



AI: Smarter, Faster, Better

David Kaye

Global eCommerce Leader & Strategist

Trailblazers & Tastemakers Summit

The ultimate purpose of digital infrastructure

It is no longer enough to present great information to the customer – you must create deep and meaningful relationships throughout the digital journey.

— David Kaye



David Kaye
eCommerce Leader – Art Dealer – Giraffe Conservationist
[linkedin.com/in/davidlkaye/](https://www.linkedin.com/in/davidlkaye/)



Jawbone (2010-2014):
Built direct-to-consumer eCommerce from \$350K to \$50M. Achieved 350% YoY growth via rigorous analytics and digital marketing.



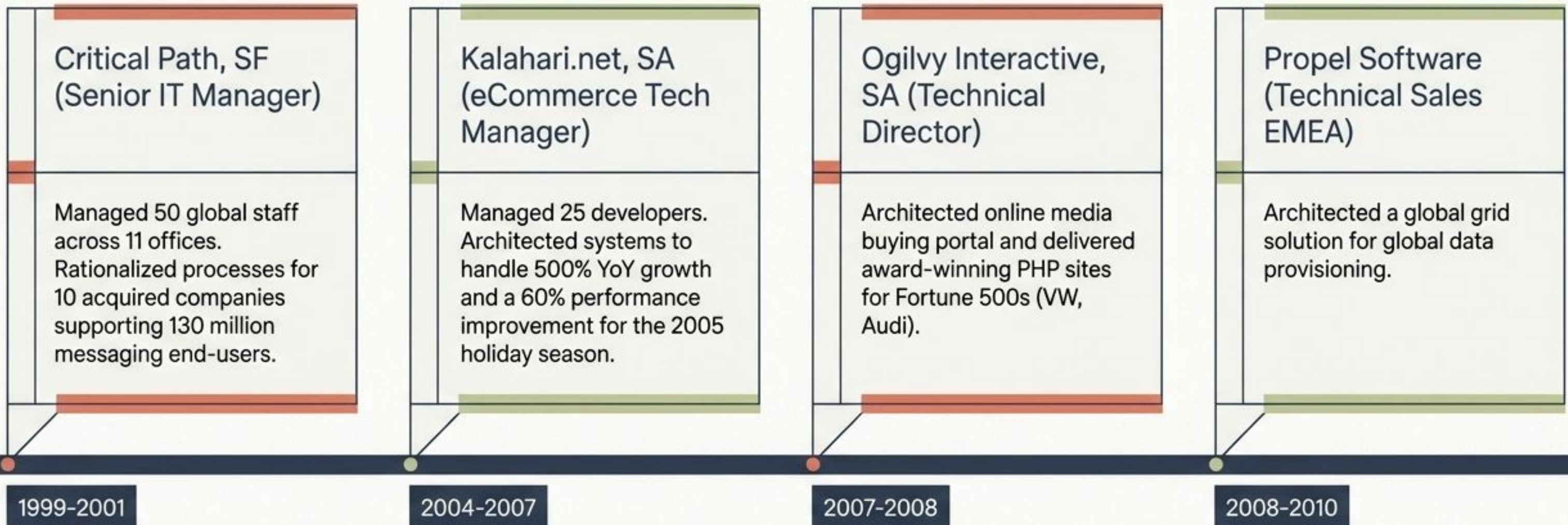
Fitbit (2014-2017):
Directed \$200M global eCommerce business. Expanded direct offerings globally while achieving conversion rates 39% above industry standard.



Ring (2018-2019):
Overhauled content and lifecycle marketing to scale global B2C revenue from a \$40M tracking run-rate to \$200M.

Key Takeaway: AI is the next logical evolution of the data-driven, customer-obsessed operational excellence required to scale.

The Technical Foundation (1999 – 2010)



Artificial Intelligence (AI) is a branch of computer science that builds machine-based systems capable of performing tasks that traditionally require human intelligence.

Core Technologies

- **Machine Learning (ML):** Algorithms that improve automatically through experience and training data.
- **Deep Learning:** A subset of ML utilizing layered artificial neural networks modeled after human brains.
- **Generative AI:** Advanced models capable of creating completely original text, images, or code.
- **Natural Language Processing (NLP):** Systems that interpret, translate, and communicate via human language.



WHAT IS AI?

AI is a tool. People bring it to life.

Artificial Intelligence (AI) is technology that enables computers to perform tasks that normally require human intelligence.

“ AI is not about replacing people; it’s about **augmenting** people.

It enables small businesses to achieve more with the resources they already have, allowing owners and staff to focus on creativity, relationships and delivering exceptional customer experiences.

– **David Kaye**
Trailblazers & Tastemakers Summit Speaker

AI IS...



Technology that helps computers think, learn and solve problems.

- ✓ Understands language
- ✓ Recognises patterns
- ✓ Generates content
- ✓ Analyses information
- ✓ Makes recommendations

FOR BUSINESSES, AI CAN HELP YOU...



Create marketing content (blogs, social media, emails)



Answer customer questions 24/7



Analyse visitor trends and make smarter decisions

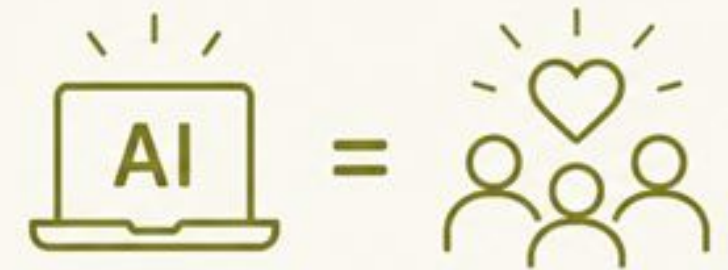


Personalise recommendations and communications



Save time by automating repetitive tasks

THE BIG PICTURE



AI handles the busy work.
You focus on what matters most.

AI should free you to spend more time creating authentic experiences and building meaningful connections.

