

Appendix

Annex 01: Survey destined to informants

Name	Surname	Function

Dear informant; I am going to prepare a scientific paper to participate at the international seminary about “the impact of AI technics on the corporate communication of Algerian public institutions: The Directorate-General for Algeria Telecommunication as case of study”.

Please, I solicit your help by answering the following questions. Moreover, all of the answers you provide in this survey will be kept confidential. No identifying information will be provided to the other sides.

1. The elements that determine the use of AI at the Directorate-General for Algeria Telecommunication:

1. Have you already heard about Artificial intelligence? Yes No

If its yes; according to you what do we mean by the following terms:

- Computer Vision support natural language processing (NLP)

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- Machine learning

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- Deep learning:

.....

- Chatbots:

.....

2. Do your company use some of AI technics?	Yes	No
3. Are you used to utilising these technics in your work?	Yes	No

If its yes - do these technics provide you the help you need?	Yes	No	
4. Did you get training to acquire skills for learning how to use those technics?	Yes	No	
If it is yes what was the content of your training?			
5. Which types from the following applications do you use - Expert systems - intelligent agent - neural network - Fifth-generation computers			
In much degree you depend on them?	30%	50%	70%

2. The impact of AI on corporate communication inside Algeria Telecommunication:

Corporate communication is the management of identity, image and reputation through research that allows the identification of shared values, attributes, differentiators, and competitive advantages, it comprises the strategic management of communication tools such as IA technics (machine learning, chatbots ... etc.) that contribute to public awareness and the construction of a links with stakeholders, thereby contributing to the achievement of stated objectives.

Based on the above, put (+) in the appropriate box for each statement:

Text	Yes	No
Report on insights gets up to a minute in real time and give you trend assessments.		
Virtual and reality applications deliver news to your public, targeting those for whom the news is meant.		

<p>Designing templates for messages or brochures, template that touch the soul of those who read them. A more captivated audience is guaranteed.</p>		
<p>Algerian Telecommunication with an online presence uses AI chatbots to serve their customers.</p>		
<p>AI can help to develop “smart” logos, websites, colour palettes, and other graphic design for Algerian Telecommunication.</p>		
<p>AI can uncover deep insights into customer desire on a group and individual level. This information can be used to personalize their experience on the Algerian Telecommunication website.</p>		
<p>AI can predict future customer behaviour based on their past actions on the Algerian telecommunication website.</p>		
<p>AI can use data from different inter-business communication channels and targeted surveys to analyse the current corporate culture of Algerian Telecommunication that exists.</p>		