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AI in Marketing and Customer Experience for Logistics

Turning AI into Faster Responses, Smarter Communication, and Better Customer Journeys Across the Supply Chain - 2 days

FA-0073 · 2 days

Agentic & Generative AI

Introduction

AI is becoming especially relevant in logistics because customer experience is no longer shaped only by price and delivery capacity. It is increasingly shaped by responsiveness, visibility, proactive communication, personalization, exception handling, and the ability to keep customers informed across complex operational journeys. Recent industry sources point to customer-centricity, predictive insight, personalization, and agentic workflows as growing priorities in supply chain and logistics environments.

This 2-day course is designed to help logistics professionals understand AI in plain business language before applying it to real commercial and service realities such as lead generation, shipper communication, customer updates, service recovery, account support, campaign content, and workflow automation. It starts by demystifying AI, its main types, and how it works without getting technical. It then moves into logistics-focused marketing and customer experience applications, before advancing into practical tool usage, prompt engineering, context engineering, and agentic automation using platforms such as ChatGPT, Claude, Gemini, Gemini CLI, Manus, and Power Automate with Outlook. The instructor brings over 30 years of industry experience and uses real industry-demanded content rather than an academic treatment of the subject.

Learning outcomes

By the end of this program, participants will be able to:

- Explain AI in clear, non-technical language for logistics, transport, warehousing, forwarding, and supply chain service environments.

- Distinguish between key types of AI and identify where each is relevant to logistics marketing and customer experience.
- Describe how AI works at a practical level and understand why output quality depends on instructions, context, and review.
- Identify high-value use cases for AI in logistics-related marketing, customer communication, customer support, and service operations.
- Use AI to improve communication quality, speed, personalization, and consistency across customer-facing workflows.
- Apply prompt engineering techniques for better marketing and service outputs.
- Apply context engineering methods using logistics-specific business information, customer requirements, service conditions, and communication standards.
- Understand agentic automation and where it can support exception handling, updates, coordination, and repetitive communication workflows.
- Compare the practical role of ChatGPT, Claude, Gemini, Gemini CLI, Manus, and Power Automate in logistics business settings.
- Build an initial roadmap for leveraging AI responsibly in logistics marketing and customer experience.

Prerequisites

- No coding or technical background is required.
- Basic familiarity with logistics, transportation, freight forwarding, warehousing, distribution, customer service, account management, or commercial operations.
- Working knowledge of everyday business tools such as email, documents, spreadsheets, and web platforms.
- Willingness to explore practical AI use cases in a guided business setting.
- Helpful but not required: prior exposure to AI assistants such as ChatGPT, Claude, or Gemini.

Training outline

1. Course foundation: AI in the logistics business environment

1. Why AI matters now in logistics and supply chain service businesses
2. The changing expectations of shippers, consignees, partners, and end customers
3. The growing importance of customer-centricity in logistics operations
4. The shift from reactive communication to predictive and proactive engagement
5. The relationship between operational excellence and customer experience

2. Demystifying AI

1. What AI means in business terms
2. What AI does and does not do

   Major types of AI

   1. Predictive AI
   2. Generative AI
   3. Conversational AI
   4. Recommendation and personalization systems
   5. Agentic AI
4. AI versus automation versus analytics
5. Common myths around AI in logistics and service businesses
6. Understanding AI as a support tool rather than a magic solution

3. How AI works without technical depth

1. Data, pattern recognition, and prediction in simple language
2. How AI generates responses and suggestions
3. Why AI can sound confident even when it is wrong
4. Why the quality of the prompt affects the quality of the result
5. Why context changes the usefulness of the output
6. The role of review, refinement, and human oversight
7. Practical limitations and reliability issues

4. Core AI concepts for non-technical business users

1. Prompts
2. Context
3. Reference material
4. Structured outputs
5. Files and document grounding
6. Assistants versus agents
7. Human-in-the-loop workflows
8. Approval and escalation logic
9. AI-supported decision-making

5. AI opportunities in logistics marketing

Commercial and market-facing communication

1. Service positioning
2. Value proposition refinement
3. Industry-specific messaging
4. Differentiation in a crowded logistics market

Lead generation and prospecting support

1. Target account messaging
2. Industry-specific outreach content
3. Proposal and presentation support
4. Sales enablement content

Content marketing for logistics businesses

1. Website copy support
2. Service pages
3. Capability summaries
4. Thought leadership drafting
5. Case study structuring
6. Tender and bid support content