THE INTERNET
GAVE EVERY BUSINESS
A **WEBSITE.**

SOCIAL MEDIA
GAVE EVERY BUSINESS
A **VOICE.**

AI
GIVES EVERY BUSINESS
AN **ASSISTANT.**

AI + HUMAN CREATIVITY = EXTRAORDINARY TOURISM EXPERIENCES



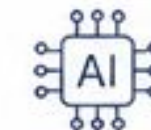
LOCAL STORIES
AND CULTURE

+



HUMAN HOSPITALITY
AND CONNECTION

+



AI TOOLS AND
INSIGHTS

=



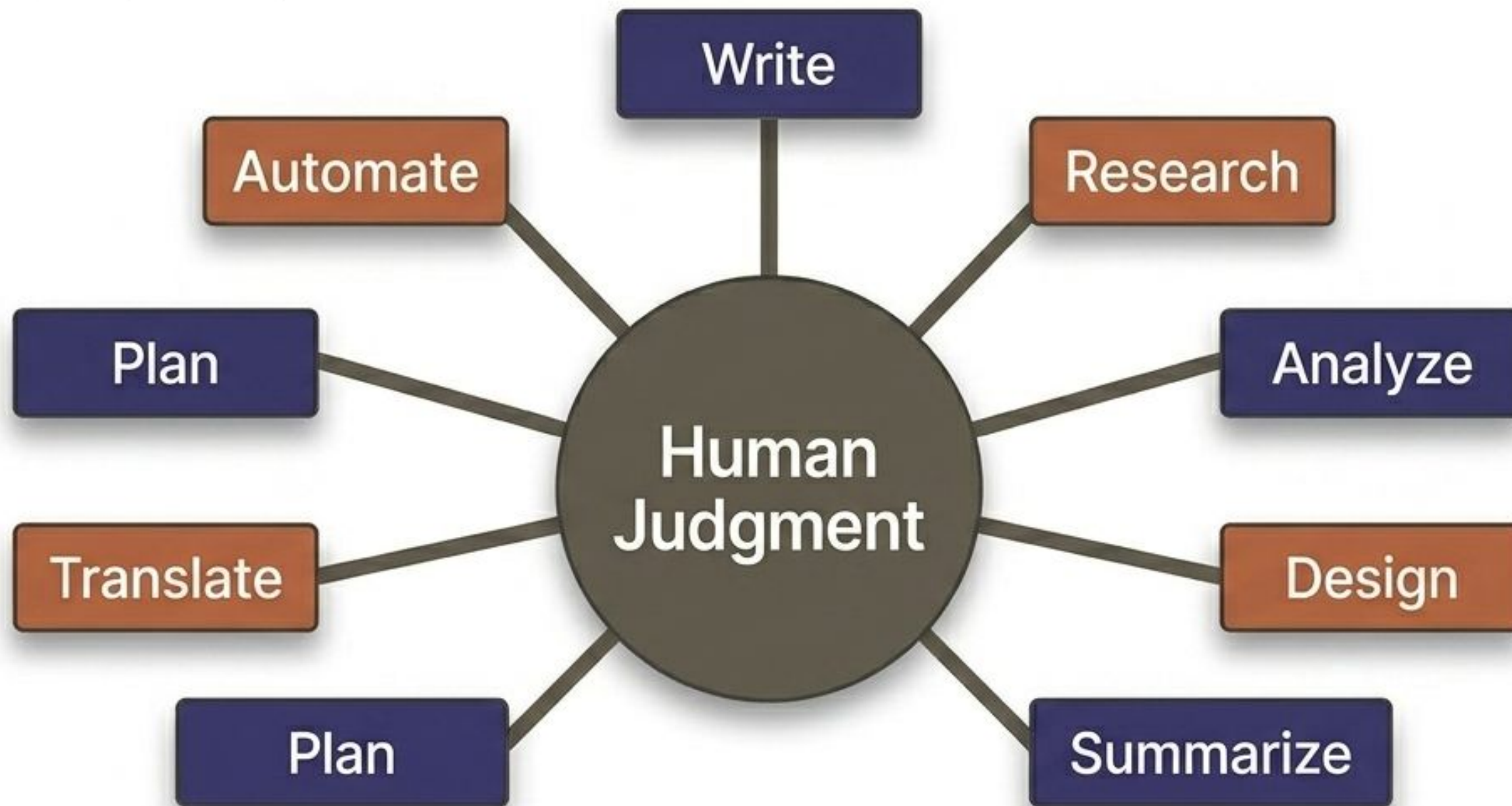
MEMORABLE
VISITOR EXPERIENCES



AI WON'T REPLACE THE HEART OF TOURISM. IT WILL HELP US SHARE IT WITH THE WORLD. ♥

Q: What can Artificial Intelligence (AI) do for me?

A: A lot!



AI does not replace human judgment. It is a super-powered assistant that amplifies human capability.



Speed

Turn hours of manual work into minutes.



Scale

One person produces the output of a small team.



Consistency

Standardize and execute repeatable processes flawlessly.



Insight

Uncover hidden patterns and trends in your data.

100 Million

ChatGPT users gained
in just 2 months.
The fastest adopted
technology in history.



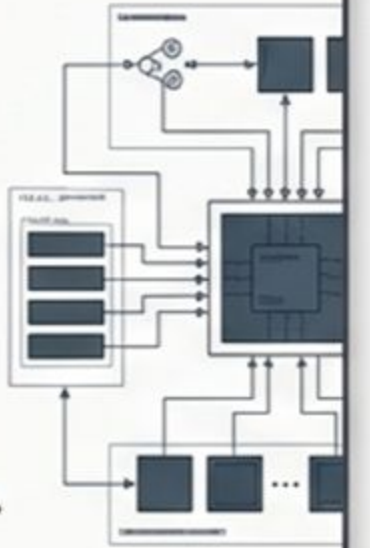
Trillions

Projected value added
to the global economy.



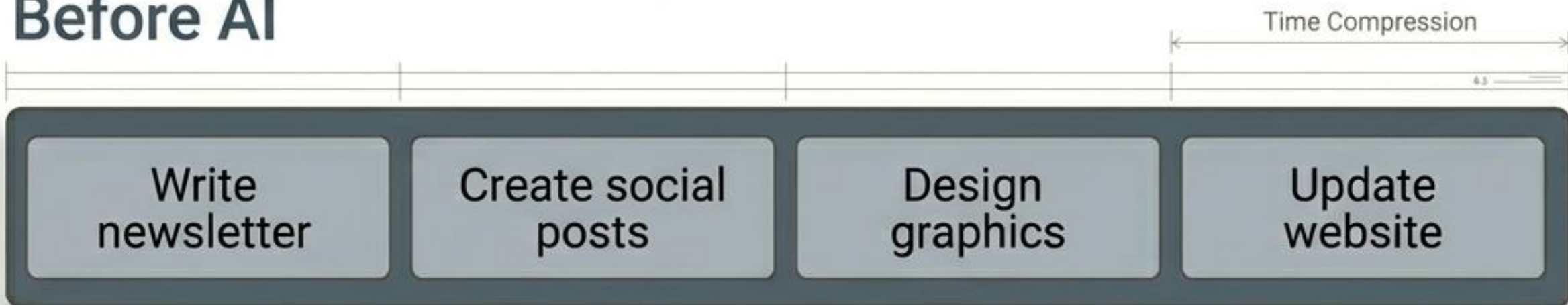
Trillions

Capital being
deployed by
Microsoft, Google,
Amazon, Meta,
and Apple to
make AI
everyday software.



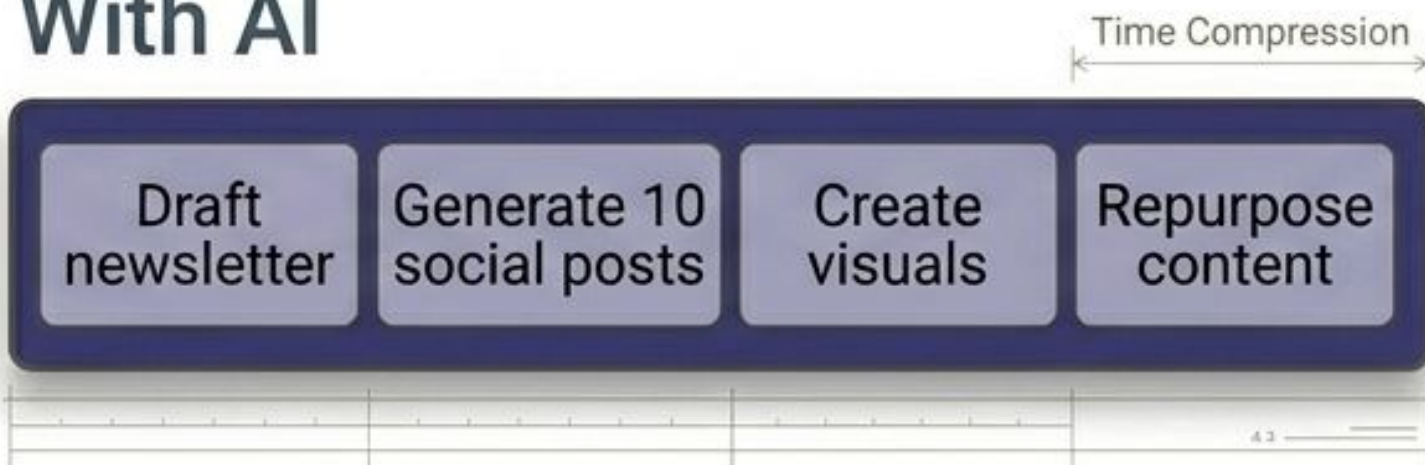
AI isn't coming. It's already here.
The question isn't whether AI will affect your business,
but whether you'll use it before your competitors do.

