



WEBINAR <

AI BASICS

Presented by: Prescott

Practical business applications for small business use.



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- Hoping to Inspire all of you to Use AI
- Examples are Basic Use Cases
- All images are Al Generated with Microsoft Bing
- Screenshots are Actual Interactions with Bing
- Thank You.





Study: Workers who use AI produced 40% higher quality results than those who didn't



According to a new <u>study</u> conducted by social scientists from some of the biggest universities in the world, test subjects who used ChatGPT to perform 18 different work tasks significantly outperformed their peers who didn't.

Key findings from the study:

- The study was conducted in collaboration with Boston Consulting Group and analyzed 100s of consultants across 18 different work tasks.
- Those using AI finished 12.2% more work tasks.
- They also completed tasks 25.1% faster.
- Those who used AI also produced 40% higher quality results than those who didn't.
- Consultants with the lowest scores at the start of the study saw the biggest jump in performance when allowed to use AI.



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Bing Chat Enterprise G

Al-powered copilot for the web Preview

Bing is powered by AI, so surprises and mistakes are possible. Please share feedback so we can improve! Terms | Privacy

Ads are not targeted based on your workplace identity or chat history. Learn more.

Choose a conversation style



Write
 Help me prepare and write a successful sales pitch

Compare	III Analyze
Compare online and offline marketing strategies	Create a SWO about environ and impact

Create a SWOT analysis about environmental goals and impact

Dearn

How do I set achievable goals at work?

G Your personal and company data are protected in this chat



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Ask me anything...

Q





•Bing Chat Enterprise uses Microsoft Entra ID (currently known as Azure Active Directory) for authentication and only allows users to access it with their work account.

•Tenant and user identity information is removed from chat data at the start of a chat session. This information is only used to determine if the user is eligible to access Bing Chat Enterprise. Search queries triggered by prompts aren't linked to users or organizations by Bing.

•Microsoft doesn't retain prompts or responses from users in Bing Chat Enterprise. Prompts and responses are maintained for a short caching period for runtime purposes. After the browser is closed, the chat topic is reset, or the session times out, Microsoft discards all prompts and responses.

•Chat data sent to and from Bing Chat Enterprise is encrypted in transit and at rest (during the chat session). Microsoft has no 'eyes-on' access to it.

•Because Microsoft doesn't retain prompts and responses, they can't be used as part of a training set for the underlying large language model.

These data protections extend to chat within Copilot in Edge and Windows when Bing Chat Enterprise is enabled.





Proceed with Caution

- Always verify the results. ChatGPT, Bing and similar tools will confidently provide you with inaccurate information. If you use these tools for client purposes, make sure it's accurate before using their suggestions.
- 2. Do not provide (non-Bing/CoPilot) tools with sensitive information. Please do not use client names, company names, account numbers, logins, passwords, medical information, financial information or anything else we would not want to share with the rest of the world.



Gretchen shows up to work on Monday morning and looks at her calendar. She is concerned that she will not be able to find time to get to everything she needs to address. Being the owner of a small business, she is working with limited resources. She hopes to save time by leveraging some of her Al tools.

> When Gretchen opens her email, she sees an alert from her AI tool that scans emails and flags negative comments. She has just a couple of minutes before her first meeting and she wants to get an email out to the client right away.



Dear Gretchen,

I was <u>really disappointed</u> to see that my new bike seat did not get delivered this weekend. When can I expect it?

Fred



Please compose a short email to a client. I want to apologize for a shipment that did not get delivered. The bike seat did not get sent from our vendor. Not sure when it will get there. Be empathetic.

- Searching for: how to apologize for a shipment that did not get delivered
- Generating answers for you...

CHAT

- G Your personal and company data are protected in this chat
- Dear [Client's Name],

I hope this email finds you well. I am writing to apologize for the delay in the delivery of your shipment. Unfortunately, the bike seat that you ordered did not get sent from our vendor. We are currently working with them to resolve the issue and we are not sure when it will get there. I understand how frustrating this must be for you and I want to assure you that we are doing everything we can to get your shipment to you as soon as possible.

