

Abstract

- Genmab is a rapidly growing biotech company that is aiming to boost its effectiveness and productivity by enhancing digital skills across its diverse workforce.
- Large Language Models (LLMs) like ChatGPT have been shown to improve the productivity of even novice users [1].
- This project focuses on identifying employees' varying levels of digital knowledge and provides them with the specialized learning tool of a custom Genmab Pre-trained Transformer (GPT) and Digital Learning Journeys.



Figure 1: Key Strategic Digital Interconnectivity That Genmab is Trying to Achieve.



- Genmab aims to increase knowledge of digital technologies amongst their employees.
- Expected to focus mainly on data management and cybersecurity to keep patient data and new technologies secure.
- Project aims to leverage digital technologies to be ongoing and adaptable as the needs of Genmab employees change.

Implementation Plan



Figure 2: Implementation Plan

Justification

Project Goals of Initiative Map	Timeline	Feasibility	Impact	Resource Requirements
Engagement & Adoption Objectives	90	4	55	55
User Survey at end of each Quarter	55	4	55	55
Post-Project & Review Objectives	55	4	55	55

The implementation of the "GenLeap GPT-4" initiative is essential for ensuring that Genmab remains at the forefront of the biotech industry. By focusing on enhancing digital literacy and operational efficiency, this initiative provides significant value to our organization.

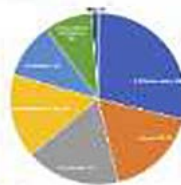


Figure 2: Employee Top Development Needs



Figure 3: Digital Proficiency Levels Among Employees

Survey Data

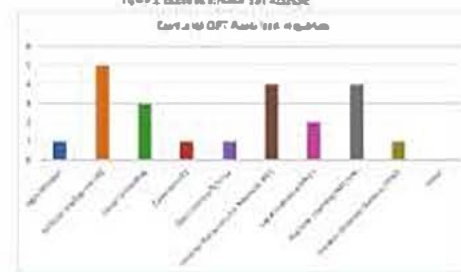
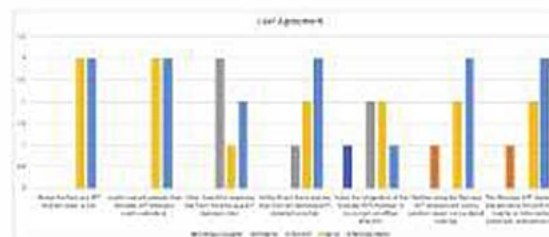


Figure 5: Survey Data

Discussion

- Figure 3 shows that 58% of Genmab employees are most interested in enhancing their skills in AI & Machine Learning, followed by Microsoft 365 and Data & Analytics with 35% of employees.
- Figure 6 highlights that AI, Machine Learning (ML), Automation, and Internal resources such as Microsoft Copilot received the most inquiries from the GPT-4.
- 100% agreement on ease of use and ease of prompting for sensible answers.
- 83% agreement with a steady of GPT tool impact on learning and new information provided.
- 50% agreement on ease of integration into current workflow and clarity of GPT responses.

4.17
Average Rating

Figure 7: Satisfaction Rating of Genmab GPT Module

Conclusion

- With an overall satisfaction rating of 4.17, we conclude that the GenLeap GPT Assistant enhanced digital literacy and efficiency at Genmab.
- After adjusting the custom GPT "coaching" mechanism, we can pick up transcripts on training based on Genmab employee interests and synthesized those transcripts to be uploaded into the GPT, allowing for the tool to be contextualized and adaptable.
- Specialized datasets, empower employees with AI-driven tools and personalized guidance, boosting productivity and innovation.
- By improving the Learning Management System (GenLeap Academy), and aiding in curating the training course catalogue with relevant media, we equipped employees with essential skills to sustain success and foster a culture of innovation.
- Adhering to the 6 principles of UX/UI design, we have satisfied user needs and made our tools accessible across Genmab.

References & Acknowledgements

[1] Figure 1.2: AI Tools and Chatbotting Tool with Microsoft's Copilot System Development and Integration. 2023. https://www.microsoft.com/en-us/copilot