

Moving a Team from *ChatGPT* to *Claude*

A real-time look at what this transition actually involves, what works, and where the approach changes for structured tools.

This migration works whether your team is on **Claude Pro/Plus** as individuals or **Claude for Teams** as an organization. The path is the same. Teams adds per-member seats, admin controls, and memory that carries across conversations — making it the right fit when you want AI embedded in how the whole team actually works.

WHAT THE MIGRATION LOOKS LIKE IN PRACTICE

01 MOST GPTS

Become Claude Projects with almost no friction

Projects hold your instructions and reference files. Conversations stay **private per team member**, and every Project has a direct URL you can drop into an SOP exactly where your GPT link used to live.

Instructions carry over

Reference files included

Direct URL for SOPs

Per-member privacy

02 SOME GPTS

Are better off becoming custom Artifacts

One GPT we have takes structured inputs and produces a formatted report every time. Rather than move that to a Project, we're building it as a **Claude Artifact** — an app-like interface where inputs go in and a formatted report comes out.

Structured input fields

Consistent formatted output

App-like experience

03 THE FOUNDATION

Claude for Teams is the right starting point

Each seat gets full Claude Chat with memory, access to Projects, and the ability to use custom tools. A solid foundation for any team that wants AI **embedded in how they actually work**.

Memory per user

Projects included

Custom tools

Where Claude shows a clear edge

Compared to ChatGPT Teams for this client's use case

● Instruction Following

Especially on writing tasks, Claude follows detailed instructions without drifting over the course of a conversation.

● Long Input Handling

Handles longer inputs without losing context, which matters when you're passing in real documents and working briefs.

● Structured Written Work

Output quality on structured written tasks is noticeably higher — often exactly where teams feel the difference most.

◆ ALSO CONSIDERING Moving to Gemini?

The mapping is similar, with one key difference:

- Custom GPTs move to Gemini as a Gem, with reasonable fidelity.
- ChatGPT Projects don't have a direct equivalent. Gemini doesn't have a Projects feature, so you'd convert those into Gems as well.

This works whether you're moving a whole team or just yourself (though you won't need a Teams account for solo use). Most GPTs have a direct equivalent in Claude. For the ones doing structured, multi-input work, a custom Artifact may serve you better than any chat-based tool. More to come as we move this client through the full migration.