Before AI



8-12 Hours
(Heavy friction)

With AI



1-2 Hours
(High leverage)

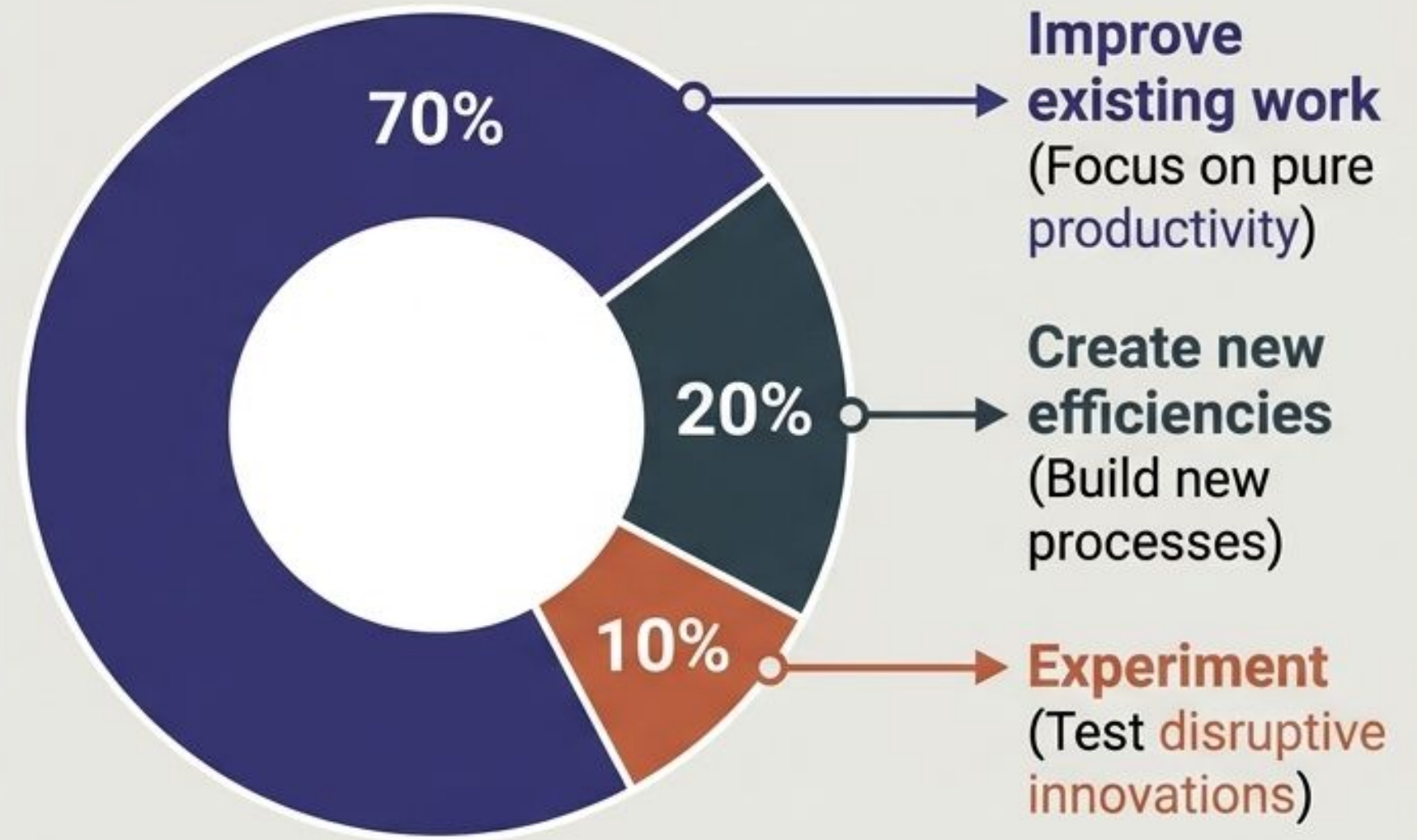
Result: Produce **significantly more marketing value** with a fraction of the effort.

Find Your Repetitive Tasks.

What do you do every week that feels repetitive?

- ☒ Writing emails
- ☒ Drafting quotes
- ☒ Building reports
- ☒ Answering routine customer responses
- ☒ Summarizing meeting notes

The 70/20/10 Rule



Most SMEs should focus entirely on productivity before attempting disruption.

Industry Application Grid

 Tourism (Guest Experience)	 Retail (Product Marketing)	 Agriculture (Farm Administration)
Instantly answer questions & tailor itineraries.	Multi-channel asset generation.	Data and communication management.
Guest: "What should we do in the Swartland for 3 days?" AI instantly creates a localized, 3-day itinerary .	Upload one product image and description. AI generates website copy , social content , email campaigns, and Google Ads simultaneously.	Market products, forecast demand , analyze reports , and draft complex grant applications .

The biggest gains often come from automating back-office administration, freeing you to focus on your actual craft.

TOP 6 AI COMPANIES

AND THEIR FLAGSHIP PRODUCTS



OpenAI

PRODUCT:



ChatGPT



Microsoft

PRODUCT:



Copilot



Google

PRODUCT:



Gemini



xAI

PRODUCT:



Grok



Anthropic

PRODUCT:



Claude



Meta

PRODUCT:



Meta AI

Focus for Results: The fastest path to success is often doing fewer things, better.

ChatGPT

Thinking, writing,
and research.

Canva AI

Image generation,
design, and visual
content.

Microsoft Copilot

Document drafting
and everyday office
productivity.

Zapier

Connecting apps
and automating
invisible workflows.

Enterprise-Grade Capability: Often costs less than one employee's weekly wage.

The Bad Example

Write a
Facebook post.

You are a tourism marketing expert.

Write a Facebook post promoting a
winter weekend in the Swartland

aimed at couples from Cape Town.

Use a warm and inviting tone.

THE ROLE
(Ask AI to become
the expert).

THE TASK
(Specific action
and context).

THE TONE
(The human feel).

THE AUDIENCE
(Who needs to read this).

Better Inputs = Better Outputs.

Think in Roles: Marketing Manager, Sales Coach, Accountant, or Tour Guide.

The Post

This winter, swap the city rush for rolling vineyards, crackling fireplaces, and star-filled skies in the Swartland. 🍷 🔥

Just over an hour from Cape Town, the Swartland offers the perfect couples' escape. Spend your days exploring charming villages, discovering award-winning wines, browsing local art galleries, and enjoying long, leisurely lunches beside a roaring fire.

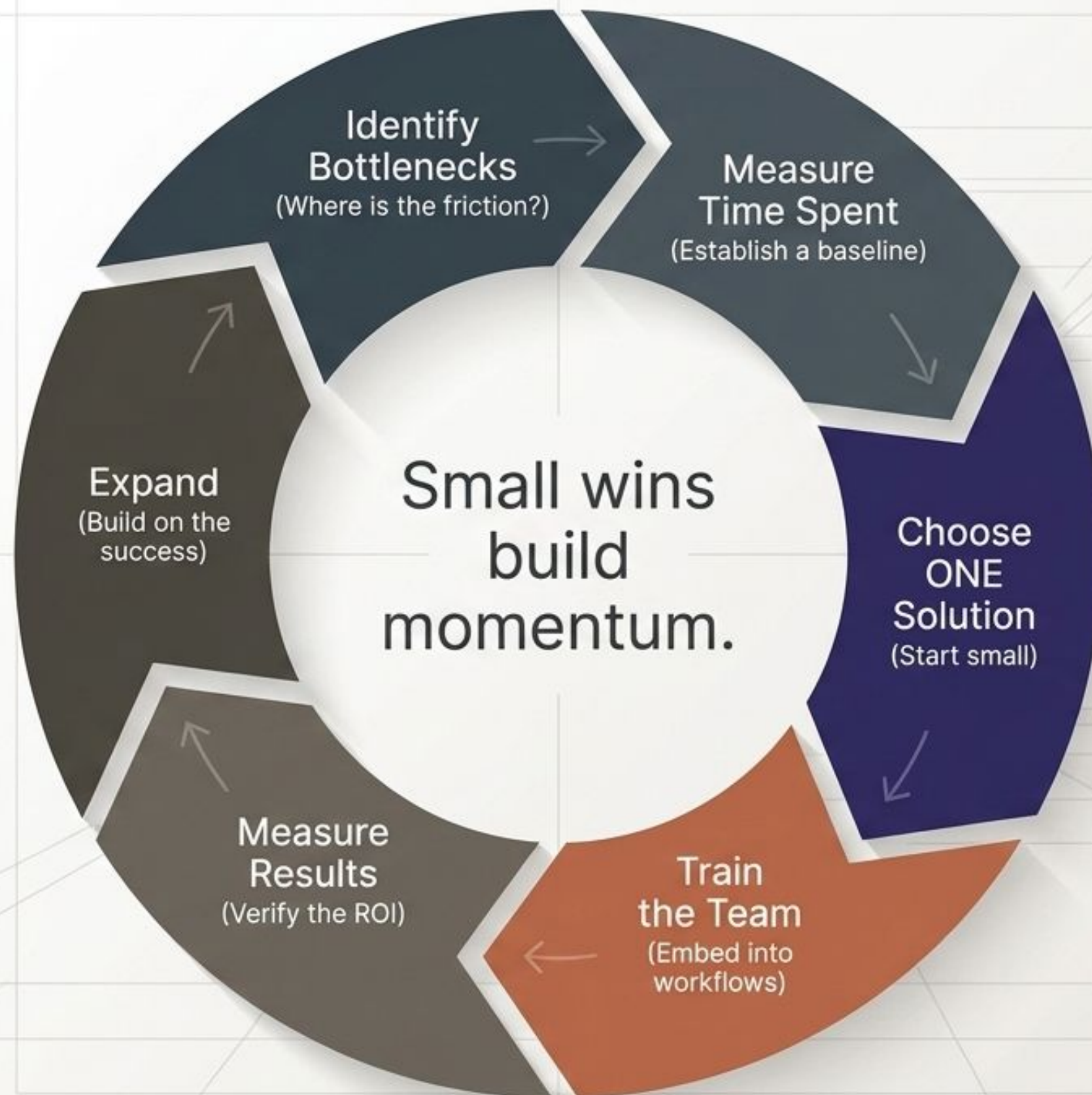
As the sun sets, retreat to a cosy cottage, boutique guesthouse, or luxury farm stay, where warm blankets, good wine, and uninterrupted time together await.

