Prompt perfect: MASTERING ALINPUTS FOR INFORMATION MANAGEMENT SUCCESS





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Context Matters



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Context matters

I ate 47 Burgers... That is ALOT 1 SINCE MARCH, 2020 OGABRIEL UTASI 2021 LOLTOONS.COM



Better prompting



Prompt Engineering

How to talk to AI effectively and get the answers you need!

Feel free to ask any questions about the highlighted record

What can you tell me about John's education and experience?

John Smith holds a Bachelor of Business Administration (BBA) from Springfield University, graduating in May 2014. He has over 7 years of experience in marketing, starting as a Marketing Assistant at Globex Marketing Agency in Miami, FL. He then worked as a Marketing Coordinator at BrightStar Enterprises in Los Angeles, CA, and currently serves as a Marketing Manager at Momentum Marketing Group in Chicago, IL.

A References: 1 Item



Resume John Smith.pdf

RAG powered LLM architecture



- Chunking, embedding, and storing documents in vector database
- 2. Prompt
- 3. Retrieval step
- 4. Generation step
- 5. Combining and presenting responses

Think of prompts as code

- Prompt analytics does not exist
- No source control equivalent
- Reproducibility
- Reuse

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Patterns of use







5 Prompting practices that make GenAl work in the enterprise



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1. Be specific: "The power of precision"

Most elementary rule: AI responds best to clear, detailed instructions. The more specific your prompt, the better the output!

X "Summarize our company's compliance policies" (Too vague)

Summarize our 2024 data privacy compliance policies, focusing on GDPR and SOC 2, in bullet-point format"



2. Guide the AI: "Leading without misleading"

Al is pattern based, not humanly intuitive. Leading it with structure improves results. Use "smart words" like "related/pertaining" helps it connect the dots and refine its answer.

X "Describe our product portfolio" (Might return inconsistent or outdated descriptions)

"List our top five enterprise software solutions, related to Content Management, summarizing each in 50 words, with a main focus on security features; this summary will be sent to an analyst reviewing our company latest offering"



3. Avoid ambiguity: "Be clear with the meaning"

Al interprets words literally. If your request is unclear with words with multiple meanings, the Al gets confused on the user prompt intent.

X "What's the ideal cloud for us?" (Weather Cloud or Technology Cloud? Ideal in what sense? (Rain for farmer needing it for his crop or security for infrastructure for IT?)

✓ "Compare AWS, Azure, and Google Cloud based on security features for enterprise data storage in 2024"



4. Iterate: "Rephrase, refine, repeat..."

The first AI response isn't always the best. Tweaking the prompt will improve accuracy.

X "Generate a policy for employee AI usage" (too generic)

Generate a policy for employee AI usage for employees, focusing on security, data privacy, and prohibited uses of external LLMs like ChatGPT"

Refine it with a follow-on prompt: "Rewrite it in legal tone, under 200 words"



5. Use chain of thoughts reasoning:

Typical enterprise AI models will retain context "within a session", use that to guide complex problems. Encourage the LLM to break down complex problems into smaller, more manageable steps.

X "How is the revenue looking for next quarter?" (Too broad, lacks focus)

"First, find the total revenue"
"Then, calculate the average revenue per customer"
"Finally, based on these calculations, what is the projected revenue for next quarter?"
"Create a graph and include what you have shared with me. Limit it to our top 10 customers"



USE CASES DEMO



Better Prompting = Better Asking





"What are the total salary values"

..for each offer letter..

...present the information in a table."

TARGET + CONTEXT + OUTPUT

What do you want to know?

Why do you need it and what sources are involved?

How should Aviator respond?



Getting better and better

What weighs more, a pound of feathers, or two pounds of bricks?
Image: Comparison of the pounds of bricks both weigh the same amount, which is one pound.
Although the bricks are heavier than the feathers, the question asks for the weight, not the quantity. A pound is a unit of weight, and both the feathers and bricks are being weighed in pounds. Therefore, they have the same weight, and neither one weighs more than the other.



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