



AI Deeper Dive:
AI Agents and Automations

Christophe Zoghbi - Founder & CEO @ ZAKA

About Me



Christophe ZOGHBI

Founder & CEO at ZAKA · Software Engineer · AI Consultant/Educator

ZAKA

Leading AI training and consulting company in MENA, empowering individuals and organizations through AI education, community building, and real-world solutions.

AI Consultant

Advising companies across multiple industries on AI adoption, strategy, and implementation, from executive alignment to hands-on deployment.

Beirut AI

Built and scaled one of the region's largest AI communities across Lebanon, impacting thousands through programs, events, and initiatives.

Generative AI

AI Strategy

Community Building

AI Transformation



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Outline

- Introduction to Workflow Automation
 - Debunking Automation Misconceptions
 - Elements of Automation
- What Are AI Agents?
- Demo: Automation in Make.com

Introduction to Workflow Automation

Why Automate?

**Manual
everything**

Repetitive tasks

Lost Time

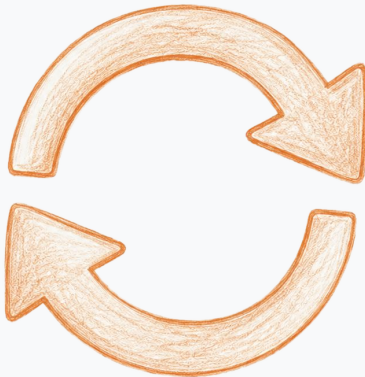


Best Candidates for Automation

Time-consuming



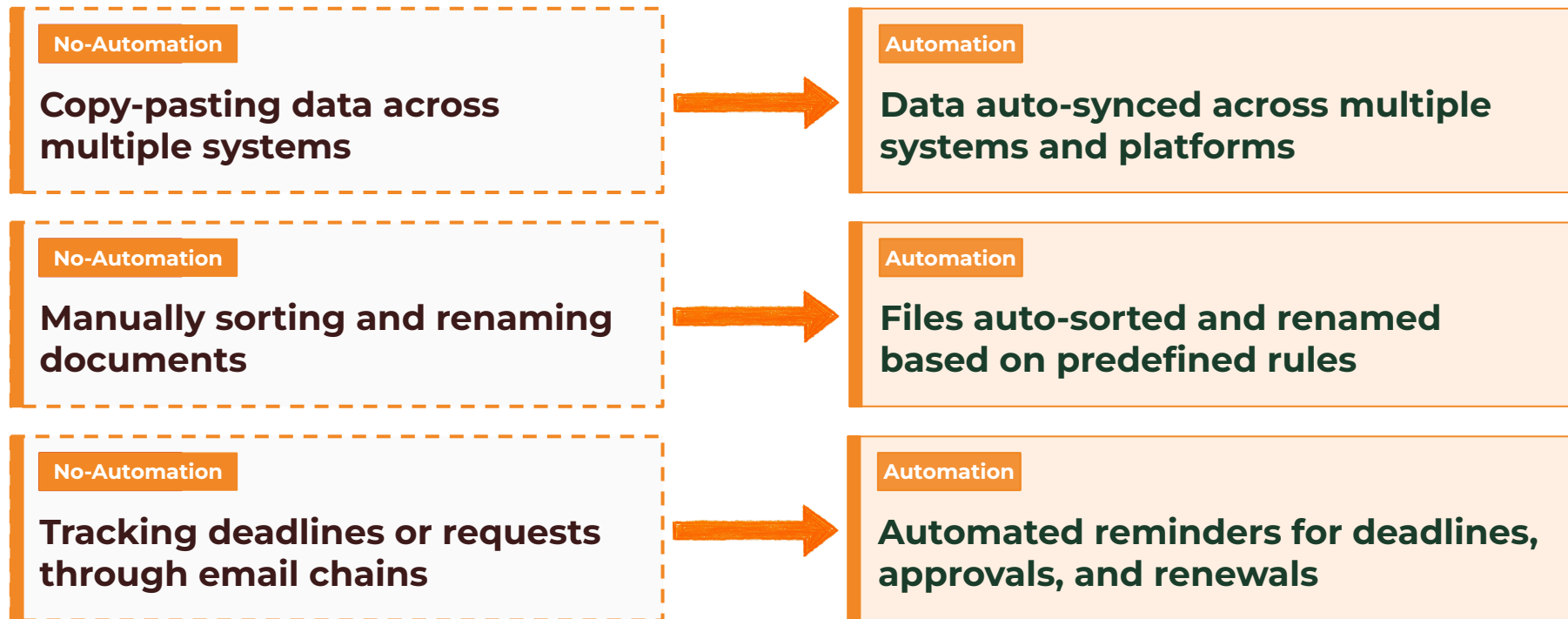
Repetitive



Low-complexity



How Automation Helps



Most popular automation services

Make



make.com

Powerful visual workflow builder great for complex no-code automations.

