

Leveraging AI to Enhance Communication & Productivity Platforms

釋放「數據」真正價值助企業提升營運效益 WiseSpot 以 AI 力量引領通訊

WiseSpot Company Limited | 斯博有限公司

Being one of the leading companies of communication solution development, WiseSpot is behind SMS platforms for 3 out of the 4 largest mobile telecom companies, and the provision of unified communication & collaboration by fixed network telecom companies in Hong Kong. Mr. Franky Lai, Chairman and CEO of WiseSpot, explains their plans for deployment of Artificial Intelligence (AI) to supercharge Human Intelligence (HI), as visualized through its use in two of the key solutions they provide: Job Board™ and "Spam & Scam Security" for mobile messaging.

WiseSpot stepped into the development of AI because they see its potential to take their most-popular solutions to new heights, particularly those platforms designed and developed to potentially support massive numbers of corporate and personal users. Their company has invested resources into AI for a prolonged duration, providing their talents to serve the community by offering practical yet powerful AI enriched solutions to both telecommunications companies and enterprise markets. They now have an expanding in-house development team of AI specialists working alongside software development engineers to concentrate on practical application scenarios and corresponding technical aspects.

斯博有限公司自 2001 年起一直專注通訊技術及自動化應用，為各大大地電訊服務商提供方案開發及系統集成，二十多年來不斷搜羅及運用行業尖端技術，除支持移動電訊商為企業及個人用戶提供優質穩定的語音、視頻、短訊、流動網絡外，亦為各大固網電訊公司提供統一通訊和協作 (unified communication & collaboration, UC & C) 等服務。

WiseSpot 主席及行政總裁賴永雄先生分享公司下一個重要里程碑，目標定在「Leverage Artificial Intelligence (AI) To Supercharge Human Intelligence (HI)」，以人工智能推進人類智慧」。首階段開發將聚焦在公司兩大關鍵解決方案上：為高等學府學生事務發展成就更高效益的 Job Board™，及提升移動通訊服務安全性的「Spam & Scam Security」方案組。

面對由科技主導的全球大環境，WiseSpot 看中的是 AI 技術於釋放數據的龐大潛能，尤其是用

AI development & deployment is a complex ecosystem and Lai defines it in distinct components. At the top are developers of Large Language Models (LLMs) at esteemed institutions such as Microsoft, Open AI and Google. Next comes developers that focus on making the necessary adjustments to the LLMs to localize them to different languages or fields. The subsequent step is to further refine the AI into an industry-specific application, which is the focus of WiseSpot. To illustrate with their Job Board platform, their team of product managers and AI developers will concentrate on how best to improve operational efficiency and QoS with AI when assisting students in finding employment, facilitating their transition from education to the workforce. With mobile messaging "Spam & Scam Security", the focus will be on using algorithms to monitor incoming data, leverage available historical data, and stop spam and fraud before these risks materialize.

Job Board: AI-Augmented Automation to Supercharge the Transition from Education to Employment

With their extensive expertise in communication technologies and workflow automation, WiseSpot masterminded a platform specially designed for higher education to support their job readiness, career development and employment placement programs. Albeit other contributing factors, struggling post-pandemic global economies coupled with the impact of a rapidly evolving "future of work"¹ landscape left youth unemployment higher than other age sectors in Hong Kong². Higher education institutions are therefore keen to work with enterprise "employer" partners, local and beyond, to provide different work experience & graduate placement initiatives to empower their students with additional competitiveness and successfully transition from "Education" to "Employment".

Job Board is a unified platform to modernize and digitally transform student work placement, with the "AI" positioned to supercharge all levels of student work placement administrators, from student affairs officers to faculty teaching staff, by relieving them of routine, tedious and time-consuming tasks much better handled by AI, thereby enabling them to efficiently use their time on higher-value-deliverables that are out of AI's realm – those that require HI creativity, empathy and complex problem solving skills.