Campaign support

1. Email campaign drafting
2. Segment-based message adaptation
3. Event and trade show communication
4. Customer retention messaging

Brand and trust communication

1. Reliability messaging
2. Service assurance language
3. Customer confidence building
4. Communication consistency across teams

6. AI opportunities in logistics customer experience

Customer communication improvement

1. Shipment update messaging
2. Delay communication
3. Exception handling language

4. Follow-up communication
5. Service recovery responses

Customer support enhancement

1. Inquiry summarization
2. Reply drafting
3. Escalation assistance
4. Case categorization
5. Knowledge support for service staff

Experience management

1. Voice of customer analysis
2. Complaint pattern identification
3. Service issue clustering
4. Customer sentiment review
5. Recurrent friction point discovery

Proactive experience design

1. Anticipatory updates
2. Personalized communication
3. Trigger-based outreach
4. High-value account servicing support

Internal support for frontline teams

1. Response standardization
2. Faster handovers
3. Summary generation
4. Service note consolidation

7. Logistics-specific customer journey thinking

1. Marketing journey versus service journey
2. The pre-sales customer journey
3. The onboarding journey
4. The shipment execution journey
5. The exception and disruption journey
6. The claims or complaint journey
7. The renewal and account growth journey
8. Mapping communication touchpoints across the logistics lifecycle

8. High-value use cases in logistics

1. Shipment notification enhancement
2. Delay and disruption communication support
3. Customer email drafting and triage
4. Service issue summarization
5. Key account communication support
6. Complaint response enhancement
7. FAQ and knowledge response support
8. Sales collateral adaptation for different industries
9. Proposal support for logistics service offerings
10. Customer feedback analysis
11. Meeting summary and follow-up automation
12. Lead nurturing content for B2B logistics markets

9. Prioritizing AI use cases in logistics organizations

1. Quick wins versus strategic transformation
2. Internal productivity versus customer-facing value
3. High-volume communication workflows
4. Repetitive coordination-heavy tasks
5. High-risk versus low-risk use cases
6. Sensitivity of customer and shipment information
7. Readiness of teams and processes
8. Selecting pilot initiatives

10. Human judgment and operational accountability

1. Where humans must remain in control
2. Accuracy, timing, and customer trust
3. Legal and reputational considerations
4. Service commitments and communication obligations
5. Escalation when AI outputs are insufficient
6. Balancing speed with correctness

11. Responsible AI use in logistics contexts

1. Privacy and commercially sensitive information
2. Data handling in customer and shipment communications
3. Accuracy validation
4. Brand and tone consistency
5. Bias and fairness considerations
6. Internal approval workflows
7. Governance and acceptable use
8. Keeping the human accountable for customer-facing outcomes

12. Leveraging AI strategically in logistics businesses

1. Where to begin
2. Building cross-functional alignment between commercial, customer service, and operations
3. Creating an AI usage model for logistics teams
4. Defining ownership and approval rules
5. Building reusable prompt and context assets
6. Turning experiments into repeatable workflows
7. Aligning AI with service quality and customer retention goals

13. Tool landscape for logistics-focused business use

1. Understanding the current AI tool ecosystem
2. Choosing tools based on use case, risk, and workflow fit
3. Standalone assistants versus connected business tools
4. Browser-based, document-based, terminal-based, and workflow-based use
5. When to use one tool versus another
6. Matching tool strengths to logistics use cases

14. ChatGPT for logistics marketing and customer experience

1. Campaign ideation for logistics services
2. Service page and capability drafting
3. Customer communication drafting
4. Meeting and account summary creation
5. Objection handling and response preparation

6. Complaint response support
7. Customer insight synthesis
8. Internal workflow support

15. Claude for logistics business communication

1. Long-form drafting
2. Policy and communication refinement
3. Nuanced tone handling
4. Bid, proposal, and account narrative support
5. Summarization of large volumes of communication
6. Drafting polished customer-facing language

16. Gemini for logistics productivity workflows

1. Workspace-oriented business productivity
2. Email support
3. Document support
4. Cross-document summarization
5. Planning and collaboration support
6. Communication workflow support in office productivity contexts

17. Gemini CLI in advanced workflow environments

1. Understanding CLI-based AI assistance
2. Working with local files and structured business assets
3. Using context-rich environments for faster output refinement
4. Organizing workflow assets and reusable materials
5. Practical relevance beyond technical teams
6. Opportunities in advanced operations support