n8n



n8n.io

Best for AI agents and advanced automations with full flexibility and self-host

Zapier



zapier.com

Easiest and most popular automation platform for connecting apps fast

Microsoft Power Automate



microsoft.com

Enterprise automation, deeply integrated with Microsoft tools

Debunking Automation Misconceptions

Common Misconceptions



"Only large organizations use automation"

TRUE

FALSE

Common Misconceptions



*"Automation and AI
are the same thing"*

TRUE

FALSE

Common Misconceptions



"Automation reduces human error."

TRUE

FALSE

Common Misconceptions



*"You need coding skills
to automate
workflows."*

TRUE

FALSE

Common Misconceptions



"Bad processes become good processes when automated"

TRUE

FALSE

Elements of Automation

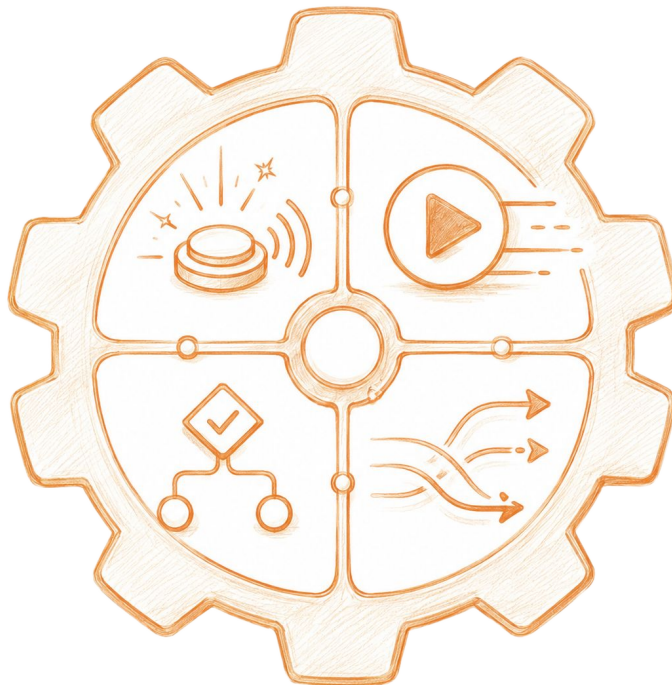
Automation Workflow Elements

Triggers

Actions

Conditions

Flows

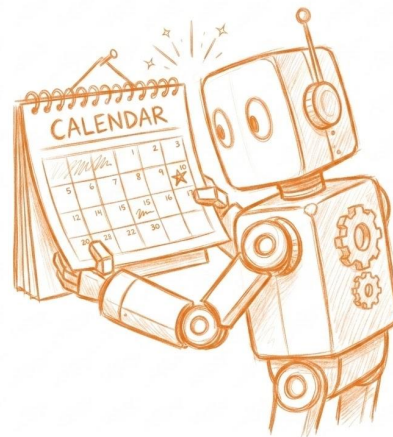


Triggers – The start of automation

Event: form submission / email

Schedule (every day/week/...)

Manually



Actions – What will the automation do?



