



Certificate Number: **AC-7216-53119983**

This is to certify that the management of Alison awarded Kai Lück the certificate of completion in Generative AI for Businesses under the category IT on 30th September 2025.

Validation: You can check authenticity of this certificate by visiting the following link:

<https://alison.com/certification/check/3656a128bd>

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Certificate Details

Generative AI for Businesses

[Score: 84]

Course Details

In today's business landscape, generative AI (Gen AI) stands out as a revolutionary force, propelling businesses into a new world of efficiency and innovation. With its unparalleled capacity to generate intelligent and original content, Gen AI is redefining what is possible in the corporate world. In this course, we will discuss best practices for integrating gen AI into your business processes. We begin with a solid foundation of what generative AI is, as well as key models and frameworks. We also explore real-world applications across various industries.

Next, delve into practical applications of generative AI in business operations. Learn how generative AI can enhance marketing efforts through personalised content, optimise sales processes with predictive analytics, and improve customer service with AI-powered chatbots and virtual assistants. Discover strategies for using AI to generate high-quality content, automate data generation, and analyse large datasets to uncover actionable insights that drive business growth.

Maeve Richardson

Director of Certification





Alison

Academic Transcript

Modules Studied

Unlocking Business Success With Generative AI

Course assessment

Maeve Richardson

Director of Certification

