GLOBAL HR FORUM 2024

Business Innovation with Generative AI

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Generative AI Business group

LG CNS

Contents

1. Changing the way employees work
2. The new innovation of customer services
3. Creating personalized marketing messages & images

Generative AI Service Offering by LG CNS

Changing the way employees work

- Searching Internal Business Policy
- Searching Natural language query
- Drafting a Report
- Coding Automation

The New Innovation of Customer Services

- Chatbot
- Voice bot/ Digital Human
- Call Center Advisor
- FAQ Generation

Creating Personalized Marketing Messages and Images

- Paper or e-mail Bill
- Mobile App.
- Homepage
- Social Advertising

Application of Various Hyperscale AI Technologies

Cloud services	| MS Azure Cloud |		| Google Cloud |		| AWS Bedrock |	
Foundation Model	OpenAI (GPT-3.5, GPT-4, DALL-E)	Google (Gemini)	Anthropic (Claude3)	Meta (LLaMa3)	LG AI research (EXAONE 3.0)	...

The Next Generation of Knowledge Mgmt.

Manage Question History

Save Frequently Asked Questions

Source of Document

Summarize

Human feedback

Related pages

AI Coding

> From **programming assistance** that detects code quality and defects to **code generation** that completes the code content

Code to Code

Human inputs code, AI outputs code

- Clone Detection
- Fault Detection
- Filling in the blank
- Code Refinement
- Language Conversion
- Code Completion

Text to Code

Human inputs in natural language, AI generates code

- Code Search
- Code Generation

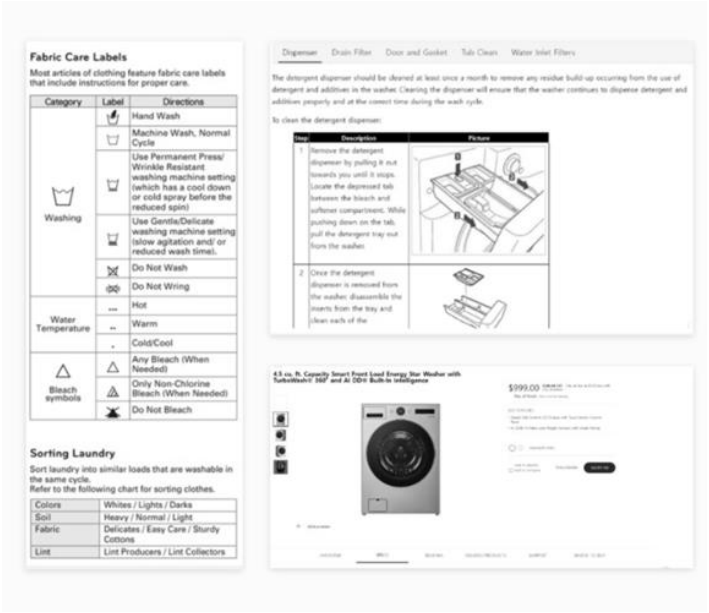
Code to Text

Human inputs code, AI outputs natural language

- Code Summary

Chatbot with Generative AI

Manufacturer Manual Inquiry Response Chatbot



Fabric Care Labels

Most articles of clothing feature fabric care labels that include instructions for proper care.

Category	Label	Directions
Washing		Hand Wash
		Machine Wash, Normal Cycle
		Use Permanent Press/ Wrinkle Resistant washing machine setting (which has a cool down or cold spray before the reduced spin)
		Use Gentle/Delicate washing machine setting (slow agitation and/ or reduced wash time).
		Do Not Wash
		Do Not Wring
Water Temperature		Hot
		Warm
		Cold/Cool
Bleach symbols		Any Bleach (When Needed)
		Only Non-Chlorine Bleach (When Needed)
		Do Not Bleach

Sorting Laundry

Sort laundry into similar loads that are washable in the same cycle.
Refer to the following chart for sorting clothes.

Colors	Whites / Lights / Darks
Soil	Heavy / Normal / Light
Fabric	Delicates / Easy Care / Sturdy Cottons
Lint	Lint Producers / Lint Collectors

Dispenser | Drain Filter | Door and Gasket | Tub Clean | Water Inlet Filters

The detergent dispenser should be cleaned at least once a month to remove any residue build-up occurring from the use of detergent and additives in the washer. Cleaning the dispenser will ensure that the washer continues to dispense detergent and additives properly and at the correct time during the wash cycle.