Analyze documents with AI



Auto-send updates to
customers or staff



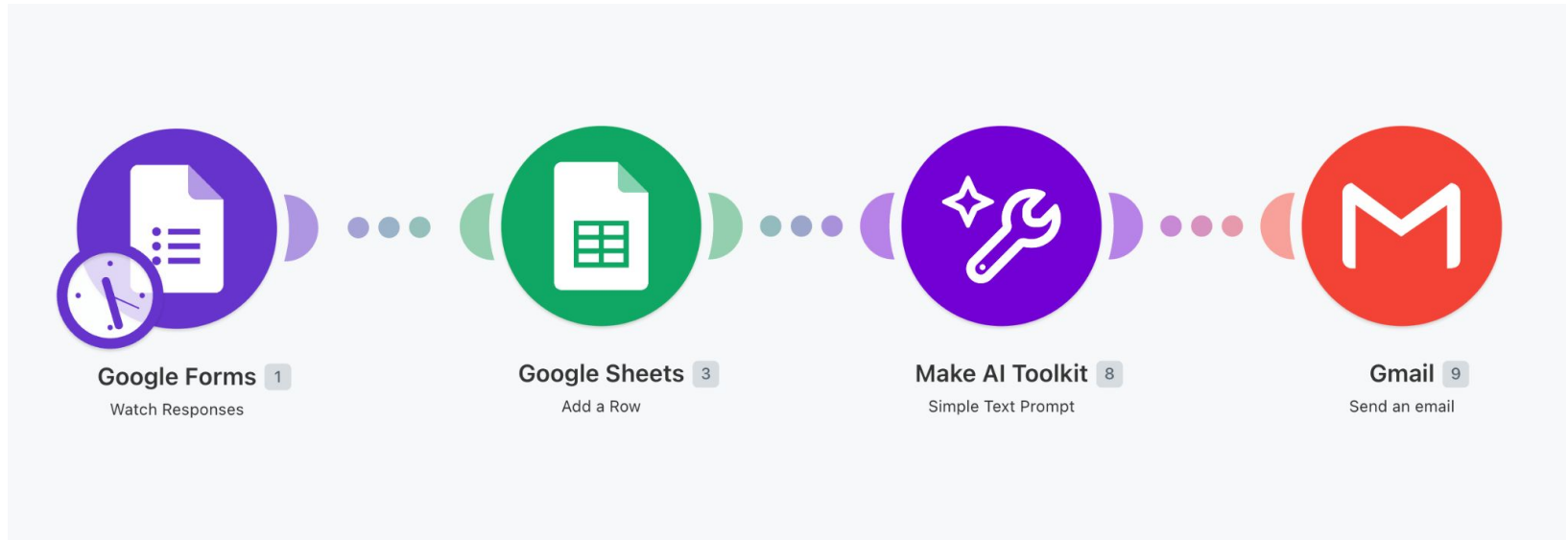
Add a new row in Google
Sheets



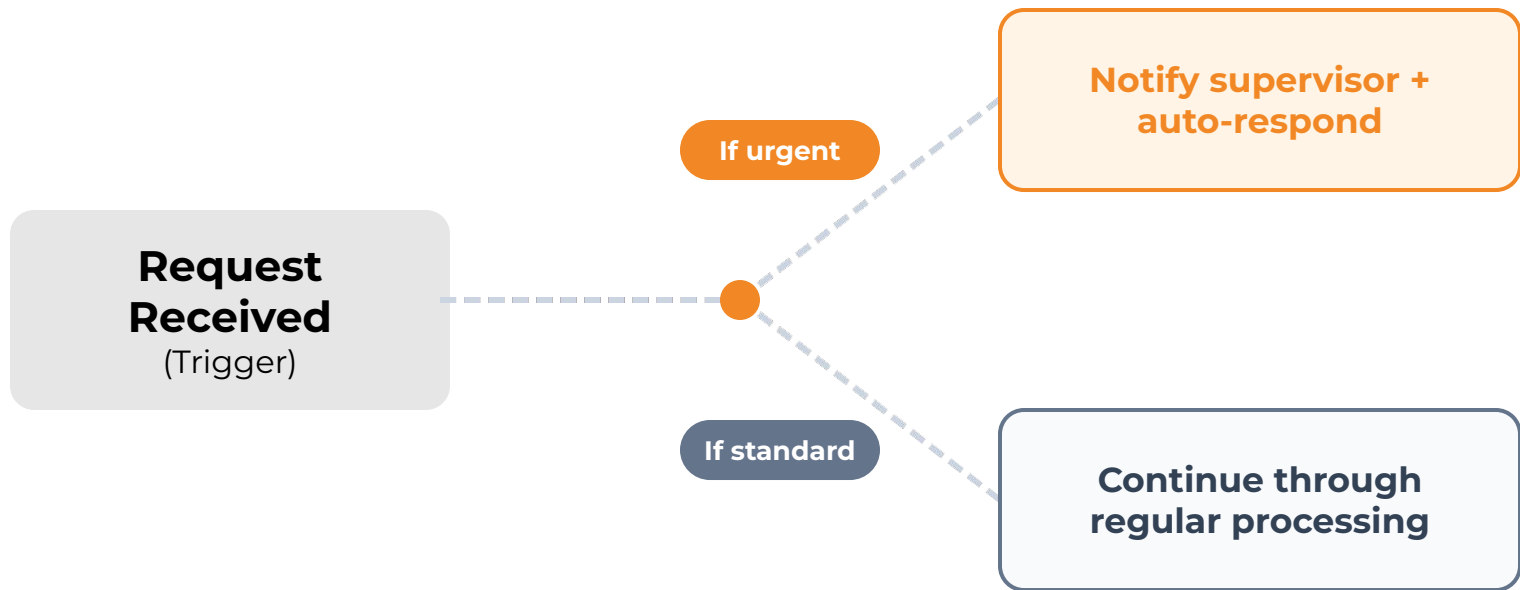
Generate summaries or
classifications

Flows – How does the automation run?

The overall logic/path that connects trigger and actions



Conditions: If this, then that



Conditions are an optional element, and don't exist for every workflow.

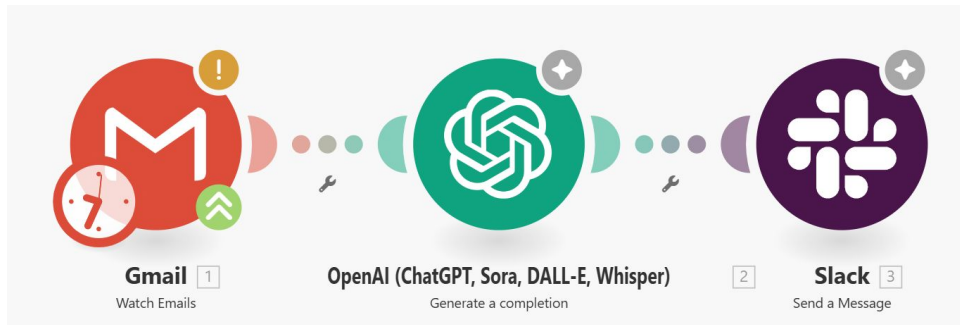
How AI Fits in Automation

AI can be used in **between steps** when **variety or customization** is needed

Summarizing
application packets
or HR documents

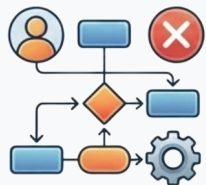
Drafting email
templates and
notifications

Analyzing
sentiment or