Whether you're celebrating something special or simply craving a weekend away, the Swartland's slower pace, stunning winter landscapes, and heartfelt hospitality make it the perfect place to reconnect.

This winter, make time for each other. The Swartland is waiting.



#VisitSwartland #WinterEscape #CouplesGetaway #WeekendAway #CapeTownToSwartland
#WineCountry #WesternCape



Diagnostic Matrix

The Mistake

The Fix

Trying everything at once.

Pick one workflow and one tool to master first.

Having no clear objective.

Define exactly what metric you are trying to improve.

Not training staff.

Create basic **AI policies** and embed them into normal operations.

Expecting perfection.

Treat AI as a **draft generator**; human review is mandatory.

Ignoring privacy & security.

Never upload sensitive customer or proprietary data to public models.

The 30-Day SME Challenge

- ☐ Choose ONE repetitive process.
- ☐ Use ONE AI tool to assist.
- ☐ Save ONE hour per week.
- ☐ Repeat.

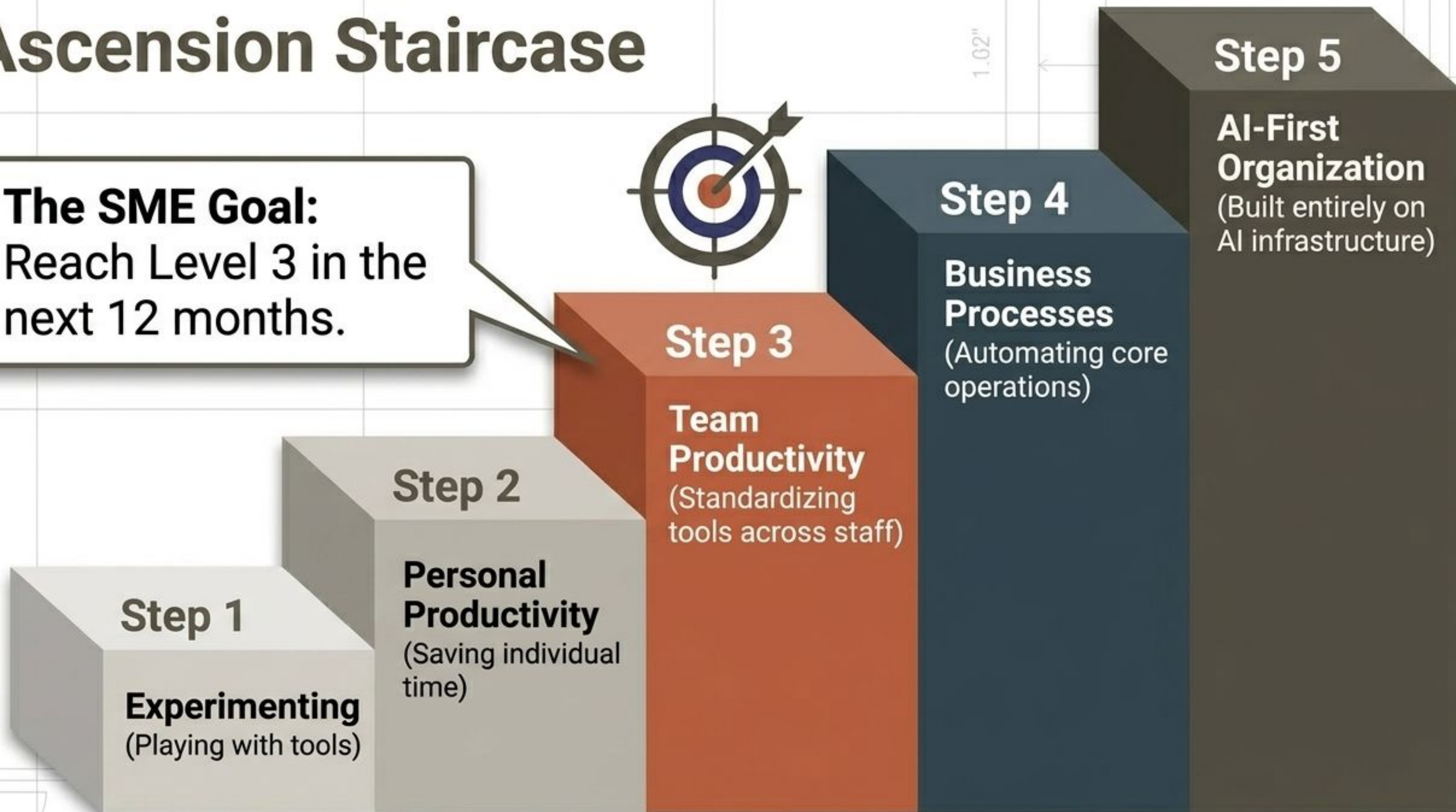
Small, consistent improvements compound rapidly. Don't build an AI strategy; build an AI habit.

Ascension Staircase

The SME Goal:
Reach Level 3 in the
next 12 months.

