

# Essentials of Generative AI



## Advanced GenAI Tools



# Quick Recap



- GenAI models go beyond just text; they are also adept at creating and analyzing images, graphs, and even audio. This versatility allows the models to play a significant role in various creative tasks such as drafting an email, writing code, and more.
- There are several techniques to refine how we ask AI to do tasks, including zero-shot, few-shot, chain-of-thought, self-consistency, and tree-of-thought prompting. Each method has its own way of guiding the AI to better understand and respond to our requests.

# Engage and Think



Consider the last time you contacted a customer service line for help. You dialed in and were immediately greeted by an IVR system, directing you to press various buttons to navigate through the menu. As you meticulously pressed the requested numbers, you experienced the frustration of trying to find the right combination to reach a real conversation.

Now, imagine replacing this process with a smart AI assistant. What features a smart AI assistant should have to provide quick, accurate solutions ?

# Learning Objectives

By the end of this lesson, you will be able to:

- 🔗 Apply various GenAI tools to determine its potential applications in different business domains
- 🔗 Evaluate the benefits and limitations of utilizing GenAI tools like Gemini and Sora for various tasks, such as developing marketing strategies and enhancing content creation processes
- 🔗 Gain practical skills in utilizing GenAI tools such as Descript and Claude to create engaging video content and write a blog post

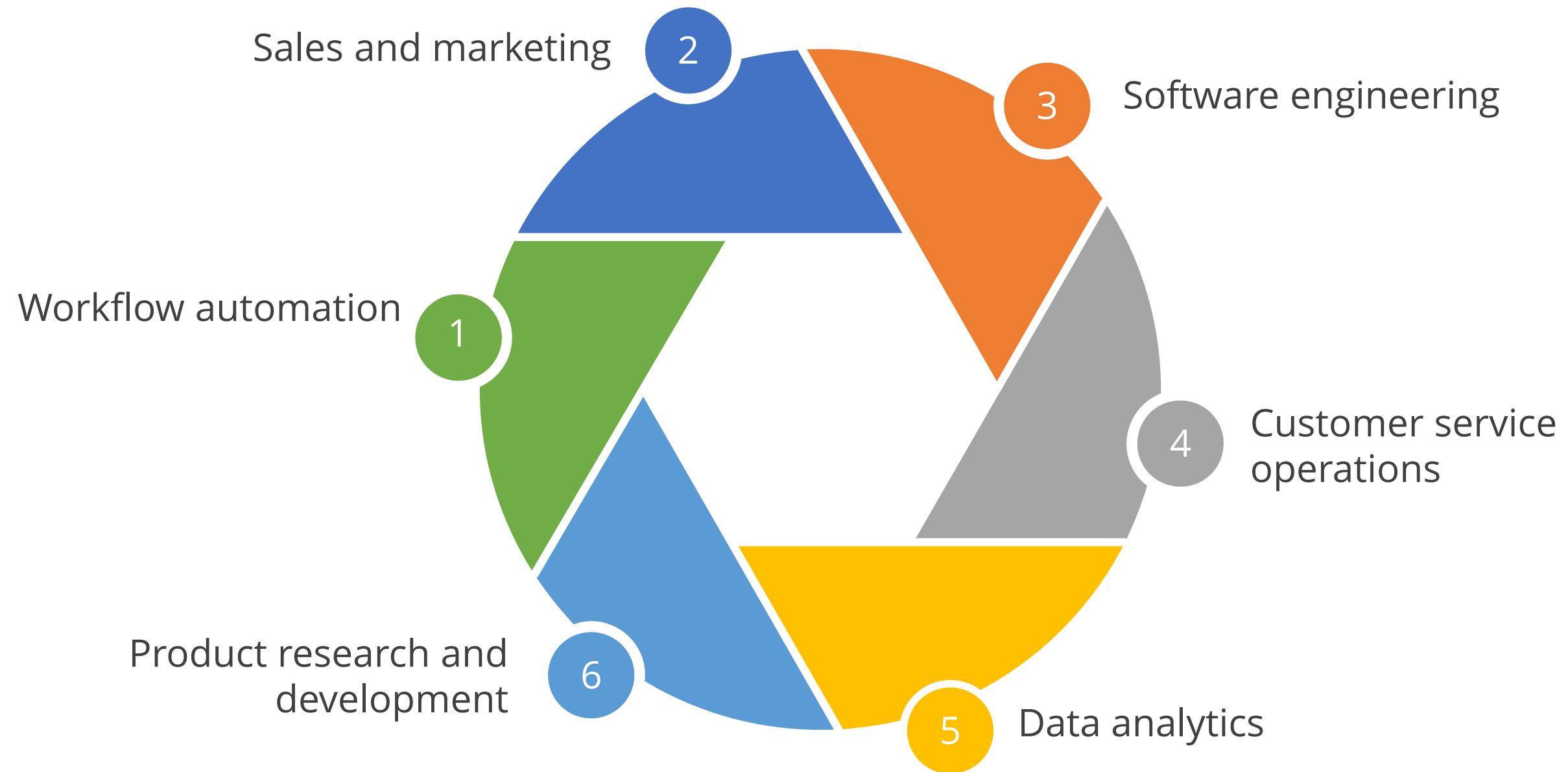




# **Impact of Gen AI on Various Business Domains**

# Impact of Gen AI

GenAI impacts various business domains, including:



# Workflow Automation

Generative AI tools make it easier to automate tedious and repetitive tasks, such as autogenerating CRM support tickets from emails and automating email campaigns and data entry.

