

THE DIGITAL **PLAYBOOK** for Sri Lankan SMEs

Eight practical guides to take your business digital. Step by step, in plain language.
No technical background needed.

Available in **English** - Sinhala - Tamil

AI and Emerging Tech

You do not need to understand how AI works to use it. You need to know what it can do for your business right now. This module skips the technology lecture and focuses on three tools you can start using this week, with no coding required.

~1 hour - Start with one tool only

Why this matters: A business owner who uses AI to write product descriptions, answer FAQ messages, and analyse what is selling saves 6 to 8 hours a week. That time goes back into running the business. AI is not replacing Sri Lankan SME owners. It is becoming the tool that separates the ones who grow from the ones who stand still.

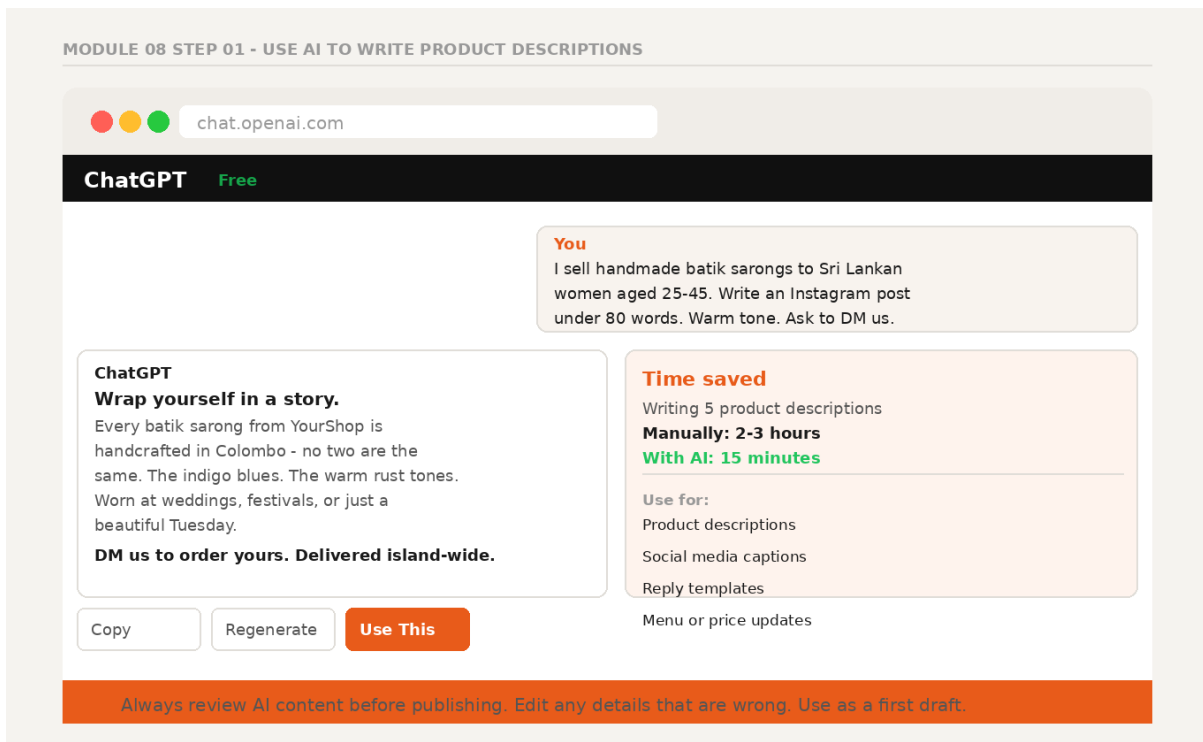
STEP-BY-STEP GUIDE

01 Use AI to write product descriptions and social posts

Go to chat.openai.com (free) or gemini.google.com (free). Type: I sell (your product) to (your customer) in Sri Lanka. Write a product description for Instagram in English that is warm and friendly, under 100 words. Include a call to action to DM us. Read what comes back, edit any detail that is wrong, and post it. Do this for 5 products. You will save 2 hours and the results are often better than what you would write under pressure.

ChatGPT (free) - Google Gemini (free)

Tip: Always review AI content before publishing. It does not know your specific prices, location, or personal voice. Use it as a first draft, never a finished product.



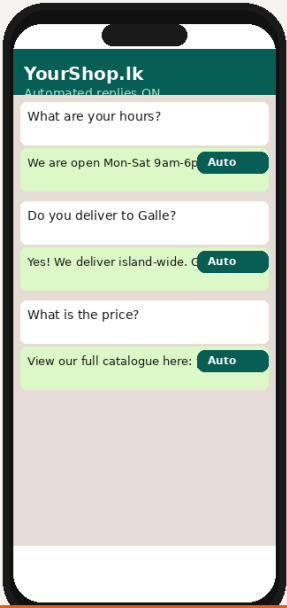
ChatGPT interface showing a prompt for a batik sarong and the AI-generated Instagram post result

02 Automate WhatsApp FAQ replies

If the same 10 questions arrive on WhatsApp every day, such as What are your hours, Do you deliver to Kandy, or What does X cost, automate the answers. WhatsApp Business has built-in Quick Replies: go to Business Tools, Quick Replies and add each common question and answer. For more advanced automation, WATI.io connects AI to your WhatsApp Business account. SITS can implement this under their Command package.

