

MOBILY TRAINEE PROGRAM



Table of content:

1	Empowering Growth	7	Cognigy platform
2	RoadMap	8	Our work in Cognigy
3	QKSA website	9	GitHub
4	Sprinklr platform	10	QKSA Link
5	Task we executed in Sprinklr	11	Mobily BAU
6	Openshift	12	Future work

EMPOWERING GROWTH: OUR JOURNEY WITH MOBILY'S DIGITAL CHANNELS TEAM

During our six-month internship at Mobily, we had the opportunity to work with the Digital Channels team on a range of exciting projects. From our initial induction to advanced tasks like integrating Generative AI with Cognigy and developing APIs on OpenShift, we gained hands-on experience that expanded our technical skills. We were actively involved in creating the QKSA website, developing a ChatGPT builder, and integrating WhatsApp Business with Cognigy and Meta. This internship not only allowed us to apply our academic knowledge but also provided valuable insights into the operations of a major telecommunications company, helping us grow professionally and contribute to its digital transformation efforts.



CC'S TRAINNESS ROADMAP



TEAM: RANEM ALTWIJRI - FAHDHA ALASHEIKH
SUPERVISOR: ABRAR ALTASHLAN



MARCH	APRIL	MAY	JUNE	JULY	AUGUST
Induction to CC's team	Start QKSA website	Listening & JSON data	WA- from Cognigy +Meta		
API introduction	Sprinkler listening		Chatgpt builder + (Openshift) API		
Cognigy introduction	Email marketing			Mobily BAU	
Documents	Social marketing	Cognigy IVR		Generative AI LLMs - Use case (Cognigy IVR, Chatbot)	
	Start presentation	Chatbot -Json		OpenAI ChatGPT- Use case (Cognigy IVR, Chatbot)	Github
				Complete website (Add chatbot window + link API with website)	

WHAT QKSA WEBSITE ?



QKSA offers an innovative platform designed for coffee lovers and restaurant enthusiasts in Saudi Arabia. By utilizing advanced technology, it provides a customized experience, addressing individual preferences and staying ahead of emerging trends. This dynamic approach ensures users receive relevant recommendations and insights, enhancing their exploration of coffee and restaurant culture in the Kingdom. Additionally, we offer IVR and chatbot support to help you find the perfect place, along with a public search feature powered by ChatGPT.

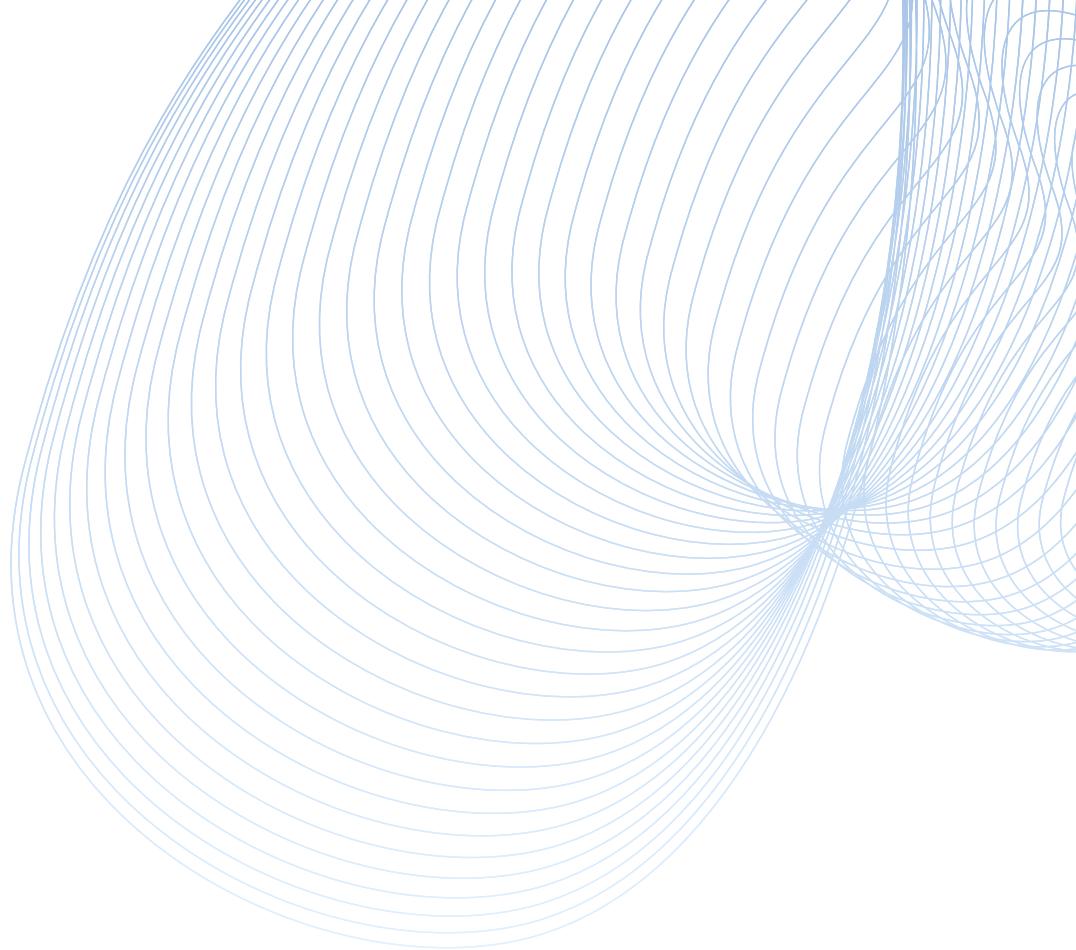
QKSA USER INTERFACE

The screenshot displays the QKSA User Interface homepage. At the top left is the QKSA logo, which is a stylized smartphone icon with colorful geometric shapes. Next to it is the text "QKSA!". At the top right are three navigation links: "Home", "About us", and "Portfolio". A decorative blue wavy line graphic is positioned in the top right corner.

In the center of the page is a large, light-colored rectangular area containing a small illustration of two people sitting at a table with coffee cups, with steam rising from them. To the left of this illustration is the text "Discover Saudi Arabia's trends and coffees". Below this is a search bar with a magnifying glass icon and the placeholder text "Search for names..". To the right of the search bar is a close button (an 'X').

On the left side of the page, there is a section titled "Advertisements" in bold black text. It lists three items: "جوي كافيه", "جوي زون", and "فرن الضيعة", each preceded by a plus sign (+) indicating they can be added.

On the right side, there is a white rounded rectangle containing a "QKSA Chatbot" section. It features an AI icon and the text "هل ترغب في المزيد من اقتراحاتنا؟ انضم إلينا الآن!". Below this is another illustration of coffee-making equipment, including a coffee pot and sugar bowls. To the right of the equipment are two circular icons: a green one with a phone receiver and a pink one with a speech bubble containing the number "1".



WHAT IS SPRINKLR PLATFORM ?

Sprinklr platform : is a comprehensive customer experience management platform that enables businesses to manage interactions across multiple digital channels, such as social media, messaging apps, and email. It provides tools for social media management, customer care, and analytics, helping companies engage with customers and deliver personalized experiences at scale.



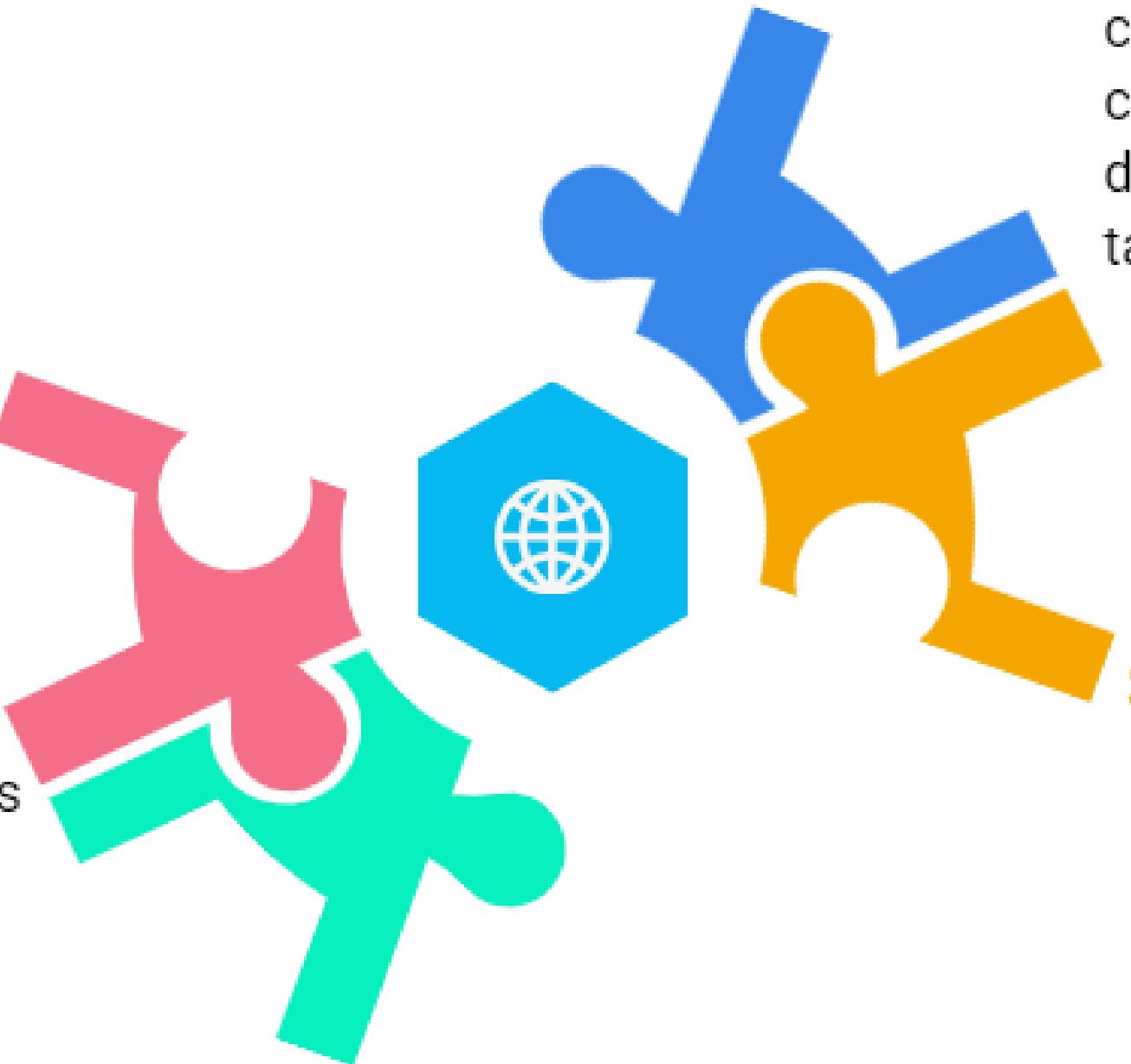
Sprinklr Types

Sprinklr Services

Focus on customer care, enabling businesses to manage and respond to customer inquiries and support requests across multiple channels from a unified platform.

