

## ΣΤΟΙΧΕΙΑ ΠΡΟΔΙΑΓΡΑΦΗΣ ΠΡΟΓΡΑΜΜΑΤΟΣ ΚΑΤΑΡΤΙΣΗΣ

### 1. Τίτλος προδιαγραφής προγράμματος κατάρτισης:

ChatBots for Business Professionals: Strategic Implementation for Non-Technical Leaders

### 2. Διάρκεια Κατάρτισης:

14 hours (2 days x 7 hours/day)

### 3. Περιγραφή Προδιαγραφής:

“ChatBot Fundamentals for Business Leaders”, is designed to equip business leaders and decision-makers with the knowledge, skills, and attitudes required to effectively implement and manage ChatBot solutions within their organizations. The program covers foundational concepts of ChatBots, including rule-based, AI-powered, and GenAI technologies, as well as practical applications across industries. Participants will learn to assess organizational readiness, develop a ChatBot strategy aligned with business objectives, define KPIs, and manage projects without having a technical background. The program also emphasizes data privacy, GDPR compliance, risk management, and change management to ensure successful adoption and sustained value from ChatBot initiatives.

Through a combination of interactive lectures, group work, case studies, hands-on exercises with no-code platforms, participants will gain practical experience, create ChatBot prototypes, and develop actionable implementation roadmaps. The training concludes with real-world case studies, personalized action planning, and peer/instructor feedback to reinforce learning outcomes and support immediate application.

### 4. Ανάγκη κατάρτισης:

In the era of digital transformation, businesses require strategic understanding and practical skills to effectively leverage ChatBots. The training need arises from the necessity to gain knowledge about how ChatBots operate, the different technological approaches (rule-based, AI-powered, generative AI), and to identify suitable use cases within their organization. Additionally, business leaders must be able to assess organizational readiness, design a ChatBot strategy, define KPIs, manage ChatBot projects without a technical background, and ensure compliance with data protection regulations. This training aims to enhance decision-making capabilities, foster innovation, and strengthen competitiveness through the effective adoption and management of ChatBots.

### 5. Στόχοι κατάρτισης:

#### Σε επίπεδο γνώσεων

Με το τέλος της εκπαίδευσης, οι συμμετέχοντες θα μπορούν να:

1. Εξηγούν τι είναι τα ChatBots και πώς λειτουργούν σε όρους κατανοητούς για την επιχείρηση.
2. Διακρίνουν τις διαφορές μεταξύ rule-based, AI-powered και generative AI ChatBots.
3. Αναγνωρίζουν κατάλληλες περιπτώσεις χρήσης ChatBots στον οργανισμό τους.
4. Κατανοούν τις απαιτήσεις ενσωμάτωσης με υπάρχοντα συστήματα (CRM, ERP, βάσεις δεδομένων).
5. Γνωρίζουν τις βασικές αρχές GDPR, προστασίας δεδομένων και ασφάλειας.



6. Αναγνωρίζουν πιθανούς κινδύνους και παγίδες στην εφαρμογή ChatBots.

### Σε επίπεδο δεξιοτήτων

Μετά την εκπαίδευση, οι συμμετέχοντες θα μπορούν να:

1. Αξιολογούν την ετοιμότητα του οργανισμού για την υλοποίηση ChatBots.
2. Αναπτύσσουν μια προκαταρκτική στρατηγική ChatBot ευθυγραμμισμένη με τους επιχειρησιακούς στόχους.
3. Ορίζουν KPIs για την επιτυχία των ChatBots και μεθόδους μέτρησης.
4. Σχεδιάζουν ένα χρονοδιάγραμμα υλοποίησης ChatBots (roadmap).
5. Δημιουργούν απλά πρωτότυπα ChatBots χρησιμοποιώντας no-code πλατφόρμες.
6. Διαχειρίζονται έργα ChatBot αποτελεσματικά χωρίς τεχνικό υπόβαθρο.
7. Επικοινωνούν τα οφέλη των ChatBots σε εσωτερικούς και εξωτερικούς stakeholders.

### Σε επίπεδο στάσεων

Μετά την εκπαίδευση, οι συμμετέχοντες θα:

1. Επιδεικνύουν θετική στάση απέναντι στην ψηφιακή καινοτομία και την αυτοματοποίηση.
2. Είναι προετοιμασμένοι να αντιμετωπίσουν αλλαγές και να υποστηρίξουν την υιοθέτηση ChatBots από την ομάδα τους.
3. Αντιλαμβάνονται τη σημασία της συνεχούς βελτίωσης και παρακολούθησης της απόδοσης των ChatBots.
4. Δείχνουν υπευθυνότητα στη διαχείριση δεδομένων πελατών και τη συμμόρφωση με κανονισμούς.
5. Αναγνωρίζουν τη σημασία της στρατηγικής ευθυγράμμισης της τεχνολογίας με τους επιχειρησιακούς στόχους.