18. Manus and action-oriented AI

1. The rise of execution-focused AI tools
2. Research-to-output workflows
3. Multi-step task support
4. Content and workflow orchestration possibilities

5. Use in commercial and customer-facing preparation work
6. Suitability and control considerations in business settings

19. Power Automate with Outlook for logistics workflows

1. Event-driven workflow thinking
2. Outlook-triggered automation
3. Email routing and categorization
4. Auto-alerts and reminders
5. Follow-up task creation
6. Approval routing
7. Customer communication workflow support
8. Repetitive coordination process support

20. Prompt engineering for logistics use cases

1. What prompt engineering is
2. Why prompting matters in business communication

   Elements of a strong prompt

   1. Role
   2. Objective
   3. Audience
   4. Business context
   5. Constraints
   6. Desired format
   7. Success criteria

   Prompt patterns for logistics

   1. Customer communication prompts
   2. Delay explanation prompts
   3. Complaint response prompts
   4. Key account update prompts
   5. Proposal support prompts
   6. Internal summary prompts
   7. Sentiment and issue analysis prompts
5. Iterative refinement
6. Troubleshooting weak outputs

7. Building reusable prompt templates

21. Context engineering for logistics and supply chain environments

1. Why context matters more than clever wording alone

   Defining the right business context

   1. Service type
   2. Customer segment
   3. Shipment or account background
   4. Contract or service constraints
   5. SLA-related considerations
   6. Geography and service lane context
   7. Escalation and exception information
   8. Brand tone and communication standards
3. Grounding AI with internal documents and approved references
4. Building context packs for repeatable use
5. Managing relevance and avoiding overload
6. Context engineering for consistency across teams

22. Agentic automation in logistics-related workflows

1. What makes a workflow agentic
2. Tasks, tools, goals, and execution steps
3. Assistive automation versus semi-autonomous action
4. Research, drafting, routing, and coordination chains
5. Trigger-based communications
6. Exception monitoring and response support
7. Inbox triage and follow-up workflows
8. Approval-aware agentic workflows
9. Risks, controls, and boundaries for business use

23. Demonstration-driven application layer

1. Live use of ChatGPT for logistics communication and content tasks
2. Live use of Claude for structured drafting and refinement
3. Live use of Gemini for workplace productivity workflows

4. Live use of Gemini CLI for context-based asset and workflow support
5. Live use of Manus for multi-step task execution
6. Live use of Power Automate with Outlook for logistics communication workflows
7. Comparing tools by speed, control, quality, and fit
8. Identifying the best-fit use case for each platform

24. Practical logistics workflows participants should be able to envision

1. Sales inquiry response workflow
2. Proposal support workflow
3. Customer onboarding communication workflow
4. Shipment update drafting workflow
5. Delay notification workflow
6. Complaint handling support workflow
7. Key account review preparation workflow
8. Feedback-to-insight workflow
9. Inbox triage and escalation workflow
10. Follow-up reminder and coordination workflow

25. Measuring value in a logistics environment

1. Response time improvement
2. Communication consistency
3. Reduction in manual drafting effort
4. Quality of customer updates
5. Escalation handling efficiency
6. Throughput and productivity gains
7. Retention and satisfaction indicators
8. Adoption and governance indicators

26. Building an implementation roadmap

1. Assessing readiness
2. Selecting initial use cases
3. Choosing tools appropriately
4. Defining human review rules

5. Building prompt and context libraries
6. Piloting in a controlled environment
7. Measuring results
8. Scaling successful workflows
9. Embedding AI into commercial and customer service operations

27. Closing integration

1. The future of AI in logistics customer engagement
2. The shift from reactive service to intelligent service support
3. How commercial and customer-facing roles are changing
4. Building capability without chasing hype
5. Turning AI into measurable practical advantage

Course Disclaimer:

This outline is intended solely as an indicative guide to the anticipated content and direction of the course and does not constitute a fixed or exhaustive agenda. The trainer reserves the right to revise, vary, re-sequence, substitute, cancel, or otherwise modify any part of the program content, delivery approach, materials, demonstrations, tools, workflows, examples, or scope of coverage at any time, as may reasonably be required in light of participant needs, class dynamics, operational realities, logistical considerations, technology changes, platform availability, or professional judgment. In the context of logistics and supply chain operations, such changes may also be made to better align the training with sector-specific priorities including service responsiveness, coordination efficiency, process visibility, operational communication, and customer experience. Wherever possible, any such amendments will be made with the objective of preserving the overall learning outcomes and ensuring the continued practical relevance of the program.

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