Sprinklr Insights

The insights feature provides analytics and data visualization tools to track performance, understand customer behavior, and gain actionable insights from social and digital interactions.

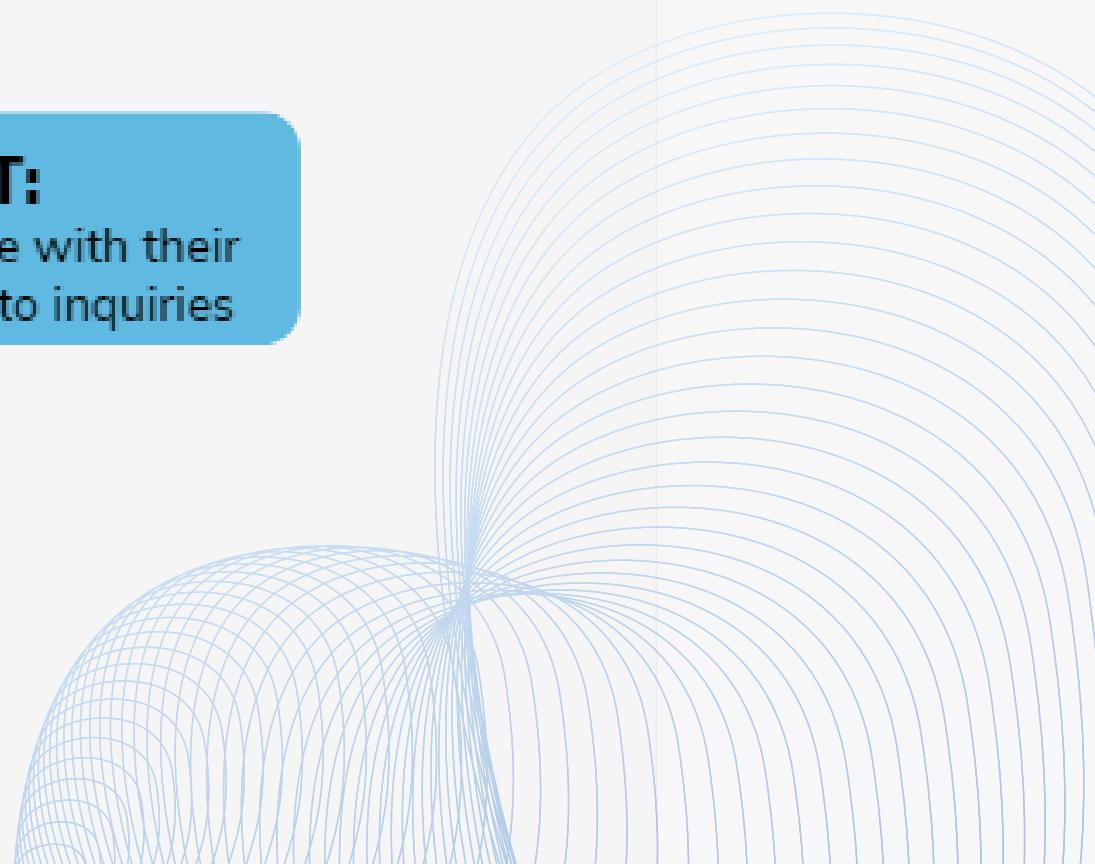


Sprinklr Marketing

solutions to help businesses create, manage, and optimize campaigns across various digital channels to reach their target audience effectively.

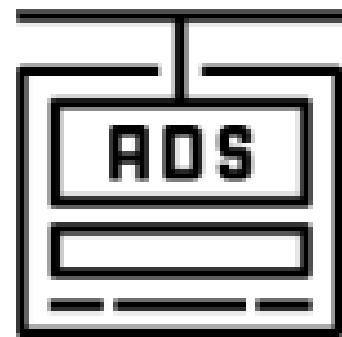
Sprinklr Social

The social tools allow businesses to manage and engage with their audience on social media platforms, schedule posts, and monitor brand mentions and trends.



THE TASKS WE EXECUTED IN SPRINKLR

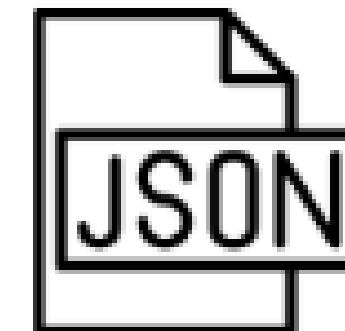
Email Marketing
Campaign



WhatsApp Marketing
Campaign



Listening + Json



CREATE AN “ADS” & SEND IT VIA EMAIL:

1.Create Campaign

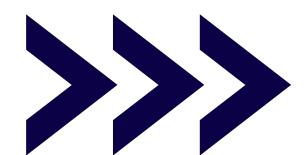
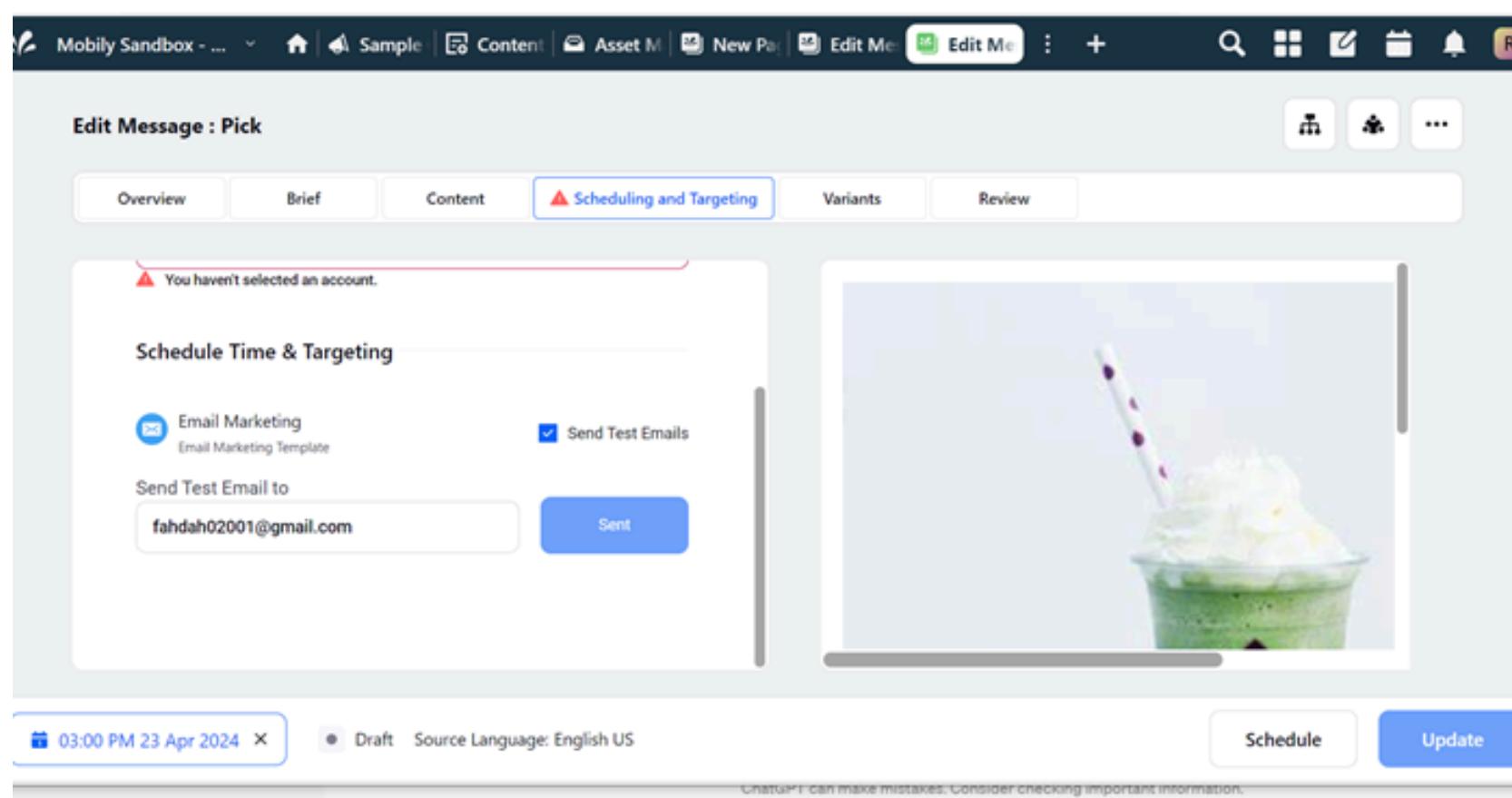
The screenshot shows the 'Sample Campaign' interface. It includes fields for 'Campaign Id' (3090_203), 'Start Date' (04/23/2024 at 1:09 PM), 'End Date' (No End Date), 'Status' (Approved), and 'Workspaces' (Mobily Sandbox - Mobily 1). A large blue arrow points from this screen to the next one.

2. Create Message

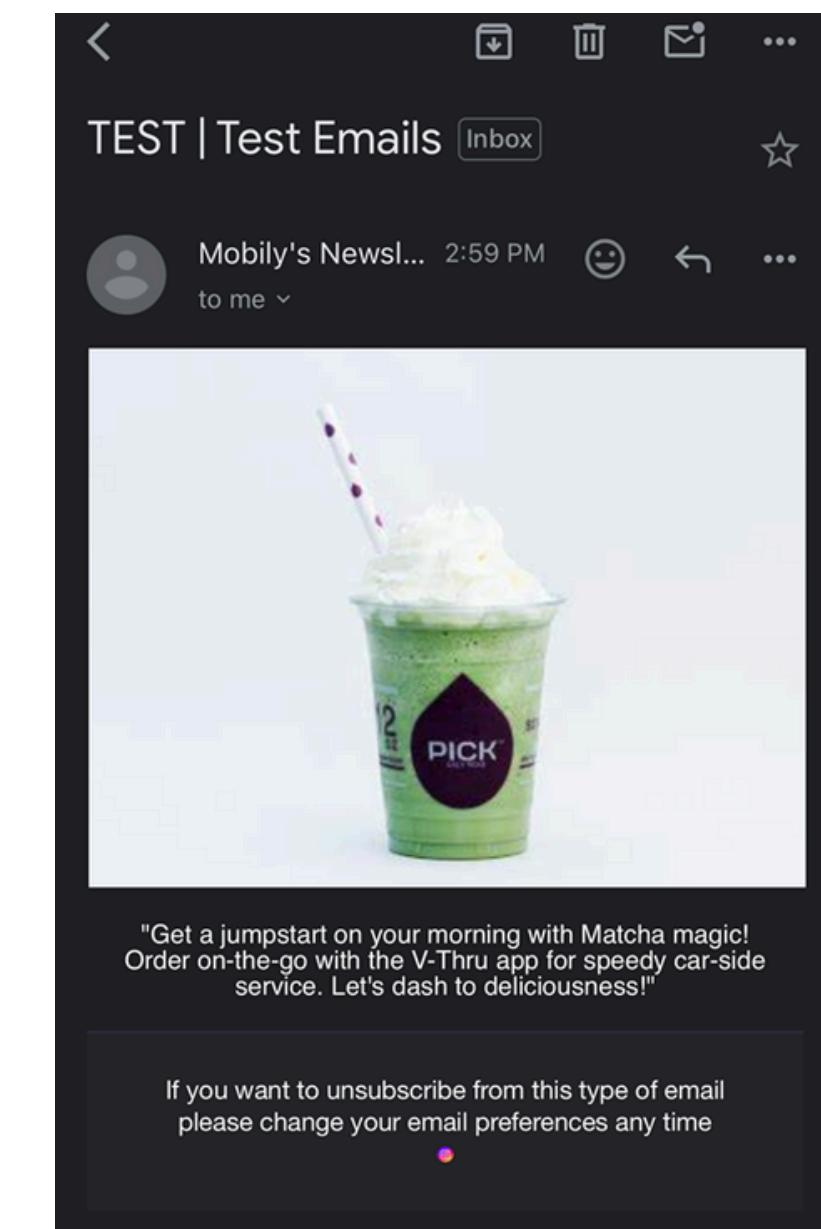
The screenshot shows the 'Email Marketing Template Designer' interface. It features a template with a green smoothie image and text: "Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!". A large blue arrow points from the previous screen to this one.