Here are some popular tools:





# Demo: Setting Up a Zapier Account and Creating a Zap



**Duration: 15 minutes**

In this demo, we will guide you through setting up a Zapier account and creating your first Zap to streamline and automate your marketing workflows, enhancing efficiency and productivity.

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# Sales and Marketing

Generative AI tools have enhanced sales and marketing efforts through personalized content generation, data-driven insights, and engaging customer interactions.

Here are some popular tools:



## Demo: Creating a Video Using AI



**Duration: 20 minutes**

In this demonstration, we will showcase how to utilize InVideo to craft dynamic and engaging video content tailored to specific preferences and settings, enhancing audience engagement and impact in your marketing initiatives.

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# Software Engineering

Generative AI tools have streamlined software engineering by automating coding tasks, improving code comprehension, and fostering efficient developer collaboration.

Here are some popular tools:



# Demo: Designing User Interfaces with Generative AI



**Duration: 15 minutes**

In this demo, we aim to demonstrate the creation of an engaging e-commerce product page through intuitive user interface design using Uizard, a generative AI platform. By leveraging Uizard's capabilities, we'll craft a visually appealing and user-friendly interface that enhances the shopping experience and drives conversions for your e-commerce business.

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# Customer Service and Operations

Generative AI tools have revolutionized customer service operations by enabling personalized, real-time responses, automating routine inquiries, and providing data-driven recommendations.

Here are some popular tools:



# Demo: Transcribing Audio Calls to Text



**Duration: 20 minutes**

In this demo, we'll demonstrate how to generate a clean transcript using Otter.ai. By leveraging Otter.ai's transcription capabilities, we'll efficiently convert audio recordings into accurate text, enhancing the accessibility, searchability, and readability of the content for auditing purposes.

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# Data Analytics

Generative AI tools have transformed data analytics by automating data preparation, enabling natural language querying, and generating insights from complex datasets.

Here are some popular tools:



Data Squirrel



## Demo: Data Integrity Using GenAI



**Duration: 15 minutes**

In this demo, we aim to ensure the quality of data using Julius AI. By leveraging GenAI's capabilities, we'll implement robust data validation, cleaning, and enhancement techniques, ultimately enhancing the accuracy, reliability, and usability of the data for informed decision-making and actionable insights.

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# Product Research and Development

Generative AI tools have transformed product research and development by enabling rapid prototyping, data-driven insights, and accelerated iteration.

Here are some popular tools:



**miro**



**Notion**

# Demo: Product Roadmap Using MIRO



**Duration: 15 minutes**

In this demo, we will showcase how to build a comprehensive product roadmap using Miro AI. By harnessing Miro's AI capabilities, we'll efficiently organize, prioritize, and visualize key milestones, features, and tasks. This empowers teams to collaborate effectively and drive product development initiatives with clarity and alignment.

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## Popular GenAI Tools in Demand

# Gemini

Gemini is a family of large language models (LLMs) developed by Google AI. There are three main versions, which are:



- **Gemini Ultra:** The most powerful variant, excelling on benchmarks and able to handle various data formats (text, code, images, and more)
- **Gemini Pro:** A good balance between capability and resource usage, suited for a wide range of tasks
- **Gemini Nano:** The most efficient version, designed for tasks that can be run on devices directly

# Demo: Marketing Strategy Using Gemini



**Duration: 10 minutes**

In this demo, we'll explore how Gemini can elevate your marketing initiatives.

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# Descript

Descript can write, record, transcribe, edit, collaborate, and share your videos and podcasts.



# Demo: Creating a Video Using Descript



**Duration: 15 minutes**

In this demo, we'll guide you through the steps of creating a compelling video using Descript, from scriptwriting to final export.

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# Claude

Claude is an AI assistant created by Anthropic to engage in conversation and assist in various tasks such as text generation, text classification, sentiment analysis and more.

The shaping role of generative AI ▾

**VB** What role will generative AI play in shaping the future?

Generative AI will likely play a transformative role in shaping many aspects of the future across various domains. Here are some of the key ways generative AI could impact the years and decades ahead:

1. Creative industries: Generative AI models can create original content like images, music, videos, and text. This could democratize creativity by giving everyone access to powerful creative tools. It may also disrupt existing creative industries as AI becomes able to produce professional-grade content.
2. Education and training: AI tutors that can generate customized learning materials and provide personalized instruction could make education more accessible, affordable and effective at scale.

# Demo: Creating a Blog Post Using Claude



**Duration: 10 minutes**

In this demo, we'll guide you through the steps of creating a blog post using Claude. This demo will provide valuable insights into the possibilities of using Claude in real-world scenarios.

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# Sora

Sora is an AI model that can create realistic and imaginative videos from text instructions.



**Note:** Sora has not been released to the public yet.

# Demo: Exploring Sora: Benefits and Limitations



**Duration: 10 minutes**

In this demonstration, we'll visit the Sora website, to understand its unique features, benefits, and potential limitations.

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# Key Takeaways

- Generative AI is utilized across diverse business sectors to boost productivity and foster creativity.
- Popular GenAI tools, including Gemini, Descript are readily accessible in the market, each tailored to specific use cases.



# Q&A

