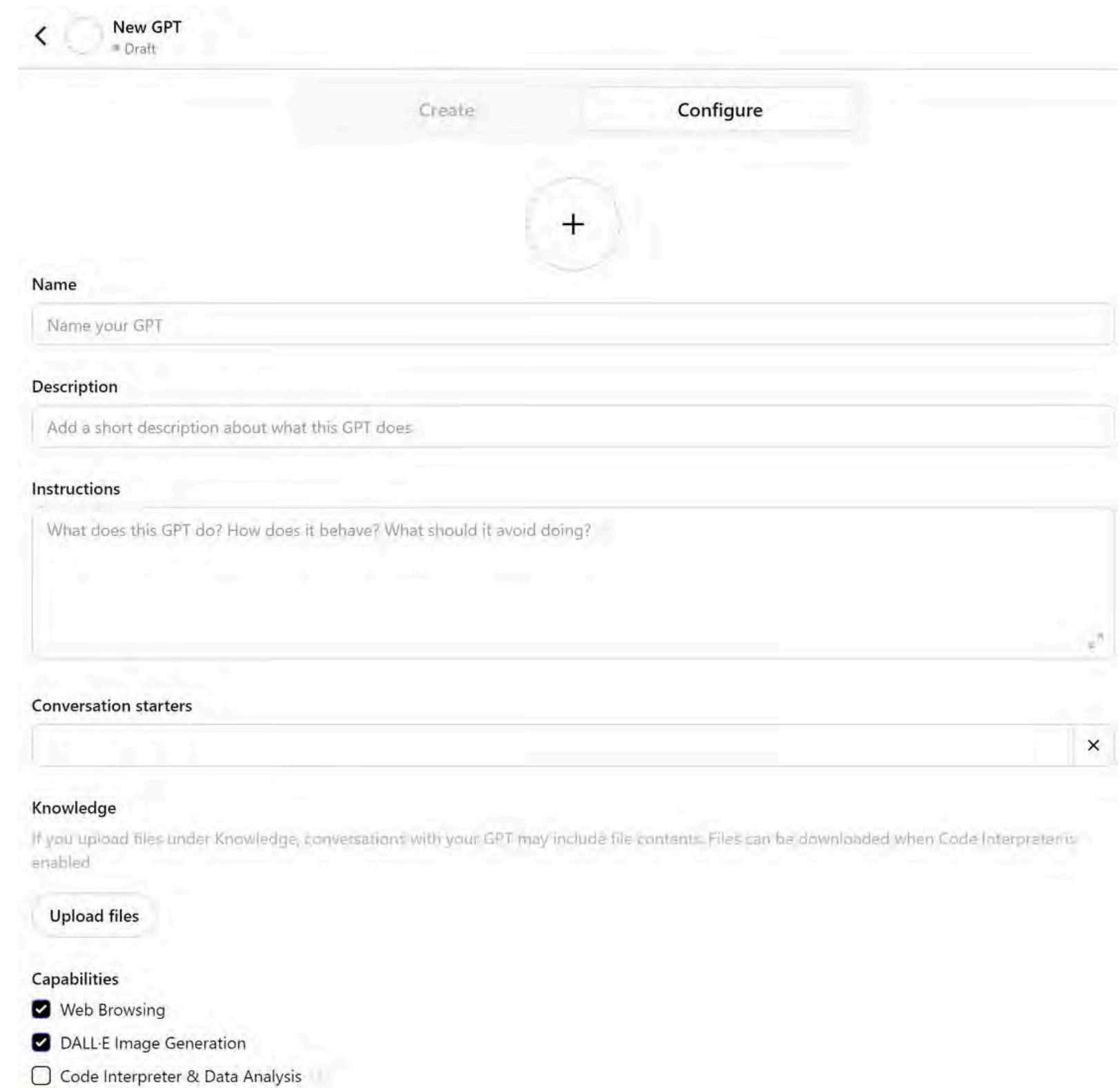
Creating Your GPTs

Data Analyst helps users display the contents of files or create data visualizations, such as pie charts, bar charts and graphs, based on data files added to the chat.