CREATE AN “ADS” & SEND IT VIA EMAIL:

3. Post Message



4. Output



CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

1. Create Message

The screenshot shows the 'Edit Existing Asset' interface. On the left, there are dropdown menus for 'Language Code' (English) and 'Category' (Marketing). A checkbox 'Enable Automatic Category Change' is checked. Under 'Message Details', the 'Header Type' is set to 'None'. The message content is a text message to 'Robert Bronze' with a placeholder icon. The message text reads: 'Hello Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!' Below the message is a rich text editor toolbar with icons for bold, italic, underline, and link. At the bottom right of the message area are 'Cancel' and 'Save' buttons.



2. Add social account

The screenshot shows the same 'Edit Existing Asset' interface after step 1. A large blue three-pointed arrow points from the first screenshot to this one. The 'Call to Action Buttons' section has been added. It contains two buttons: one for 'Instagram' with the URL https://www.instagram.com/pick_kw/ and another for 'Tiktok' with the URL https://www.tiktok.com/@pick_kw?_t=8lmzW8z54zK&r=1. Both buttons are set to 'Open URL' and have 'Static' URL type selected. The message content and header type remain the same as in the first screenshot.

CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

3. Send Message

Mobily Sandbox - ... Sample | Edit Me! Asset M Sample | Edit Me! Asset M (3.1k) te R

Edit Existing Asset

Basic Details

Name •
PICK

Description
Enter Description

Asset Specific

Channel • WhatsApp Business

Template Type • HSM

Template Details

Hello
Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!

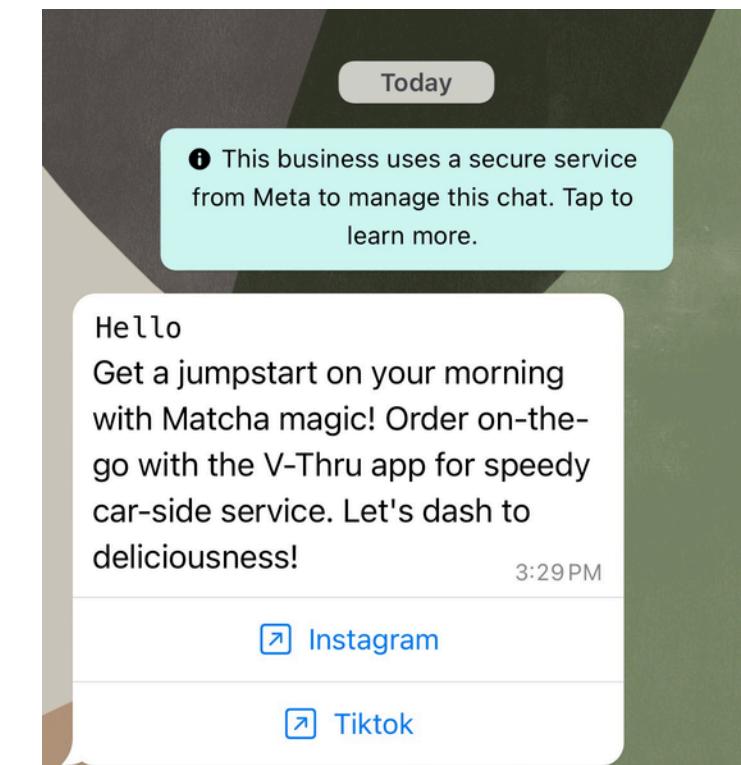
Instagram

Tiktok

Cancel Save



4. Output



LISTENING & JSON DATA



Query Based Listening

Boolean search approach to listen mentions from Social & Web sources.

Q

Profile/Domain Based

Listen to specific profiles and web domains.

P

Account Based Listening

Listen to messages, comments & posts on your paid & owned accounts.

A

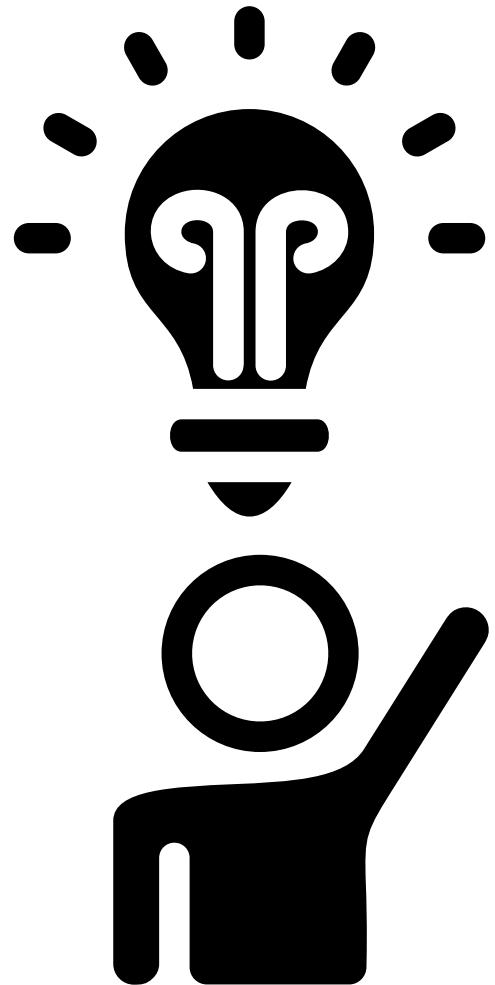
Location Based Listening

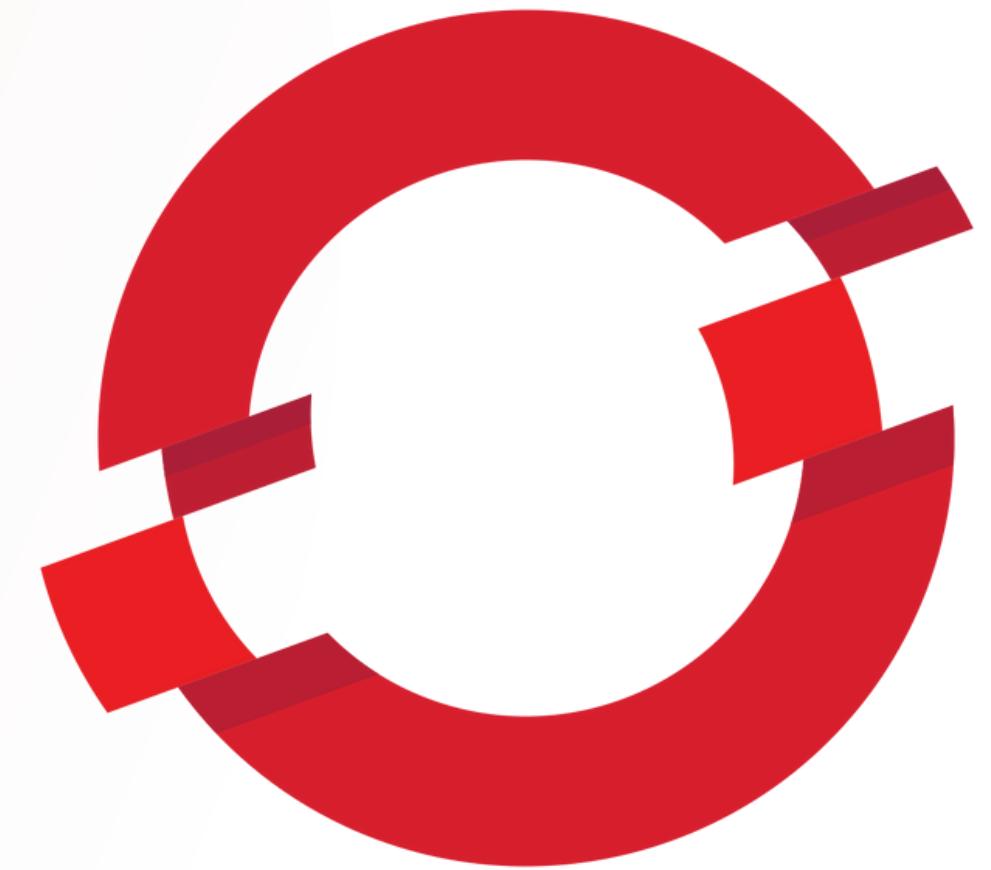
Listen to user content from a specific area or location.

L

EXTRACTING CAFE AND RESTAURANT INSIGHTS WITH SPRINKLR

While using the Sprinklr platform, we focused on extracting valuable data related to cafes and restaurants. We selected specific topics and hashtags related to cafes and restaurants to ensure we captured the most relevant conversations. From the listening side, we retrieved JSON data that included essential details such as the names, descriptions, and locations of various cafes and restaurants. This data extraction process was crucial in gathering and organizing the information needed to enhance user experiences by providing accurate and relevant recommendations within the platform.

