



# Alpha Tech

*“News about IT Technologies that can help your business prosper”*

Millbury, MA

## AI—Buyer Beware

At this point, you’d have to be living under a rock to not be inundated with conversations extolling the virtues of using AI platforms like ChatGPT to do certain tasks.

However, there are certain things you should know before you get AI involved with your business. These aren’t “Star Wars” level droids; they can’t truly “think”, and cannot effectively replace humans in many jobs. That said, AI can be a very useful tool when used correctly.

Some attractive features of AI include:

- ◆ **Versatility**—These tools are not specialized, they are general, and you can personalize your chatbot by giving it data. For instance, you can feed it information about a topic and make it an “expert” on that topic. Or you can give it data to analyze.
- ◆ **Superior customer service automation**—AI makes for a great customer service platform, with 24/7 availability and the ability to simultaneously handle a large number of inquiries.
- ◆ **Automation of tedious manual processes**—Data entry and categorization are good examples of this. Many AIs are skilled at processing large amounts of data into organized charts and reports.
- ◆ **Content generation**—AI powered tools are helping people make creative copy quickly. Some use it to write their email responses for them, or marketing copy.
- ◆ **Business Intelligence**—You can feed data into an AI tool and have it analyze the data for you, giving insights into the data that might have taken days for you to discover on your own.
- ◆ **Personalized learning**—You can provide information to AI like ChatGPT to customize its feedback, providing a more personalized response.
- ◆ **Productivity boost**—AI, when used properly, can increase personal productivity dramatically.

But there are a number of inherent dangers and limitations to ChatGPT and other AI platforms. These include things like:

- ◆ **Outdated data sets**—As an example, ChatGPT was originally built on GPT-2, a system that only included data through 2021. While newer versions are using data from 2024, the bot still isn’t aware of most events in the last few years unless you feed it more data or remind it to check the internet for newer information.
- ◆ **Inaccuracies, nonsense, and hallucinations**—AI is notorious for making up facts. There is no ability to fact-check or verify its claims within this system.
- ◆ **Inability to deal with complex language, nuanced understanding, or emotional intelligence**—AI is not very sophisticated in its understanding of these topics. It has no empathy and cannot understand emotional context. This can be problematic in customer service.
- ◆ **Data Privacy Concerns**—ChatGPT specifically says in their privacy policy that the company can access any information fed into it. Which means they retain it, they can do what they want with it, and it could get stolen if they get hacked.
- ◆ **Legal liability**—AI has been in the news several times now for its role in massive corporate lawsuits. Pizza Hut is being sued for \$100 million by one of its own franchisees after forcing them to use an AI-integrated delivery system that has dramatically hurt their delivery times and quarterly profits. The South Korean company Krafton lost control of a game studio and was ordered by court to pay out a \$250 million bonus because their CEO followed bad legal advice given to him by ChatGPT. Even AI-centric companies aren’t safe here. Character.AI has been taken to court by the state of Pennsylvania after one of its chatbots impersonated a medical professional, complete with fake credentials.

- ◆ **Bias and Ethical concerns**—AI has no ethics of its own. It picks up bias in the data fed to it and will reflect that bias in its output.
- ◆ **Nefarious uses**—hackers and phishers are using AI to generate phishing emails, scam sites, etc.

There are also a number of specific concerns that a company should consider as far as AI use by employees.

- ◆ **Lack of Control**—We are finding individuals within companies who are already using these tools in their daily work. The company may or may not be aware of this. Without policies in place, and without a company approved and managed AI solution, it's the Wild West right now.
- ◆ **Intellectual Property Risk**—Your employees could be uploading critical, proprietary data up into ChatGPT to generate a report. Now that data is out there. There's no pulling it back.
- ◆ **Risk to reputation**—Some employees barely review the output from ChatGPT, they just feed it, take a quick look, then present it as their own work. Effectively, your employees are outsourcing parts of their job, sometimes without their manager's knowledge or consent.

Another area to be aware of is the integration of AI technologies into other platforms. For instance, earlier I mentioned using AI for customer service. This will often involve integrating AI into your

billing system so it can look up invoices, your CRM system so it can look up service tickets, etc. These integrations are expensive, and there are a lot of security concerns (how do I make sure only real clients can get to the AI, and that they only look at their own data?).

Interested in learning more about the pros and cons of AI usage for business?

If you are one of our clients and have a subscription to our Breach Prevention Program, then you have access to a suite of AI-related training modules. These include:

- ◆ **Artificial Intelligence (AI) Fundamentals:** A 20-minute course covering generative AI and chatbots like ChatGPT, including definitions, applications, and ethical considerations.
- ◆ **AI Cybersecurity Training:** A 15-minute overview of AI's role in cybersecurity, focusing on threats and best practices for identifying AI-generated scams.
- ◆ **AI Nanos©:** Ultra-compact, sub-60-second videos providing quick tips and tricks for mastering AI.
- ◆ **AI Fundamentals Guidebook:** A downloadable resource offering detailed insights into AI concepts, the CHAT method for prompt creation, and implementation of best practices.
- ◆ **AI Acceptable Use Policy Template:** Guidelines for ethical AI use, ensuring compliance with legal standards and company values.

Want to discuss how AI can be successfully leveraged by your company? Contact us with the information below.

## Want Help Now?

Call us at 508-471-3155 or email us at [info@alphanetsolutions.com](mailto:info@alphanetsolutions.com)

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