To clean the detergent dispenser:

Step	Description	Picture
1	Remove the detergent dispenser by pulling it out towards you until it stops. Locate the depressed tab between the bleach and softener compartment. While pushing down on the tab, pull the detergent tray out from the washer.	
2	Once the detergent dispenser is removed from the washer, disassemble the inserts from the tray and clean each of the	

4.5 cu. ft. Capacity Smart Front Load Energy Star Washer with TurboWash® 360° and AI Dial™ Built-In Intelligence

$999.00

Product Manual Summary

Product Manual Questions and Answers

Auto Case Summary

67% of customers complain that they have to repeat their issues when they get transferred to a new agent

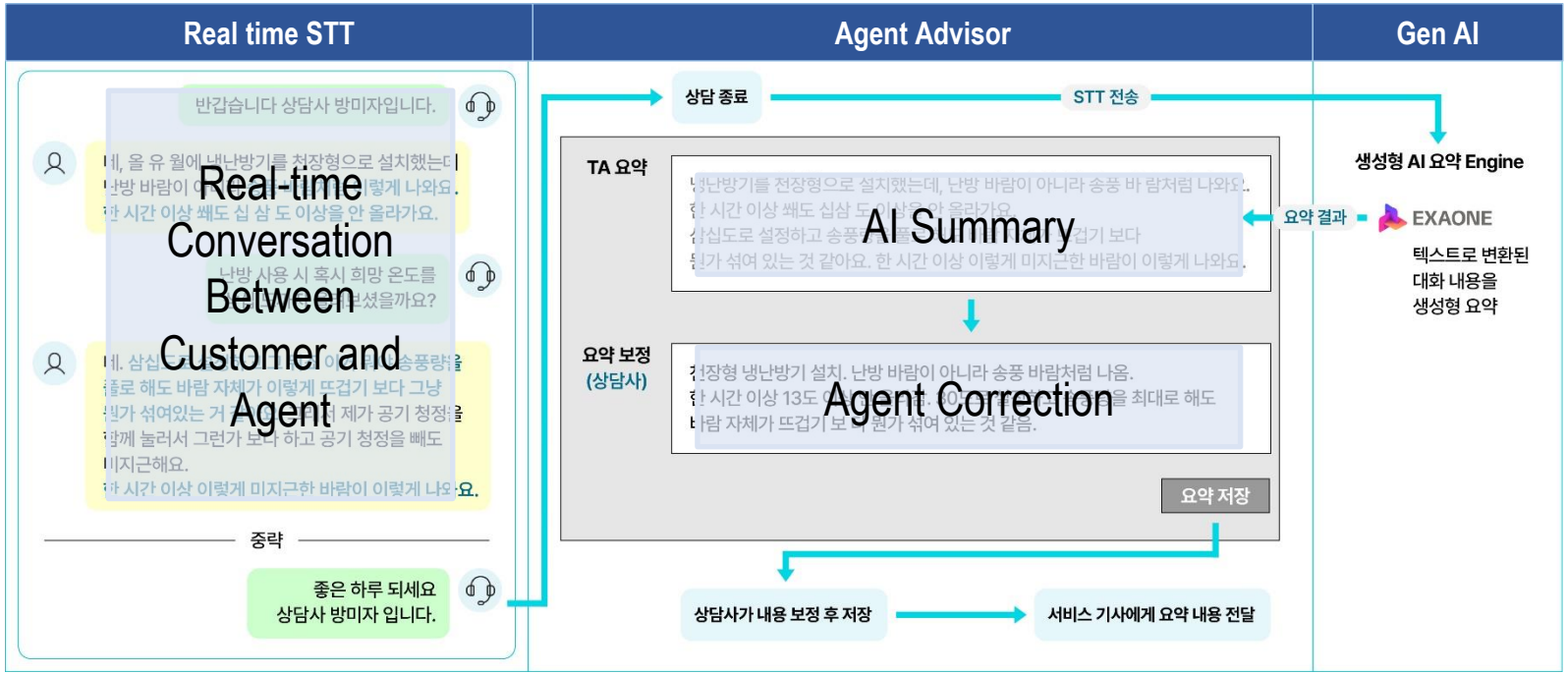


Image Generation for Marketing

How generative AI will change the way you work

Increase Productivity	Generative AI will increase the speed and quality of employees' work by making it more efficient, dramatically increasing individual productivity.
Reduce barriers to entry for expertise	By assisting individuals in understanding expertise and creating professional-like products, barriers to entry to expertise are expected to be reduced.
Changes in service creation	The emergence of a generative AI plugin ecosystem will change the way services (B2B, B2C, B2G) are create.
Deepening polarization	There will be significant disparities in the abilities, incomes, and work environments of those who can use generative AI and those who cannot.

Thank You