# Communicate Like a Boss with AI Assistance

In order to prepare for this assignment, READ the information contained in the document “[Streetcrafter Case Study](https://docs.google.com/document/d/1UjojrPnS-FNxVhntSsBCNWZvjtanAKyLzqu-aAOOK3w/edit#heading=h.1fob9te).”

## Preparing to Use AI Tools

### **Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

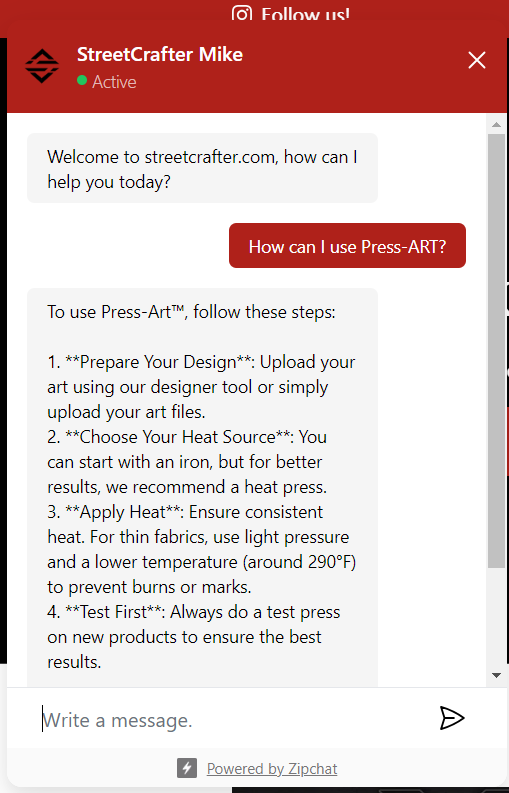
### **Writing Effective Prompts**

* Be Clear and Specific
  + Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
  + Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
  + Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
  + Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

### **Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Streetcrafter Mike- in our company we have an AI-generated customer support chat that we trained named “Streetcrafter Mike”. Mike can take questions about almost anything on our Streetcrafter website. Go to our website at [www.streetcrafter.com](http://www.streetcrafter.com) to give Streetcrafter Mike a try.

An example of how we do this is in the Image Below:



* Using FAQ- Frequently Asked Questions or FAQ can be a great way to train your AI to give the best responses and handle most of the heavy lifting in customer service for you.
* Simulations are important to run through your AI so it can properly problem-solve to increase your profit as a business owner. Simulations present very specific problems that require specific solutions. Enough of this will allow your AI to not only handle problems for your customers but also upsell them to make more profit.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

### **Acknowledging the Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

## Instructions

Effective communication skills are essential for career development and success as an entrepreneur. It’s crucial to adapt your communication to the specific context. Consider the purpose of your communication, whether it's delivering information, influencing decision-makers, collaborating with colleagues, or building relationships with customers. Before expressing yourself, always take into account your audience and tailor your message accordingly.

Medin is a perfectionist who tries to avoid conflict whenever he can in his personal life. While most customers rave about his products, he occasionally gets complaints. Every once in a while, a complaint can be really nasty and it makes him feel very flustered and uncomfortable when responding. Help Medin address this complaint that just came in via email:

| Your Press-Art transfer sheets SUCK! After I gave my customers T-shirts using it and they hated how it looked! I lost money using Streetcrafter! I am NEVER buying your products AGAIN! |
| --- |

1. First, compose a response to this irate customer. In writing your response, it might be helpful to follow the LATTE method originally implemented by Starbucks:[[1]](#footnote-0)
   1. Listen to understand the issue being presented to you.
   2. Acknowledge that you understand the customer’s grievance by confirming it.
   3. Thank the customer for bringing the issue to your attention.
   4. Take action to resolve the issue and try to turn the bad experience into a positive one.
   5. Encourage the customer to give you another chance.
2. Now, try using [ChatGPT](https://chat.openai.com/) or another AI tool to help you refine your communication. Some of the information that you might consider giving ChatGPT include:
   1. The context of your question (i.e. the type of business involved);
   2. What the customer’s complaint is (hint: you can copy and paste the exact wording);
   3. The tone of the response (e.g. professional, formal, friendly, or apologetic, etc.)
3. Select the best response that you got from ChatGPT and include the prompt that you used to generate the response. Compare it to the response that you wrote in the first step of the assignment.
   1. What are the differences and similarities? How would you rate each response?
   2. Explain whether Medin should use ChatGPT to help him communicate with customers.

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## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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**Authored by**: Lumen Learning. **License**: [*CC BY: Attribution*](https://creativecommons.org/licenses/by/4.0/)

1. A, Vincent. “The ‘Latte Method’ of Dealing with Customer Complaints.” The “Latte Method” of dealing with customer complaints, August 22, 2016. https://www.linkedin.com/pulse/latte-method-dealing-customer-complaints-dr-vincent-andrew. [↑](#footnote-ref-0)