For the initial stage of application, Job Board leverages AI and big data to make job search & talent-vacancy matching faster and more accurate for both job-seeking university students and employing corporates to "find" each other. As requisite, when students submit their CVs on the platform, AI will map skills and intentions listed and almost instantaneously revert with the number of available and suitable jobs to help students understand employer requirements. Precious time saved by the elimination of tedious and manual keyword input and criteria filtering will effectively reduce the lead time and opportunity cost of resources otherwise needed for successful employment. Where student affairs offices were once the sole source for students to seek help in identifying suitable jobs, which left the SAO administrators with the need to sift through and map thousands of resumes, applications and job vacancies to find the perfect fit for their students, with AI, SAO staff can save substantial time and instead direct their attention to explore and comprehend the type of graduates employers are seeking in order to provide appropriate career counselling to their students. With the wealth of accumulated data that institutions may already have in their possession, AI can also dissect past trends and inform SAO officers what kind of students employers are looking for, or how industries and talent requirements are evolving in the "future of work"

於支援大量企業及個人用戶的軟件應用平台。公司目前已有一定的資源投放於 AI 應用開發上，並擁有專屬的 AI 開發團隊，配合其他通訊軟件開發工程師一起工作，專注發展能應對不同實際使用場景及與之相應的技術需求。

賴永雄指出，「AI 應用設計及開發是一個複雜的生態圈，當中包含不同但相連的部分與持份者。由 Microsoft、Open AI 及 Google 等知名機構開發的大型語言模型 (Large Language Models, LLM) 的位處此生態圈的最頂層，從而分散出的是專注於在這些 LLM 上做出不同但必須調整處理的個別應用及行業開發商，譬如，為不同文字 / 語言及行業而做出的本土化 (Localization)。再下一步，就是為個別企業需求而進行更深層次應用開發。這正正是 WiseSpot 的發展目標所在。」

Job Board 自動化應用平台，專為支持高等學府及其畢業生從「教育」走到「就業」

所謂「謀發展、謀出路」，面對人才荒，政府、企業及高等學府近年的共同重點，多著墨於攜手合作提升畢業生在投身職場前的就業準備，從而提高其競爭力及加快「向上游」的速度。為年輕人才更有效地「教育」過渡到「就業」，WiseSpot 以其在整合通訊與協作 (UC & C) 及工作流程自動化方面的專業，並憑藉在「next-gen」技術上的應用，近年積極開發專為高等學府人才就業而設的配對及職涯發展平台「UC.NOW® Job Board」，目的是讓高等教育機構的學生事務團隊能充分利用尖端數碼及通訊協作技術來為學生在就業工作方面進行革新及優化。透過不同的 AI 及工作流自動化應用，將學生事務及職涯規劃人員的時間、經驗、創意及同理心 (empathy) 等，從耗時、繁瑣的手動文書操作中釋放，轉投於為學生提供優質輔導及與企業僱主有效溝通等更高價值工作上。