The Negotiator helps users advocate for themselves and learn how to negotiate in a professional setting.

Math Mentor helps younger users and parents learn math based on descriptions or photos of a problem.

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Creating Your GPTs

Click "Create a GPT" to launch the GPT creation interface. It will prompt you to name your GPT and start entering examples of how you want your GPT to behave.

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Save ∨

Create | Configure | Preview

visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?

You

Let's create a GPT which is expert in International Financial Reporting Standards (IFRS) and is there to help accountants and auditors in areas of financial statutory and regulatory reporting and compliance.

GPT Builder

Great choice! This GPT will be an expert in International Financial Reporting Standards (IFRS), providing valuable assistance to accountants and auditors in areas of financial reporting and compliance.

How about we name it **"IFRS Advisor"**? Does that sound good to you?

You

Yes

GPT Builder

Here's the profile picture for "IFRS Advisor." It features a friendly advisor holding an IFRS document, designed to reflect expertise and approachability.

Do you like this image, or would you like any changes?

⌀ Message GPT Builder..

IFRS Advisor

Expert in IFRS, aiding in financial reporting and compliance

Explain IFRS 15's revenue recognition principle. | Provide an example of applying IFRS 16 leases.

How does IFRS 9 affect financial instruments reportin... | Difference between IFRS and US GAAP?

⌀ Message IFRS Advisor..

Creating Your GPTs

We can create a GPT that is an expert in accounting standards (IFRS) and is built to help accountants and auditors. Prompt this to GPT Builder:

"Let's create a GPT that is an expert in International Financial Reporting Standards (IFRS) and is there to help accountants and auditors in areas of financial statutory and regulatory reporting and compliance."

Creating Your GPTs

GPT Builder will propose the name, create a profile picture, and ask for your confirmation.

Click on the 'configure tab" towards the top.

You can see the default instructions and some sample questions conversation starters. You can edit them if you would like.

Configure

...s of financial statutory and regulatory reporting and compliance, with a focus on international ...tailed explanations, examples, and guidance on IFRS-related queries. While you can offer ...n giving personalized financial advice or opinions on specific financial situations of ...can be applied in general scenarios. In cases where the query is outside your expertise, such ...u should politely indicate that the topic is beyond your scope.

Creating Your GPTs

Right below that you see "Knowledge" where you can upload data files for your GPT to use when producing responses.

For this GPT, we can upload a 150-page pdf document on "IFRS-17 Insurance Contracts"

Conversation starters

Explain IFRS 15's revenue recognition principle.

How does IFRS 9 affect financial instruments reporting?

Provide an example of applying IFRS 16 leases.

Difference between IFRS and US GAAP?

Knowledge

Conversations with your GPT may include file contents. Files can be downloaded

ifrs-17-insurance-contract...

