

SCOTT
AI

AGENTIC AI WORKSHOP

Build your own AI service agents.

- No coding. Built for customer teams.
- Understand AI automation and get agents deployed.
- All in less than a day.





AGENDA

01 Introduction

02 Workshop Agenda / Contents

03 Deliverables

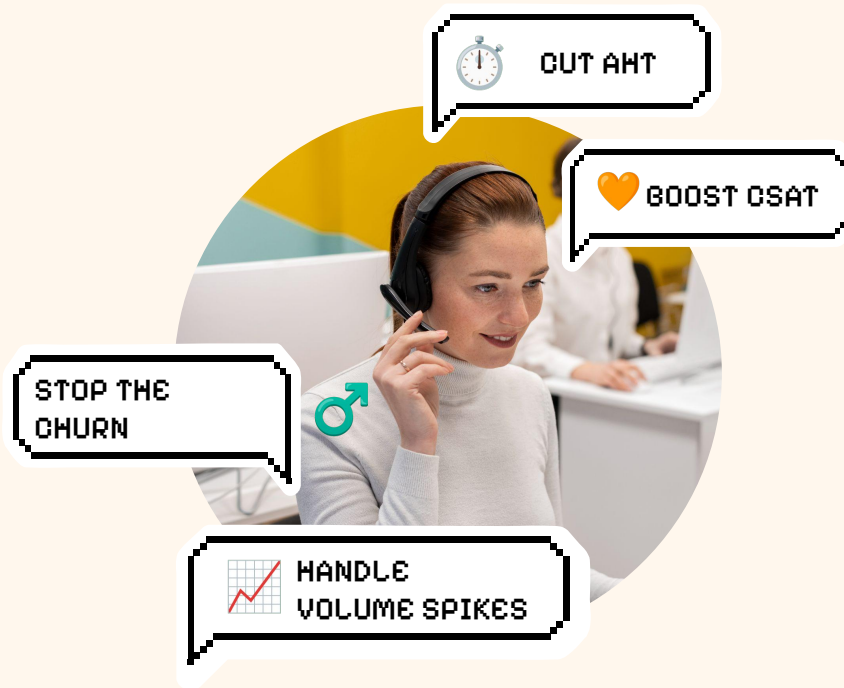
04 Investment

FROM UNDERSTANDING TO DEPLOYMENT

SCOTTY
AI

Thinking about how AI can make a real difference in your business?

We'll guide you through understanding agentic automation and, by the end of our session, you'll have **built early versions of AI agents designed specifically for your challenges**. It's practical, focused, and all happens in *less than a day*.



HERE'S HOW YOU'LL DO IT



We build your first AI agent together.

What is the implementation plan?

We will work together to create a standardized implementation plan, tailored to your business that includes the following:

- ❖ General implementation process
- ❖ Timeline template
- ❖ Recommendations
- ❖ A step-by-step launch checklist

PRESENTATION

What agentic AI really means & use cases

DESIGN THINKING

Map your biggest bottlenecks and spot where AI hits hardest.

PROMPT ENGINEERING

Learn how to 'talk' to your agent, without writing code

BUSINESS CASE SESSION

Quantify time savings, service impact and ROI in minutes.

IMPLEMENTATION & PLANNING

Your tailored roadmap to launch.

..... Each part is designed to build on the last, so you're learning and doing.

WORKSHOP AGENDA



Your day, mapped out.



KICK-OFF & EXPLORATION

08:30 – 09:00

Arrival & coffee

09:00 – 09:30

Welcome & agenda overview

09:30 – 10:00

Meet Scotty AI

10:00 – 11:00

Automation brainstorm: Cast a wide net

11:00 – 12:00

Prioritize ideas by effort vs impact



DESIGN & BUILD

13:00 – 13:30

Pick top use cases

13:30 – 14:30

Solution design & prompt engineering

14:30 – 15:30

Build the business case

15:30 – 16:30

Create a delivery & Implementation plan



WRAP-UP & BUY-IN

16:30 – 17:00

Present your AI agents

17:00 – 17:30

Wrap-up & next steps



WHO SHOULD BE IN THE ROOM?

The right minds at the table!

This workshop works best when each company brings 1 to 2 people who can:

- 👉 Spot the real pain points in your service or support workflows
- 👉 Influence how tech gets used or tested
- 👉 Think critically about automation and ROI
- 👉 Get excited about building and future-proofing their department

We've designed this session for hands-on decision-makers and there's limited space.

Only 10–15 seats are available, so we'll keep the session practical, fast-paced, and collaborative.

WHY THIS WORKSHOP?

Making AI work for your business

Beyond theory, into practice

You won't just hear about AI; you'll actively **build AI agents**. It's hands-on from the start.

Your business, your agents

This isn't a one-size-fits-all. The design thinking session ensures we focus on your specific opportunities and challenges.

From idea to action plan

We cover the full cycle. Understanding the tech, identifying where it fits, building initial agents, and planning how to get them working for you.

The Scotty AI approach

We believe AI shouldn't be complicated. Our workshop is straightforward, clear, and focused on real-world application.



Talk to Scotty

Recruitment Use Case!

Top agents previously created:

Instant knowledge
base agent

Proactive
outreach agent

Conversion agent

Workforce
management agent



**Scan the QR code or
[click here](#) to talk to Scotty!**



By the end of the day, **you'll have:**

- 👉 Basic understanding of **AI automation and multi-agent systems**
- 👉 Understanding of agentic **AI applications in Customer Service**
- 👉 Clearly identified opportunities to **benefit from agentic AI** within your business
- 👉 Basic understanding of **prompt engineering**
- 👉 Alpha versions of **your own AI agents** (*which you'll build yourself*)
- 👉 High-level **business cases** for the deployment of the AI agents
- 👉 **Key stakeholders** identified for delivering the business case
- 👉 High-level **implementation plan** to get the AI agents deployed

You will learn, and create *valuable tools* during our workshop.



Ready to create your AI workforce?

Scan to book
your workshop!



How Hanab uses AI to automate cold calls, offer optic fiber, and save ~123 agent workdays

Hanab, a leading optic fiber installation company, needed to contact 14,842 households for optic fiber installation—customers who previously hadn't expressed interest. Traditionally, **agents spent 4-6 minutes per call**, leading to high labor costs and inefficiencies.

40.1% (5,951 users) confirmed appointments **without any human intervention**

Eliminating manual calls to 11,797 users **saved Hanab approximately 58,985 minutes, or 123 workdays** based on an 8-hour workday.

Agents now only need to **contact the 20% (3,045 users)** requesting rescheduling - automation is being implemented

Despite typically low response rates in cold calling, Hanab **achieved a 65% engagement rate** with Hassy.