Job Board 是專門為高等教育機構獨特需要而開發，歷經數年的演變改良，目前已被香港不同的頂尖大學採用。



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AI Enabler Suite

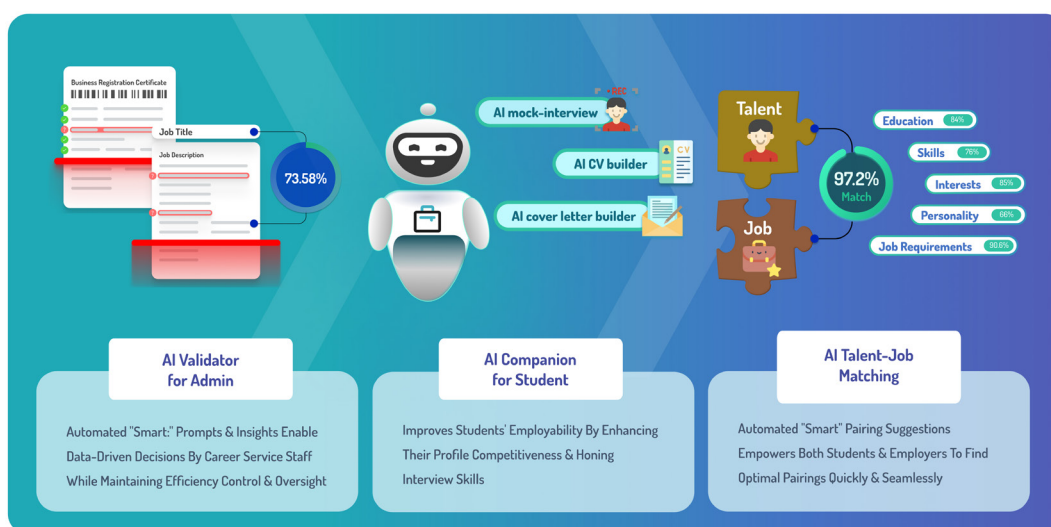


Diagram 1: Job Board Leverages AI To Drive Performance & Productivity For Stakeholders In The “Education To Employment” Journey For Hong Kong’s Youth

圖 1：「Job Board」即將推出的 AI Enabler Suite 旨在以人工智能推來推進香港年輕人才由「教育過渡至就業」這個關鍵旅程上各個持份者的表現及成效

landscape, thereby enabling them to not only better prepare their students but potentially to feedback to different faculties.

As we progress to the second stage of development, Job Board will provide an AI companion to aid students in preparing themselves to progress from education to employment. Education and qualification may not be the most crucial factors employers are seeking, but their social skills and personality. Job Board’s AI companion for students will include, among others, an AI Mock-Interview to exercise and enhance students’ interview skills; an AI CV-Builder to help students optimize their otherwise limited qualifications and experience to optimize their competitiveness against other job seekers, and an AI Cover Letter Builder to help students better highlight and present their strengths to appeal to employers behind their “dream” jobs.

Fortifying Consumer Security & Private: Combating “Spam & Scam Security” with Dynamic AI

WiseSpot focuses on providing solutions to telecommunications companies, and one of the most significant applications of artificial intelligence in SMS is the effective management of “Spam & Scam Security”. In addition to being peer-to-peer messaging, the use of SMS has expanded to become an important authentication tool, particularly for banking, eCommerce and government sectors. This development makes the stringent maintenance of up-to-date rules to authenticate the SMS messages themselves of utmost importance. Previously, SMS platforms had been reliant upon industry expertise to establish rules, but this approach has become insufficient as the industry is evolving at a rapid pace. Fortunately, AI possesses the dynamism necessary to observe shifts in the market to determine as well as regulate instances of spamming and scamming. WiseSpot’s approach is to take full advantage of what AI has to offer for faster and more accurate safeguards against spam and scam: suspicious link checks, SIM box detection, grey route detection, sender address verification, just to name a few.

Future AI Enhancements

Lai holds the view that AI has the potential to unleash human intelligence, but

平台透過數碼技術來改良大學為學生配對實習機會及求職流程，過程中減低依賴人手操作重複的作業流程。除此之外即將推出的 AI Enabler Suite，第一階段將以 AI 進一步釋放學校已擁有「數據」之價值，有助學生事務處職員及各學系導師提升協助學生就業機會及準備過程中的成效。以配對為例，平台的 AI 應用將包括以技術計算學生們所列出的專業知識、技能、以至資格，與僱主所列出的要求有多大程度上的吻合，從而精準地為雙方找到「對的人」。針對初出茅廬的專上學生，此 AI 模組更包括 AI 面試準備和履歷修飾等個人化建議，協助他們「砌靚 CV」以更好在僱主面前呈現自身能力，提升個人競爭力，並模擬面試以 AI 提供的全天候模擬面試服務來累積應對技巧及經驗。賴永雄又指出：「不少企業在面試初期都要求求職者完成能力傾向測試 (Aptitude Test)，而 AI 可以模擬各種困難情景以訓練學生作為求職者的應變能力，兩者可謂如出一轍。將 AI Enabler 在 Job Board 上使用只是一個開始，我們期待之後能把這個模式擴展到企業招聘、人才管理、員工培訓等，進一步倍大求職效率。」

