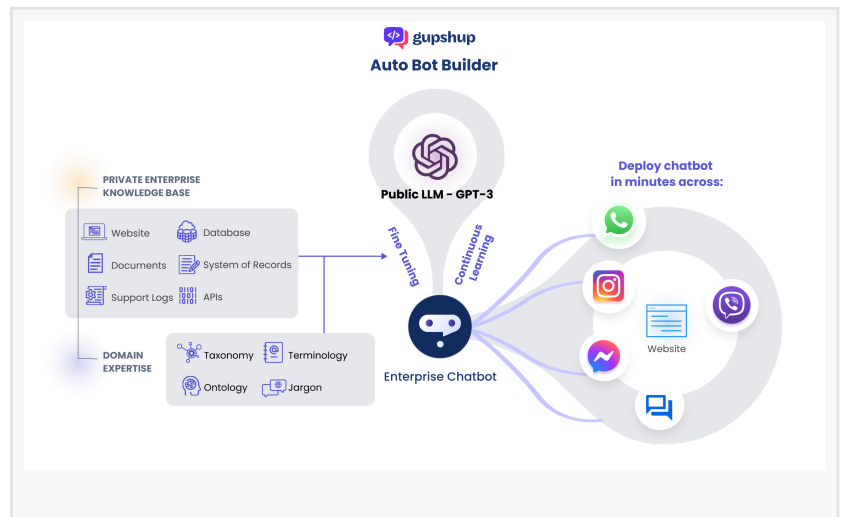


Gupshup launches Auto Bot Builder powered by GPT-3

Auto Bot Builder uses the power of large language models to automatically build advanced conversational chatbots customized to enterprises

MUMBAI, INDIA, January 18, 2023 /EINPresswire.com/ -- Gupshup, the world's leading conversational engagement platform, today announced the launch of Auto Bot Builder, a powerful tool that harnesses the power of GPT-3 to automatically and effortlessly build advanced chatbots tailored to enterprise requirements. Auto Bot Builder leverages the GPT-3 LLM (Large Language Model) and fine-tunes it using proprietary enterprise knowledge base and domain expertise - resulting in a chatbot specialized to an enterprise, unlike ChatGPT, which is a general purpose chatbot.



“

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Beerud Sheth, CEO, Gupshup

This enables enterprises to incorporate the latest advances in AI technology, in a no-code environment, into their conversational experiences to substantially enhance their customer engagement. It reduces the time and effort it takes to create conversational journeys, enabling enterprises to develop more journeys faster for use-cases across the entire customer lifecycle.

With the Auto Bot Builder tool, a user can instantly build a chatbot using content from their website, documents,

message logs, product catalogs, database, and other corporate systems of record. The tool accepts content of any size, processes it and fine-tunes the Large Language Model (LLM) to the specific context. Auto Bot Builder is capable of handling really large content sets, which need special pre-processing.

Furthermore, Gupshup has also developed fine-tuned instances of industry-specific models

based on its proprietary training data and domain expertise that provides an even greater head-start in developing high-quality enterprise-specific conversational experiences. Gupshup has deep domain expertise from years of experience working with companies in numerous verticals including banking, insurance, e-commerce, retail, gaming, healthcare and more. The above capabilities make Auto Bot Builder truly versatile in supporting a wide variety of enterprise requirements, with in-depth vertical knowledge.

Built on large language models (LLMs), these chatbots demonstrate an exceptionally high degree of language capability that truly engages the end user. They can handle virtually any natural-language query posed by the user and provide meaningful responses in almost all scenarios. Businesses can build these chatbots for each stage of the customer lifecycle including marketing, commerce and support. Use cases include marketing offers, lead gen, product discovery, product recommendations, shopping advice, troubleshooting, customer support, etc.

“GPT-3 represents a massive improvement in language and conversational abilities. We’re excited to help enterprises harness the power of LLMs to enhance their customer experience,” said Beerud Sheth, CEO of Gupshup. He added, “Gupshup is always among the first to bring the latest technology to enterprises, and we’re glad to launch the Auto Bot Builder. This is just the beginning of a new wave of innovation, and we expect to rapidly roll out more advanced capabilities.”

The Auto Bot Builder amplifies and accelerates the results that enterprises derive from conversational experiences. With the newly enabled, AI-powered chatbots, enterprises substantially improve customer engagement, increase revenue and decrease support costs. Chatbots built using Auto Bot Builder already come pre-integrated with Gupshup’s comprehensive conversational engagement product stack. This means that it can be instantly deployed across dozens of channels, with built-in analytics, tracking, logging, billing, and more. They are instantly capable of handling messaging volumes at scale.

Enterprises can sign up for early access to the Auto Bot Builder here:

<https://go.gupshup.io/autobotbuilder>

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