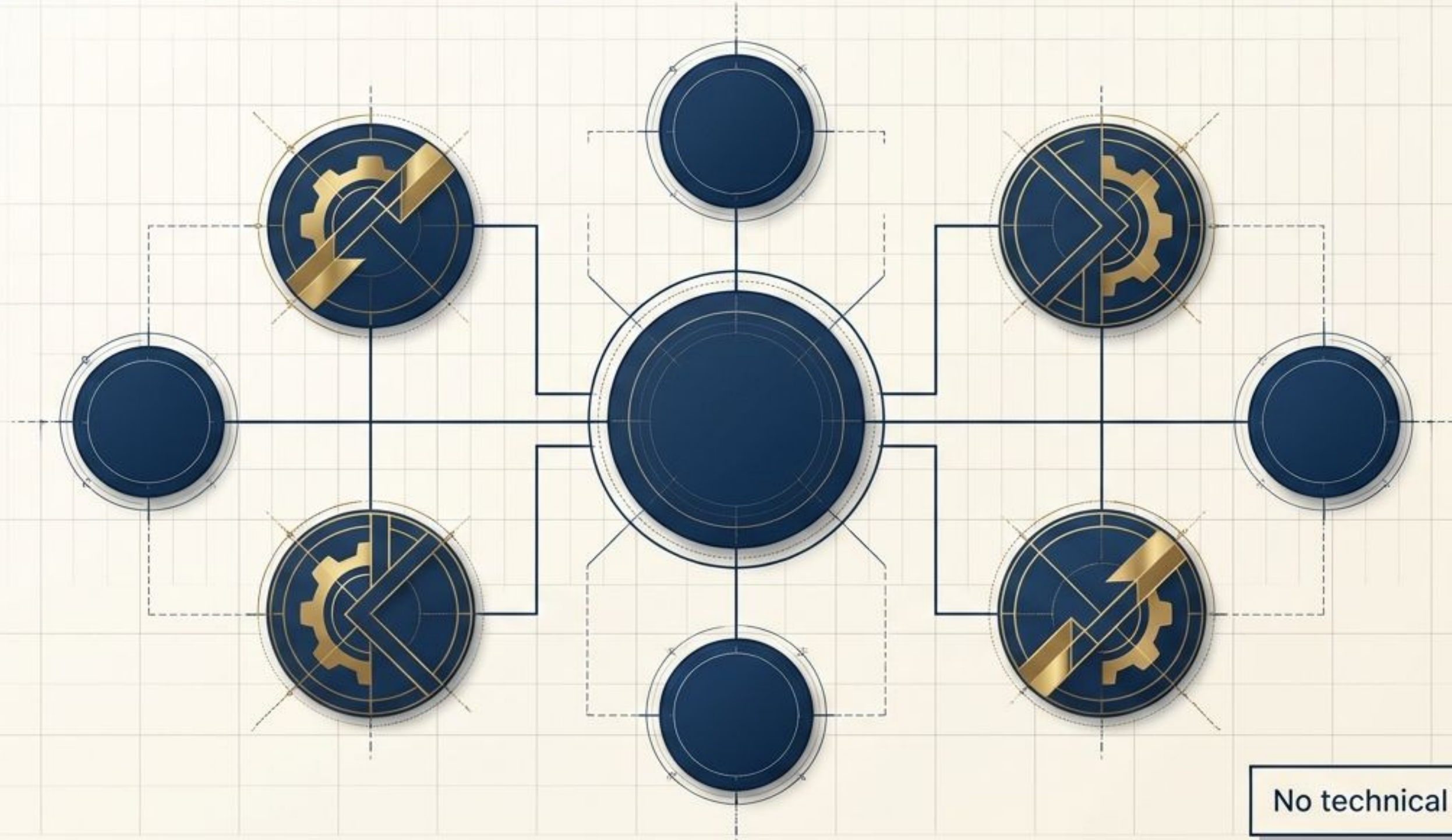


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The Augmented Org Chart

A 90-Day AI Implementation Playbook for Small & Medium Enterprises



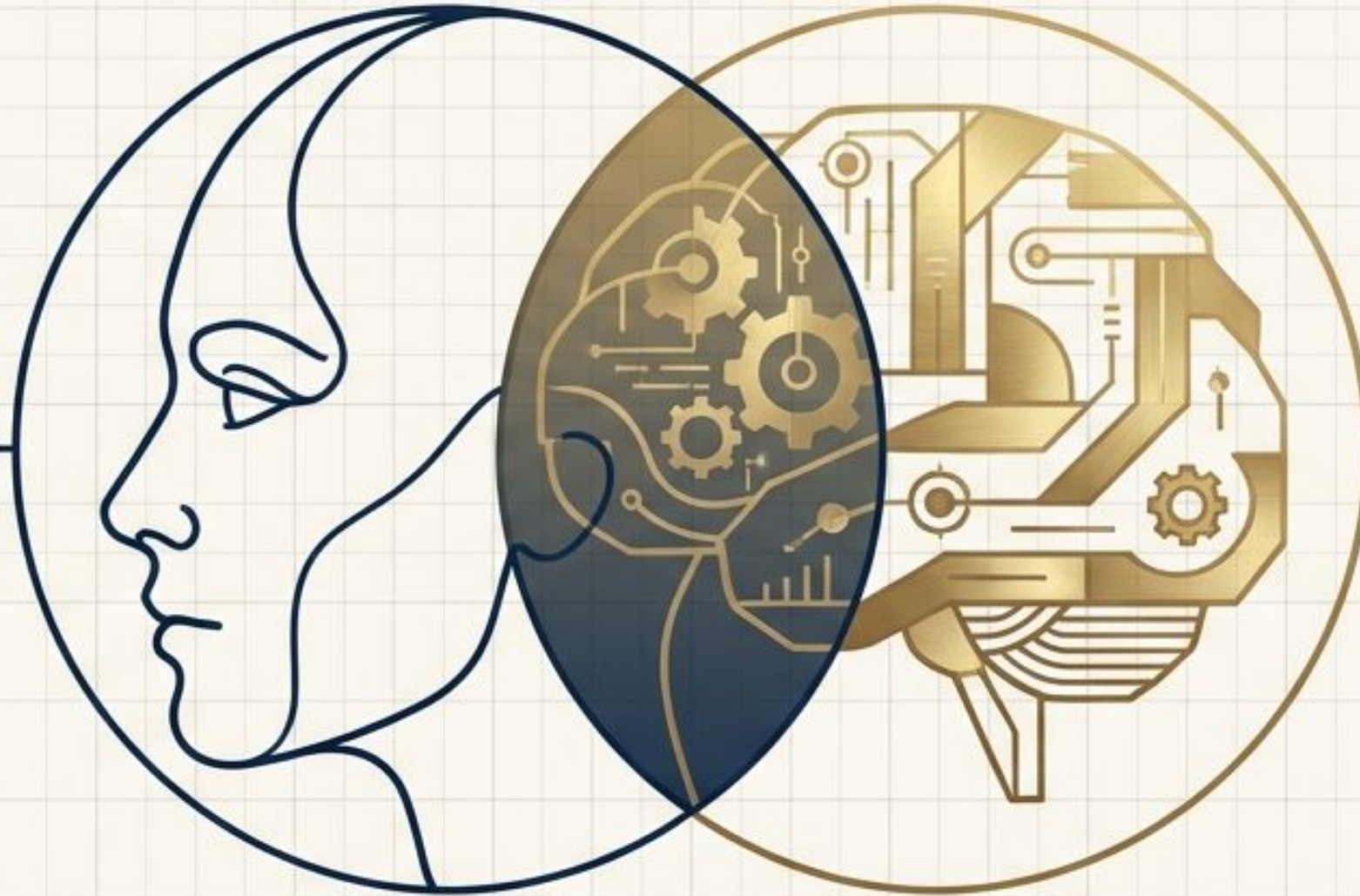
The Core Architecture of the SMB



Every business has eight departments. AI is becoming the newest employee in every one of them.

Human Focus

Relationship building, strategic empathy, final decision-making, and nuance.



AI Focus

Data processing, drafting, rapid research, and workflow automation.

AI is not replacing the org chart. It is augmenting the capacity of every existing role, available either as specialized tools or embedded directly into your existing business software.

The Foundation: Multipliers for the Whole Team

LEADERSHIP & STRATEGY (THE OWNER)

TYPICAL USES

Focus: Thinking, researching, and decision-making at accelerated speeds.

- Strategic planning
- SWOT analysis
- Competitor research
- Business plans
- Board reports

ADMINISTRATION & PRODUCTIVITY (EVERYONE)

TYPICAL USES

Focus: Reclaiming hours lost to documentation and daily admin.

- Meeting notes
- Document creation
- Internal knowledge bases
- Email drafting

SHARED TECH STACK: OpenAI ChatGPT Business, Anthropic Claude, Google Gemini for Workspace, Microsoft Copilot, Otter.ai.

The Front Line: Scaling Demand and Conversion

MARKETING

Biggest overall impact & fastest-growing adoption area.

TYPICAL USES

- Blog writing
- Social media
- Email campaigns
- Website copy
- Ad creatives
- SEO

TECH STACK: ChatGPT Jasper Copy.ai
Canva Magic Studio Adobe Firefly Surfer SEO Semrush

SALES

AI platforms are increasingly embedded directly into existing CRMs.

