Use of ChatGPT, BARD and Perplexity for Company Research

3 Examples: Deloitte, Amazon & JPMorgan

Introduction

AI tools are useful for quickly producing information about companies that would take hours of manual Internet research. Three major tools – ChatGPT, BARD and Perplexity -- were tested to determine the relative strengths of each.

The AI tools are evaluated by testing the results produced for the three different companies -- Deloitte, Amazon, and JPMorgan. Using instructions or prompts in the style required for each tool, there are variations in the depth and style of responses as summarized by company below.

1. Deloitte

ChatGPT

ChatGPT's responses for Deloitte Consulting provide well-structured information.

- The evaluation of the candidate's skills and experience is comprehensive, highlighting key qualifications relevant to Deloitte's expansion and growth plans.
- The description of Deloitte Consulting's culture is succinct yet covers essential aspects like values, collaboration, diversity, and well-being.

- Additionally, the analysis of fit and adaptation for the Digital department is thoughtful. ChatGPT also effectively explains how Deloitte fosters creativity and innovation through training, challenges, and open innovation.
- The section on celebrating and recognizing innovation showcases various methods used by the company.

Overall, ChatGPT's responses are informative and well-structured, providing valuable insights into qualifications, culture, fit, and innovation at Deloitte Consulting.

BARD's statement is the most comprehensive of the three statements. It provides the most detail about the skills and experience that are relevant to Deloitte Consulting, and it explains how each skill and experience would be valuable to the firm. BARD's statement also includes the following, which are not mentioned in the other two statements:

- The statement highlights the candidate's experience working in a variety of industries, which is valuable for a firm like Deloitte Consulting that serves clients in a wide range of industries.

- The statement encourages the candidate to apply for roles at Deloitte Consulting and to highlight their skills and experience in their resume and cover letter.

Overall, all three statements are well-written and informative. They provide a comprehensive and accurate assessment of the skills and experience that are relevant to Deloitte Consulting's expansion and growth plans. BARD's statement is the most comprehensive of the three statements, as it includes additional information that is relevant to the candidate and to the firm.

Perplexity AI

Perplexity AI's responses for Deloitte Consulting are detailed and structured, providing a comprehensive analysis of skills and experiences relevant to the company's needs.

- The breakdown of skills and experiences is thorough and well-explained, showcasing an understanding of the candidate's qualifications.
- The description of Deloitte's company culture is informative, covering aspects like diversity, shared values, collaboration, and leadership.

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- The generated interview questions are relevant to inquire about the company's culture effectively.
- The guidance on adapting to a new department and maintaining the company's competitive advantage is insightful.
- The examples of how Deloitte fosters creativity and innovation are clear, and the recognition of employees who bring new perspectives is highlighted.

Overall, Perplexity AI's responses offer detailed and valuable insights into qualifications, culture, fit, and innovation at Deloitte Consulting.

2. Amazon

ChatGPT

ChatGPT's responses for Amazon are detailed and elaborate, providing a thorough evaluation of the candidate's qualifications and tailored questions about Amazon's culture.

- The assessment of the candidate's fit for Amazon's Finance and Global Business Services department is detailed, highlighting relevant skills and industry experience.
- The suggested steps for adapting to the new department are practical and aligned with Amazon's culture.
- The description of how Amazon encourages innovation is insightful, outlining various principles.
- The recognition of innovative employees is well-detailed, showcasing Amazon's commitment to celebrating creativity.

Overall, ChatGPT's responses offer valuable insights into qualifications, culture, fit, innovation, and recognition at Amazon.

BARD

BARD's responses for Amazon are comprehensive and organized.

- It provides a detailed evaluation of the candidate's qualifications.
- It gave a clear description of Amazon's culture, and insightful guidance on adapting to the new department.

- They also offer questions about Amazon's culture that align with the company's values and behaviors.
- The examples of how Amazon encourages innovation and recognizes innovative employees are clear and exemplify the company's commitment to a culture of creativity.

