

# Microsoft Copilot SME AI Enablement Program

## Master AI & Boost Work Efficiency by Up to 29%\*



Sales & Marketing

Human Resources & Admin

Customer Relationship Management

Created by Microsoft Designer Generative AI

According to Microsoft “Work Trend Index 2023”, leveraging generative AI tools at work can improve efficiency by up to 29%! With numerous small-to-medium-sized enterprises (SMEs) actively looking into generative AI tools, HKPC “Digital DIY” Portal joins hands with Microsoft Hong Kong to proudly present the “Microsoft Copilot SME AI Enablement Program” and launch the **“3+1 Ultimate Smart Combo”**!

### 3+1 Ultimate Smart Combo, All-round Support for SMEs!

1



#### AI for Business 2hr Hands-on Workshop

3 major job function-specific workshops are available for your selection, providing AI solutions tailored to your business needs

2



#### Expert-guided Service Onboarding

Product specialists are ready to assist you with Microsoft Copilot and M365 account registration and onboarding

3



#### 1-year Technical Support

8x5 service support with Microsoft is available to help you with troubleshooting Copilot for Microsoft 365 issues



**GET  
FREE**

**12-month Copilot of Microsoft 365 for Enterprise**  
(Valued at HK\$2,808)



**For HK\$2,808 Only!**

The above services are provided by authorised Microsoft resellers.

**Limited Availability, Enrol Now!**

# 1 AI for Business 2hr Hands-on Workshop

## Learn Prompt Engineering Techniques from Experts Based on Real-life Use Cases of Specific Job Functions!

- Select 1 out of the 3 workshops tailored to your job functions
- Instructed by Microsoft Certified Experts
- Handpicked top 10 tasks to demonstrate how to integrate Microsoft Copilot into your daily work
- Covers a variety of Microsoft 365 applications to improve your work efficiency in all aspects



Oct - Nov 2024



HKPC Building



Cantonese



### Workshop 1: Human Resources & Admin



23 Oct 2024 (Wed) 10:00-12:00  
28 Nov 2024 (Thu) 10:00-12:00

#### Top 10 Daily Tasks and AI Application Demo:

- ✓ **Create Job Descriptions for New Openings**  
Draft detailed job descriptions based on recruitment requirements
- ✓ **Shortlist Qualified Candidates**  
Automatically analyse and evaluate resumes
- ✓ **Create Interview Questions**  
Generate a series of job-specific interview questions
- ✓ **Draft and Review Employment Contracts**  
Draft employment contract with the provided template and information
- ✓ **Develop New Hires Onboarding Materials**  
Create onboarding presentation deck based on company policy and employee handbook
- ✓ **Update Company Policies**  
Identify changes in different versions and present in a comparison table
- ✓ **Staff Communications**  
Draft emails to communicate company updates with staff
- ✓ **Conduct Employee Engagement Survey**  
Automatically analyse survey results and generate report
- ✓ **Conduct Performance Appraisal**  
Analyse appraisal results and draft initial review comments
- ✓ **Recap Company Townhall Meetings**  
Automatically record key points discussed and actionable items during meetings

Combine Microsoft Copilot



with various M365 applications



### Workshop 2: Sales & Marketing



11 Nov 2024 (Mon) 10:00-12:00

#### Top 10 Daily Tasks and AI Application Demo:

- ✓ **Customer Segmentation**  
Categorise customers based on their information
- ✓ **Conduct Customer Research**  
Research customer information, analyse, and summarise in key points
- ✓ **Prepare Sales Proposal**  
Draft sales proposal based on the needs of client
- ✓ **Recap Client Meeting**  
Automatically record key points discussed and actionable items
- ✓ **Track and Follow Up Client Contracts**  
Automatically track contract status and send follow-up alerts
- ✓ **Create New Product Document**  
Analyse new product key selling points and draft description
- ✓ **Design New Product Launch Campaign**  
Generate campaign ideas and list out actionable items
- ✓ **Curate Creative Marketing Copy**  
Generate creative copies based on product and promotional assets
- ✓ **Create Campaign Presentation Deck**  
Develop presentation deck based on campaign assets
- ✓ **Analyse Ad Spend and Performance**  
Analyse data retrieved from ad platform and suggest budget reallocation

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## Workshop 3: Customer Relationship Management



21 Nov 2024 (Thu) 10:00-12:00

### Top 10 Daily Tasks and AI Application Demo:

- ✓ **Track Customer Sentiment**  
Automatically analyse customer messages to identify customer sentiment
- ✓ **Analyse and Visualise Customer Data**  
Present customer data in charts and pivot tables
- ✓ **Draft Responses to Customer Enquiries**  
Generate personalised, informative email responses
- ✓ **Personalised Customer Interactive Content**  
Generate content tailored to specific customer segments
- ✓ **Translate Customer Communications**  
Automatically translate communications into customer's preferred language
- ✓ **Summarise Product Information**  
Summarise product features and key information based on relevant documents
- ✓ **Prepare Customer Onboarding Materials**  
Create presentation deck based on product and service manuals
- ✓ **Recap Customer Call**  
Automatically summarise customer call and actionable items
- ✓ **Design Customer Loyalty Campaign**  
Generate campaign ideas and list out actionable items
- ✓ **Prepare Monthly Report**  
Organise and summarise monthly customer data and generate report

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2

Expert-Guided  
Service Onboarding



3

1-year  
Technical Support

Product specialists from the authorised Microsoft reseller will be on-site at the workshop to help you with service activation and questions about Microsoft Copilot and M365 account registration and onboarding.

During the 12-month license period of the Copilot for Microsoft 365 for Enterprise, Microsoft 8x5 service support will help with any technical issues or troubleshooting. Support service is available from Monday to Friday, 9am - 5pm.



**The 12-month FREE Copilot for Microsoft 365 for Enterprise license** will be distributed upon completion of the hands-on workshop. Participants must have one of the following subscription plans and base licenses to be eligible for a Copilot for Microsoft 365 license and to activate the service.

Prerequisite licenses include: Microsoft 365 E5, Microsoft 365 E3, Microsoft 365 F1, Microsoft 365 F3, Office 365 E5, Office 365 E3, Office 365 E1, Office 365 F3, Microsoft 365 Business Basic, Microsoft 365 Business Premium, Microsoft 365 Business Standard

## For Enquiries and Enrolment



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