TYPICAL USES

- Lead generation & scoring
- Sales forecasting
- Proposal writing
- Meeting summaries
- Follow-ups

TECH STACK: HubSpot AI (Breeze) Salesforce Agentforce
Apollo.io Gong

The Back Office: Infrastructure and Talent

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FINANCE & ACCOUNTING

TYPICAL USES

- Invoice processing
- Expense categorization
- Cash flow forecasting
- Financial reporting
- Budgeting
- Variance analysis

TECH STACK: QuickBooks AI Xero AI Features
Ramp Intelligence Bill.com AI

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HUMAN RESOURCES

TYPICAL USES

- Job descriptions
- Resume screening
- Interview scheduling
- Onboarding
- Training content
- Performance reviews

TECH STACK: Workday Illuminate HireVue
Eightfold AI Textio

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The Front Line: Retaining Customers at Scale

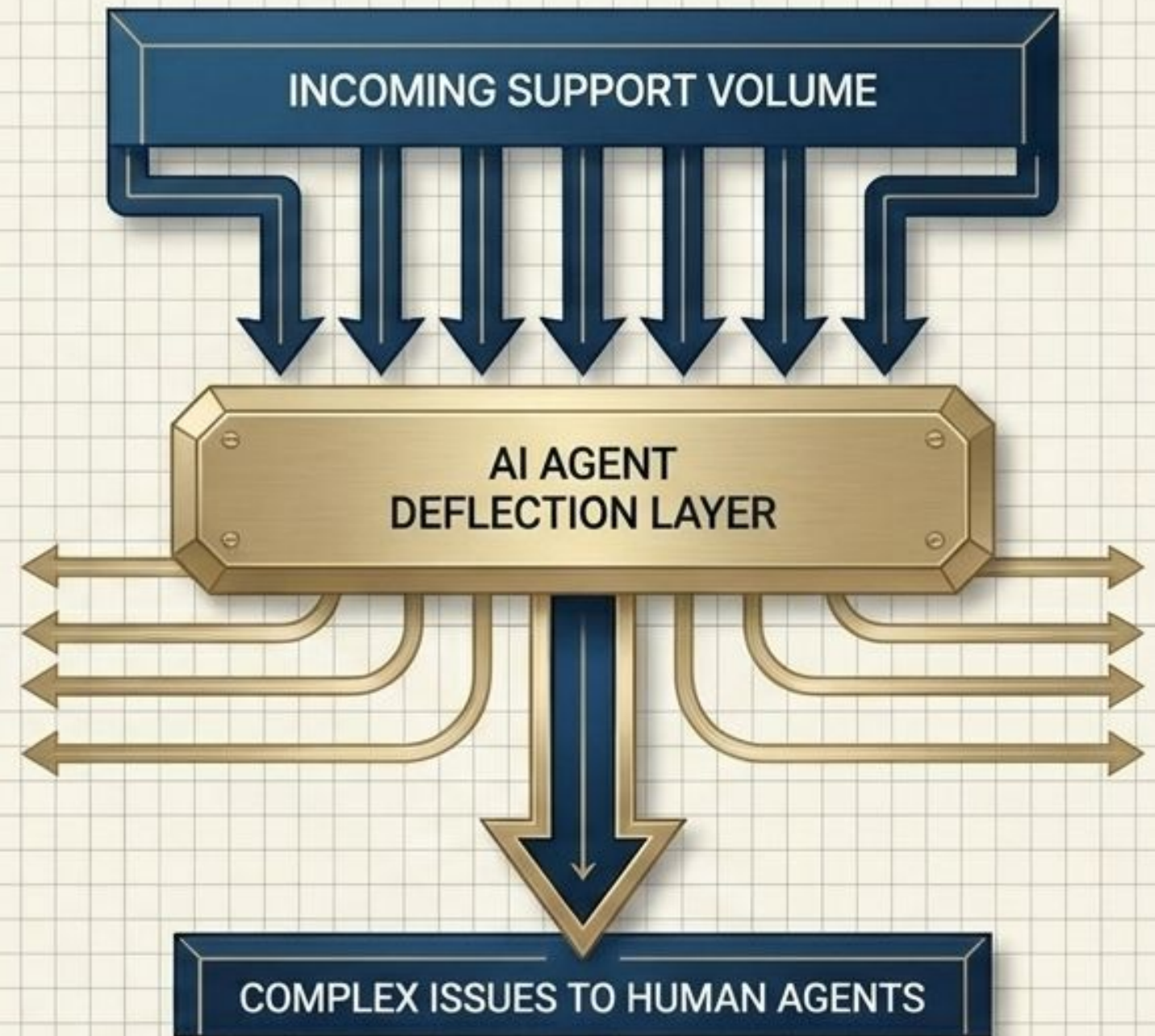
CUSTOMER SERVICE

Stat: One of the highest ROI AI categories.

TYPICAL USES

- Website chatbots
- Ticket routing
- WhatsApp support
- Appointment booking
- FAQ automation
- Self-service

TECH STACK: Zendesk AI Intercom Fin Freshdesk AI
Meta Business Agent

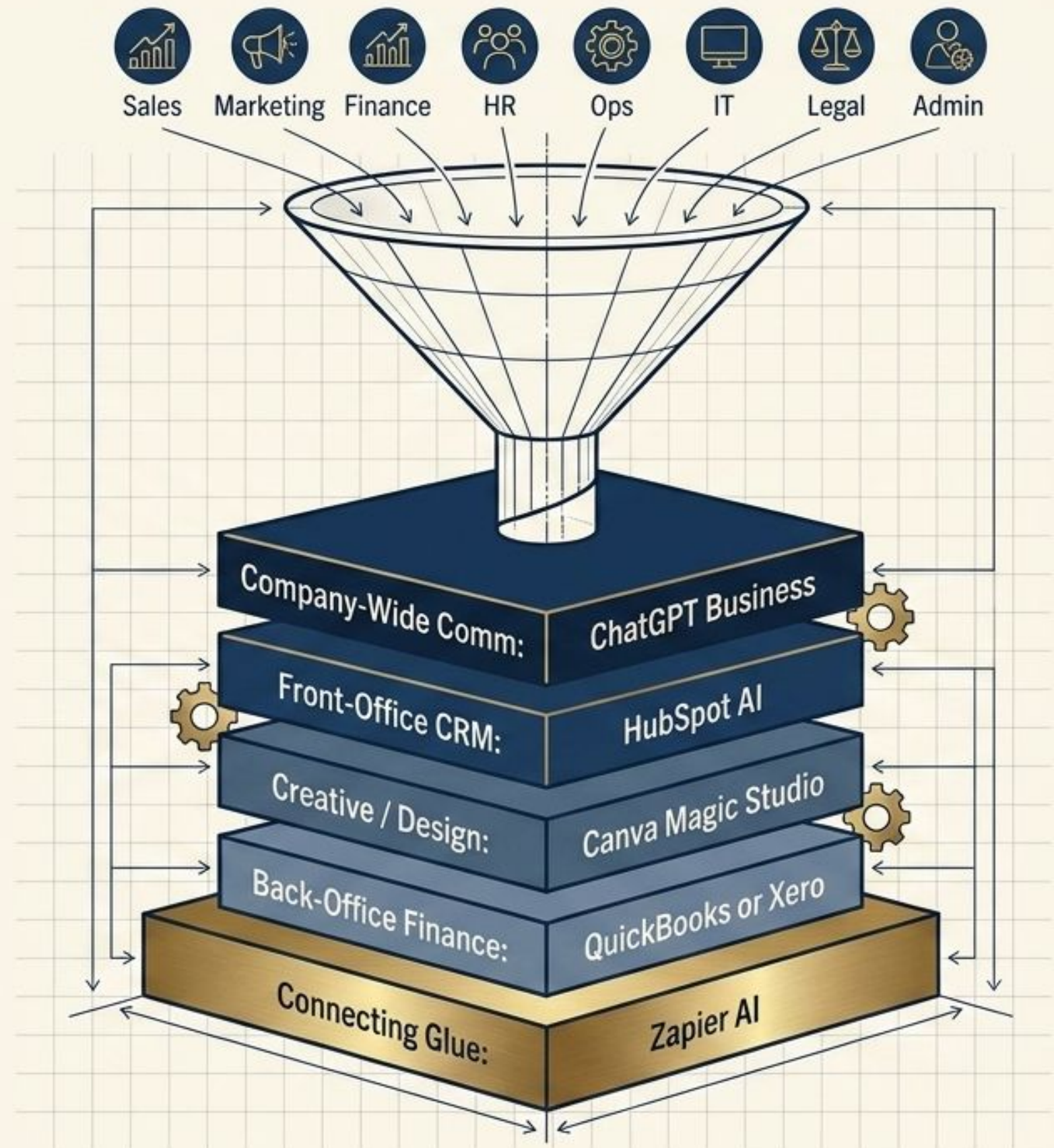


New AI agents can now answer questions, recommend products, and schedule appointments directly through messaging platforms before a human ever intervenes.