criteria matching



What Are AI Agents?

What Agents Are Not



Not Just a Workflow

They are autonomous, not just human-assisted steps.



Not Fully Predictable

Their actions adapt and change based on the environment and goals.



Not a Simple Prompt Chain

They reason, plan, and iterate, not just follow a linear sequence.

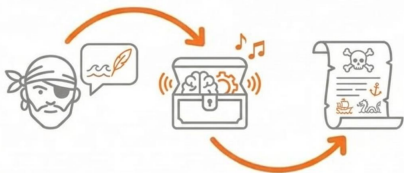


Not for Rigid Control

Best for dynamic, goal-oriented tasks, not strictly predefined processes.

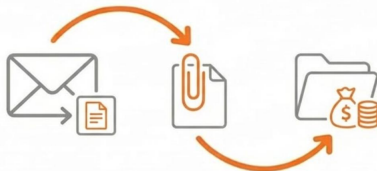
Chatbot, Automation, or Agent?

Chatbot



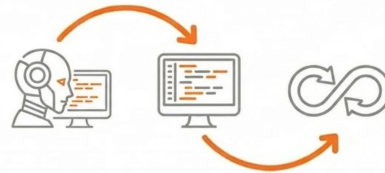
User says: "Pretend you are a pirate and write a poem about the sea." System generates a creative text response based on its training

