



Supercharging Revenue & Brand Value With An AI-ready Workforce

How UNext Transformed The Sales &
Marketing Workforce Of A Global
Conglomerate With A Definitive Program



unext

Overview

Discussions on AI predominantly focus on larger ambitions such as RPAs, autonomous vehicles and similar. However, the real transformative impact happens at the grassroots levels, when employees across the hierarchy are empowered with AI capabilities.

Productivity, performance, and ultimately profits can be supercharged when AI tools are leveraged by professionals across designations. An interesting statistic reveals that over 80% of the staff who leveraged AI tools observed significant improvement in their productivity.

The throughput of everyday tasks from professionals also increased by 66% with AI, which is equal to 47 years of organic productivity gains in the US.



Such numbers underscore how AI enables larger ambitions of enterprises while offering tangible, actionable outcomes in operations.

To achieve similar goals and fuel global ambitions, one multinational conglomerate aimed at developing cutting-edge AI capabilities in its workforce with UNext as its official talent transformation partner.

This case study is the compilation of the overall program journey, opportunity statement, and the outcomes.

Opportunity Statement

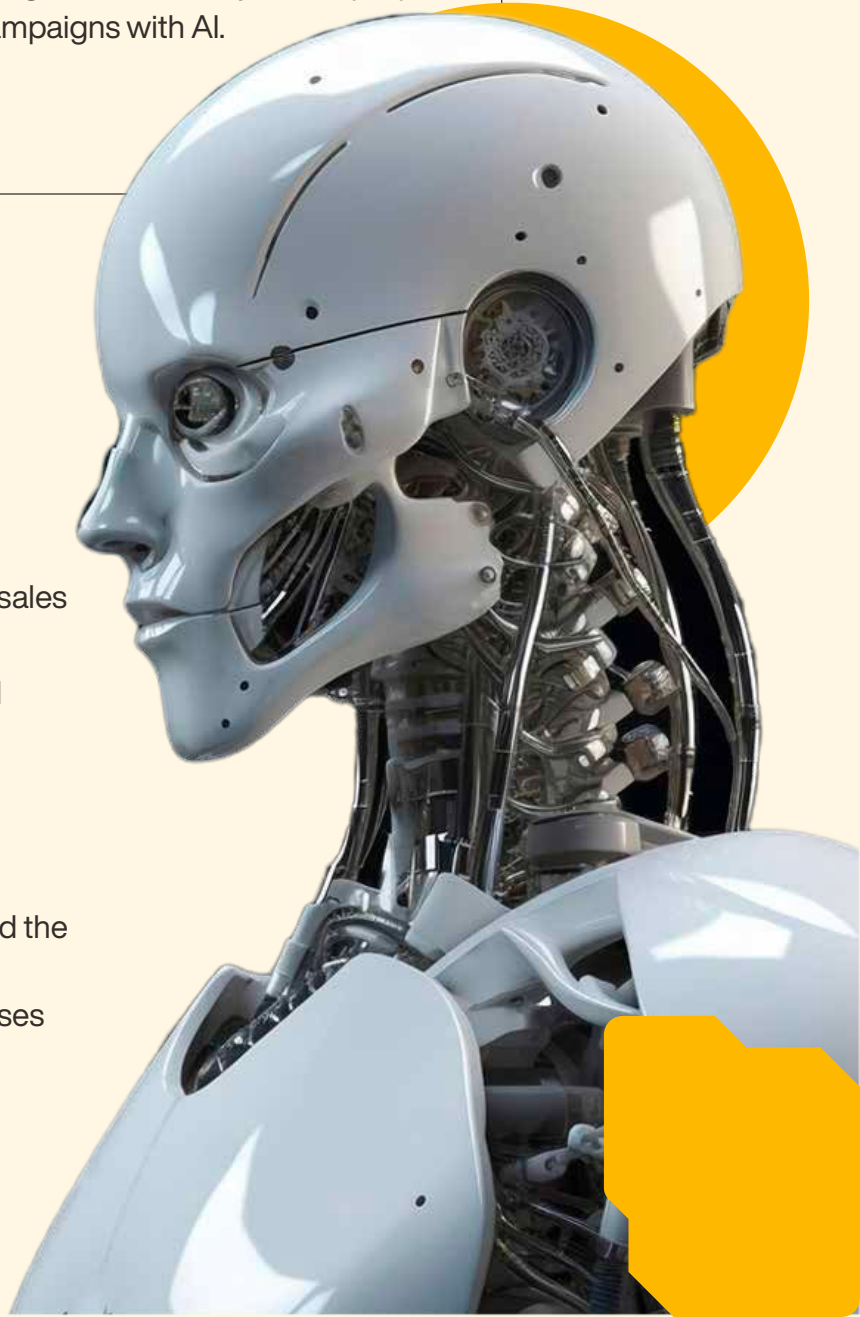
UNext has been the trusted workforce development partner for the enterprise for the last 3 years. Inferences from discussions and consistent skill gap analyses have enabled us to identify significant gaps in their sales and marketing teams.