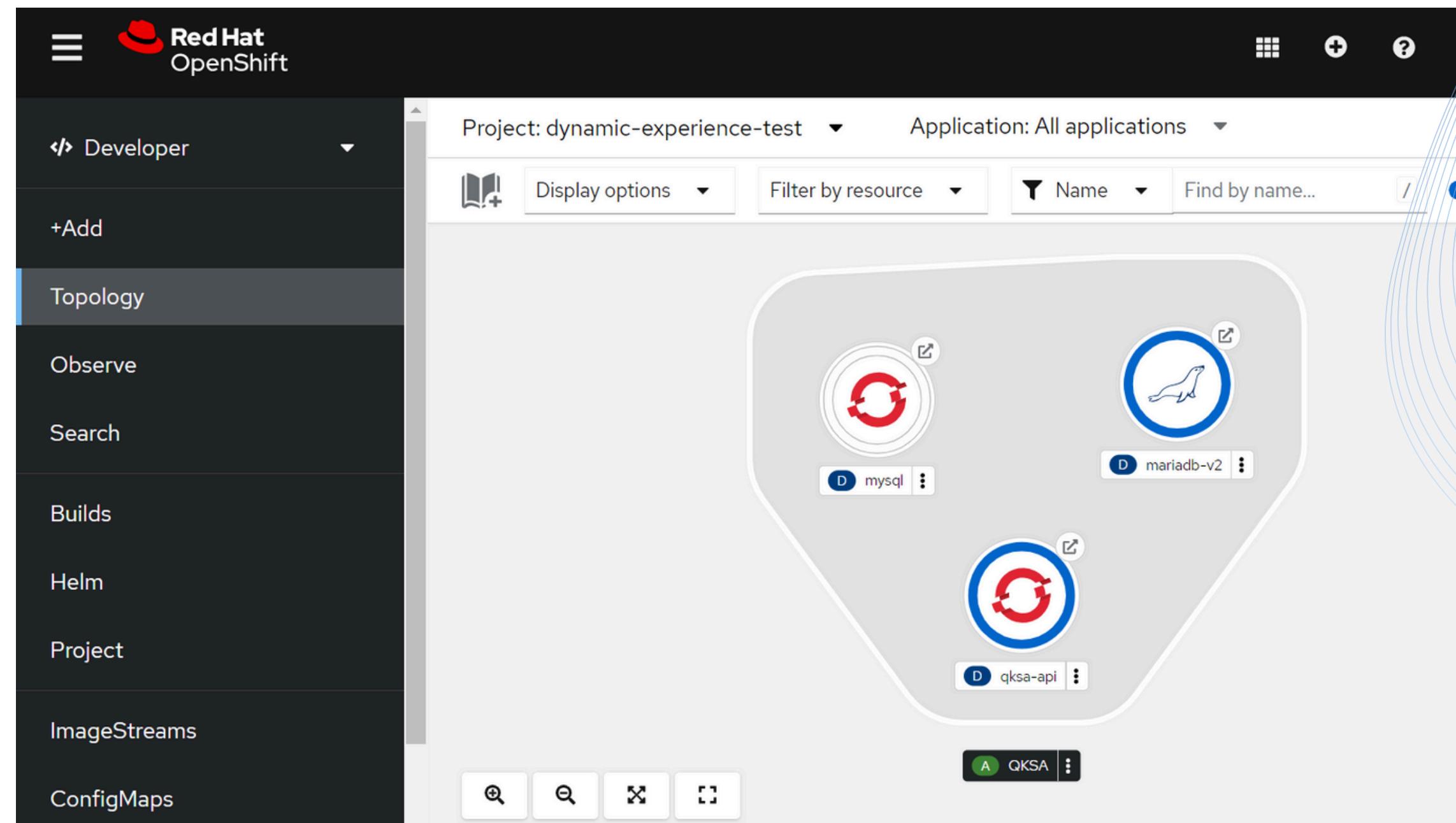


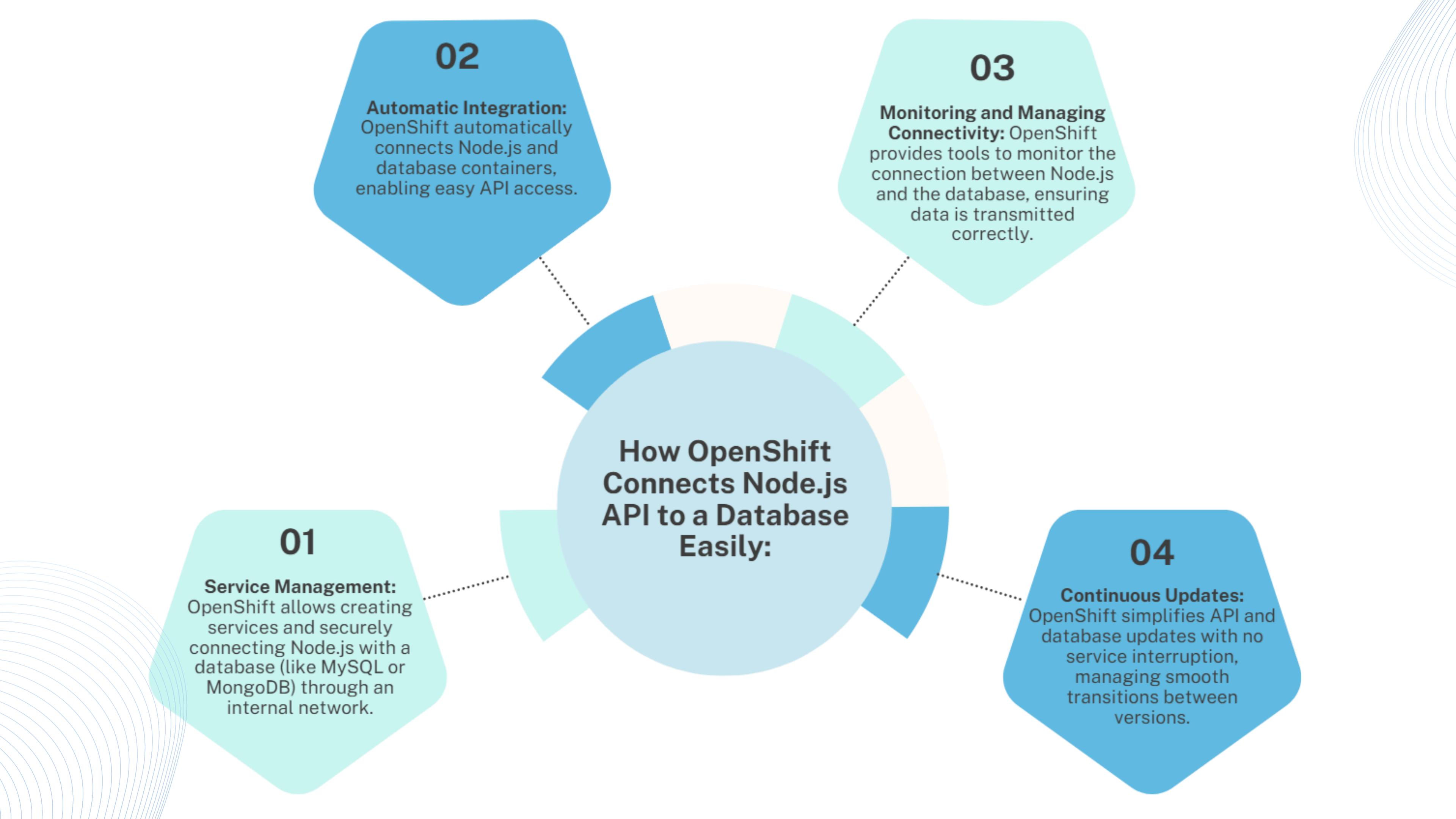


OPENShift

WHAT IS OPENSHIFT?

OpenShift is a comprehensive platform developed by Red Hat for managing and running applications on the cloud. It is known for its ability to organize and run containers, which are small units that contain everything an application needs to run independently.





How OpenShift Connects Node.js API to a Database Easily:

01

Service Management:
OpenShift allows creating services and securely connecting Node.js with a database (like MySQL or MongoDB) through an internal network.

02

Automatic Integration:
OpenShift automatically connects Node.js and database containers, enabling easy API access.

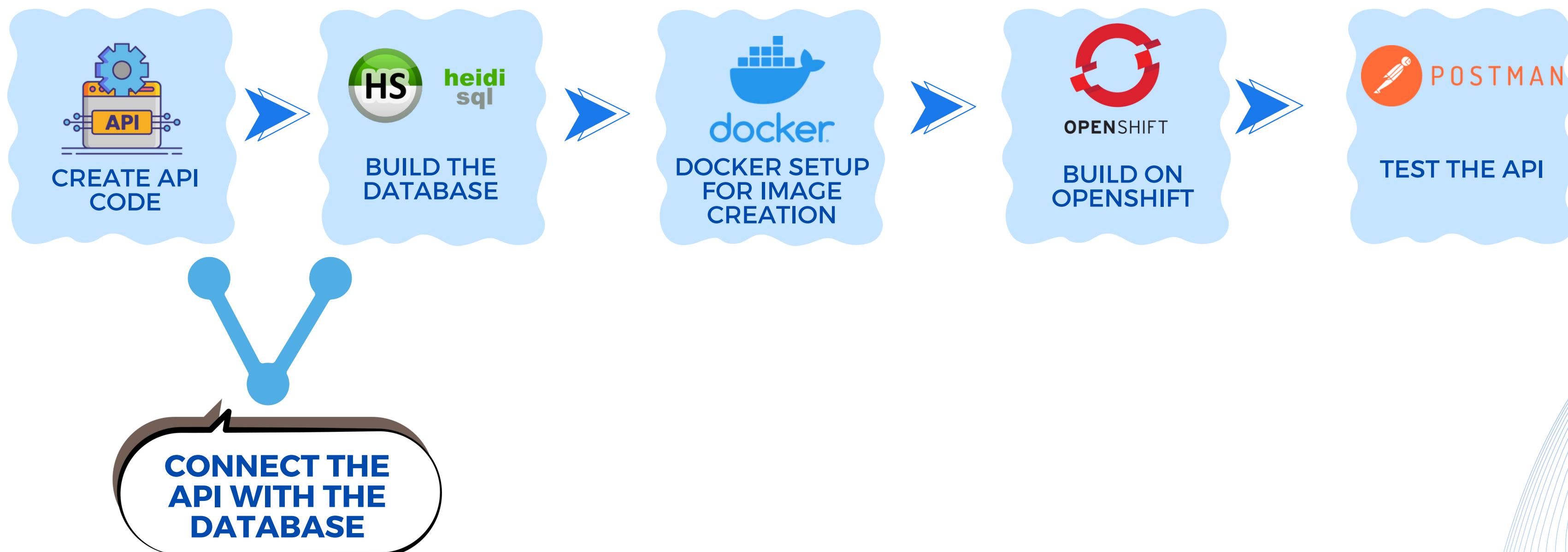
03

Monitoring and Managing Connectivity: OpenShift provides tools to monitor the connection between Node.js and the database, ensuring data is transmitted correctly.