Automation



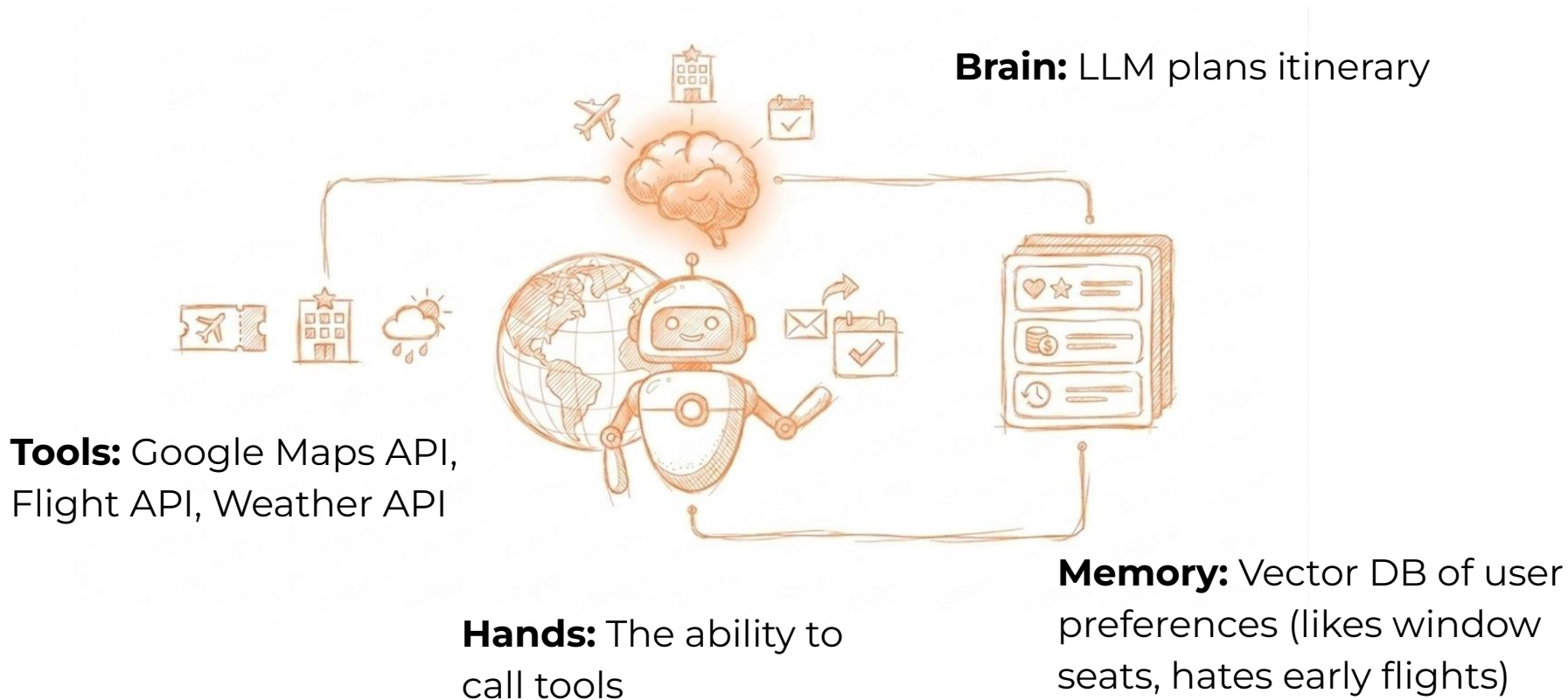
When an email arrives with the subject "Invoice", the system directly saves the attachment to the "Finance" folder.

Agent



User says: "Debug this script." System analyzes the code, runs it to find errors, rewrites the code, and tests it again until it works

