

ChatGPT vs Claude vs Gemini

Which AI tool is right for your business? A no-jargon comparison.

There are three main AI tools worth your attention right now. Each has different strengths. This guide cuts through the noise so you can pick ONE and go deep — the fastest path to results.

GPT

ChatGPT

by OpenAI

Free / Plus £20/mo

The All-Rounder

- + Widest range of capabilities
- + Strong at coding & maths
- + Huge plugin/GPT ecosystem
- + Image generation (DALL-E)
- + Web browsing built in

Watch out for:

Can be verbose & generic
Tone can feel "corporate"

Best if you want one tool that does a bit of everything.

CLD

Claude

by Anthropic

Free / Pro £17/mo

The Deep Thinker

- + Exceptional writing quality
- + Handles long documents
- + More nuanced, human tone
- + Stronger reasoning ability
- + Great for strategy & planning

Watch out for:

No image generation
Smaller plugin ecosystem

Best for writing, thinking, and business strategy work.

GEM

Gemini

by Google

Free / Advanced £19/mo

The Google Native

- + Deep Google integration
- + Works inside Gmail & Docs
- + Generous free tier
- + Strong multimodal (images)
- + Real-time web access

Watch out for:

Writing quality is weaker
Can hallucinate more

Best if you're already deep in the Google ecosystem.

QUICK COMPARISON

	ChatGPT	Claude	Gemini
Writing Quality	Good	Excellent	Fair
Coding	Excellent	Very Good	Good
Strategy & Thinking	Good	Excellent	Fair
Google Integration	None	None	Excellent
Free Tier	Limited	Limited	Generous
Image Generation	Yes (DALL-E)	No	Yes (Imagen)
Best For	All-rounders	Writers & thinkers	Google users

Want the full 20-Point AI Action Plan?

Get the complete step-by-step guide to transforming your business with AI.

Visit www.ai-academy.org.uk to get started