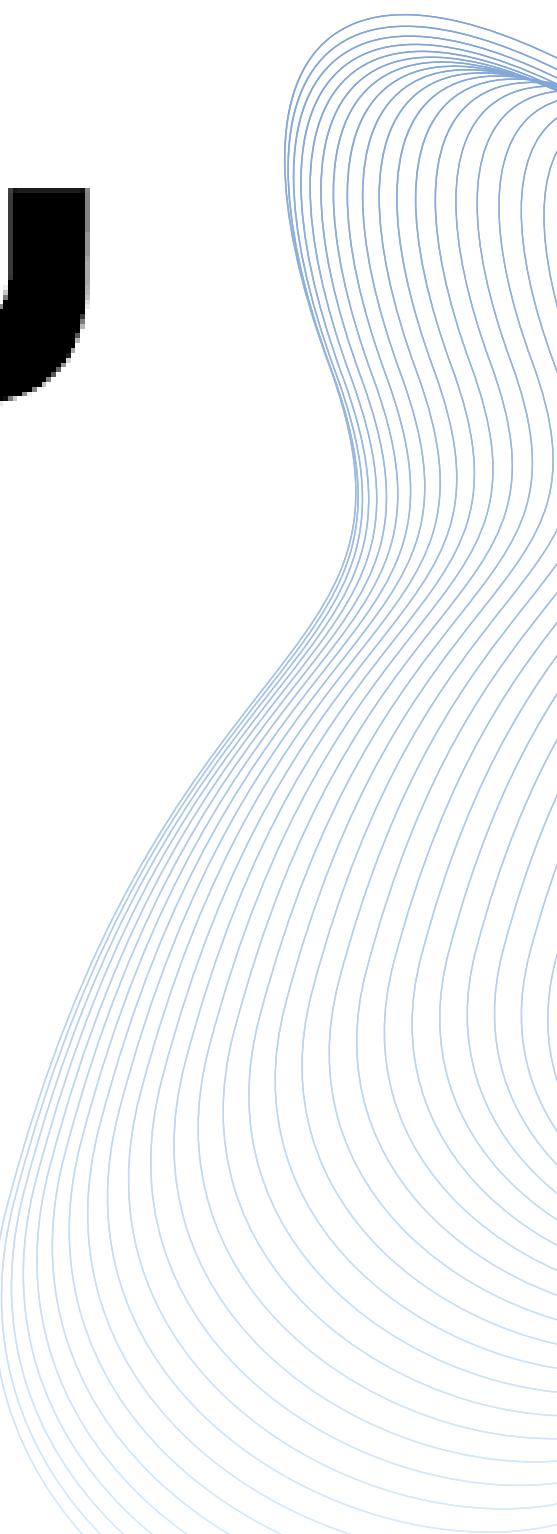
04

Continuous Updates:
OpenShift simplifies API and database updates with no service interruption, managing smooth transitions between versions.

STEPS TO IMPLEMENT THE API IN QKSA

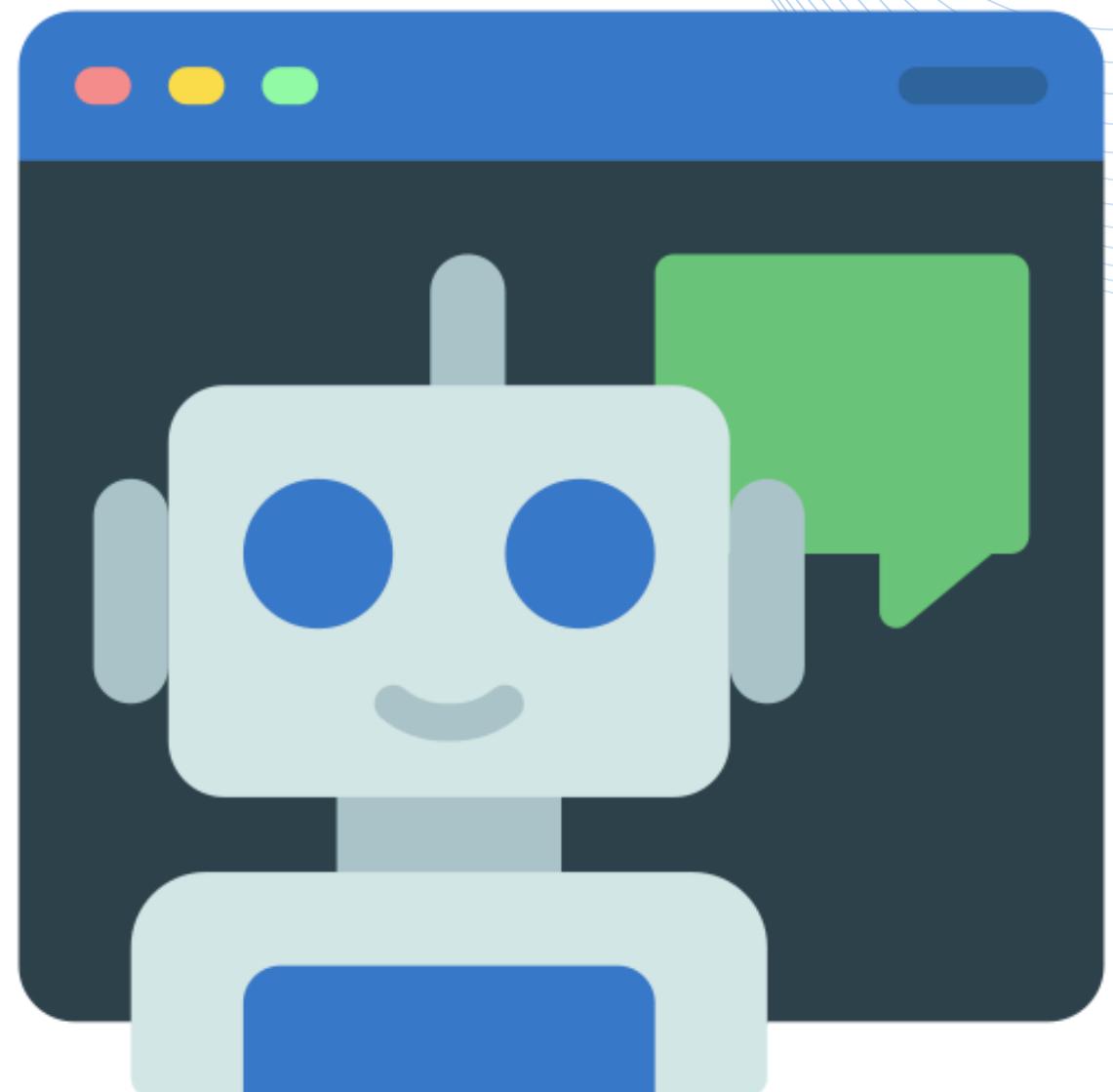


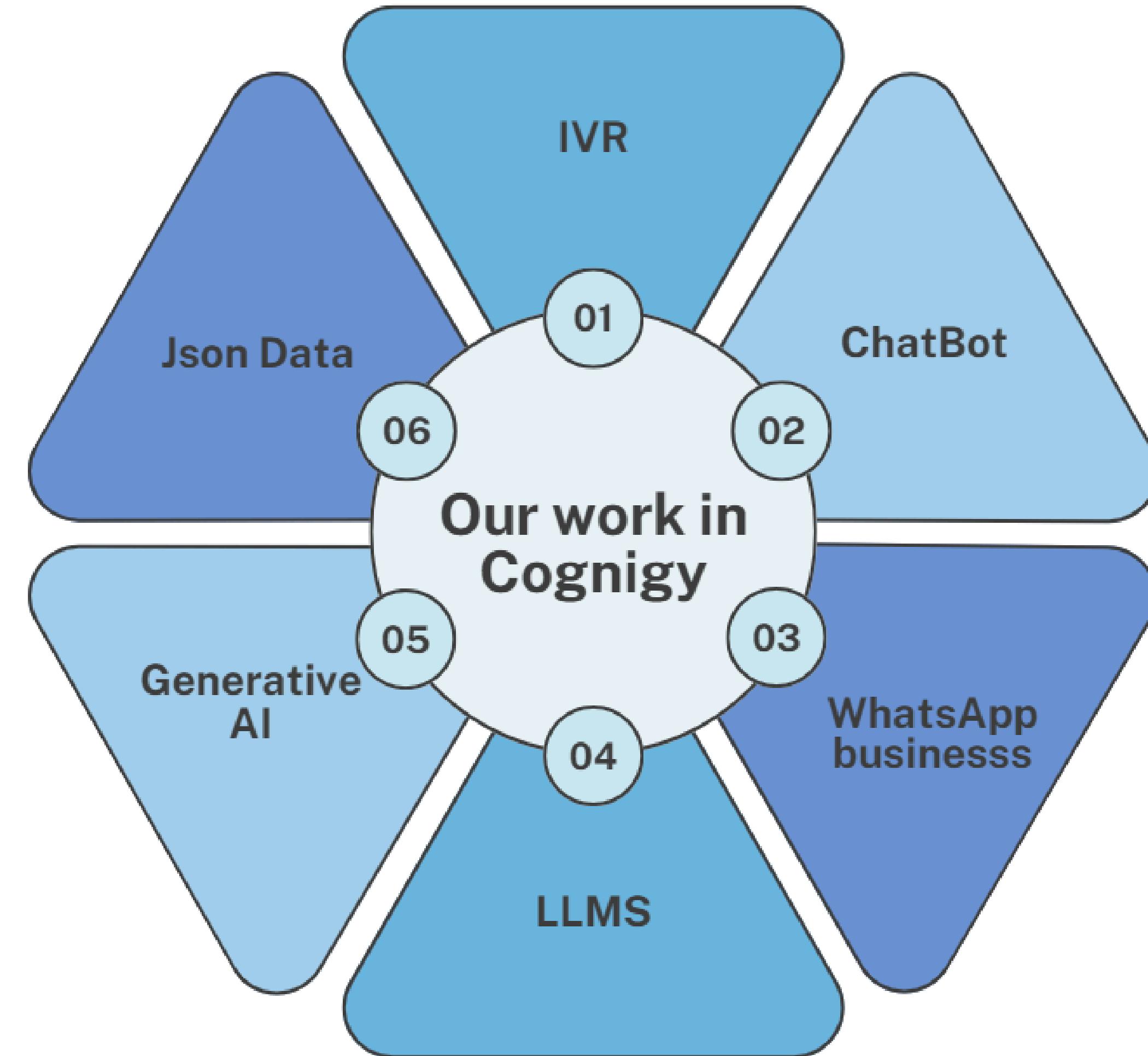
C O G N I C Y



WHAT IS COGNIGY PLATFORM ?

Cognigy platform is an AI-powered conversational automation platform that enables companies to easily create chatbots and automate voice processes, enhancing customer experience across multiple channels.





WHAT IS COGNIGY IVR ?

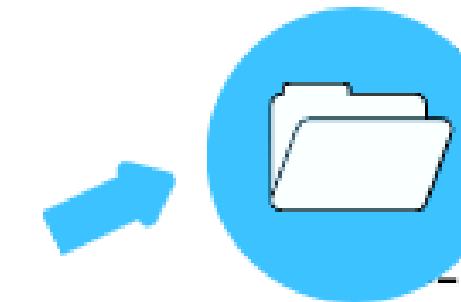
Cognigy IVR (Interactive Voice Response) is an advanced system for interactive voice response that leverages artificial intelligence to enhance customer experience and increase the efficiency of contact centers. This system allows companies to automate voice interactions with customers over the phone, providing instant answers to their inquiries and enabling easy and fast access to various services.