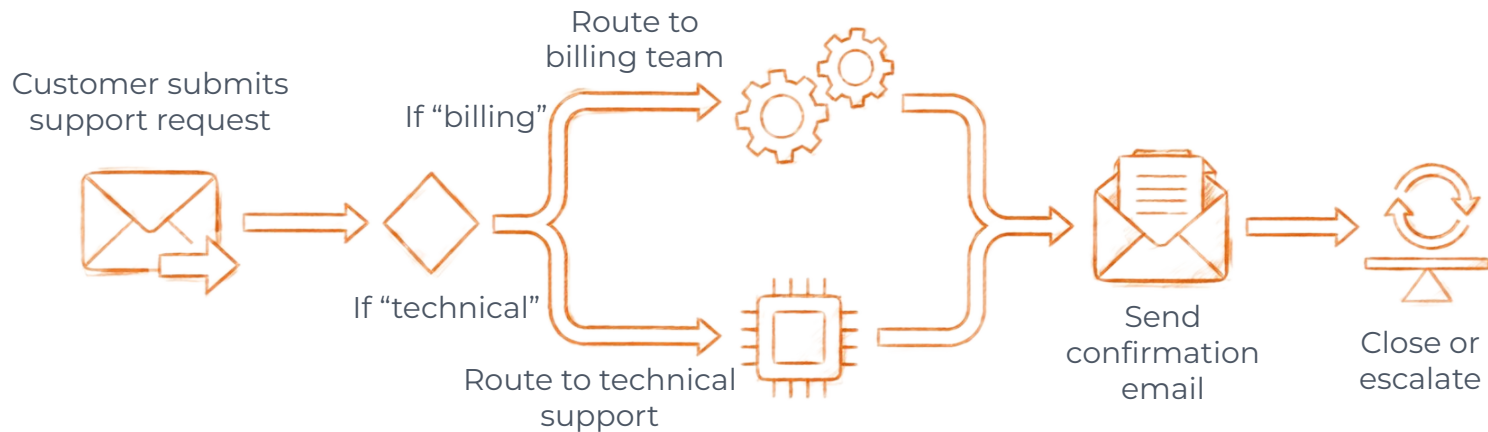
Example Agent: Travel Planner



How Workflows Behave: An Example

Scenario: Handling incoming customer support requests

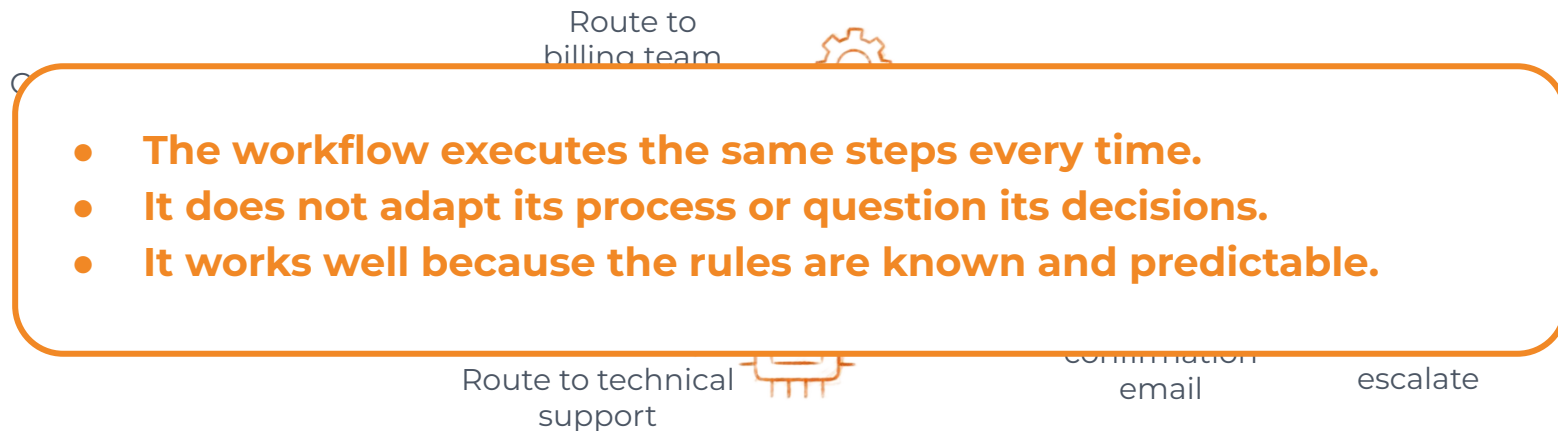
In a **workflow-based** system, the process is predefined.