WhatsApp Quick Replies (free) - WATI.io - [SITS Customer Care Solution](#)

MODULE 08 STEP 02 - AUTOMATE WHATSAPP FAQ REPLIES



YourShop.lk
Automated replies ON

What are your hours?
We are open Mon-Sat 9am-6pm **Auto**

Do you deliver to Galle?
Yes! We deliver island-wide. **Auto**

What is the price?
View our full catalogue here: **Auto**

Set up Quick Replies in WhatsApp Business

Business Tools - Quick Replies - Add Reply

- /hours** **What are your hours?**
We are open Monday to Saturday 9am to 6pm. Closed on Sun...
- /deliver** **Do you deliver?**
Yes! We deliver island-wide. Colombo: same day. Other ar...
- /price** **How much does it cost?**
Prices range from LKR 600 to LKR 3,400. View our full ca...
- /order** **How do I order?**
Simply browse our catalogue, tell us what you want and w...
- /return** **What is your return policy?**
We accept returns within 7 days for undamaged items. Con...

Start with your 5 most common questions. You can add more Quick Replies any time.

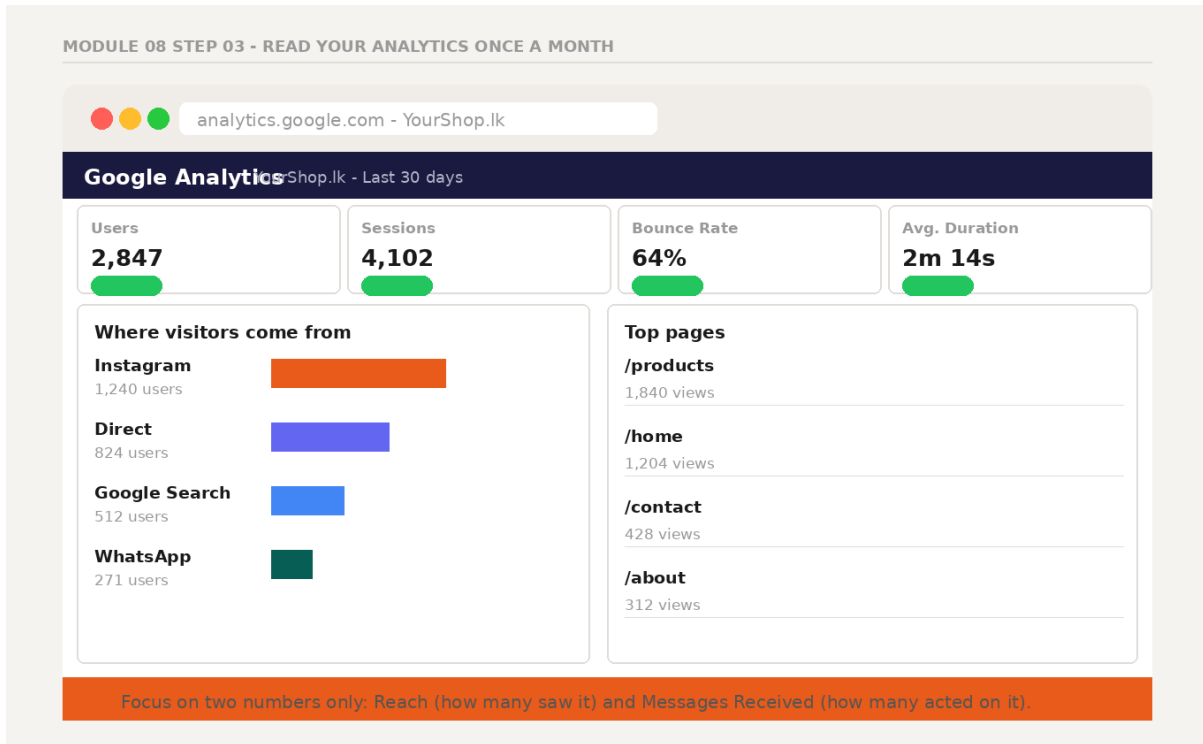
WhatsApp Business showing auto-replies and a list of 5 Quick Reply shortcuts to set up

03 Read your analytics once a month

Google Analytics (free) on your website tells you which pages people visit most, where they come from, and where they leave. Meta Business Suite tells you which posts your audience engages with and when they are online. Spend 20 minutes per month reading these. Over time you will know which products attract customers, which content drives sales, and where to put your next LKR 500 promotion budget.

Google Analytics (free) - Meta Business Suite (free)

Tip: Start with two metrics only: Reach (how many people saw it) and Messages Received (how many acted on it). Everything else can wait.



Google Analytics dashboard showing users, sessions, traffic sources and top pages

AFTER THIS MODULE

- ✓ Used AI to write at least one product description or social post
- ✓ WhatsApp FAQ replies automated for your 10 most common questions
- ✓ Google Analytics installed on your website
- ✓ A monthly habit of reviewing your social media analytics

COMMON MISTAKES

- ✗ Publishing AI content without reviewing it. Inaccurate posts damage trust fast
- ✗ Expecting AI to replace judgment on pricing, relationships, or strategy
- ✗ Getting overwhelmed by analytics. Focus on two numbers only to start

GLOBAL INSIGHT - ASEAN SME ACADEMY

Across Southeast Asia, SMEs that adopted **one AI tool and used it consistently for 90 days** saw measurable productivity gains. The critical factor was simplicity: one tool, one use case, one habit. Start with writing product descriptions. Get comfortable. Then add the next tool.