



Generative AI Tools for Organisational Settings

Learn How To Integrate AI Seamlessly Across HR, Finance, Customer Service, Sales and Digital Marketing

Instructor	Location	Training Type	Duration/ Date
Kayatthri Krishnasamy	HOTEL ARMADA PJ Lot 6, Lorong Utara C, Section 52, 46200 Petaling Jaya, Selangor	In House Physical Training (Face To Face)	1 DAY (9.00am - 5.00pm) 5 September 2024 Thursday

Course Overview

Description

In this immersive 1-day training, participants will embark on a comprehensive exploration of how to seamlessly integrate Generative AI tools across various business functions within their organisation. From human resources and customer service to finance management, sales and marketing, this programme equips professionals with the knowledge and practical skills to harness the full potential of AI-driven solutions.

Through interactive sessions and hands-on activities, participants will gain a deep understanding of essential AI tools, such as ChatGPT, Microsoft Copilot, Gemini and many more. They will delve into the fundamentals of prompt engineering and conversational AI, learning to optimize these technologies to drive efficiency, enhance decision-making, and deliver exceptional customer experiences.

By the end of the training, participants will be empowered to evaluate the ethical considerations surrounding AI integration and confidently implement the learnings to positively transform their organisation's operations.

Attendees

- Executives and professionals from any industry
- Senior managers and department heads
- Entrepreneurs and business owners
- Human resources executives and managers
- Customer service executives and managers
- Finance and accounting professionals
- Sales and marketing executives and managers

Training Methodology

Hands on, Interactive and Engaging (Blended Approach)



Learning Outcome

Upon completion of this training, participants will be equipped with the knowledge and practical skills to confidently integrate generative AI tools into their organisational settings, driving tangible business outcomes while maintaining ethical and responsible AI practices.

Participants will:

- ❖ Understand how to incorporate generative Artificial Intelligence (AI) tools such as ChatGPT, Microsoft Copilot, Gemini and more into their organisational processes.
- ❖ Learn effective prompt engineering techniques to optimise the performance of these AI tools and tailor them to their specific business needs.
- ❖ Explore the transformative impact of AI across various business functions, including human resources, customer service, finance management, sales, and digital marketing.
- ❖ Discover how to leverage AI-driven insights and automation to enhance talent acquisition, employee engagement, operational efficiency, and strategic decision-making.
- ❖ Learn to harness the power of AI to streamline processes, improve forecasting, and support data-driven decision-making across the organisation.
- ❖ Understand the ethical considerations of AI integration, equipping participants with strategies to navigate potential challenges and biases associated with AI-powered systems.

Pre-Requisites For This Training

Please bring along a laptop for practice.





Course Schedule

Time	Session	Description
9:00 AM - 10:30 AM	Generative AI Integration Basics	Introduction to AI and generative AI, overview of key AI tools (ChatGPT, Microsoft Copilot, Gemini), essentials of prompt engineering and conversational AI
10:30 AM - 10:45 AM	Morning Break	
10:45 AM - 12:00 PM	Prompt Engineering	Learn Prompting styles and best prompt commands for different outcomes
12:00 PM – 1:00 PM	Generative AI in Human Resources	Transformative impact of AI on HR functions, AI in talent acquisition and employee engagement, data-driven decision-making in HR
11:45 AM - 12:45 PM	Generative AI for Customer Service	Elevating customer service with AI-powered tools, using chatbots and predictive analytics, efficient query resolution and exceptional customer experiences
1:00 PM – 2:00 PM	Lunch Break	
2:00 PM – 3:00 PM	Generative AI in Finance Management	AI-driven finance management, streamlining processes and enhancing forecasting, strategic decision-making with AI
3:00 PM - 3:45 PM	Generative AI-Powered Sales Strategies	Amplifying sales efforts with AI, lead scoring and customer behavior analysis, real-time sales insights and boosting conversion rates
3:45 PM - 4:00 PM	Afternoon Break	
4:00 PM - 4:45 PM	Generative AI in Digital Marketing	Enhancing digital marketing with AI, personalized content creation and optimized campaign management, predictive analytics in marketing
4:45 PM - 5:00 PM	Evaluate Ethical Considerations	Exploring ethical implications of AI integration, navigating challenges and biases in AI-powered decision-making

Schedule/Timing is subject to change according to the Participants Progress and Level of Knowledge.

Pre-Requisites For This Training

Please bring along a laptop for practice.



Trainer Profile



K. Kayatthri Krishnasamy
 CEO, Founder Tech Bytez Solutions
 Director of Operation Malaysia, BitQuest Sdn Bhd

Introducing K. Kayatthri Krishnasamy, a renowned AI and Digital Marketing Trainer with a wealth of experience in the ever-evolving world of technology and marketing. As the CEO and Founder of Tech Bytez Solutions, Kayatthri has been at the forefront of driving innovation and empowering organisations to navigate the digital landscape with confidence.

With a steadfast focus on Digital Marketing since 2011, Kayatthri has established herself as an expert facilitator of cutting-edge learning programmes, including successful AI trainings for her clients. Her leadership has been sought after by a diverse clientele, including government institutes and corporate entities, for whom she has designed and delivered tailored programmes

spanning marketing, design, and interconnected subjects.

Kayatthri's expansive experience across Malaysia, Thailand, and Singapore has enabled her to orchestrate impactful AI, digital marketing, direct marketing, and advertising campaigns for prominent Malaysian brands in sectors such as Education, Entertainment, Real Estate, E-commerce, HR, and more. Her distinguished client roster includes industry leaders like Prizer Malaysia, Mr. DIY, Aeon Credit, APC, University Malaya, Mayflower Corporate Travel etc.

Training Fees

Individual Fee : RM 1200.00 (per pax) / HRD-CORP Claimable

Group Fee (min 3) : RM 950.00 (per pax) / HRD-CORP Claimable

The cost of refreshments and lunch included.

THANK YOU.

BloomSkillz Malaysia Team



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