

Internal Communications Pack

AI-powered Business Support Chatbot

Introduction

GenAI Business Support Chatbot

Welcome to the launch of GM Business Growth Hub's GenAI business support chatbot.

GM Business Growth Hub have launched a GenAI powered chatbot to enhance their business support services across Greater Manchester.

The chatbot will provide instant access to comprehensive, easily accessible business information.

The business support chatbot has been trained on the latest information from the Growth Company's extensive content bank which is drawn from ten years of working with Greater Manchester's business community. Alongside resources from other relevant services and organisations this provides a rich and reputable knowledge bank which will be continuously reviewed and updated by GC's experienced advisors. This means that users can expect to see ongoing improvements and benefits as the technology and content evolves.

The chatbot is available to use 24/7, with the option to speak to an experienced advisor Monday to Thursday 8:30am- 5:30pm and until 5:00pm on Friday for more personalised and tailored support.

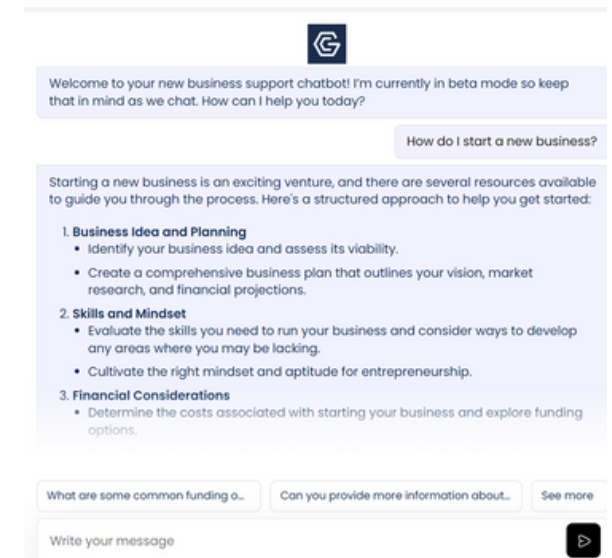
We want to encourage individuals and businesses in Greater Manchester to use the chatbot to access business information 24/7, empowering them to get the support and guidance they need to navigate the opportunities and challenges of doing business..

Resources

We have included some suggested social content and visuals to promote and introduce GM Business Growth Hub's new GenAI Chatbot. Included are posts for LinkedIn, Facebook, Instagram and X(Twitter).

Please share on your own social channels, internally with colleagues, across your networks and in any relevant newsletters.

Visuals



Accessing the ChatBot

You can click the link below to access the GenAI Business Support Chatbot: <https://genaichat.businessgrowthhub.com/>

Toolkit

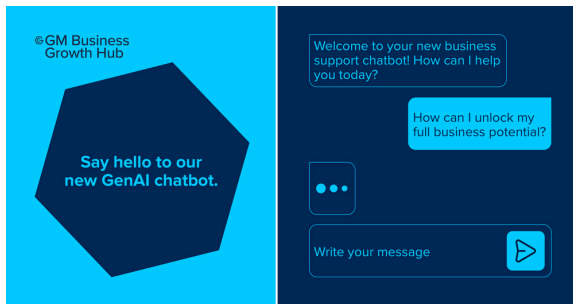
Social Media 1 - Facebook/LinkedIn

Need help with your pressing business questions? Our new GenAI Chatbot has the answers day and night 🌞

Accessing valuable business information has never been easier! 🙌

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#AI #GMBGH #GMBusinessSupport



Download the graphics here:

[Download](#)

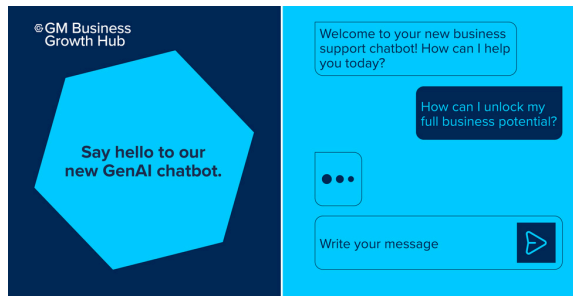
Social Media 2 - Facebook/LinkedIn

Wondering how to get quick answers to your business questions? Ask our new GenAI Chatbot 🤖

Accessing valuable business information has never been easier! 🙌

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#AI #GMBGH #GMBusinessSupport



Download the graphics here:

[Download](#)

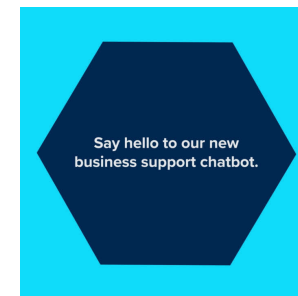
Social Media 3 - Instagram

Need help with your pressing business questions? Our new GenAI Chatbot has the answers day and night 🌞

Accessing valuable business information has never been easier!