Upload files

Capabilities

☑ Web Browsing
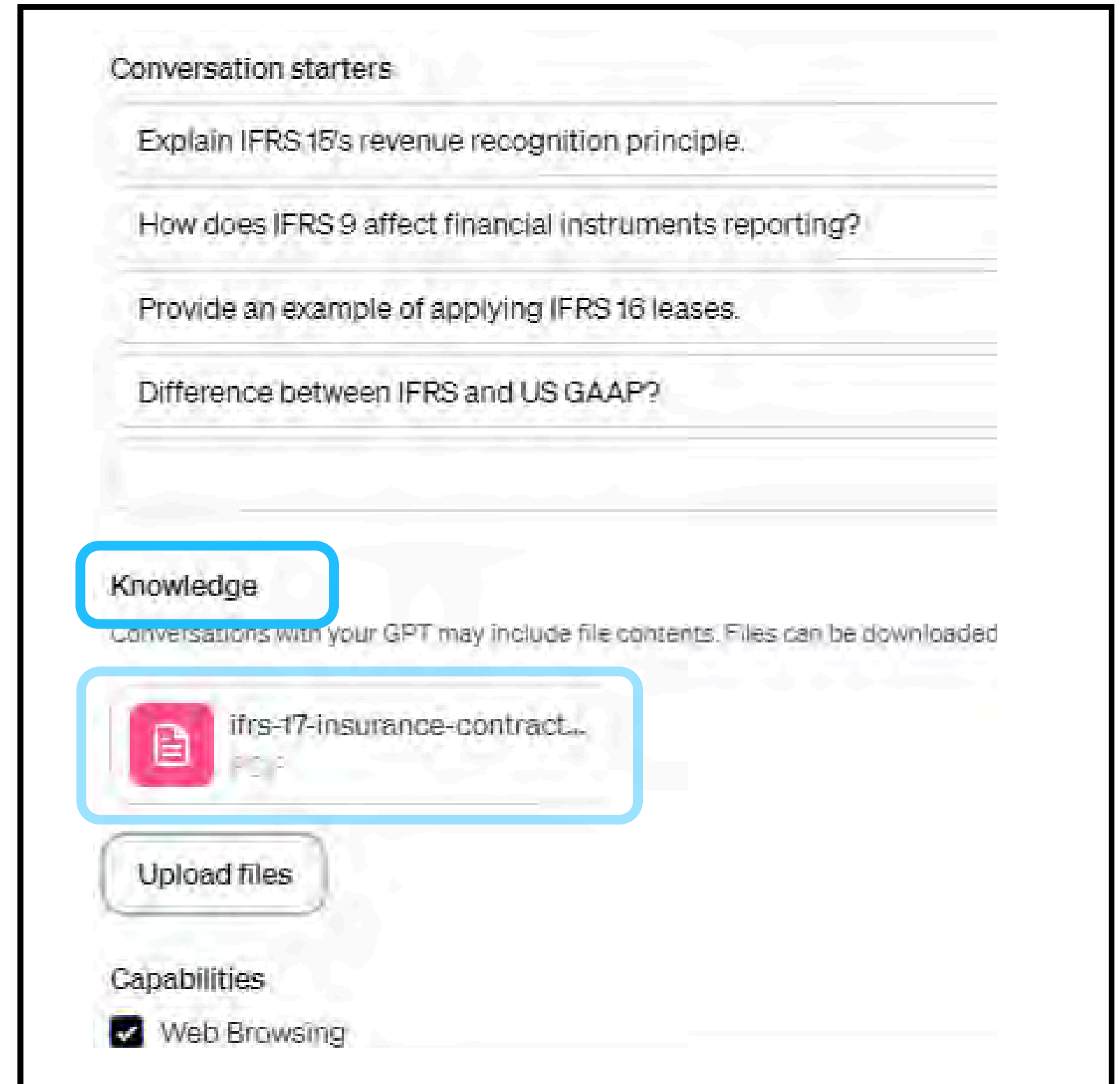
Creating Your GPTs

The last step is to publish the GPT by clicking the save button on the top right corner.

