

## AI for eCommerce (EC1.1&EC1.2) – 3h Training



The poster features the logos of CCI FRANCE CHINE (中国法国工商会) and System in Motion at the top. The main title is "AI FOR ECOMMERCE SPECIALIZATION". Below the title, the event details are listed: Thursday, March 27th, 8:00am - 11:30am, English, CCI FRANCE CHINE Shanghai, and Offline. An illustration on the right shows a person pushing a shopping cart towards a robot holding a "PAY HERE" sign, symbolizing the integration of AI in eCommerce.

**CCI FRANCE CHINE**  
中国法国工商会

**System in Motion**

# AI FOR ECOMMERCE SPECIALIZATION

 **Thursday, March 27th**

 **8:00am - 11:30am**

 **English**

 **CCI FRANCE CHINE Shanghai**

 **Offline**

### ***Introduction***

#### **Course Description: 3 hours, 8 chapters, continuous practical exercises**

This engaging 3-hour course, divided into 8 chapters, covers several key processes of eCommerce. It is a specialization track that requires the completion of AI Fundamentals training, as it uses the prompting technics. Developed in partnership between commConsult and System in Motion, it combines a long experience of eCommerce consulting and the most recent prompting technic.

#### **Applicable for:**

*Managers and contributors in eCommerce platforms or eCommerce teams of brands, who want to improve their daily operations using Generative AI tools.*

## **Outline**

### **Chapter 1: AI in eCommerce**

- Overview: What processes can benefit from AI?
- Funnel: Which parts of the sales funnel can leverage AI? For what purpose?
- Current and future state of AI in eCommerce.

### **Chapter 2: Tone, Persona, and Market**

- Persona: capture the essence of each of your customer's persona in a well-crafted paragraph that you can use in all your prompts.
- Feature alignment: list the key features that a given persona is interested in, so you can align all communication in the future.

### **Chapter 3: Product Content**

- Product attributes: optimize your prompt to prepare product descriptions.
- SEO Keywords: optimize SEO Keywords generation, to ease the keyword search.
- Product Description: generate and validate product description against brand, audience, storytelling, comparative language, call to action, market localization.
- Product Image Setting: prepare prompt for image generation, to speed up the image generation workflow.

### **Chapter 4: Customer Feedback & Improvement**

- Analysis: convert customer qualitative feedback into unbiased quantitative analysis.
- Action plan: generate an action plan based on customer feedback analysis.

### **Chapter 5: AI for Personalization**

- How AI enhances personalization? Opening a new world of possibilities that we could not dream about.
- What are the benefits? Will customers be more engaged if every single communication is personalized?
- What are the key technics? How can you increase the level of personalization of all your communication in a way that looks natural?

## **Chapter 6: AI for Campaign Planning**

- Email marketing calendars: start with the basics and build up a comprehensive, balanced, and efficient marketing calendar.
- Customer segmentation: take advantage of automation and personalization to target customers with a message that will resonate.

## **Chapter 7: AI for Personalized Journeys**

- Design a journey: set up the basics of a journey that will engage customers.
- Refine a journey: analyze the first draft for issues, feasibility, availability of data, clean-up.
- Develop a journey: generate emails for each step of the journey, with personalization tokens.

## **Chapter 8: AI for Sentiment-Driven Insights**

- Sentiment classification: automate the extract of the customer's intent, to automate the response.
- Generate email responses: craft unique response to every single request by every customer.

## ***Key Takeaways***

- Empowerment of Knowledge Workers: Enhance skills and improve efficiency with comprehensive understanding of Generative AI tools.
- Acquiring Future Skills: Stay ahead in the AI landscape with a blend of theoretical knowledge and practical skills.
- Demystifying Generative AI: Learn proper usage, risk mitigation, and good use cases to dispel common misconceptions.
- Strategic Integration: Improve overall operational efficiency with strategic thinking and risk regulation, preparing for enterprise applications.

**Date :**

Thursday, March 27th

**Time :**

8:00 am - 11:30 am

**Price :**

1,494 RMB\* for CCI FRANCE CHINE Members

2,134.40 RMB\* for Non-Members

*\*Price including 6,72% Tax*

**Language :**

English

**Contact :**

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