

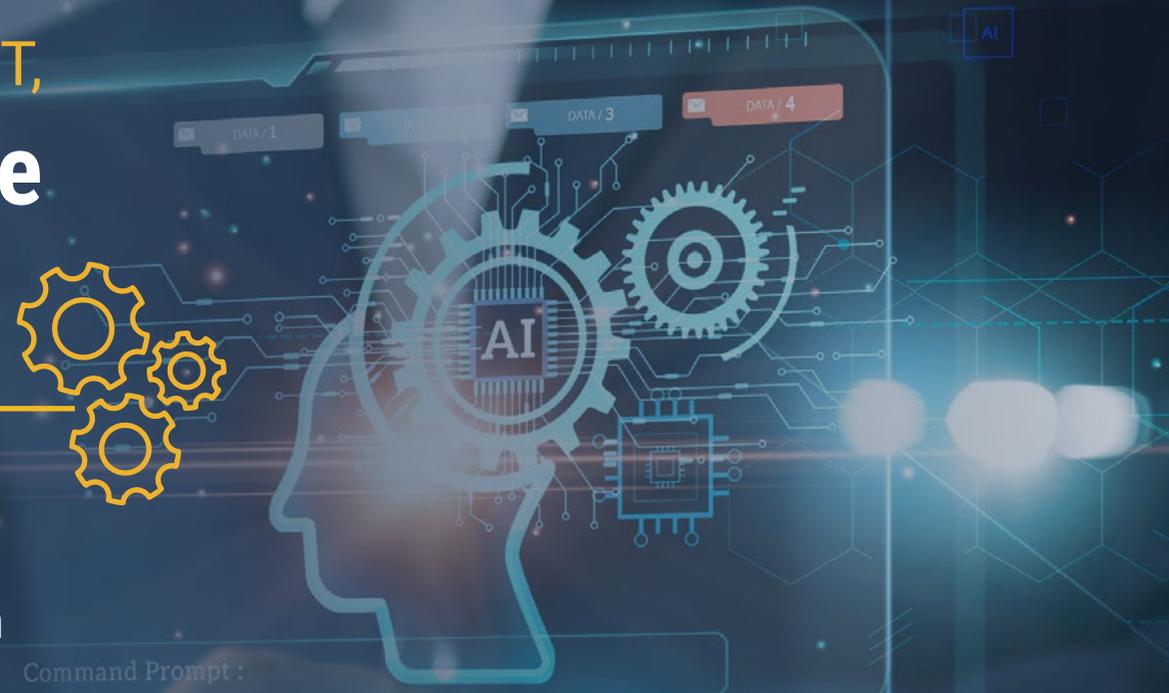
# NOW YOU HAVE YOUR AI CHATBOT, do you know how to make the most of it?

Many pharma companies are setting up their AI chatbot systems to interrogate their data, but many clients may not know how to make the most of them

In our recent webinar, Branding Science Senior Data Scientist, Gabe Musker, and Vice President of Strategic Consulting, Shirley Shadur, provided their expert insight.

They walked through a 'how-to' guide for making the most of these tools – from learning how to use the chatbot and write prompts to ensuring that clients know to check their data sources.

So, given the topic of the webinar, what better way to summarise it than by letting an AI chatbot watch the webinar and share its thoughts?



## Here's what GPT-4 made of the webinar...

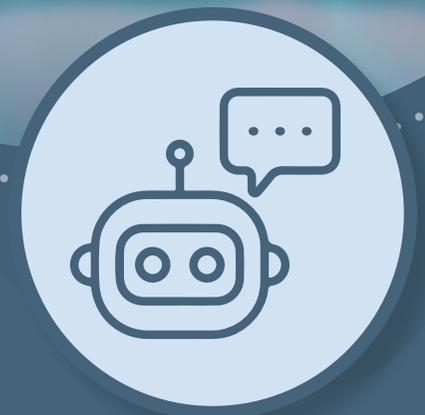
In the webinar entitled “**Now you have your AI chatbot, do you know how to make the most of it?**” Gabe Musker and Shirley Shadur from Branding Science discussed how pharmaceutical companies can optimise their AI chatbot tool for better internal utilisation. They shared insights based on their experiences in developing their own internal AI chatbot, named **metAIinsights™**.

The webinar stressed the importance of **precise and specific wording** in queries given to AI chatbots. A vague or generalised query may not yield the most valuable or specific responses, since chatbot AI usually rely on searching for relevant keywords and direct instructions. Thus, clarity, context, and specificity of instructions improve the degree of actionable insights.

The speakers also discussed the challenge in establishing **trust in AI chatbots** due to the bot's occasional inability to recognise the strength of data sources, often reporting answers with the same level of confidence regardless of the source's credibility. However, they proposed that the inclusion of data source information can bolster confidence in the chatbot's responses. Cross-verifying these with external data sources and experts was also advised.

Looking forward, the speakers suggested that future developments could include **trend analysis** and **synthesis of data** over longer time periods, which could help provide a more detailed perspective on information shifts over time, or even explore **qualitative syndicated reporting**.

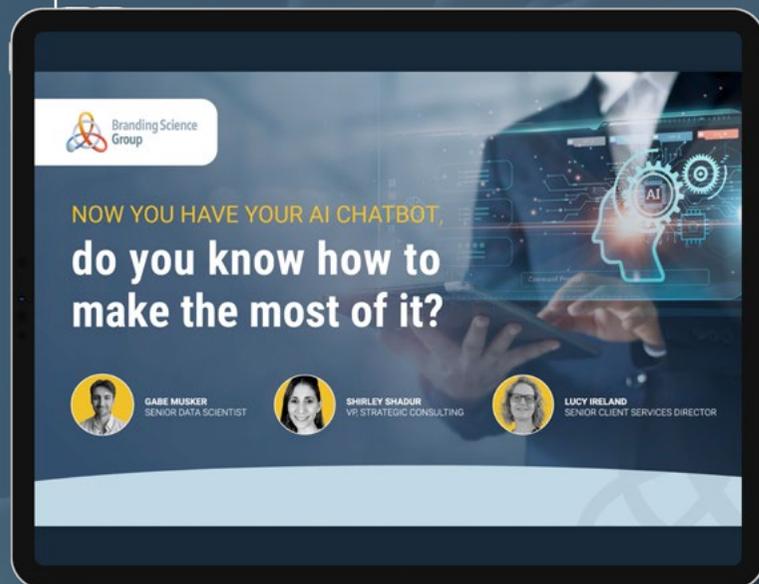
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Overall, the discussion also evoked how AI chatbots can potentially reduce organisational memory loss and increase the efficiency of information retrieval. The tool also holds promise in aiding new team members in quickly familiarising with past work and offering comparative analyses of treatment areas. The speakers concluded that continuous use and experimentation with AI chatbots will improve both the user's proficiency and the tool's performance.

This insightful conversation not only demonstrated the benefits of utilising AI chatbots but also provided valuable advice for pharmaceutical companies seeking to make the most of this technology.

**But there's no need to take the AI's word for it. You can watch the webinar in full and make up your own mind here.**



## Want to learn more?

**Click here** to find out more about metAIinsights™, our powerful, internal-facing AI tool designed to help our primary market research and strategy experts reach deeper insights, quicker, to help our clients make smarter decisions for better patient futures.

## Get in touch



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