You can choose whether to make the GPT public or private.
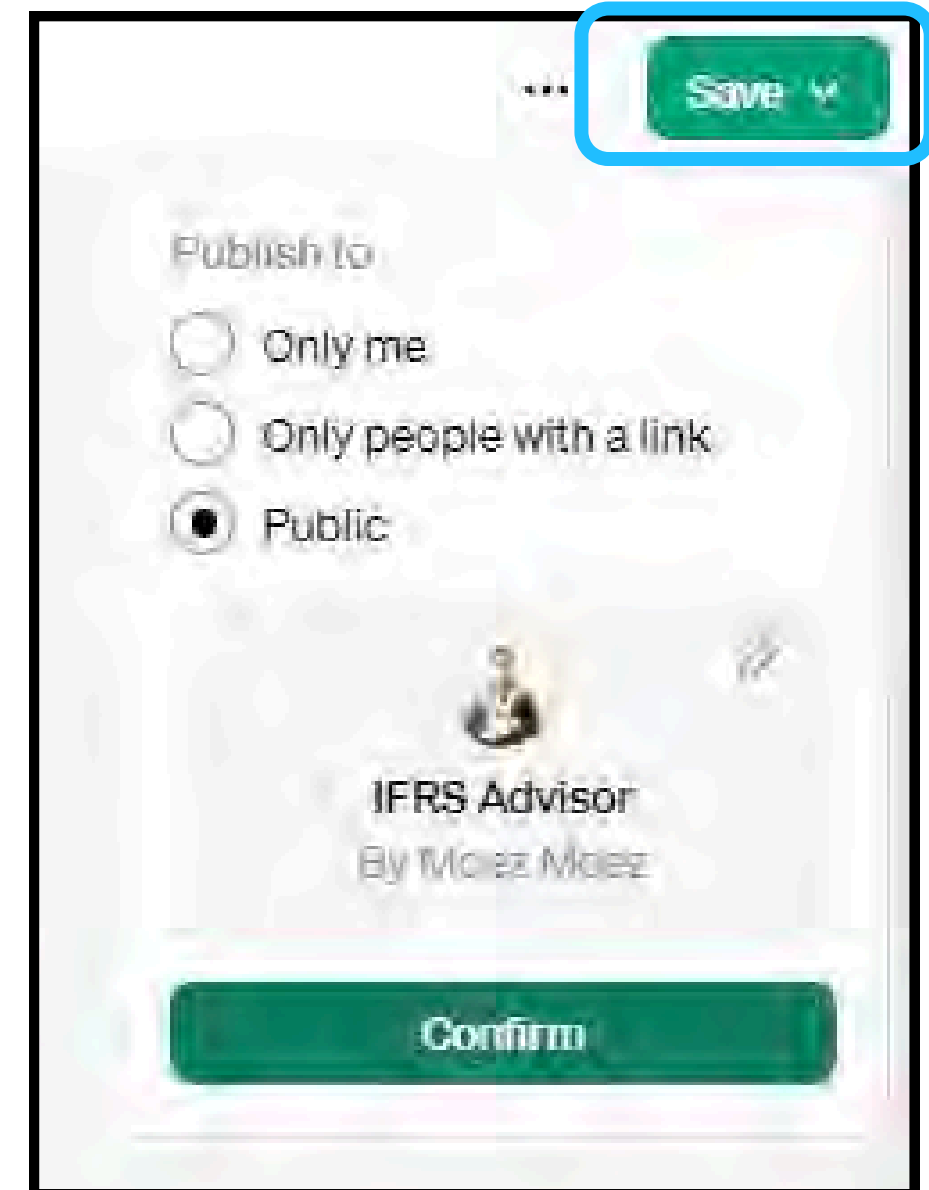
Creating Your GPTs

You should always test the GPT afterwards to see if it needs any tweaking.

I asked two questions, and the answers for both questions were correctly generated from the PDF file uploaded.

You
IFRS 17 superseded which IFRS?

IFRS Advisor
IFRS 17, which sets out principles for the recognition, measurement, presentation, and disclosure of insurance contracts, replaced IFRS 4 Insurance Contracts.

You
Define the scope of IFRS 17 briefly?