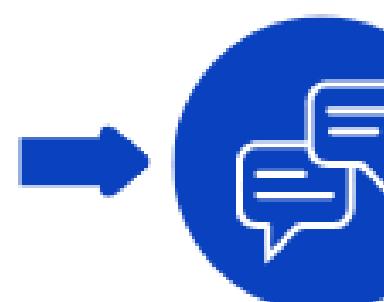
Steps to activate IVR in Cognigy:



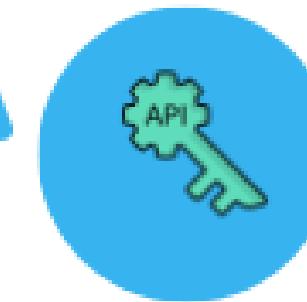
01. Create an account on Google Cloud.



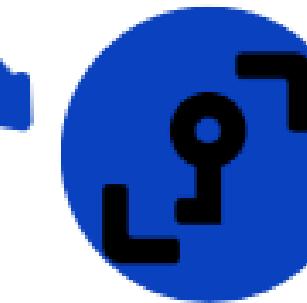
02. Create a project within your Google Cloud account.



03. Enable Speech-to-Text (STT) and Text-to-Speech (TTS) services.



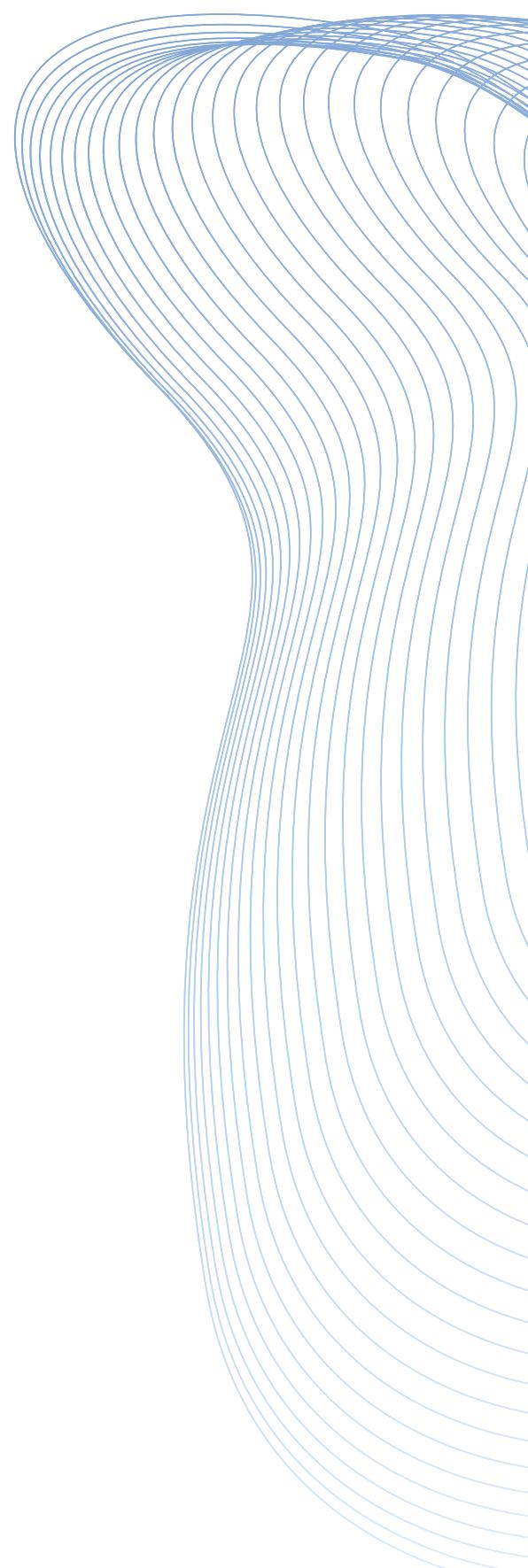
04. Create an API key.



05. Obtain the key.



06. Add the key to your Cognigy account through the Voice Preview settings.



THE DIFFERENCE BETWEEN SPEECH-TO-TEXT (STT) AND TEXT-TO-SPEECH (TTS)

SPEECH-TO-TEXT (STT)

CONVERTS SPOKEN
LANGUAGE INTO
WRITTEN TEXT.

IT IS USED IN
APPLICATIONS THAT
REQUIRE ANALYZING
AND UNDERSTANDING
VOICE INPUTS.

WHEN YOU SPEAK TO A
VOICE ASSISTANT, STT
CONVERTS WHAT YOU
SAY INTO TEXT SO THAT
THE SYSTEM CAN
UNDERSTAND AND
RESPOND TO YOUR
REQUEST.

VS

FUNCTION

USE

EXAMPLE

TEXT-TO-SPEECH (TTS)

CONVERTS WRITTEN
TEXT INTO SPOKEN
LANGUAGE.

IT IS USED IN
APPLICATIONS THAT
NEED TO PROVIDE
SPOKEN RESPONSES
BASED ON WRITTEN TEXT

WHEN RECEIVING A TEXT
MESSAGE FROM AN
AUTOMATED PHONE
SYSTEM, TTS IS USED TO
CONVERT THAT MESSAGE
INTO SPEECH THAT YOU
CAN HEAR.

WHAT IS CHATBOT ?

Chatbot : is an AI tool that automates conversations with users. It uses pre-designed scripts to respond to questions and interact on platforms like websites and messaging apps, making it easy to set up and manage without much coding.



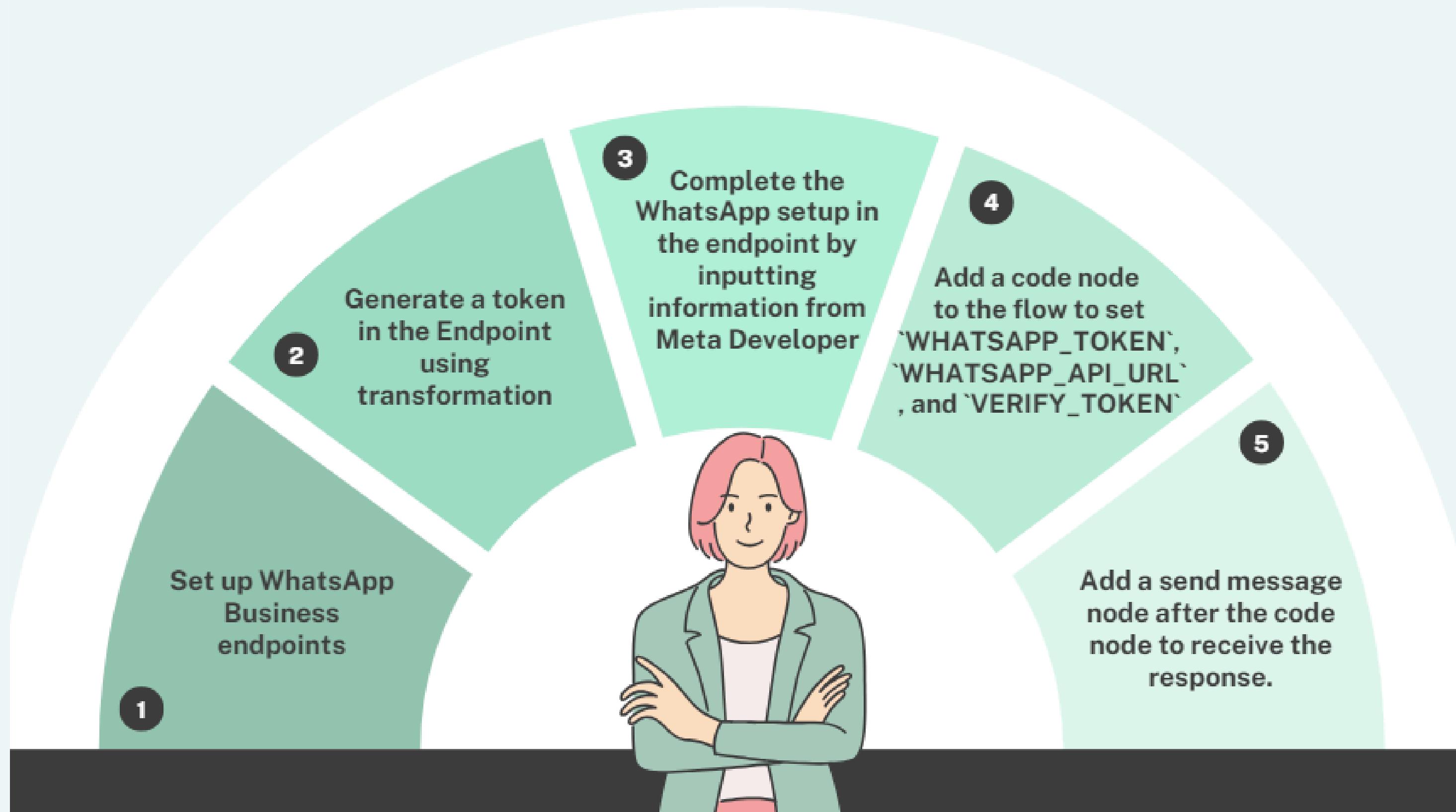
WHATSAPP BUSINESS



WhatsApp Business Integration



Connecting WhatsApp Business with Cognigy



WHAT IS LLMS?

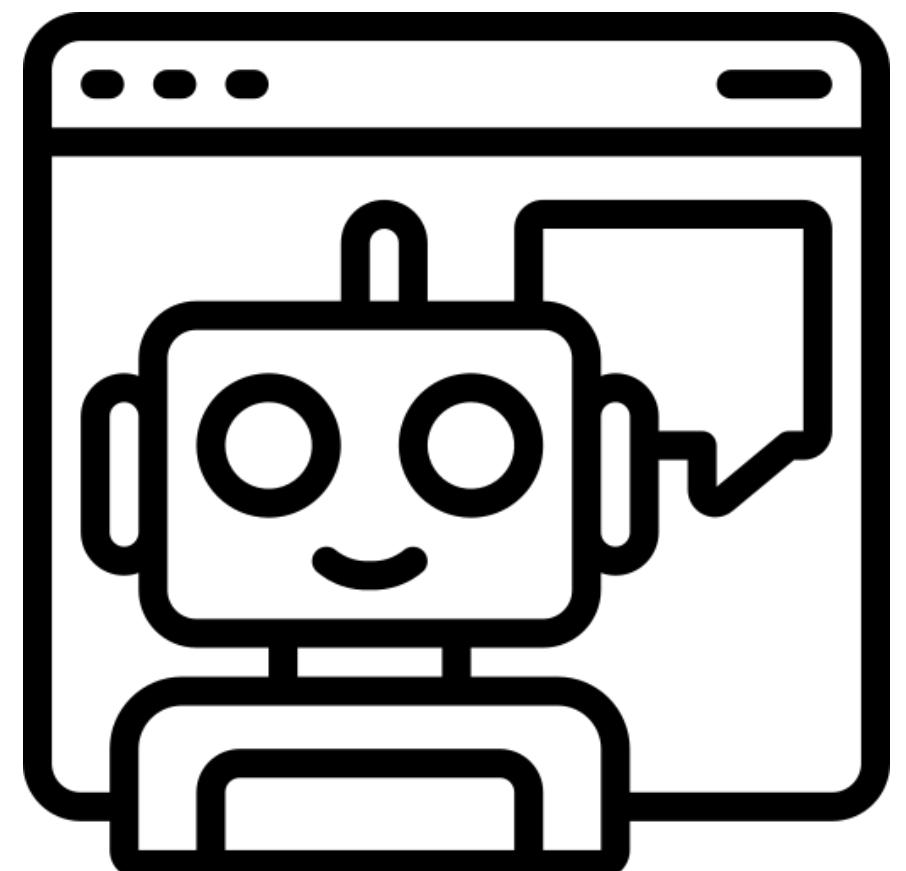
Large Language Models (LLMs) in Cognigy are powerful AI tools used to understand and analyze text, enabling systems to conduct interactive and intelligent conversations with users. These models enhance the quality of responses and tailor them to meet user needs, thereby improving the conversation experience and making it more natural and effective.



