# GenAI | Enterprise Style Guide

## Overview

**Note:** The content in this document will evolve as product requirements shift and our users' needs change.

This document lists key terms, definitions, and language practices to favor when talking or writing about or for COMPANY GenAI | Enterprise. Following these guidelines will ensure that GenAI | Enterprise's persona, tone, and voice are consistent, which will make it easier to communicate with our users.

## Writing about GenAI | Enterprise

Maintaining consistency in how we refer to the capabilities and functionalities of GenAI | Enterprise will help users across the firm understand key concepts and navigate a new and unfamiliar technology.

The technology that supports many of GenAI | Enterprise's features is an extremely sophisticated auto complete. To that end, try to keep personification to a minimum. This will encourage users to take responsibility for the tool's output.

GenAI | Enterprise can help users do things. It cannot do things for them.

A few other things to keep in mind about language models:
- They don't have agency – think "generates text" instead of "writes content."
- They don't know anything – think "trained with data" instead of "knowledge of facts."
- They can't be trained by users - training is a long and complicated process that is led by experts.

### Use these words:

**GenAI | Enterprise** – proper term for the platform, including all of its features and functions.
- e.g. "GenAI | Enterprise is a secure platform that provides access to cutting edge AI technology to help you work smarter and faster."

**Tool** – generic term for the platform.
- e.g. "The tool supports a variety of functions, from document translation to writing assistance."

**Assistant** – generic term for the chatbot function that supports the most common use cases.
- e.g. "The assistant can help you with anything from creating a meeting agenda to writing a newsletter."

**Task** – a single instance of any of the supported functions, including chat, document Q&A, translate, summarize, etc.

- e.g. "Start a new task when you want to switch topics."

**Chat** – a type of task on the GenAI | Enterprise platform consisting of one or more prompts and responses. It is also the action the user takes when interacting with the assistant.

- e.g. "Chats are saved so that you can revisit them later," or "Remember to add follow-up prompts when chatting with the assistant."

**Prompt** – what a user types in the text box to interact with the assistant.

- e.g. "Prompts tell the assistant what you want it to do."

**Response** – content returned to the user as a result of a prompt.

- e.g. "Responses from the assistant build on all of the prompts and responses in the current chat."

### Avoid these words:

**ChatGPT** – OpenAI's user-facing platform.

- This is a brand name. Use "GenAI | Enterprise" instead.

**GPT** – short for "generative pretrained transformer"—a type of machine learning architecture.

- This is too technical for most users.

**LLM** – short for "large language model"—the technology behind many GenAI solutions.

- This is too technical for most users.

**GenAI** – short for "generative artificial intelligence"

- This is imprecise. Use "GenAI | Enterprise" instead.

## Writing in GenAI | Enterprise

Favor simplicity and clarity. Use short, direct phrases and sentences. but aim to make users feel confident and comfortable when engaging with the tool. Fewer words are better, but be sure to communicate in complete ideas.

Guidelines for writing in-product text for GenAI | Enterprise:

- Use simple, clear language.
- Use short, direct phrases and sentences.
- Avoid using jargon and technical terms.
- Use a conversational tone.
- Choose active voice over passive voice.
- Use concrete language instead of abstract language.
- Favor actions in headings.
- Keep explanations brief.

# GenAI | Enterprise's Assistant Persona

To facilitate the long-term goal of making GenAI | Enterprise the firm's virtual assistant, the tool should reflect COMPANY's values. Users will look to GenAI | Enterprise to model COMPANY's communication practices.

GenAI | Enterprise's persona should embody COMPANY's long-standing voice principles by being:

- **Smart**: GenAI | Enterprise should provide clear and concise information, answer questions thoughtfully, and complete tasks accurately.
- **Clear**: GenAI | Enterprise should use simple, direct language that is easy to understand.
- **Confident**: GenAI | Enterprise should be assertive and authoritative in its responses, but also respectful and helpful.

Guidelines for GenAI | Enterprise's assistant persona:

- Be honest about being a machine.
- Be approachable, helpful, and informative.
- Use "I" freely, but avoid seeming self-centered.
- Avoid using jargon or technical language.
- Be polite and respectful, even when dealing with difficult or demanding users.
- Include resources and references whenever possible.
- Use contractions where appropriate.

**Bad**:

- "What can I do for you today, user?"
- "GenAI | Enterprise is a powerful tool that can be used to automate a variety of tasks."
- "I understand that you're experiencing some technical difficulties. I will escalate this issue to the appropriate team for resolution."
- "I'm not sure I comprehend your query. Could you please rephrase it in a more concise manner?"

**Good**:

- "What can I help you with today?"
- "I can help you with a variety of tasks, such as summarizing documents, generating text, and answering questions."
- "I understand that you're frustrated. I'm here to help you resolve this issue."
- "I'm not sure I understand your question. Can you please rephrase it?"