When we pitched our findings to the conglomerate's stakeholders, the idea immediately resonated with them. Our proprietary competency management framework empowered the organization leadership teams with a unique insight on how they could propel their sales profits and marketing campaigns with AI.

Learner Profile

Participants were sales and marketing professionals, who possessed:

- Moderate to advanced knowledge of sales and marketing strategies
- Minimal to moderate familiarity with AI concepts
- An interest in applying AI to optimize workflows, improve customer engagement, and increase efficiency
- Roles that involve decision-making and the implementation of innovative tools in marketing campaigns or sales processes



Instrumenting A Niche Training Program For The Sales & Marketing Workforce

We conceptualized a face-to-face in-premises tailored training program to address the growing need for sales and marketing professionals to leverage Generative AI in their workflows.

With AI revolutionizing how businesses engage with customers, create content, and analyse data, this program aimed to equip participants with the tools and understanding to stay competitive and innovate within their roles. It focused on practical applications such as content generation, personalized marketing strategies, AI-driven sales analytics and more.

The program journey for the two distinct profiles of the participating workforce was critically analysed for bespoke content and learning journey. Starting from the basics, learners were taken on a transformative journey through advanced modules and hands-on projects.



Program Curriculum

Generative AI In Marketing

*Building Blocks Of Gen AI:
Deep Learning, LLMs, Multi
Modal Models*

AI Tools Exploration

Gen AI Capabilities

AI-powered Content Creation

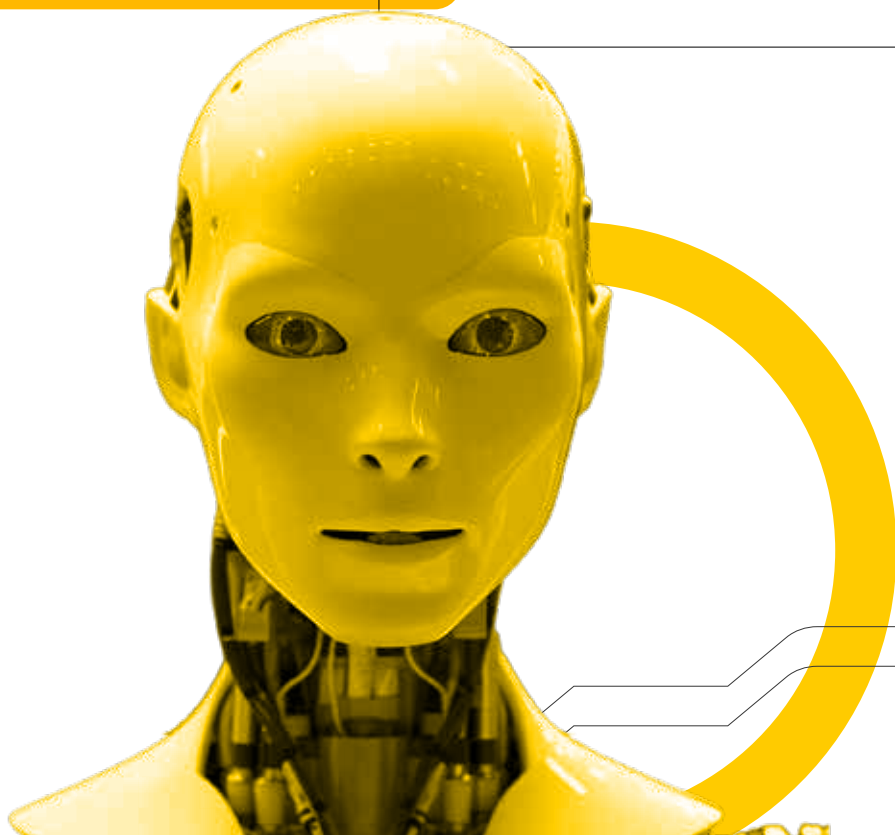
*Prompt Engineering,
Advanced Prompting & RAG*

AI Tools For Design & Video Editing

*Gen AI Use Cases In
Sales & Marketing*

AI For Marketing Strategy and more

Gen AI Governance & Future



Key Program Highlights

1. Industry-Specific Applications

Focus on real-world applications of Generative AI in the sales and marketing domain, particularly tailored to the manufacturing and industrial sector

2. Hands-On Learning

Incorporated tools like ChatGPT, NLP systems, and Generative AI platforms to provide practical, actionable skills