LARGE LANGUAGE MODEL

WHAT IS GENERATIVE AI?

Generative AI in Cognigy is an advanced technology that enables systems to automatically create new content based on provided inputs. This type of AI uses machine learning algorithms and large language models to generate natural and seamless text or responses similar to those produced by humans.



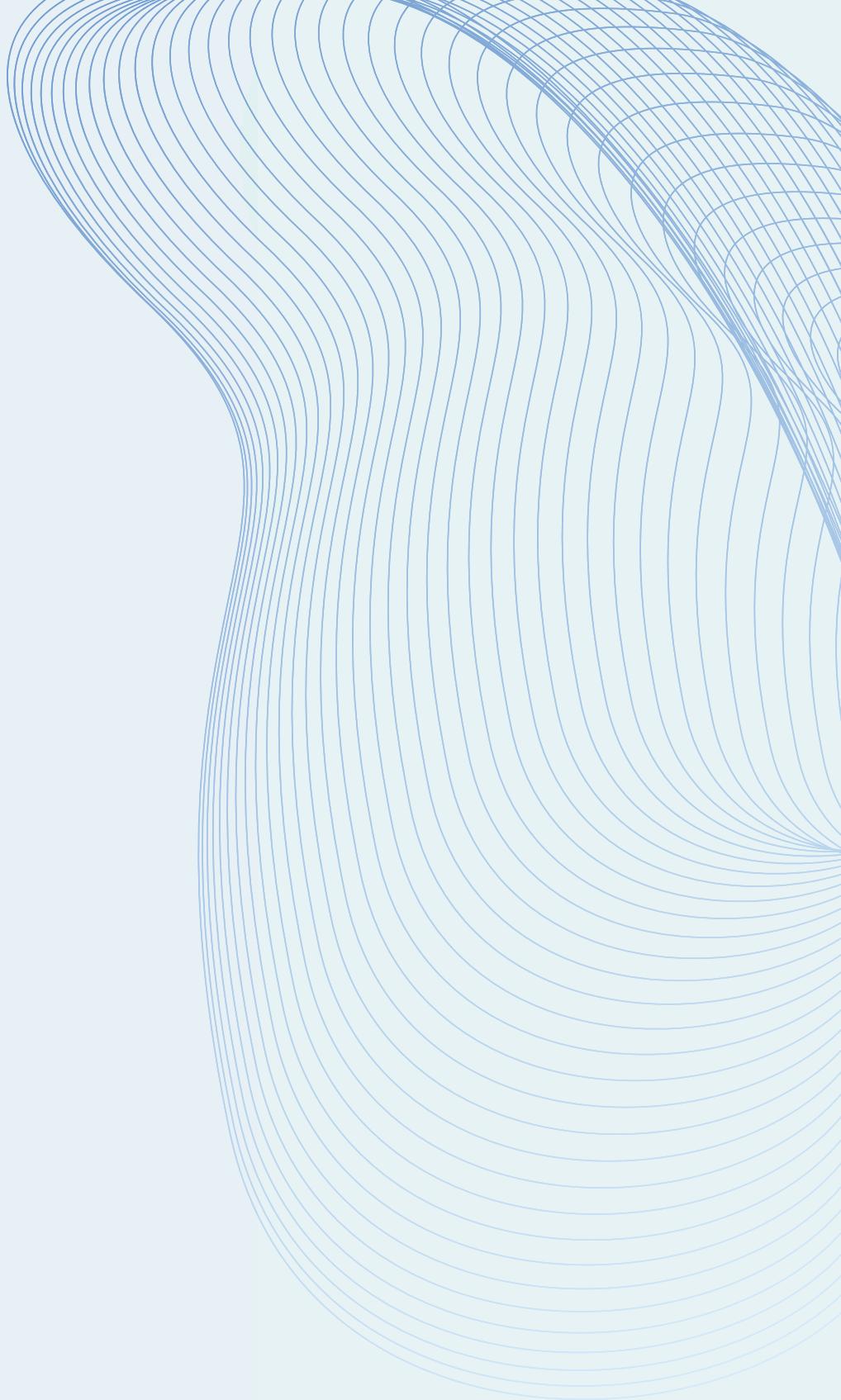
GENERATIVE AI

1

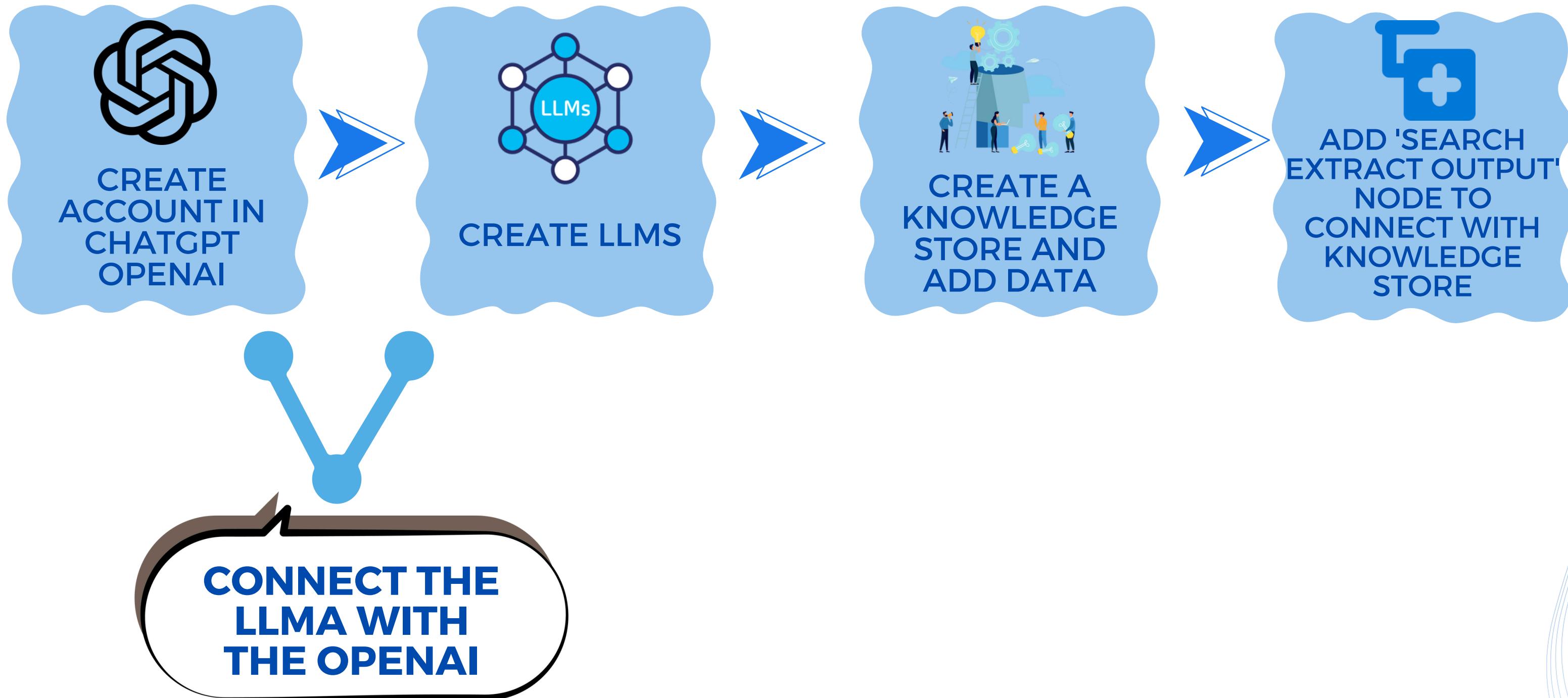
**Implement
knowledge in
Chatbot & IVR**

2

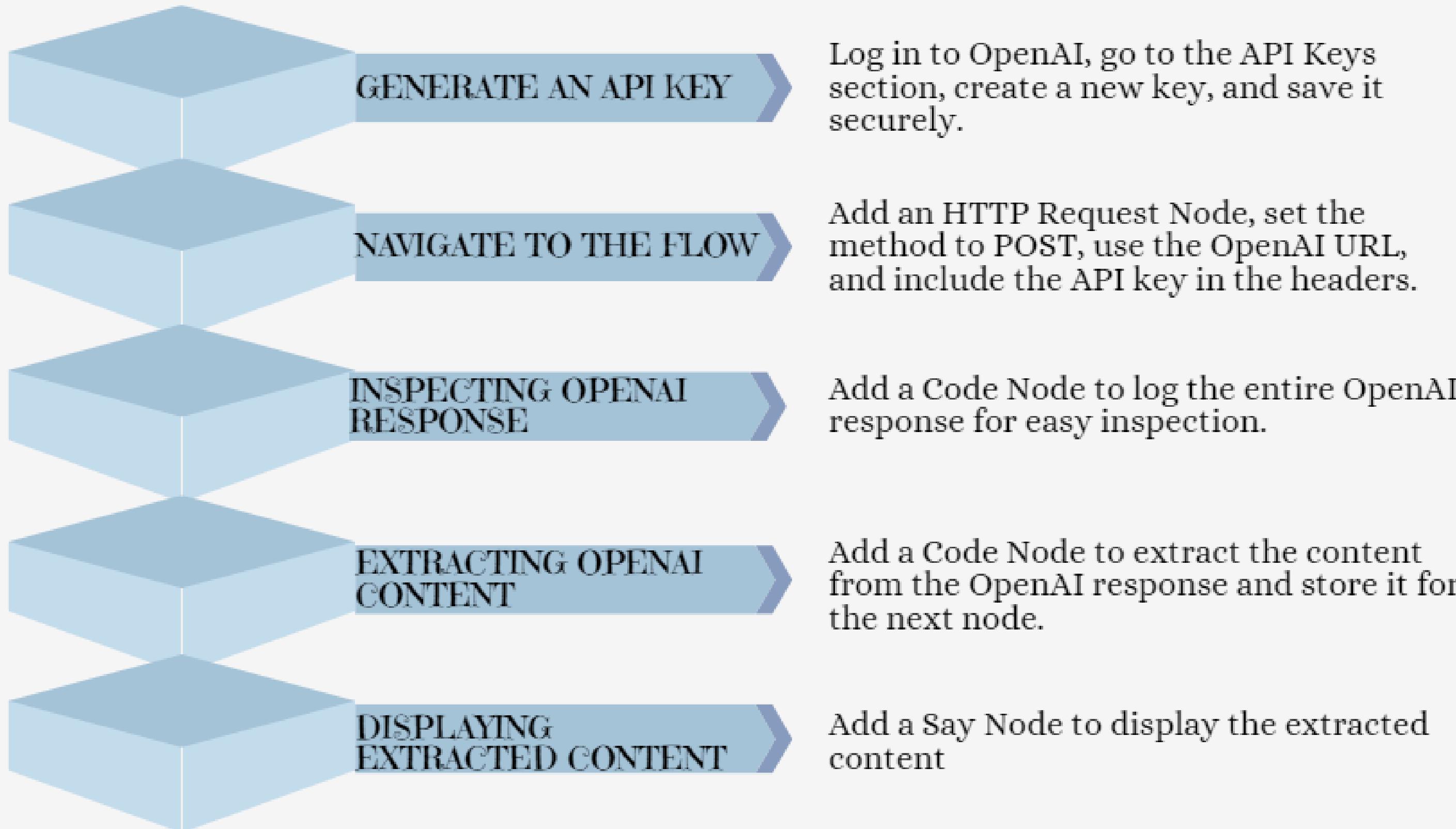
**Integrate
ChatGPT (using
OpenAI) with
Chatbot & IVR**