The 8-to-5 Convergence

You have 8 core functions, but you do not need 25+ subscriptions.

Over 80% of all SME AI opportunities can be unlocked with just five core tools.



The 90-Day SME Implementation Timeline

Days 1-30: The Quick Wins (Adoption)

- Deploy ChatGPT Business company-wide for admin, strategy, and drafting.
- Implement Canva Magic Studio for marketing teams to scale design output.

Days 31-60: The Systems (Integration)

- Activate HubSpot AI (Breeze) features within the CRM for sales routing and lead scoring.
- Enable QuickBooks/Xero AI features for automated expense categorization.

Days 61-90: The Engine (Automation)

- Introduce Zapier AI to connect the tools. Begin automating SOPs and cross-departmental data entry.

The SME Artificial Intelligence Command Center

A Tactical Playbook of 50 Ready-to-Deploy Prompts for Marketing, Sales, Service, Operations, and Strategy



Marketing



Sales



Customer
Service



Operations



Strategy

The AI Impact Matrix aligns prompt deployment to specific business outcomes

	 Marketing	 Sales	 Service	 Operations	 Strategy
Primary AI Role	Content Creator	Conversion Closer	Issue Resolver	Process Architect	Business Analyst
Time Horizon	Daily / Ad-hoc	Weekly / Per-Deal	Immediate / Real-time	Monthly Systems	Quarterly / Annual
Key ROI Metric	Engagement & Lead Volume	Conversion Rate & Deal Velocity	Retention & Ticket Deflection	Hours Saved & Error Reduction	Market Positioning & Risk Mitigation
Hallucination Risk Level	High (Requires manual review before publishing)	Medium (Review against brand tone)	Low (Fact-check against company policies)	Low (Internally focused)	Low (Serves as a brainstorming partner)

The anatomy of a perfect prompt relies on action, context, and variables

Write a Facebook post promoting [product/service] to [audience].



The Action Verb & Format: Tells the AI exactly what to generate and in what shape (e.g., table, email, calendar).



The Goal & Context: Defines the strategic purpose of the output.



The Variables: The specific SME data injected into the prompt to ensure customized, relevant outputs.

Deploy Marketing prompts to scale content creation and optimize messaging

Content Pipeline

1. Create a 30-day social media content calendar for my business.
4. Create a month's worth of LinkedIn post ideas.
5. Write a blog article about [topic] optimized for SEO.

Copy & Persuasion

2. Write a Facebook post promoting [product/service] to [audience].
3. Generate 10 Instagram caption ideas for [business].
7. Rewrite this marketing copy to be more persuasive.
9. Generate 10 customer testimonials based on common customer benefits.

Campaign Strategy

6. Suggest 20 content ideas customers would find valuable.
8. Create a seasonal promotion campaign for my business.
10. Develop a simple marketing plan for the next quarter.

Utilize Sales prompts to systematize outreach and handle objections

✈ Direct Outreach

1. Write a sales email introducing our services.
2. Create a follow-up email after a sales meeting.
4. Create a sales script for a phone call.
8. Draft a quote follow-up message.

🔍 Conversion Assets

3. Develop responses to common customer objections.
5. Write a proposal template for prospective clients.
9. Generate FAQ answers that help close sales.

↑ Expansion & Retention

6. Identify upsell opportunities for my business.
7. Create a referral program customers would love.
10. Create a customer retention strategy.

Execute Service prompts to resolve friction and engineer loyalty

Frontline Resolution

1. Draft a professional response to a customer complaint.
4. Generate answers to common support questions.
7. Write a response to a negative online review.

Systems & Onboarding

2. Create a welcome email for new customers.
5. Create a customer onboarding checklist.
8. Create a loyalty program concept.

Feedback & Analysis

3. Write a customer satisfaction survey.
6. Draft a review request email.
9. Summarize this customer feedback and identify trends.
10. Suggest ways to improve customer experience.

Leverage Operations prompts to build resilient internal systems

Human Resources

4. Create a staff onboarding process.
5. Write a job description for [role].
6. Develop interview questions for hiring [role].
7. Create a training outline for new employees.

Daily Execution

2. Turn these meeting notes into action items.
3. Build a weekly priority plan for my business.
8. Suggest ways to automate repetitive tasks.

Process Engineering

1. Create a standard operating procedure for [task].
9. Create a workflow for handling customer enquiries.
10. Develop KPIs for my business.

