



CARILEC

An Association Of Electric Energy Solution Providers

AI in Action: Transforming Human Resources, Corporate Communications, and Customer Service

MAY 7-8, 2025



Tailored Value Proposition for CARILEC's Training

AI technologies are transforming how organizations in human resources, corporate communications, and customer service operate, providing solutions for increased efficiency, better decision-making, and enhanced customer interactions. This training will equip participants with practical AI skills and tools to:

Increase Efficiency: Automate repetitive tasks, optimize workflows, and improve decision-making processes, reducing manual efforts in daily tasks.

Boost Engagement: AI tools can enhance internal communications, improving engagement with both employees and customers through personalized, data-driven strategies.

Enhance Service Delivery: AI-powered customer service applications reduce response times, improve satisfaction rates, and ensure consistent service quality, leading to long-term customer loyalty.

Participants will leave the training with hands-on knowledge of how to implement AI solutions immediately, gaining a competitive advantage in these vital business areas.

Register today on www.carilec.org

Training Overview

This training is designed around four essential courses, each tailored specifically for human resources, corporate communications, and customer service departments. These courses will demonstrate how AI can be used to optimize and solve key challenges in these areas:

1. Introduction to AI

This course provides a foundational understanding of artificial intelligence, emphasizing its relevance in solving the unique challenges faced by HR, corporate communications, and customer service professionals. The session will cover the role of AI in automating tasks, making data-driven decisions, and improving operations. Participants will gain insights into how AI is already transforming businesses and what future trends may impact their industry.

2. Prompt Engineering

This course teaches participants how to craft effective prompts to maximize the output from AI tools. By learning how to ask the right questions and structure requests effectively, participants will be able to extract the best responses from AI models tailored to their specific business needs. The focus here is on developing skills for customizing AI prompts, which is crucial for those looking to leverage AI in daily operations.

3. AI Ethics

AI must be implemented responsibly, especially in sensitive business functions. This course addresses the ethical considerations of using AI in HR, corporate communications, and customer service, including issues like privacy, fairness, and accountability. Real-world case studies will illustrate both the positive and negative impacts of AI implementation. Participants will leave with a strong understanding of how to integrate AI solutions while adhering to ethical standards.

4. AI Tools & Prompts for Human Resources, Corporate Communications, and Customer Service

This course focuses on existing AI tools and prompts that can immediately enhance human resources, corporate communications, and customer service functions. Participants will explore specific AI tools and ready-made prompts that are tailored for each department's unique needs.

Human Resources: AI-driven solutions for recruitment, employee performance management, and talent development. Participants will be introduced to tools and prompts for automating recruitment processes, analyzing performance data, and enhancing training programs.

Corporate Communications: AI tools for automating content creation, managing internal and external communications, and monitoring brand reputation. Participants will see how pre-built AI prompts can streamline content generation and improve crisis management responses.

Customer Service: AI-powered chatbots, automated customer response systems, and sentiment analysis for improved service delivery. This session will cover how to use AI tools and prompts to deliver faster, more accurate customer service responses, leading to increased customer satisfaction.

Delivery Options

Virtual Training:

Dates: May 7th and 8th

Time: 9:00 AM – 11:30 AM AST

Break Structure:

Session 1: 9:00 AM – 10:00 AM

Break: 10:00 AM – 10:30 AM

Session 2: 10:30 AM – 11:30 AM

End of formal session: 11:30 AM

Optional Q&A: I will remain available until 12:00 PM for further discussions.

Conclusion

This training is specifically tailored for the Human Resources, Corporate Communications, and Customer Service professionals that are a part of CARILEC. Participants will leave with actionable skills, ready-made AI tools, and a solid understanding of how to integrate AI into their operations for increased productivity, cost savings, and enhanced service delivery. By adopting these AI solutions, CARILEC members can expect tangible returns on their investment in the form of more efficient business processes, improved customer satisfaction, and better employee engagement.

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Dr. Sheldon Campbell

AI Consultant, Author & Safety Innovator

Dr. Sheldon Campbell is an accomplished AI author, consultant, executive, and course creator with a diverse background in technology, project management, finance, and theology. He is the author of *Maximizing Technology: A Guide to Using ChatGPT and 250 Other Artificial Intelligences to Improve Society*, which highlights his expertise in leveraging AI for safety, operational efficiency, and business transformation.

Dr. Campbell holds a bachelor's degree in statistics, an MBA, and master's degrees in project management and theology, as well as a PhD in Church History. He has also pursued postgraduate studies in economics and is a certified Project Management Professional (PMP) and Lean Six Sigma Black Belt (LSSBB).

Speaking Engagements on AI & Safety

Dr. Campbell was a keynote speaker at CARILEC's 2024 OHS Symposium, delivering two impactful presentations on AI and emerging technologies in safety:

Presentation 1: Beyond AI: Leveraging Emerging Technologies for Safety Excellence

Presentation 2: From Theory to Practice: Transforming Safety with AI and Emerging Technologies

Earlier in March 2024, Dr. Campbell presented at the JOHSPA Seminar on The Promise and Perils of Artificial Intelligence (AI): Implications for Occupational Safety & Health at the Terra Nova Hotel, Kingston.

Leadership, AI Education & Public Engagement

Dr. Campbell currently serves as Managing Director of The Portal Virtual Services and CEO of SKC Business & Management Consultancy in St. Andrew, Jamaica. Previously, he was Chief Operating Officer (COO) of Milligan Logistics LLC in Nashville, Tennessee. Alongside consulting for various organizations, he is also a pastor at Grace Family Church in St. Catherine, Jamaica.

His AI education and training initiatives include developing AI-focused courses, such as:

AI Ethics for All: A Christian Guide for Business & Life

Maximizing AI Use in Theology and Beyond

Bible Study Prep & Sermon Writing with ChatGPT

He has also conducted AI workshops and training sessions, been featured on radio, podcasts, and digital media platforms, and spoken at various conferences across Jamaica and the Caribbean, focusing on technology, AI ethics, and business innovation.

Additionally, he runs the YouTube channel "AI in Every Sphere," where he explores the practical applications of AI in business, safety, and daily life.

Dr. Campbell balances his professional pursuits with a strong commitment to family life and remains dedicated to helping organizations harness AI for safer, more efficient workplaces.

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