



# Welcome to AI for Telco Part 2: Generative AI and Prompt Engineering

ANI\_109d | On-Demand | Automation and Insights | ⚙️

Course Duration: 1 hour

The telecommunications industry is teetering on the edge of a game-changing revolution, poised to be ushered in by generative AI, the disruptive force ready to reinvent how we connect, manage networks, and engage with customers. In this captivating one-hour course, we'll pull back the curtain on the immense potential of this technology in telecom. Brace yourself for a deep dive into how generative AI can transform operations. We'll unveil how it can revolutionize security, shifting from reactive defense to proactive offense with fraud prevention, anomaly detection, and AI-powered threat mitigation. Witness how this technology empowers your workforce, streamlining tedious tasks and augmenting human expertise, freeing up valuable time for innovation and creative problem solving.

## Intended Audience

Telecom professionals, data scientists, AI enthusiasts, product managers

## Objectives

After completing this course, the learner will be able to:

- Define generative AI and its potential in telecom
- Demystify prompt engineering
- List applications of generative AI in Networking
- Examine effective prompts for desired outputs
- Explore ethical challenges in using generative AI

## Outline

1. Foundations
  - 1.1 Foundations of AI and Generative AI
  - 1.2 Telecom Landscape and Challenges
2. Power of Prompt Engineering
  - 2.1 Crafting Effective Prompts
  - 2.2 Zero-shot and Few-shot learning
  - 2.3 Chain of Thought (CoT)
3. Generative AI in Action
  - 3.1 Real-World Use Cases
  - 3.2 Network Optimization
  - 3.3 Personalized Customer Experience
  - 3.4 Security and Fraud Detection
4. Ethical Considerations and Challenges
  - 4.1 Bias and Fairness
  - 4.2 Transparency and Explainability
  - 4.3 Privacy and Security
5. Conclusion
  - 5.1 Summary