

## Traditional AI VS Generative AI

### Traditional AI

### Basis of Distinction

### Generative AI

Utilizes pre-defined rules and patterns.

#### Approach

Creates original content and responses.

Often trained using rule-based approaches, these AI models may struggle with answering queries outside of these set rules.

#### Training basis

Leveraging extensive large language models (LLMs) on huge amounts of data, Gen AI offers domain-specific functions.

Limited ability to learn and evolve, especially when new types of cases emerge.

#### Adaptability

Learns and adapts over time through continuous learning of support interactions.

Provides consistent but less dynamic responses.

#### Response Quality

Has the ability to have human-like conversations.

Faster setup due to fixed patterns.

#### Learning Speed

May take longer to train initially.

Pre-defined rules determine the sentiment of text, to classify it as negative, positive, or neutral.

#### Sentiment Analysis

Prompts and transfer learning to enhance performance, and enable domain-specific adaptability and sentiment patterns.

Easier to scale with existing frameworks.

#### Scalability

May require more resources for scaling.

Quite cost-effective to set up and run, but may lag behind in terms of accuracy in the long term.

#### Cost-effectiveness

Requires upfront investment for graphics processing units (GPUs) but in the long run, it proves beneficial.

Lesser privacy concerns due to data use.

#### Privacy

Potential concerns due to data usage.

Pre-determined responses that may sometimes miss the mark of personalization.

#### Personalization

Offers highly tailored interactions, that lead to hyper-personalized and effective support.