3. Custom Content

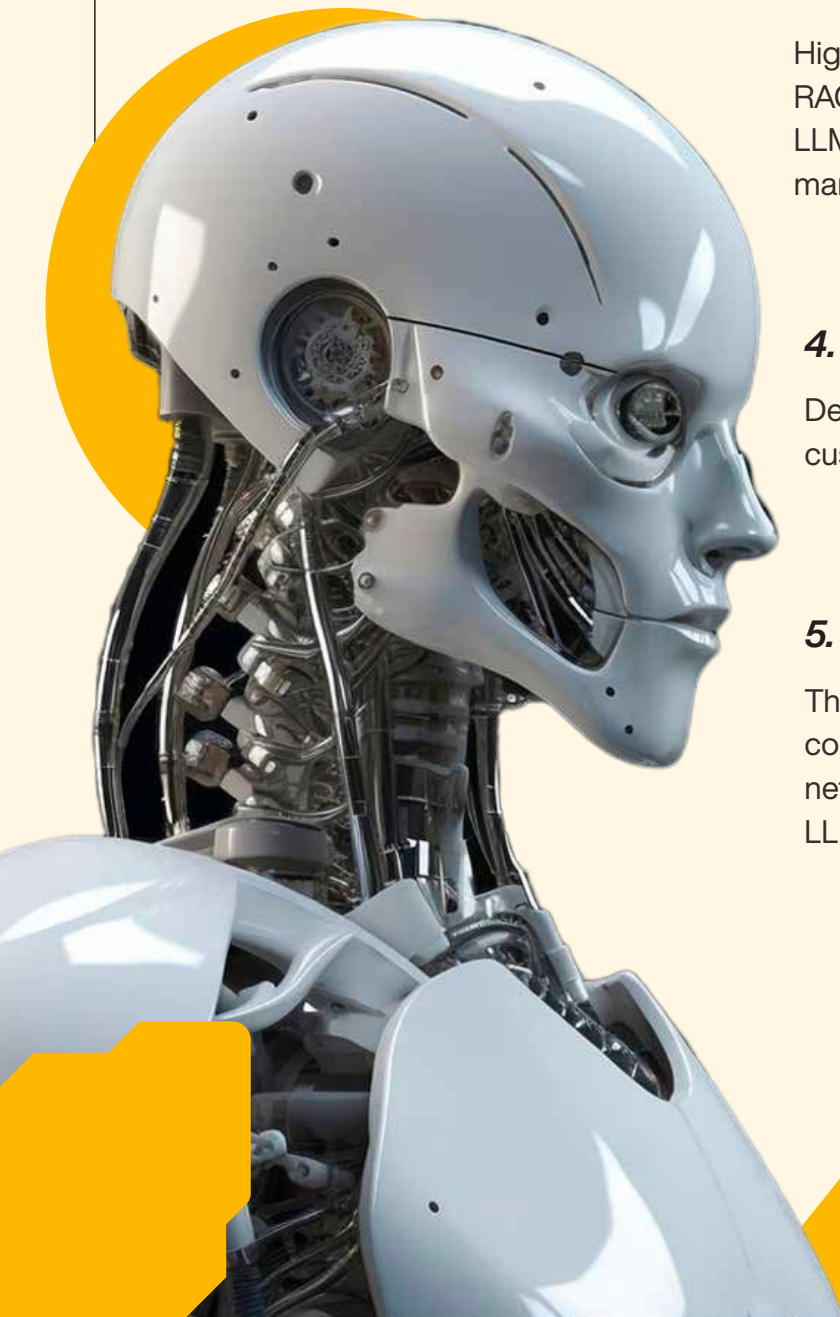
Highlighted the use of prompt engineering, RAG (Retrieval Augmented Generation), and LLM customization to align AI capabilities with marketing needs

4. Focused Use Cases

Detailed use cases for marketing personalization, customer segmentation, and sales forecasting

5. Comprehensive Coverage

The curriculum spanned foundational AI concepts to advanced topics like neural networks, transformers, and fine-tuning LLMs, ensuring a broad knowledge base



The Result

The Gen AI training program for the sales and marketing team was a resounding success thanks to our learner-inspired program development methodology. Apart from incremental engagement from participants, we also observed tangible outcomes from the cohort.

By the end of the program, learners were able to:

Understand AI Basics: Gain foundational knowledge of AI, ML, and NLP concepts, including their relevance to sales and marketing

Master Generative AI Tools: Learn to use Generative AI tools for creating personalized content, enhancing customer interactions, and analysing sales data

Apply Prompt Engineering: Develop skills in crafting effective prompts to maximize AI output quality

Implement AI Solutions: Translate marketing challenges into AI-driven solutions, such as automated lead generation or campaign optimization

Ensure Responsible AI Use: Gain insights into governance, compliance, and ethical AI deployment within the organization

After the success of this program, we are working on nurturing futuristic capabilities in other emerging technologies for the conglomerate.

About UNext

UNext (Part of Manipal Education and Medical Group) prioritizes 360-degree talent transformation through upskilling. We offer industry-relevant programs that help enterprises transform their talent through customized learning solutions across hierarchies. We have partnered with clients across IT-ITeS / BFSI / Automobiles / Healthcare / Manufacturing / Consulting / Retail / Pharma & more segments in training tech and non-tech audiences across various customized programs.

17+ years
of providing
learning solutions

7,00,000+
Learners
Transformed Globally

60,000+
Learners trained through
Role-based programs

600+
Large Enterprises

40,000+
Pre-joining programs



Transform Your Workforce With Us

By tailoring programs for diverse domains and market segments across distinct functional roles, we offer the most practical and relevant workforce transformation programs in the market. Our program ecosystems are designed to seamlessly tackle massive volumes of simultaneous cohorts so you can precisely implement your workforce transformation goals.

To deploy a similar program in your enterprise and nurture future-ready professionals,



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