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#AI #GMBGH #GMBusinessSupport



Download the graphics here:

[Download](#)

Toolkit

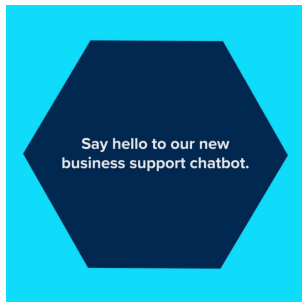
Social Media 4 - Instagram

Wondering how to get quick answers to your business questions? Ask our new GenAI Chatbot 🤖

Accessing valuable business information has never been easier!

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#AI #GMBGH #GMBusinessSupport



Download the graphics here:

[**Download**](#)

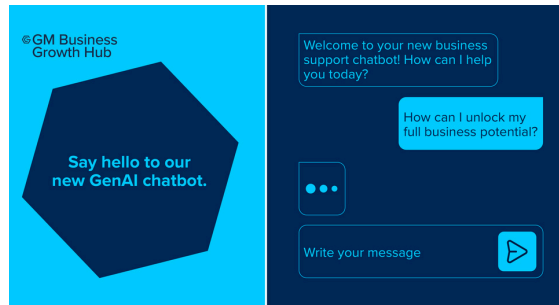
Social Media 5 - X/Twitter

Need help with your pressing business questions? Our GenAI Chatbot has the answers 🤖

Accessing valuable business information has never been easier!

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#AI #GMBusinessSupport



Download the graphics here:

[**Download**](#)

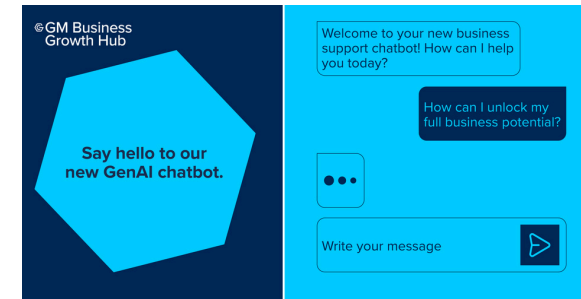
Social Media 6 - X/Twitter

Wondering how to get quick answers to your business questions? Ask our new GenAI Chatbot 🤖

Accessing valuable business information has never been easier!

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

#BusinessSupport



Download the graphics here:

[**Download**](#)

Toolkit

Newsletter Copy

The Greater Manchester Business Growth Hub has launched a business support chatbot, powered by generative AI, to provide expert advice and support to businesses across the city-region.

The introduction of the GenAI chatbot marks a significant milestone building on the support offered by the Hub's team of experienced advisors and a decade of knowledge and insight working with the people and businesses of Greater Manchester.

Using this unparalleled knowledge, expertise and insights, the chatbot aims to enhance the service provided by the GM Business Growth Hub and empower the Greater Manchester business community by fostering their growth to the next level.

GM Business Growth Hub is the first business support organisation in the country to utilise this chatbot, which offers round-the-clock access to comprehensive and easily accessible information on a wide range of business areas. The business support chatbot has been trained on the latest information from the Growth Company's extensive content bank which is drawn from ten years of working with Greater Manchester's business community.

Alongside resources from other relevant services and organisations this provides a rich and reputable knowledge bank which will be continuously reviewed and updated by GC's experienced advisors. This means that users can expect to see ongoing improvements and benefits as the technology and content evolves.

Once interacting with the GenAI chatbot, you are even given the option to arrange to speak to an experienced business advisor for more personalised guidance during office hours.

The GM Business Growth Hub GenAI chatbot is ready to answer all your pressing business questions all day, every day!

Get your questions answered by this innovative AI tool! 🤖🗣️

[GM Business Growth Hub: Resources to support and grow your business | GM Business Growth Hub](#)

Video

Check out our AI Chatbot video graphic below to include in your social media posts.



Download the graphics here:



Campaign Hashtag:

#AI #AICHAT #ATCHATBOT #GMBGH #GM

Toolkit

Powerpoint

As we have launched a business support chatbot to stand as an addition to our current service provided by our experienced advisors, we have included PowerPoint slides to be used by our advisors and others when informing users of the new chatbot.

You can access the powerpoint here:

Download the graphics here:

[Download](#)

We are GM Business Growth Hub, and we are here to support you at every step of your business journey.

To enhance our current service, we have launched a business support chatbot to give you instant access to 24/7 business information for all your business needs.

How to use our Chatbot?

- Our chatbot is easy to use, you simply go on to the [Greater Manchester Business Growth Hub website](#) and click on to the icon on the right-hand side labelled GenAI Powered Chatbot.
- Once you have loaded our Chatbot you can input your burning business-related questions.
- If you are unsure of what to ask, don't worry there will be some questions prompted to assist you.
- If you would like to speak to an advisor, you can type in 'Speak to an advisor', and you will be able to input your details for an advisor to contact you.

What is the Chatbot?

- The chatbot is a tool that gives users instant access to information on a wide range of business topics and issues.
- This chatbot is available to use 24/7, and you will have the option to speak to an experienced advisor Monday to Friday 8:30am-5:30pm for a more personalised service that is tailored to your specific business needs.
- You can use the chatbot to ask questions, seek advice, and to help you navigate any challenges you face when starting up a business or with your existing business. It really is a great tool for business owners across Greater Manchester.