Overall, the responses effectively address the candidate's questions and provide valuable information for someone considering a career at Amazon.

The evaluation of the prompts for Amazon regarding Perplexity AI's responses is informative and demonstrates a strong understanding of Amazon's culture and values.

- The responses provided by Perplexity AI offer a clear and detailed breakdown of the candidate's relevant skills and experience, aligning them with Amazon's expansion plans.
- It summarizes Amazon's corporate culture, emphasizing its customer-centric, and innovative nature.
- The suggested interview questions for understanding Amazon's culture cover key aspects of the company's values and behaviors.
- The advice on adapting to the new department and maintaining Amazon's competitive advantage is sound and practical.
- The examples of how Amazon encourages innovation and recognizes innovative employees effectively showcase the company's commitment to fostering a culture of creativity.

Overall, the responses are insightful and provide valuable information for anyone considering a career at Amazon.

3. JPMorgan

ChatGPT's responses pertaining to JPMorgan's company culture provide a comprehensive overview of the organization's values, beliefs, and behaviors.

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- The responses effectively summarize key cultural aspects, such as diversity, inclusivity, integrity, teamwork, and recognition.
- The questions for specific roles within JPMorgan demonstrate a well thought of approach to understanding how the company's culture aligns with different job positions.
- However, the responses to the question about encouraging innovation are somewhat generalized, reflecting the limitations of available information up to my last update in January 2022.

Overall, highlights a well-structured and informative set of responses that offer valuable insights into JPMorgan's corporate culture.

BARD

The prompts and responses by BARD on JPMorgan's company culture provide an extensive and clarifying analysis of the organization's values, beliefs, and behaviors.

- The responses evaluate the skills and experiences from the resume that align with JPMorgan's growth plans, highlighting their relevance in areas like strategic planning, market research, business development, and more.
- The description of JPMorgan's culture is well-structured, emphasizing values of excellence, integrity, and teamwork, and offering specific examples to illustrate these cultural aspects.
- The questions crafted for inquiring about the company's culture in the context of a specific role are relevant.

Overall, BARD's responses effectively convey an understanding of JPMorgan's culture and provide valuable insights for prospective employees.

Perplexity AI

Perplexity AI's responses to the prompts about JPMorgan's company culture provide a clear overview of the relevant skills, values, and behaviors associated with the company.

- The response identifies relevant skills and experiences from the resume.
- It describes JPMorgan's culture as diverse, respectful, and collaborative.
- It provides a list of insightful interview questions about culture.
- The response emphasizes the applicant's fit for the department he/she wants to move into and suggests adaptation steps.
- The response also details JPMorgan's encouragement of innovation through programs and recognition.

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The concise and informative responses can be valuable for candidates seeking to understand and integrate into JPMorgan's culture.

<mark>Overall Conclusion:</mark>

In evaluating ChatGPT, BARD, and Perplexity AI output for the three different companies (Deloitte, Amazon, and JPMorgan) researched, each AI tool provides valuable insights, although there are variations in the depth and style of responses as follows:

Deloitte:
- ChatGPT provided informative responses.
- BARD delivered the most comprehensive insights.
- Perplexity AI gave detailed and structured responses.

Amazon:
- ChatGPT offered detailed and elaborate insights.
- BARD provided comprehensive and organized responses.
- Perplexity AI delivered clear and detailed information.

JP Morgan:
- ChatGPT gave a well-structured overview.
- BARD provided extensive and clarifying analysis.
- Perplexity AI offered a clear overview of skills and culture.

The choice among these tools depends on the user's preferences and specific needs. BARD consistently

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provided the most comprehensive and detailed responses, making it a strong choice for users seeking in-depth information. However, ChatGPT and Perplexity AI also offered valuable insights and could be preferred by users who prioritize a more concise and structured format for specific company information and insights.

Ultimately, the best tool among the three depends on how the user plans to use the AI output and preferences for depth of information and presentation style.

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