We value your business and we are committed to providing you with the best possible service. We know that we have let you down and we are truly sorry for any inconvenience this may have caused. We appreciate your patience and understanding during this time.

Please let us know if there is anything else we can do to assist you. We look forward to hearing from you soon.

Best regards,

[Your Name]

New topic

Learn more \checkmark 1 D docformats.com 2

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Ask me anything ...

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1 of 30 responses 🌒

Can I get a refund for this order? How can you prevent this from happening again in the future?

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🕝 Your personal and company data are protected in this chat

What is the status of my other orders?





Gretchen decided to check one more email before running to her meeting. This one is a request from a new bike owner.

Dear Gretchen,

The seat on my new bike is too high. How do I lower it? See attached picture.

David



Q SEARCH

Please give instructions for lowering the seat on this bike.



Analyzing the image: Privacy blur hides faces from Bing chat

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To lower the seat on this bike, you will need to locate the seat post clamp. This is usually located below the seat and above the bike frame. Once you have located the seat post clamp, loosen it by turning it counter-clockwise. After the seat post clamp is loosened, you can lower the seat to the desired height. Make sure to tighten the seat post clamp after adjusting the seat height to ensure the seat stays in place while riding. You can see a diagram of the seat post clamp and how to adjust it [here]. I hope this helps. 😊

1 of 30 responses ●

How do I know if the seat is at the right height?

What tools do I need to adjust my bike's seat?

Can you tell me more about adjusting other parts of a bike?

0/4000





Short on time, Gretchen uploads the picture of the bike to Bing and asks for instructions on lowering the bike seat. She copies the instructions into an email and responds to the owner, right away.



CHAT

Gretchen grabs a quick bite while she works through her lunch. She asks Bing to tell her a joke.





Your personal and company data are protected in this chat Here is a joke about bikes that I came up with: What do you call a bike that can't stop pedaling?

1 of 30 responses ●

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As Gretchen looks ahead on her calendar, she realizes that she committed to speaking at this month's Bicycle Association meeting. Since she is known in her network as dabbling in Al, she has been asked to speak on the impact that AI will have on their industry. Short on time and topics, she asks Bing for assistance.



How will AI shape the bicycle industry over the next 3 years?

Searching for: AI and bicycle industry

Generating answers for you...

G Your personal and company data are protected in this chat

Al is already transforming the bicycle industry in various ways, such as improving navigation, safety, design, and performance. Based on the web search results, here are some possible ways that Al will shape the bicycle industry over the next 3 years:

- Al will enable more personalized and adaptive bicycle navigation systems that can learn from the
 preferences and behavior of individual cyclists and suggest the best routes for them based on
 various criteria, such as distance, slope, traffic, scenery, pollution, etc¹
- Al will also help urban planners and policymakers to design more bike-friendly cities and infrastructure by analyzing big data from cycling GPS traces, crowdsourced feedback, and on-bike sensors. This can help optimize the allocation of bike lanes, parking, and sharing stations, as well as monitor and evaluate the impact of cycling on traffic, environment, and health ² ¹
- Al will enhance the safety and comfort of cyclists by enabling smart features such as collision avoidance, automatic braking, lane keeping, and voice control. These features can be integrated into the bicycle itself or into wearable devices such as helmets, glasses, or gloves^[2]
- Al will also improve the performance and efficiency of bicycles by using 3D-printed parts, electrification, and wireless connectivity. These technologies can allow cyclists to customize their bikes according to their needs and preferences, as well as monitor and optimize their energy consumption, speed, and health²
- Al will also create new opportunities for innovation and entertainment in the bicycle industry by enabling autonomous bicycles that can ride on their own, as well as interactive and immersive

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Ask me anything...

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I am presenting to a group of bicycle business owners. They have asked me to speak about AI and it's impact on helmet technology. Please give me 5 talking points for my presentation.



