

Even ChatGPT Gets It!

The advancement of artificial intelligence could help broadband providers predict and anticipate their customers' needs.

By Bryan J. Rader / Pavlov Media

At the end of last year, the artificial intelligence venture OpenAI launched a free, open-source prototype of its AI chatbot, ChatGPT. The company, which is governed by a nonprofit organization and has a unique capped-market model, had been working on perfecting the chatbot for the past several years and felt it was time to begin capturing widespread usage. ChatGPT uses machine learning and reinforcement learning from human feedback to create a “language” with the users.

You've probably heard about people writing love letters or poems with great artistry using ChatGPT. It's even better than a Hallmark card. College students are already having success using the chatbot to write term papers that are very well constructed with tremendous detail.

ChatGPT grew from 1 million users in December to more than 100 million the next month. This is a faster adoption than Facebook or TikTok. Heck, I may even have ChatGPT write my next column!

Like other investment firms, Microsoft is investing a lot of money – \$10 billion – in OpenAI, as it moves toward a for-profit status.

APPLYING AI

Artificial intelligence is in its infancy. But many successful companies are considering its current and potential impact and applications. Consider Zoom Technologies, the video

Artificial intelligence tools can provide insight to ISPs about their networks and will be an important way to distinguish service delivery.

conference-call company that took off during the pandemic. It plans to integrate AI into its corporate products by making it a training module. Zoom believes that AI can track body language during a client's video presentation to a customer and recommend ways to improve a company's pitch. This opens all kinds of possibilities for Zoom.

AI is soon to become a part of the broadband industry too. It is already happening in ways that are not so visible. Today, independent ISPs monitor bandwidth utilization by setting up specific rules for alarm bells to ring when usage thresholds are met, which then may trigger a need to expand the capacity of a particular community. But that's no longer the best approach.

AI can help anticipate the needs of broadband users by tracking who they are and what they do. AI can evaluate properties with similar patterns and proactively identify how to meet users' demands.

AI can also help ISPs monitor network usage and improve their performance. In fact, during the pandemic, when home network use skyrocketed overnight, many ISPs leveraged AI to help improve capacity during peak hours, which may vary by location. The broadband industry must be prepared for gamers, streamers and researchers operating at different times of day and on a variety of devices. AI can help the industry know users better than they know themselves. The goal is to prepare in advance so users never experience an issue.

EASY CUSTOMER RESOLUTION

I decided to test ChatGPT and see how smart it was. After all, it is learning all the time. I thought about writing a poem to my wife, but she would know it was a machine doing the work. Instead, I asked it a few questions about the broadband business.

I started by asking for the keys to success in the multifamily technology space for broadband providers. The chatbot gave some obvious answers, including high-quality service, reliability and fast speeds.

But upon further inquiry, it went into more detail: “Make it easy for consumers to resolve issues, contact you and offer prompt responses.”

“Wow, that's good advice. What else, ChatGPT?”

“Develop a strong brand strategy, maintain an innovative

product set, and invest in network infrastructure,” said ChatGPT.

Great answers. I could do this all night. It continued: “Strong partnerships. Build strong relationships with property managers and owners to promote the broadband service and expand your customer base.”

ChatGPT, you’ve only been around for a few months, but I think you nailed it. Strong partnerships with our clients – both at the owner and on-site levels – are keys to success. You are speaking my language, even if you are only a chatbot.

“Please continue,” I typed. “This is excellent advice.”

“Customization can also be an essential factor for success. Providers should tailor their services to the specific preferences of individual properties, which can help customer satisfaction and retention.”

I decided to end the conversation right there, as I knew this could continue until the wee hours of the morning.

The goal of AI is to build ways for companies to predict better and anticipate their customers’ needs. This

might involve network performance, usage patterns for residents and undoubtedly seasonal impacts on properties. It should also help the broadband industry better serve property managers and owners. AI captures data from everywhere and makes decisions that benefit service providers.

At Pavlov, we see AI as an important way to distinguish our service delivery in the future. I’m sure you do too. I know ChatGPT sees it this way. Or, at least, I believe this chatbot does. Let me ask... 🙋



Bryan Rader is the president of MDU for Pavlov Media. His monthly column won an American Society of Business Press Editors (ASBPE) Central Regional Azbee Award.

ESPi
espicorp.com
Your Next Generation UPS

RACK MOUNT MEGA TITAN-48



You asked for it and we delivered!

A 48V rack mount UPS that has enough battery capacity to run an 80 watt load for up to 12 hours.

- Proven design
- 2U 19" rack mount
- The only 48V rack mount UPS designed for Telcos
- Fast, easy, low-cost installation

877-799-3774
www.espicorp.com