Command Strategy prompts to navigate market risks and identify growth

Market & Audience Analysis

1. Analyze my business strengths, weaknesses, opportunities and threats.

4. Research trends affecting my industry.

5. Develop customer personas for my target market.

Planning & Growth

2. Identify new revenue opportunities for my business.

3. Create a 12-month growth roadmap.

6. Suggest partnerships that could grow my business.

7. Create a simple AI adoption plan for my company.

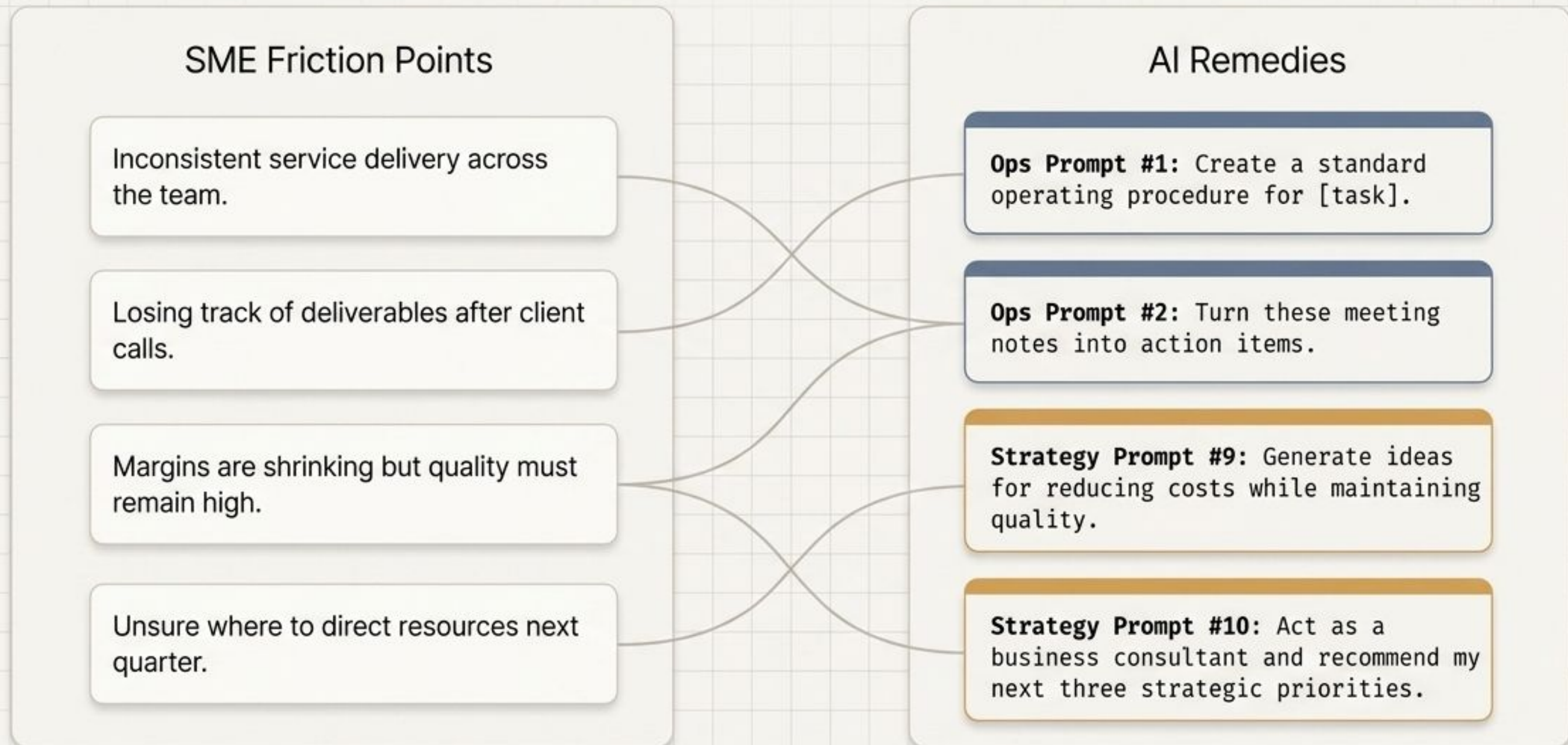
Risk & Efficiency

8. Identify the top 10 risks facing my business.

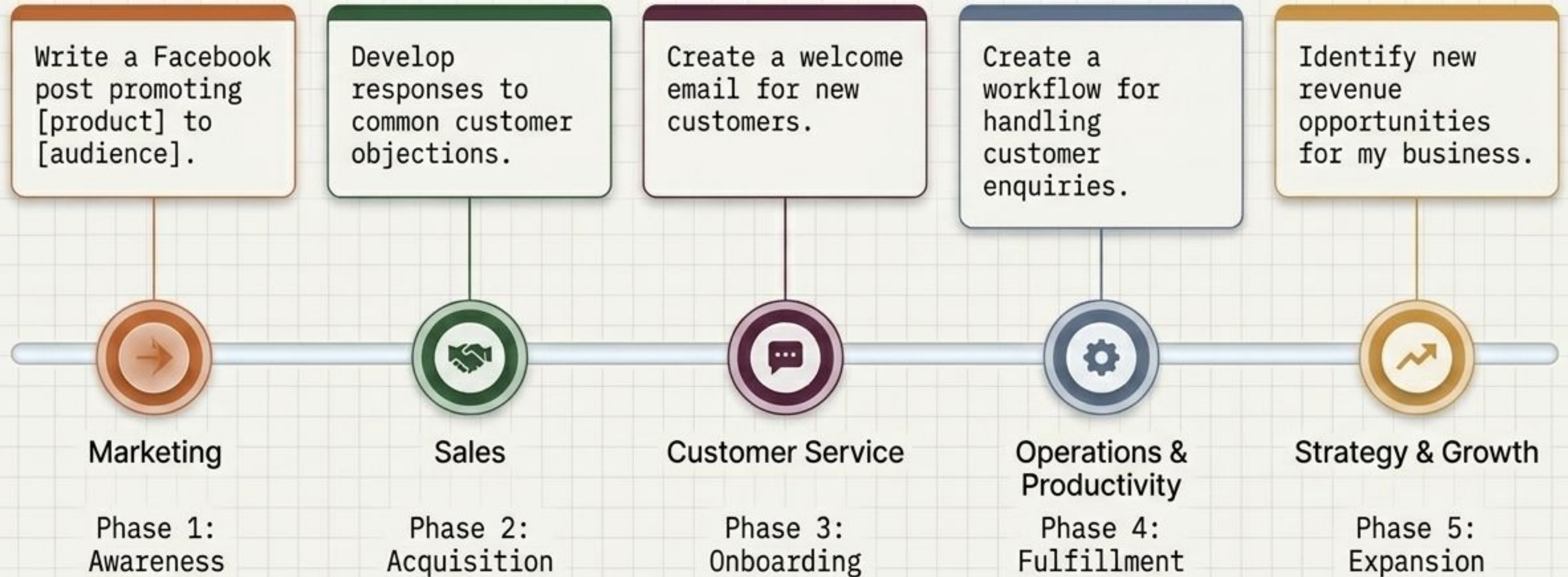
9. Generate ideas for reducing costs while maintaining quality.

10. Act as a business consultant and recommend my next three strategic priorities.

The Business Health Diagnostic matches operational pain points to immediate AI remedies



The Customer Lifecycle Timeline integrates commands across all business domains



Course	Provider	Level	Best For	Key Strengths	Time	Cost
AI for Everyone	DeepLearning.AI	Beginner	Business owners, executives, managers	Explains AI in plain English, focuses on business strategy, opportunities, and implementation rather than technology	6–10 hrs	Free/Audit
Generative AI for Everyone	DeepLearning.AI	Beginner	Professionals, entrepreneurs, SMB owners	Covers ChatGPT, prompting, AI workflows, and practical workplace applications	5–8 hrs	Free/Audit
AI Learning Paths	Microsoft Learn	Beginner–Advanced	Anyone using Microsoft tools	Excellent Copilot training, AI agents, business and technical tracks, recognized certifications	Self-paced	Free
AI for Marketers	HubSpot Academy	Beginner	Marketers, tourism businesses, agencies	Content creation, SEO, email marketing, social media, campaign optimization	3–6 hrs	Free
Learn Prompting	Learn Prompting	Beginner–Intermediate	AI power users	Best free resource for prompt engineering, practical exercises, works with all major AI tools	Self-paced	Free
Prompt Engineering for ChatGPT	Vanderbilt University / Coursera	Beginner–Intermediate	Professionals seeking structured prompting skills	Teaches frameworks and techniques to consistently get better AI outputs	10–18 hrs	Paid
Machine Learning Specialization	Stanford Online & DeepLearning.AI	Intermediate	Product managers, technical professionals	Strong technical foundation in how AI and machine learning actually work	2–3 months	Paid
OpenAI Academy	OpenAI	Beginner–Intermediate	Business leaders, consultants, innovators	Current best practices for generative AI, AI agents, and business applications	Self-paced	Free
Google AI Essentials	Google	Beginner	General business users	Practical use of AI for productivity, communication, and daily work	~10 hrs	Paid
Elements of AI	University of Helsinki	Beginner	Curious learners, non-technical audiences	Highly accessible introduction to AI concepts, ethics, and societal impact	20–30 hrs	Free

<https://tinyurl.com/LAIBC8ZARREG>

(Link from Andre Du Toit – 10% Off)

Learn AI Bootcamp 2026

Build practical AI confidence in 8 focused weeks:

Join our September 2026 Learn AI Bootcamp and turn big AI ideas and curiosity into practical skill. Over 8 weeks, you'll explore leading Generative and Next-Gen AI tools through clear teaching, hands-on practice and real-world application, so you can use AI with more confidence and improve your personal and professional life.

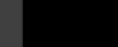
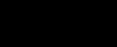
Starts September 2026

- 01 Intro: Generative and Next-Generation AI
- 02 Basics: Large Language Models and ChatGPT
- 03 Basics: Image Generation and Computer Vision
- 04 Core: Advanced ChatGPT and Basic Automation
- 05 Core: Speech-to-Text and Speech Generation
- 06 Advanced: AI Video Generation and Editing
- 07 Advanced: Multi-Modal Tools and Advanced Automation
- 08 Review: Final Project Presentations and Next Steps

Packages

What's included	Digital collection	Core	Guided (most popular)	Executive
Digital resources and recordings	●	●	●	●
Discussion groups and teaching tools	●	●	●	●
Live session attendance and engagement	●	●	●	●
Personal coaching sessions	Optional add-on (R1,550/session)	Optional add-on (R1,550/session)	3 x 45 minutes included	6 x 90 minutes included
Access to specialised webinars	20% discount	50% discount	Free access	Free access
Bonus AI tool subscriptions	—	—	R1,000 subscriptions included	R6,000 subscriptions included
Price per delegate	R3,950	R7,950	R11,950	R23,950

AI tools you'll explore

 Gemini  SUNO  Meta  G  Eleven Labs  Canva  Sailor

 Claude  FATHOM  OpenAI  make

AI: Smarter, Faster, Better

David Kaye

Global eCommerce Leader & Strategist

Trailblazers & Tastemakers Summit

