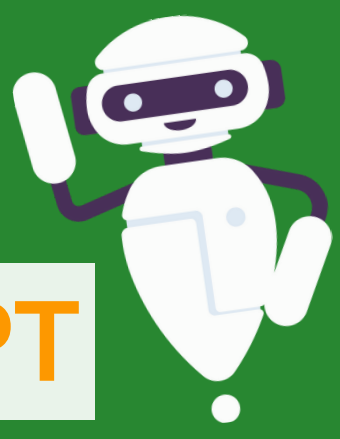
Data-to-Text VS (Chat)GPT

AX SEMANTICS



	Data-to-Text	(Chat)GPT
Content Generation by	Generates texts by analyzing structured data	Generates texts according to the patterns recognized from texts
Usage	For creating large amounts of text based on structured data sets with variable details	To create a basic text, can simplify writing process
Scalable Content Production Process?	All sub-processes are scalable, no need for quality control	via API only, per-text quality assurance cannot be scaled
Brand Tonality & Structure of the Texts	Precise specification of brand tonality and text structure possible	Very limited ability to specify brand tonality and text structure
Human Input	Needs setup from data and rules, then works independently with consistent quality	Generates texts, but every text must be checked for quality
Languages	Multilingual, AX Semantics supports text creation in up to 110 different languages concurrently	Multilingual text output possible, quality control required on a per-language basis
Accuracy of Content	Data-driven, so always current and easy to update	Trained until early 2022, no info on newer or niche products, thus poor text quality to be expected
Use Cases	News, reports, product descriptions, category texts, ... (content where structured data is available), in industries such as e.g. banking and financial companies, pharmaceutical sector, media and publishing, companies in the large e-commerce environment	Any type of text (if sufficient training data is available), comprehensive text generation based on small amount of information, answering recurring customer queries through chatbot
Advantages & Disadvantages	+ • Saves time & costs • Scalable content creation process, no quality check necessary • Content updates at the touch of a button • Controllable & consistent content quality • Multilingual texts at the same time, no quality check needed • Applicable to all products that have a dataset – • Structured data is needed • Initial setup required, therefore only suitable for large amounts of text	+ • Fast & cost-effective for single texts • Good inspiration for writing – • Risk of incorrect information & content weakness • Quality check and proofreading for every text output is mandatory • May contain ethically questionable statements • Repetitions instead of new statements • Check of translations into different languages required • No info on new & niche products

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