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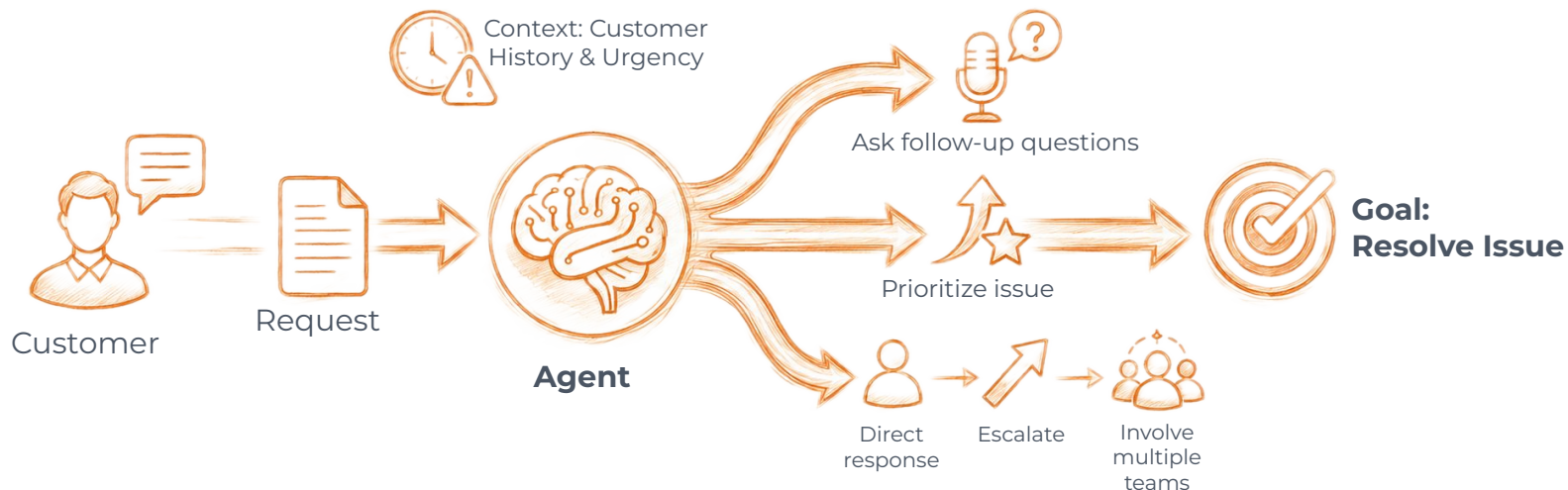
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How Agents Behave: An Example

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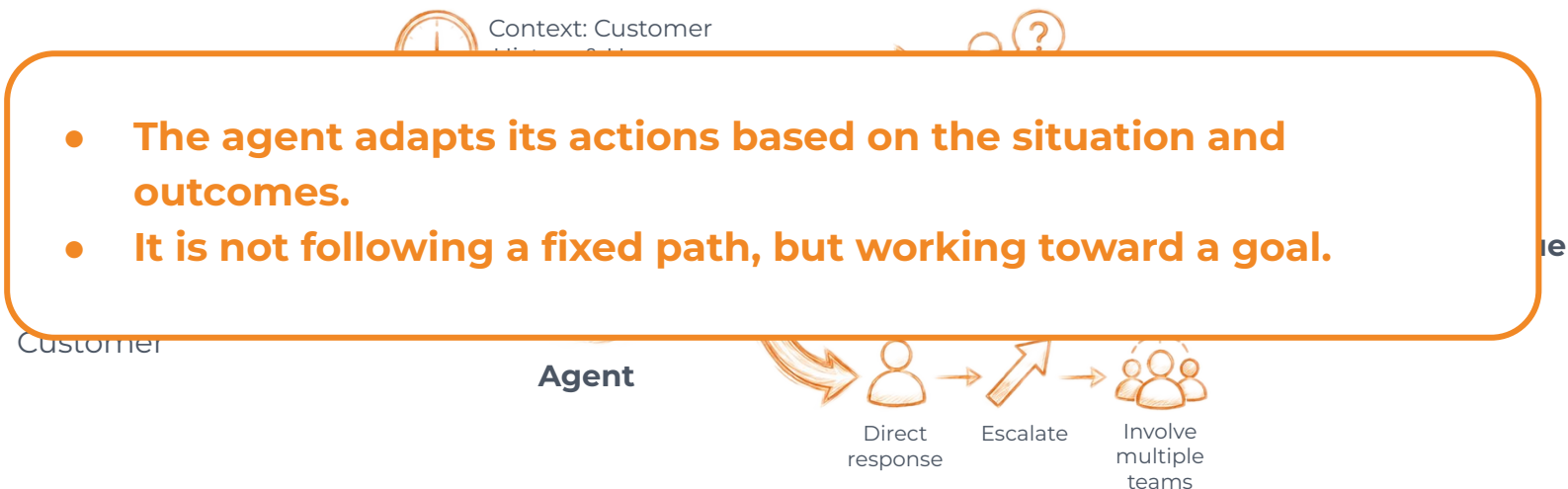
In an **agent-based** system, the goal is to resolve the customer's issue.



How Agents Behave: An Example

Scenario: Handling incoming customer support requests

In an **agent-based** system, the goal is to resolve the customer's issue.



Demo: Automation in make.com

THANK YOU



www.zaka.ai