



How can I assist you today?



What is Alia

Alia is Chalhoub Group's official in-house GenAI tool, built by and for Chalhoub employees to make their work faster, smarter, and more secure.

1,500+ employees across the company are already using Alia to support their day-to-day work.



Alia uses the latest OpenAI models



Alia is fully secure.
100% compliant with Chalhoub Group systems



Alia integrates with MS Teams = accessible at your fingertips

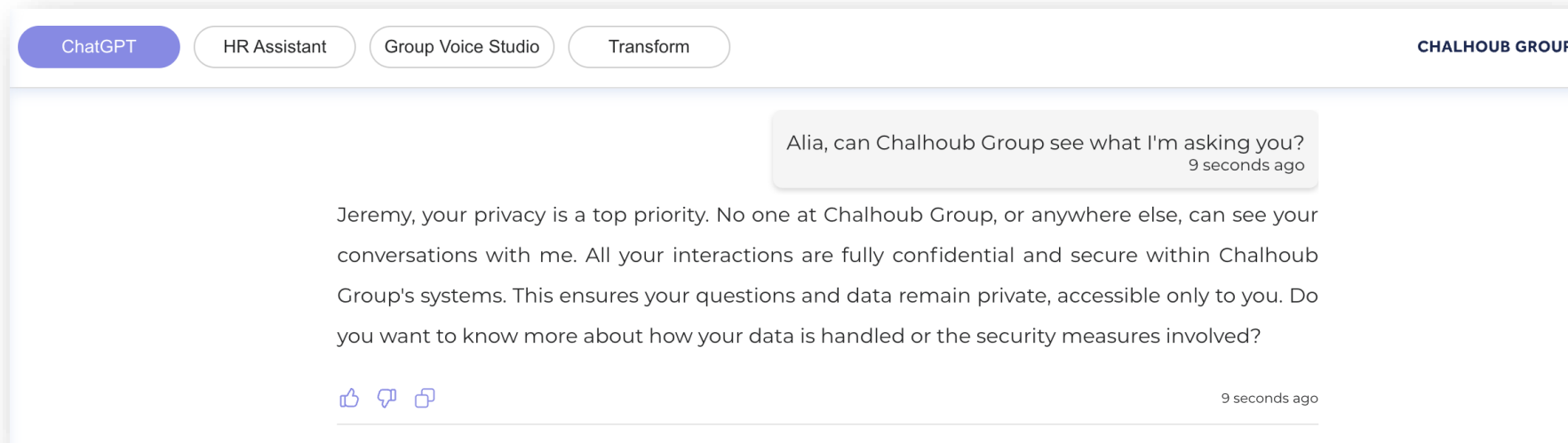


Alia will continuously evolve with the needs of our teams

Wait, there is more!

Your prompts are private, which means we cannot see what you ask Alia

It's free for you, free for your teams.
Alia is fully funded by the Ai Lab



The screenshot shows the Alia chat interface. At the top, there are four tabs: "ChatGPT" (selected), "HR Assistant", "Group Voice Studio", and "Transform". The user's name "JEREMY" is visible in the top right corner. The chat history shows a question from the user: "Alia, can Chalhoub Group see what I'm asking you?" followed by Alia's response: "Jeremy, your privacy is a top priority. No one at Chalhoub Group, or anywhere else, can see your conversations with me. All your interactions are fully confidential and secure within Chalhoub Group's systems. This ensures your questions and data remain private, accessible only to you. Do you want to know more about how your data is handled or the security measures involved?". At the bottom, there are icons for thumbs up, thumbs down, and share, along with a timestamp "9 seconds ago".

ChatGPT HR Assistant Group Voice Studio Transform

CHALHOUB GROUP

Alia, can Chalhoub Group see what I'm asking you?
9 seconds ago

Jeremy, your privacy is a top priority. No one at Chalhoub Group, or anywhere else, can see your conversations with me. All your interactions are fully confidential and secure within Chalhoub Group's systems. This ensures your questions and data remain private, accessible only to you. Do you want to know more about how your data is handled or the security measures involved?