Hello, thank you for inviting me to speak about AI and its impact on helmet technology. AI is the field of computer science that aims to create machines and systems that can perform tasks that normally require human intelligence, such as perception, reasoning, learning, decision making, and problem solving. Helmet technology is the design and development of protective headgear that can reduce the risk of injury or death in various situations, such as sports, military, firefighting, and cycling. Here are five talking points for my presentation:

•Al can help improve the safety and performance of helmets by using sensors, cameras, and algorithms to monitor the wearer's vital signs, detect potential hazards, and provide real-time feedback and guidance. For example, researchers from Edinburgh's National Robotarium have developed an Al helmet to help firefighters navigate a smoke-filled environment and rescue victims more quickly¹.

•Al can also help design and optimize helmets by using data and simulation to test different materials, shapes, and features that can enhance the protection and comfort of the wearer. For example, the NFL has collaborated with engineers and manufacturers to spur the development of better performing helmets, including position-specific helmets that provide customized protection for different roles on the field².

•Al can enable new functionalities and experiences for helmet users by integrating various technologies, such as augmented reality, voice control, and biometrics. For example, some smart helmets can project information and images onto the visor, allowing the user to access navigation, communication, and entertainment features without taking their eyes off the road or the task at hand.



Gretchen asks Bing to create some images for her presentation.





✓ Generating answers for you...

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I'll try to create that.

2 of 30 responses ●







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New topic Ask me anything...

Please generate an image of a futuristic bike helmet that utilizes these technologies.

Q

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Gretchen decides she is finally going to hire a salesperson so she can start to spend more time working "on" the business. She asks Bing to create a job description.



Are you passionate about bikes and looking for a fun and rewarding job? Do you enjoy helping customers find their perfect ride and sharing your knowledge of cycling? If so, you might be the ideal candidate for Cosmic Bikes, the coolest bike shop in the galaxy!

Cosmic Bikes is a family-owned business that offers a wide range of bikes, accessories, and services for all kinds of cyclists. Whether you are a beginner or a pro, a roadie or a mountain biker, a commuter or a racer, we have something for you.

As a sales person at Cosmic Bikes, you will be responsible for:

•Greeting and engaging customers on the sales floor

 Listening to their needs and preferences and recommending suitable products Demonstrating product features and benefits and explaining technical specifications •Processing sales transactions and ensuring customer satisfaction Maintaining the appearance and cleanliness of the store and the merchandise •Staying updated on the latest trends and innovations in the bike industry •Participating in store events and promotions To be a successful sales person at Cosmic Bikes, you will need: •A high school diploma or equivalent •Previous experience in retail sales or customer service •A passion for bikes and cycling •Excellent communication and interpersonal skills •A positive and energetic attitude •A willingness to learn and grow •A flexible schedule and availability to work weekends and holidays

If you think you have what it takes to join our cosmic team, please send your resume and a cover letter to cosmicbikes@cosmic.com. We look forward to hearing from you!



With her day finally coming to an end, Gretchen uses the Spotify plugin for ChatGPT to create a relaxing playlist for the drive home.

ChatGPT

Great! I'll put together a calming pop music playlist for your drive home. Here are some song suggestions:

- 1. "Watermelon Sugar" Harry Styles
- 2. "Levitating" Dua Lipa
- 3. "Adore You" Harry Styles
- 4. "Electric" Alina Baraz
- 5. "Sunflower" Post Malone, Swae Lee
- 6. "Golden" Harry Styles
- 7. "Put It All On Me" Ed Sheeran feat. Ella Mai
- 8. "Lose You to Love Me" Selena Gomez
- 9. "Afterglow" Ed Sheeran
- 10. "Lights Up" Harry Styles

Would you like me to create this playlist for you on Spotify?



ChatGPT

Used PlaylistAl: Spotify

Your calming pop music playlist for a relaxing drive home is ready! You can listen to it on Spotify by following this link: Calming Pop Drive Home Playlist.

Enjoy your music and have a safe drive home!

Message ChatGPT...



www.Prescott.us/Al

AI-as-a-Solution



Pete Terryn Prescott and NuWave Technology Partners; Al Evangelist





Jon Liebertz Prescott & NuWave Technology Partners (CISSP, ITIL4, CSM)

