**Pros Of ChatGPT For Customer Experience**

[**Blake Morgan**](https://www.forbes.com/sites/blakemorgan/)

Chatbots have been a customer service staple for years but have often failed to live up to the hype around the potential. Among the common customer complaints are[not being able to get answers](https://www.cmswire.com/customer-experience/why-people-are-reluctant-about-chatbots-and-what-you-can-do-about-it/) to simple questions and having to repeat themselves. In fact, [80% of consumers](https://www.businesswire.com/news/home/20221206005186/en/UJET-Research-Reveals-Chatbots-Increase-Frustration-for-80-of-Consumers) say interacting with a chatbot makes them more frustrated.

But that could all change with a new AI system that is being used everywhere, from [medical reports](https://news.northwestern.edu/stories/2023/01/chatgpt-writes-convincing-fake-scientific-abstracts-that-fool-reviewers-in-study/) to the [World Economic Forum in Davos](https://www.axios.com/2023/01/19/chatgpt-davos-2023-talk-ai-chatbot). ChatGPT is already impacting the world and has serious potential to transform existing chatbots.

What makes this AI technology different from previous iterations? It was designed specifically for [conversational interactions](https://www.helpscout.com/blog/chatgpt-customer-service/) and tested with human trainers. With its ability to answer questions, hold conversations, and offer opinions about various topics, ChatGPT is the most advanced language processing system available. Like other AI services, ChatGPT learns and improves with more interactions and remembers previous queries in follow-up conversations. Its impact will undoubtedly be felt in customer service.

As the technology grows, companies are finding numerous applications to streamline and automate their CX efforts to offer personalized, consistent service at scale. Here are just a few of the benefits of ChatGPT in customer experience:

The biggest advantage of ChatGPT is its ability to understand natural language and have a text conversation with people. The system can [answer questions about nearly any subject](https://www.cmswire.com/customer-experience/chatgpts-impact-on-customer-experience-and-marketing/) with authority and even understand a customer’s intent. Unlike other chatbots, where customers have to ask questions in a specific way or use keywords, ChatGPT can provide a relevant answer no matter how a question is phrased.

One internet search will show you the many ways people have found to use ChatGPT. Even within the customer experience world, the possibilities are endless, from acting as a robust chatbot for self-service queries to creating personalized emails and marketing messages. ChatGPT can also analyze customer feedback and turn data into valuable insights for marketers and CX teams.

ChatGPT takes learning and adaptation to the next level. Much like how a human would adapt and navigate a conversation based on information shared, ChatGPT creates custom answers to questions that improve and evolve as the conversation moves forward.

ChatGPT and other large-scale AI tools have the power to do what’s never been done before: create chatbots and tools that deliver automated, frictionless experiences at scale without sacrificing results. AI is advancing at a breakneck pace and is undoubtedly the future of customer experience.