## 6. Περιγραφή υποψηφίων για συμμετοχή:

This training is designed for professionals eager to leverage ChatBot technology for customer service excellence, operational efficiency, and competitive advantage. No programming or technical background required.

Ideal Participants Include:

### 1. Participants in Leadership and Management Roles:

- C-suite executives (CEOs, COOs, CDOs, CTOs)
- Directors of Customer Experience, Operations, or Digital Transformation
- Department heads and managers (Customer Service, Product, Marketing, Sales, IT, HR)
- Business function leads (Operations, Finance, Client Relations)

### 2. Management Roles:

- Customer Service Managers
- Operations Managers
- Marketing and Sales Managers
- Digital Transformation Managers
- Product Managers

### 3. Other Professionals:

- Management consultants
- Entrepreneurs and startup founders
- Innovation leads



- Business Analysts
- Customer Experience Specialists

Key Industries: Financial Services, Tourism & Hospitality, Retail & E-commerce, Healthcare, Legal, Professional Services, Telecommunications, Insurance, Real Estate, Manufacturing, Public Sector, and Education.

**Ideal Candidates Should Have:**

- Basic understanding of ChatBots' business potential
- Decision-making authority or influence over technology adoption
- Drive for digital transformation and operational improvement
- Ability to link technology to business value and ROI
- Mid to senior-level experience (3+ years in business)
- Basic computer literacy (email, web browsing, MS Office)

**No Technical Background Required:**

- No programming or coding knowledge needed
- No AI/ML technical expertise required
- No computer science education necessary

Perfect for professionals who want to understand, evaluate, and implement ChatBot solutions to transform customer service and drive business growth—without needing technical skills.

No deep technical expertise required; focus is on strategic understanding and practical application.

## 7. Περιγραφή και βιογραφικό σημείωμα εκπαιδευτή:

**Mr. Nikolas Markou** leads AI strategy and implementation at Electi Consulting, recently appointed to the Cyprus AI Task Force Committee to help shape national AI policy. With over a decade in Machine Learning, he specializes in high-performance algorithms, computer vision, and deep learning optimization. His diverse portfolio includes developing credit scoring systems at Ocean Finance, pioneering medical imaging AI for USA-based Comkardia's coronary angiogram analysis, and contributing to autonomous driving systems at NavInfo Europe. He previously led award-winning ML initiatives at Yodiwo (MIT Enterprise Forum Greece Startup winner). At Electi Consulting, Nikolas implements AI solutions for major institutions including the European Central Bank and Mediterranean Shipping Company. His expertise spans TensorRT optimization, CUDA development, and efficient neural architectures. He holds an MSc in Advanced Computing from Imperial College London and brings practical AI implementation experience across fintech, healthcare, and enterprise sectors.



## 8. Περιεχόμενο και ωρολόγιο πρόγραμμα κατάρτισης:

<b>DAY 1: ChatBots for Business Professionals: Strategic Implementation for Non-Technical Leaders</b>				
CY TIME		Duration	CONTENT	Trainer
From	To			
09:00	10:45	1h 45mins	<b>MODULE 1: ChatBot Fundamentals for Business Leaders</b>  <b>1.1 What Are ChatBots? Demystifying the Technology</b> <ul style="list-style-type: none"><li>- Definition and core concepts in plain language</li><li>- The evolution from FAQs to intelligent assistants</li><li>- Real-world examples across industries (banking, retail, healthcare, tourism)</li><li>- Common misconceptions and realistic expectations</li></ul> <b>1.2 Types of ChatBots and Their Business Applications</b> <ul style="list-style-type: none"><li>- Rule-based ChatBots: When simplicity works</li><li>- Generative AI ChatBots: The GPT revolution explained</li><li>- Voice bots vs. text bots: Choosing the right interface</li></ul> <b>1.3 The Business Case for ChatBots</b> <ul style="list-style-type: none"><li>- Customer experience enhancement metrics</li><li>- Operational efficiency improvements</li><li>- Industry-specific success stories</li></ul> <b>Practical Exercise:</b> <ul style="list-style-type: none"><li>- Group discussion: Identifying ChatBot opportunities in participants' organizations</li><li>- Case study analysis: Successful ChatBot implementations</li></ul>	<b>Nikolas Markou</b>
10:45	11:00	15 mins	<b>BREAK</b>	