STEPS TO IMPLEMENT KNOWLEDGE

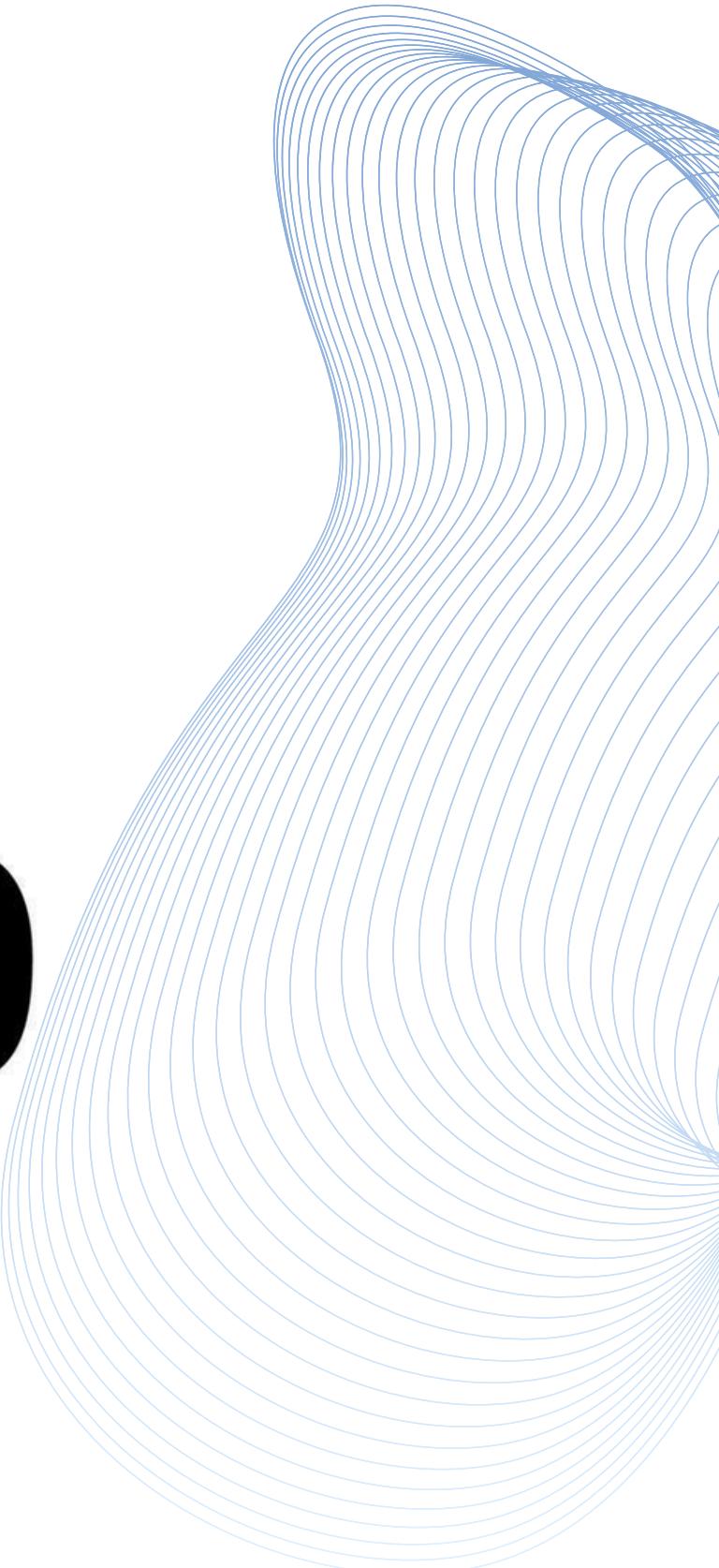


Steps To Integrate ChatGPT (using OpenAI) with Chatbot & IVR





GitHub



STEPS TO PUBLISH A WEBSITE USING GITHUB

1 Create a New Repository

Open GitHub, create a new repository, and give it a name.

2 Upload Website Files

Use Git to upload your website files to the repository (clone, add files, commit, push).

3

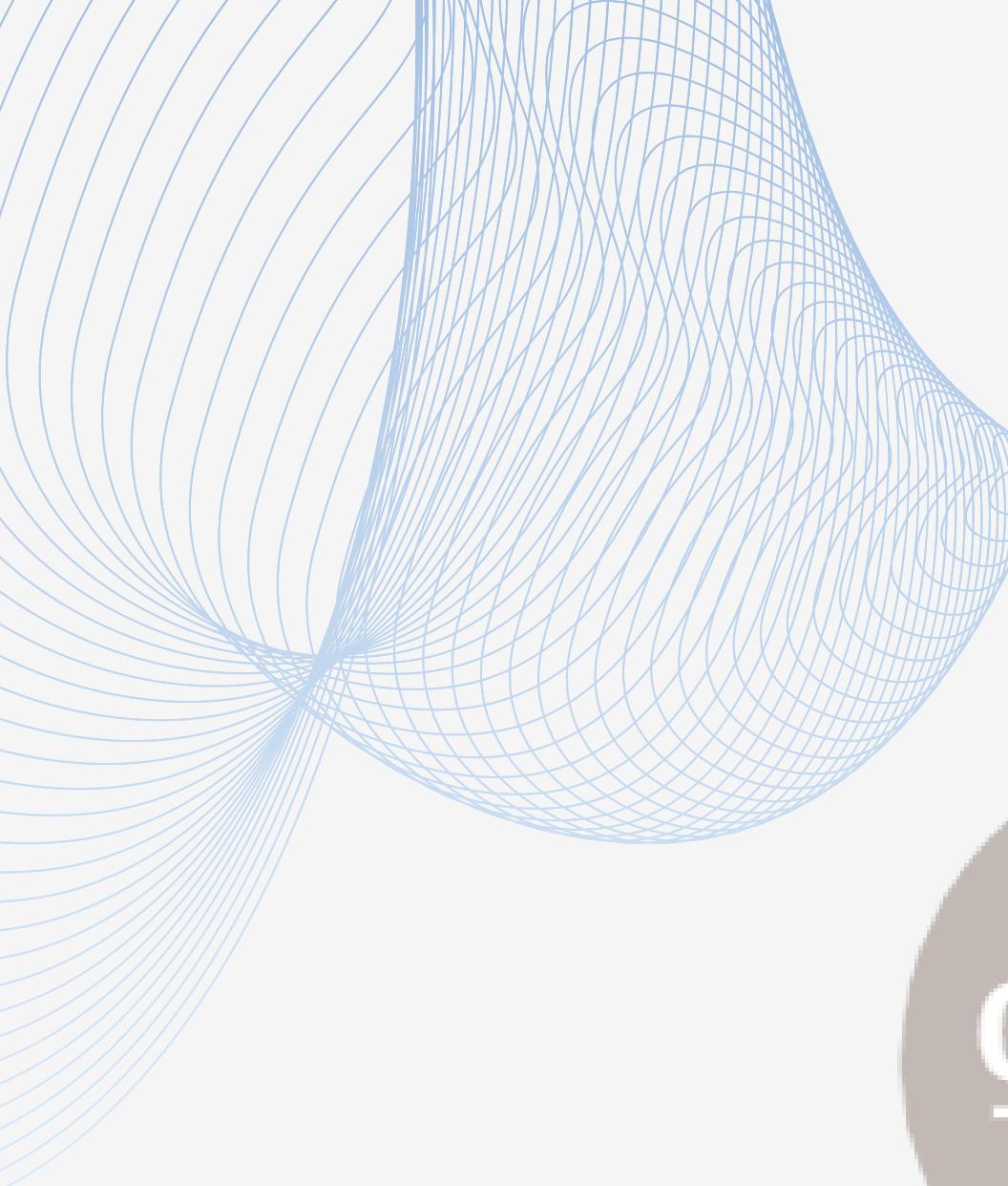
Enable GitHub Pages

From the repository settings, enable GitHub Pages and select the appropriate branch and folder.



**YOU CAN TRY
THE WEBSITE
BY CLICKING
ON THE LINK.**

<https://ranemat.github.io/QKSA-WEBMOBILY/Mobily-AD.html>



Mobily BAU

01

Sprinklr
Channels
dashboards

02

Sprinklr Assets
& surveys

03

B2B Sprinklr
Report

04

LiveChat All
channels
testing

05

Mobily pay
Report

06

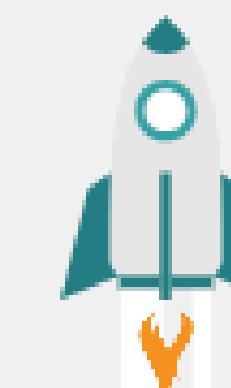
Clean document
(Macros, Custom
fields, Rule)

Future work:

01

Module view

Add a module in Microsoft Teams where you can chat and ask anything about digital channels, similar to GPT but focused solely on digital channels.



02

IVR Call

Set up an IVR system using Cognigy for a phone number.



03

Sprinklr & TikTok

I want to use Sprinklr to monitor TikTok for all trends and updates.





THANK YOU

Supervisor :Abrar Altashlan



Trainees : Ranem Altwijri and Fahdah Alasheikh