「Spam & Scam Security」：AI 實時分析歷史數據以強化企業及個人通訊安全

賴永雄表示：「WiseSpot 的另一個 AI 核心應用焦點，將投放於已被各大移動電訊商廣泛採用，目前負責全港約 70% 用戶 SMS 收發處理的短訊發送平台上。現時銀行和電子商務經常使用 SMS 於雙重要素驗證 (2FA)，當中的重點課題是如何利用 AI 迅速實時分析海量歷史數據，從而自動辨識出反覆出現的訊息樣式和詐騙套路，預測潛在出現的新『詐騙和垃圾訊息』風險模式，繼而及時發出預警。相比以往依賴技術人員的觀



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we have to be cautious about it developing it with the intention to replace human talents. AI must be harnessed by humans, and the insights thus derived provide “assistance” but the decisions made must ultimately be our own, as the AI can only provide the best scenario and not the correct one. Corporate employers must recognize that AI is not to replace their employees but rather to help their employees' performance to deliver higher value with best use of their creativity, empathy and complex problem-solving skills. Lai thinks that the development of AI for a particular industry is only needed if the process includes variations. For example, the deployment of AI in WiseSpot's Job Board will need to be regularly refined because the AI will have to follow the changes in the industry, dissect past trends and anticipate future fluctuations. However, if the AI improvement is only needed to increase the productivity of repetitive processes, then an individualized professional bot is not needed.

Lai sees that a complete reliance on AI would have a detrimental impact, as it should only serve as a tool to enable data-driven decision-making. During the data collection process, the data involved must be meaningful for the application it is meant to support, and its usage must be thoroughly analyzed, especially in the context of businesses and enterprises. In line with the latest views in IP protection and privacy protection associated with use of AI, the data contributor's consensus must be obtained, and well-developed user privacy controls must be in place, indicating the amount of data collected, for how long and the deletion of data after its usage. Lai suggests that if a company that is planning to incorporate AI into their operations lacks extensive experience, they must review their workflow, and not only utilize AI to improve their productivity but also safeguard and manage data security while supporting their employees in enhancing their skills. 🏆

察、分析及設定靜態規則進行分辨，以 AI 技術處理能夠大大提升速率、準確度及可靠性，強化設備為普羅大眾的保安性並提供的額外通訊安全保障。」

展望未來，WiseSpot 的 AI 應用將配合需求演變而定期強化

賴永雄指，「以 AI 釋放 HI 潛能，WiseSpot 對 AI 在這方面的能力深信不疑，但亦同時堅信我們 AI 軟件方案的設計及開發前提，絕不以取代人類為目的。充分配合針對 AI 應用的 IP 及個人資料安全保障最新觀點，並只收集與應用相關的必須數據供 AI 應用學習及分析，WiseSpot 作為方案開發商的使命是讓 AI 能為人類有序地提供更深刻見解，讓人類能更有效率、更準確地作出必需的決定。同時，企業必須清楚了解，目前的 AI 或可透過高速分析海量數據提供不同的『最佳情境，best scenario』供僱員參考，但仍須依仗團隊人員的創意、同理心及複雜問題解決等高階能力，才能從不同選擇中做出適當的決定。」此外，市場在不停演變，所謂「變幻原是永恆」，賴氏亦深信，AI 應用亦需與時並進。Job Board 及其 AI Enabler Suite 固然需透過定期分析市場及職場需求等趨勢來不斷改良；為企業及市民提供更安全通訊環境的 Spam & Scam Security 方案就更須在『道高一尺、魔高一丈』環境下經常更新及提升能力。展望將來，WiseSpot 將更深入研究融合「AI」與不同「通訊系統」的技術，以應對瞬息萬變的環球經濟發展趨勢。 🏆

*Source:

1. <chrome-extension://efaidnbmninnbpcapjpcgicfndmkaj/https://hongkong.generation.org/wp-content/uploads/2024/03/Navigating-the-Education-to-Employment-Journey-in-the-face-of-a-rapidly-evolving-Future-of-Work-by-Generation.pdf>
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