

ChatGPT Integration and OpenAI Development for Your Products and Tools

OpenAI models built into your apps, SaaS products and internal tools, with retrieval over your data, tested prompts and running costs you can plan for.

OVERVIEW

ChatGPT & OpenAI Integration

We build OpenAI models into the software you already run: your SaaS product, mobile app, CRM, ERP or internal tools. That means features such as drafting, summarising, extracting data from documents, searching your own knowledge and assistants that call your APIs, designed around your users and connected to your data, not a chat window bolted on the side.

Most of the work is not the API call. It is the prompts, the retrieval of the right context, structured outputs your code can trust, tests that catch a bad answer before a user does, and the cost and rate-limit controls that keep a feature affordable at scale. That is what we build and hand over.

If you need a customer-facing chatbot on your website or WhatsApp, possibly on a mix of models, see our AI chatbot development service. This page is about putting OpenAI capabilities inside your own products and workflows, through the OpenAI API directly or Azure OpenAI when your data must stay in a particular region.

BUILT FOR

- SaaS companies adding AI features
- Product teams with an existing web or mobile app
- Operations teams buried in documents and email
- Companies rolling out ChatGPT to staff
- CTOs who need OpenAI behind their own login and data rules

FEATURES

What you get with ChatGPT & OpenAI Integration

01

GPT features inside your product

Draft, rewrite, summarise, translate and classify inside your app's own screens, with prompts versioned in code and outputs your interface can display safely.

02

Structured data extraction

Turn emails, PDFs, forms and scanned documents into JSON that matches your schema, with validation, and send low-confidence results to a person for review.

03

Search and answers over your content

Embeddings and a vector index over your documents, help centre or database (RAG), so answers quote your own sources and link back to them.

04

Assistants that call your APIs

Function calling lets the model look up an order, create a ticket or update a record through your own APIs, with permissions checked by your backend, not the model.

05

Internal assistants for staff

Assistants for HR, IT, sales and operations inside Slack, Teams or your intranet, answering from SOPs and policies, with sign-in through your existing identity provider.

06

Custom GPTs for ChatGPT workspaces

For teams already on ChatGPT's business plans, we build custom GPTs with instructions, knowledge files and actions that connect to your systems.

- 07 Speech and image understanding**
Transcribe calls and meetings, read screenshots, photos and diagrams, and generate speech where the use case needs it, using OpenAI's audio and vision models.
- 08 Evaluation and guardrails**
A test set of real inputs and expected answers runs on every prompt or model change, alongside moderation, input checks and limits on what the model may do.
- 09 Cost, speed and usage monitoring**
Caching, routing between larger and smaller models, token budgets and dashboards for usage, errors and spend per feature or per customer.

WHY IT MATTERS

The difference it makes to your business

- 01 AI where your users already work**
Features sit in the screens and workflows people use every day, rather than in a separate tool they have to remember to open.
- 02 Answers grounded in your data**
Retrieval and citations tie responses to your own documents and records, which makes them easier to check and to trust.
- 03 Running costs you can plan for**
Token budgets, caching and the right model for each task keep the monthly API bill predictable as usage grows.
- 04 Code and prompts you own**
Prompts, evaluation sets, integration code and documentation are handed over, running on your own OpenAI or Azure account.

HOW WE DELIVER

How we deliver ChatGPT & OpenAI Integration

- 01 Pick the use case**
We look at your product and workflows and choose one or two features where an OpenAI model saves time or adds something users value.
- 02 Prove it on real examples**
A quick prototype runs on a sample of your real documents or questions, so we can see quality and cost per request before committing to a build.
- 03 Build and integrate**
We build the backend service, prompts, retrieval and API connections, and wire the feature into your app, CRM or internal tools.
- 04 Test against an evaluation set**
Outputs are scored against an agreed set of examples, and edge cases, misuse and failure handling are tested before release.



Launch and tune

We release to a small group first, watch usage, cost and feedback, then roll out and keep prompts and models current as OpenAI ships new versions.

FAQ

Questions about ChatGPT & OpenAI Integration

What is the difference between ChatGPT integration and an AI chatbot?

ChatGPT integration puts OpenAI models inside your own product or internal tools: a summarise button, document extraction, search over your help centre, or an assistant that updates records through your API. An AI chatbot is a customer-facing conversation on your website, WhatsApp or app, often on a mix of models and with handover to a person. We build both.

Which OpenAI models do you use?

We choose per task: a larger GPT model where reasoning quality matters, a smaller and cheaper one for classification and extraction, embedding models for search, and speech or vision models where needed. Models sit behind one service layer, so they can be swapped as OpenAI releases new versions. If another provider suits a task better, we will tell you.

Do you fine-tune GPT models?

Sometimes, but rarely first. Most projects reach the quality they need with good prompts, retrieval over your own data and structured outputs. Fine-tuning helps when you need a consistent format or style across many cases and have enough good examples to train on.

How much does a ChatGPT integration cost?

It depends on the number of features, how many systems we connect to, how much content needs indexing, your security and compliance needs and how much testing the use case requires. OpenAI usage is billed separately to your own account, and we estimate it per request during the prototype.

How long does it take?

A simple feature can be prototyped within days. Taking one feature, such as summaries or document extraction, to production with tests usually takes a few weeks. An internal assistant with retrieval over several sources and API actions takes longer. You get a timeline after a scoping call.

Is our data safe if it is sent to OpenAI?

Data sent through the OpenAI API is not used to train OpenAI's models by default, and we confirm the retention terms for your account. We send only the fields a task needs, mask personal data where possible and use Azure OpenAI in your chosen region when data residency matters.

Who owns the code and prompts?

You do. On completion and final payment, the integration code, prompts, evaluation sets and documentation we build for you are handed over, as set out in the contract. OpenAI's models stay under OpenAI's terms, and everything runs on your own OpenAI or Azure account, so you are not locked in to us.

NEXT STEP

Add OpenAI to your product the right way

Tell us which feature or workflow you have in mind and we will show you how it would work on your own data, with an estimate of build and running costs.

Book a free consultation: <https://appsin.ai/book-a-consultation/>

WhatsApp or call: [+91-9025555584](tel:+91-9025555584)

About AppsInAi

AppsInAi Private Limited is an AI development company in Coimbatore, India. We build generative AI assistants, AI agents, chatbots, machine learning models, computer vision and data platforms on our clients' own data, from a first proof of concept to production, with monitoring and support after launch.

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