IFRS Advisor
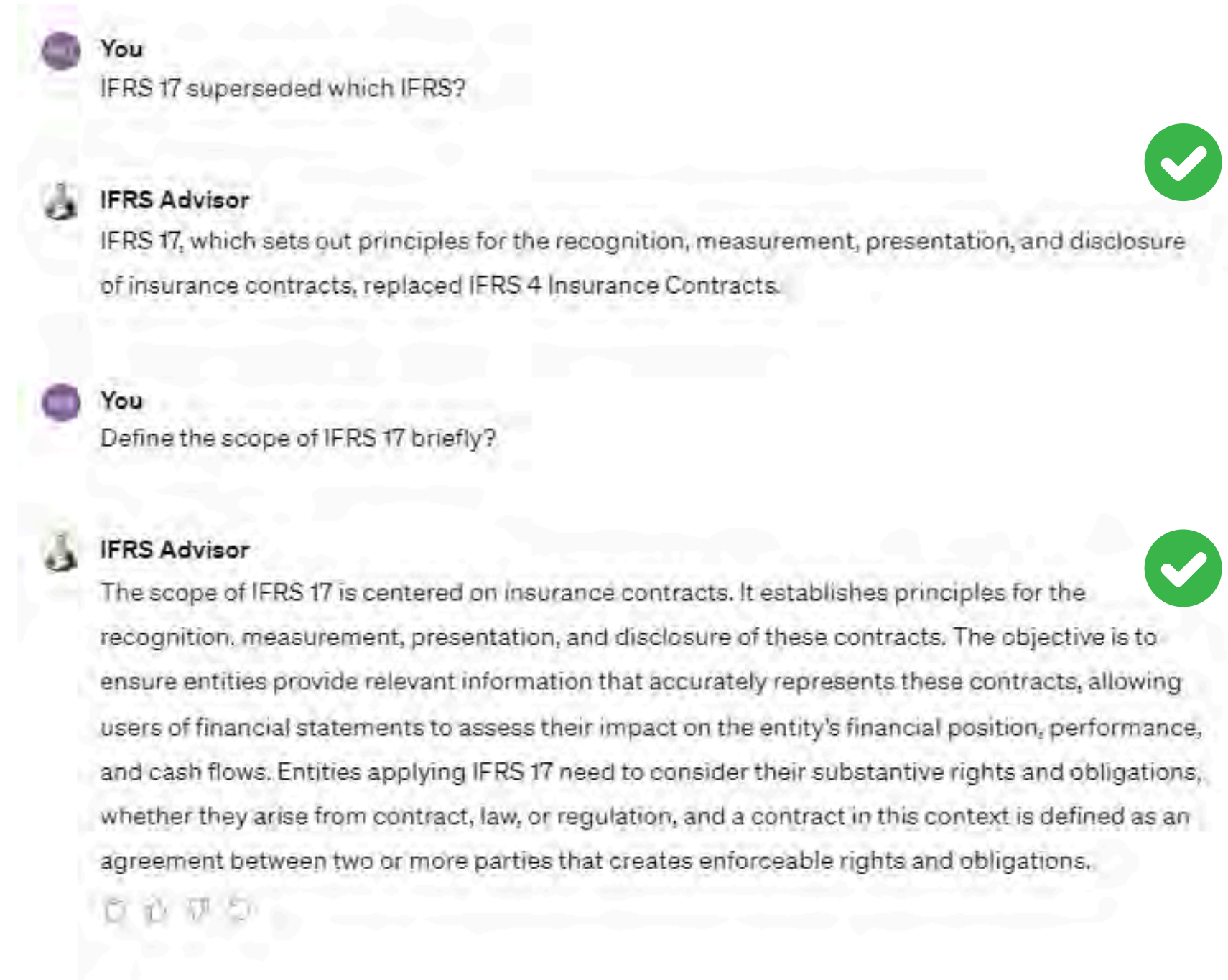The scope of IFRS 17 is centered on insurance contracts. It establishes principles for the recognition, measurement, presentation, and disclosure of these contracts. The objective is to ensure entities provide relevant information that accurately represents these contracts, allowing users of financial statements to assess their impact on the entity's financial position, performance, and cash flows. Entities applying IFRS 17 need to consider their substantive rights and obligations, whether they arise from contract, law, or regulation, and a contract in this context is defined as an agreement between two or more parties that creates enforceable rights and obligations.

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Prompt Engineering Tips

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Prompt Engineering Tips

Be Clear & Specific

Example: Instead of "Tell me about AI," ask "Explain the benefits of AI in healthcare."

Provide Context

Give background information if your prompt is complex.

Set the Scope

Define the depth and breadth of the response you want. *Example:* "Give a brief overview of the water cycle suitable for fourth graders."

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Prompt Engineering Tips

Use Step-by-Step Instructions When Needed

Break down complex tasks into simpler steps.

Request Formatting

Specify how you want the information presented (e.g., bullet points, lists, tables).

Ask for Examples

Request examples to clarify abstract concepts.

Prompt Engineering Tips

Refine

Use follow-up questions to refine or expand the initial response.

Provide Feedback

Indicate what parts of the response were helpful or need improvement.

Ask for Sources

Request sources or references to verify information. *Example:* Provide sources that show the growth of the renewable energy sector.

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Thank You!

QUESTIONS?

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