Pafos Chamber of  
Commerce & Industry

Εμπορικό & Βιομηχανικό  
Επιμελητήριο Πάφου



11:00	12:45	1h 45 mins	<b>MODULE 2: Strategic Planning for ChatBot Implementation</b>  <b>2.1 Assessing Organizational Readiness</b> <ul style="list-style-type: none"><li>- Identifying repetitive tasks suitable for automation</li><li>- Evaluating existing customer service data</li><li>- Technology infrastructure requirements</li><li>- Team capability assessment</li><li>- Budget planning considerations</li></ul> <b>2.2 Defining Your ChatBot Strategy</b> <ul style="list-style-type: none"><li>- Aligning ChatBot objectives with business goals</li><li>- Selecting the right use cases (customer service, sales, internal operations)</li><li>- Defining scope and boundaries</li><li>- Setting realistic expectations and timelines</li><li>- Creating a phased rollout plan</li><li>- Stakeholder engagement strategy</li></ul>	<b>Nikolas Markou</b>
12:45	13:30	45mins	LUNCH BREAK	
13:30	15:15	1h 45mins	<b>MODULE 3 (Part 1): Technology &amp; Compliance</b>  <b>3.1 Understanding the Technology Landscape</b> <ul style="list-style-type: none"><li>- Overview of leading ChatBot platforms (no coding required)</li><li>- Cloud vs. on-premise solutions</li><li>- Integration capabilities with existing systems (CRM, ERP, databases)</li><li>- Multilingual considerations (Greek, English, other languages)</li></ul> <b>3.2 Data Privacy, Security, and Compliance</b> <ul style="list-style-type: none"><li>- GDPR compliance for ChatBots</li><li>- Customer data handling best practices</li><li>- Consent and transparency requirements</li></ul>	<b>Nikolas Markou</b>
15:15	15:30	15mins	BREAK	
15:30	17:15	1h 45 mins	<b>MODULE 3 (Part 2): Technology &amp; Compliance</b> <b>3.3. Practical Exercises:</b> <ul style="list-style-type: none"><li>- Workshop: Creating a ChatBot strategy for your organization</li><li>- Interactive: Evaluating 3-4 ChatBot platforms</li></ul>	<b>Nikolas Markou</b>



			<i>Evaluation (Διαμορφωτική)</i>	
<b>Total</b>		<b>7 hours</b>		

<b>DAY 2: ChatBots for Business Professionals: Strategic Implementation for Non-Technical Leaders</b>				
CY TIME		Duration	CONTENT	Trainer
From	To			
09:00	10:45	1h 45mins	<b>MODULE 4 (Part 1): Hands-On ChatBot Building (No Coding Required)</b>  <b>4.1 Introduction to No-Code ChatBot Platforms</b> <ul style="list-style-type: none"><li>- Overview of user-friendly platforms (e.g., n8n, Mindstudio.io)</li><li>- Platform selection criteria</li><li>- Setting up your first ChatBot account</li><li>- Understanding the builder interface</li></ul> <b>4.2 Building Your First ChatBot</b> <ul style="list-style-type: none"><li>- Defining the ChatBot personality and tone</li><li>- Creating conversation flows visually</li><li>- Designing welcome messages and primary responses</li><li>- Building decision trees for common queries</li><li>- Adding buttons, quick replies, and rich media</li></ul>	<b>Nikolas Markou</b>
10:45	11:00	15 mins	<b>BREAK</b>	



Pafos Chamber of  
Commerce & Industry

Εμπορικό & Βιομηχανικό  
Επιμελητήριο Πάφου



11:00	12:45	1h 45 mins	<b>MODULE 4 (Part 2): Hands-On ChatBot Building (No Coding Required)</b>  <b>4.3 Advanced Features Without Coding</b> <ul style="list-style-type: none"><li>- Integrating with external services (email, calendars, CRM)</li><li>- Setting up automated responses and triggers</li><li>- Collecting and managing user data</li><li>- Implementing handoff to human agents</li><li>- Analytics and performance tracking</li></ul> <b>4.4 Practice Session</b> <ul style="list-style-type: none"><li>- Participants build a working ChatBot prototype</li><li>- Use case: Customer FAQ automation or appointment booking</li><li>- Instructor guidance and troubleshooting</li><li>- Peer feedback and improvement iterations</li><li>- Presentation: Demo your ChatBot to the class</li></ul>	<b>Nikolas Markou</b>
12:45	13:30	45 mins	<b>LUNCH BREAK</b>	
13:30	15:15	1h 45 mins	<b>MODULE 5: Managing ChatBot Projects and Measuring Success (Part 1)</b>  <b>5.1 Implementation Planning and Project Management</b> <ul style="list-style-type: none"><li>- Creating an implementation roadmap</li><li>- Assembling the right team (no technical experts required initially)</li><li>- Vendor selection and management</li><li>- Budget allocation and resource planning</li><li>- Timeline development with milestones</li><li>- Risk identification and mitigation strategies</li></ul> <b>5.2 Change Management and User Adoption</b> <ul style="list-style-type: none"><li>- Communicating ChatBot benefits to employees and customers</li><li>- Training internal teams to manage ChatBots</li><li>- Addressing resistance and concerns</li><li>- Creating user guides and documentation</li><li>- Gradual rollout vs. big bang approach</li><li>- Feedback collection and iteration</li></ul>	<b>Nikolas Markou</b>
15:15	15:30	15 mins	<b>BREAK</b>	
15:30	17:15	1h 45 mins	<b>MODULE 5: Managing ChatBot Projects and Measuring Success (Part 2)</b>  <b>5.3 Measuring Success and Optimization</b> <ul style="list-style-type: none"><li>- Key Performance Indicators (KPIs) for ChatBots</li></ul>	<b>Nikolas Markou</b>



Pafos Chamber of  
Commerce & Industry

Εμπορικό & Βιομηχανικό  
Επιμελητήριο Πάφου



			<ul style="list-style-type: none"><li>- Response time and resolution rate</li><li>- Customer satisfaction scores</li><li>- Cost per interaction</li><li>- Containment rate (% of queries resolved without human intervention)</li><li>- User engagement metrics</li><li>- Analytics tools and dashboards</li><li>- A/B testing conversation flows</li><li>- Continuous improvement methodology</li><li>- When to involve technical experts</li></ul> <p><b>5.4 Practical Exercise:</b></p> <ul style="list-style-type: none"><li>- Group activity: Developing a 6-month ChatBot implementation roadmap</li><li>- Workshop: Creating a measurement framework for ChatBot success</li></ul> <p><b>5.5. Q&amp;A and Consulting Session</b></p> <ul style="list-style-type: none"><li>- Open forum for specific challenges</li><li>- Instructor feedback on individual plans</li><li>- Networking and peer learning</li><li>- Resource sharing and continued support</li></ul> <p><i>Final Evaluation (Απολογιστική)</i></p>	
<b>Total</b>		<b>7 hours</b>		

#### 9. Γλώσσα διδασκαλίας:

The teaching language is both English and Greek.

#### 10. Γλώσσα και μορφή σημειώσεων:

The content and material provided will be in English.  
All material will be distributed in digital form.



## 11. Πιστοποίηση κατάρτισης:

Το ΕΒΕ Πάφου θα απονέμει πιστοποιητικό κατάρτισης στους συμμετέχοντες που ολοκλήρωσαν με επιτυχία το πρόγραμμα κατάρτισης, δηλαδή που παρακολούθησαν τουλάχιστον το 75% της διάρκειας του προγράμματος. Στο πιστοποιητικό κατάρτισης, στο κάτω μέρος, θα αναφέρεται:  
«Το πρόγραμμα εγκρίθηκε από την Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού Κύπρου (ΑνΑΔ)».

## 12. Περιεχόμενο και Στόχοι Ενδοεπιχειρησιακού

The instructor will conduct a comprehensive assessment to tailor the agenda of the on-site consulting visit to each participating company's needs:

1. A detailed questionnaire will be circulated to all participating companies prior to the on-site consulting visit. This survey will assess:
  - a. The company's current AI maturity level
  - b. Existing data infrastructure and quality
  - c. Information systems in use
  - d. Organizational culture towards AI and innovation
  - e. Specific challenges faced by the company
  - f. Future goals and aspirations related to chatbot and general AI implementation
2. Based on the information gathered, the instructors will:
  - a. Prepare and share customized materials on chatbot applications specific to each company's industry vertical.
  - b. Formulate potential chatbot adoption strategies and implementation roadmaps tailored to each company's unique situation.
  - c. Identify and recommend AI-driven pilot chatbot projects that align with the company's goals and current capabilities.
  - d. Suggest existing chatbot solutions in the market that the company could further investigate or potentially adopt.
3. Post-onsite consulting follow-up:
  - a. The team will provide each company with a report summarizing tailored AI strategies, recommended AI-powered chatbot solutions discussed during the on-site consulting visit.

This personalized approach ensures that each participating company gains maximum value from the program with actionable insights and strategies directly applicable to their business context.