9 seconds ago

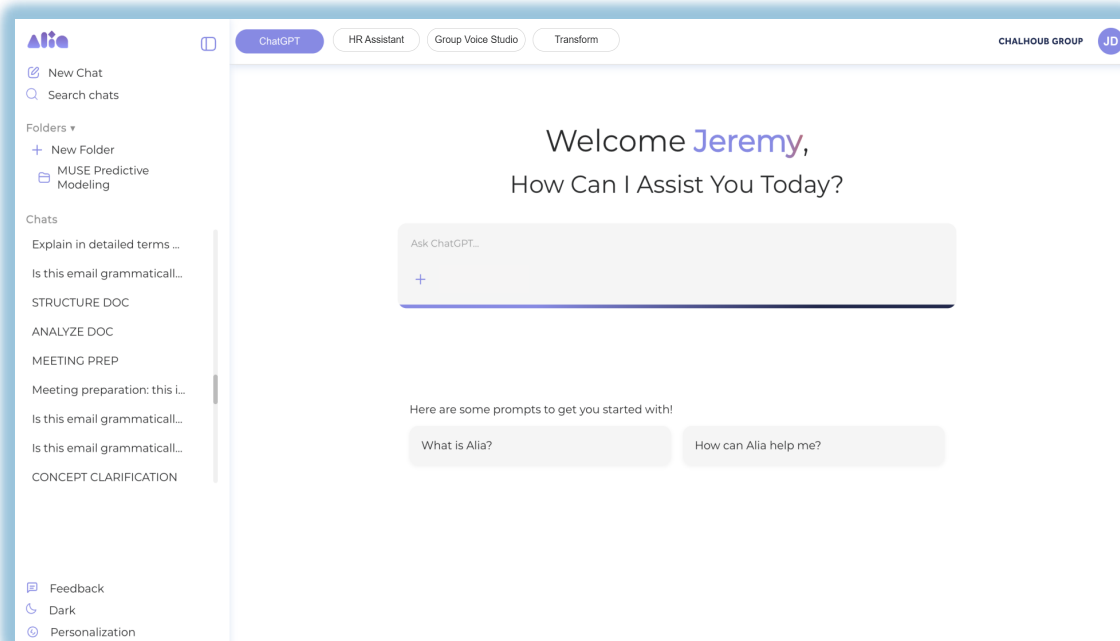
Alia: Web vs MS Teams



Web: best for complex tasks

alia.chalhoubgroup.com

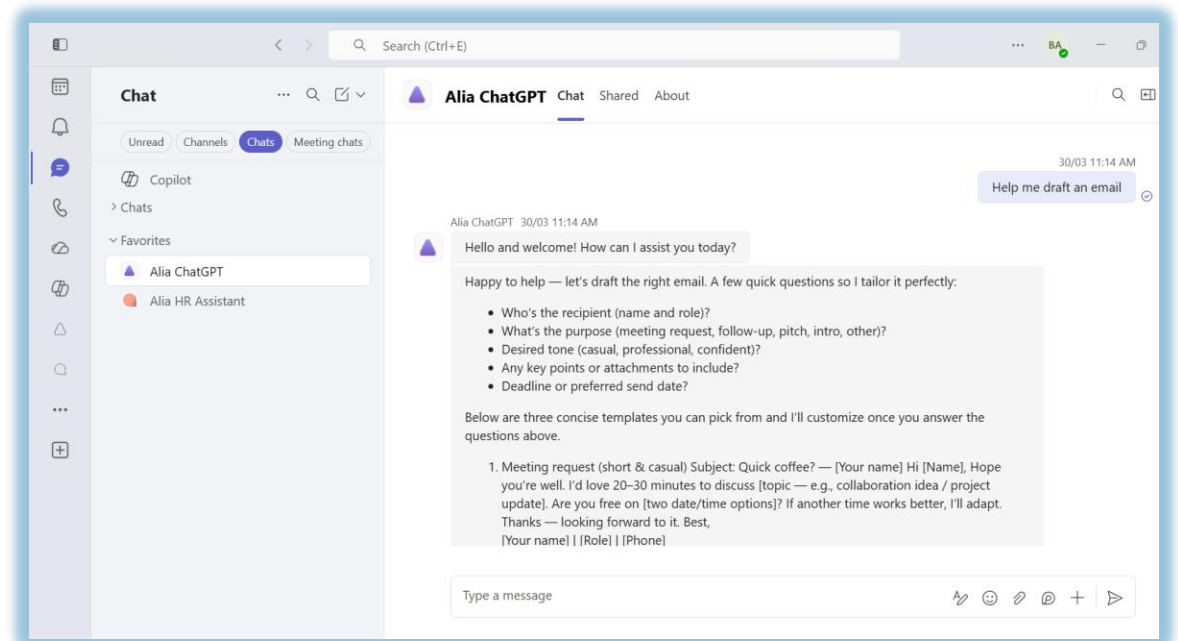
Who is it for? For those looking to perform more complex tasks, including working with documents and prompts requiring multiple iterations.



MS Teams: best for quick, on-the-go tasks

Available via Teams App Store

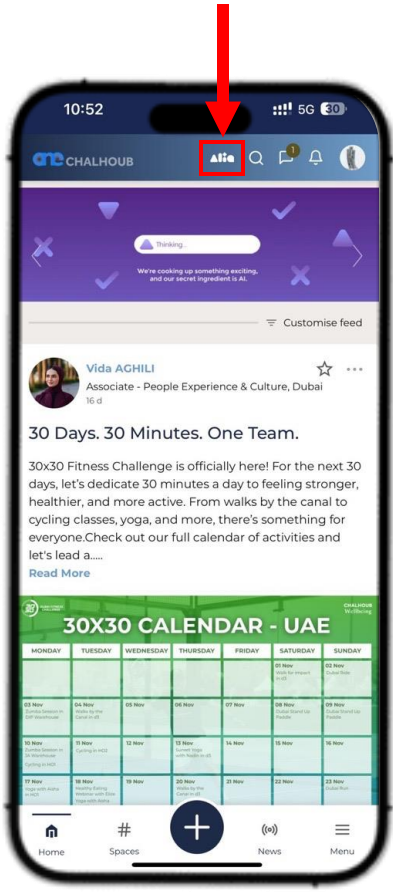
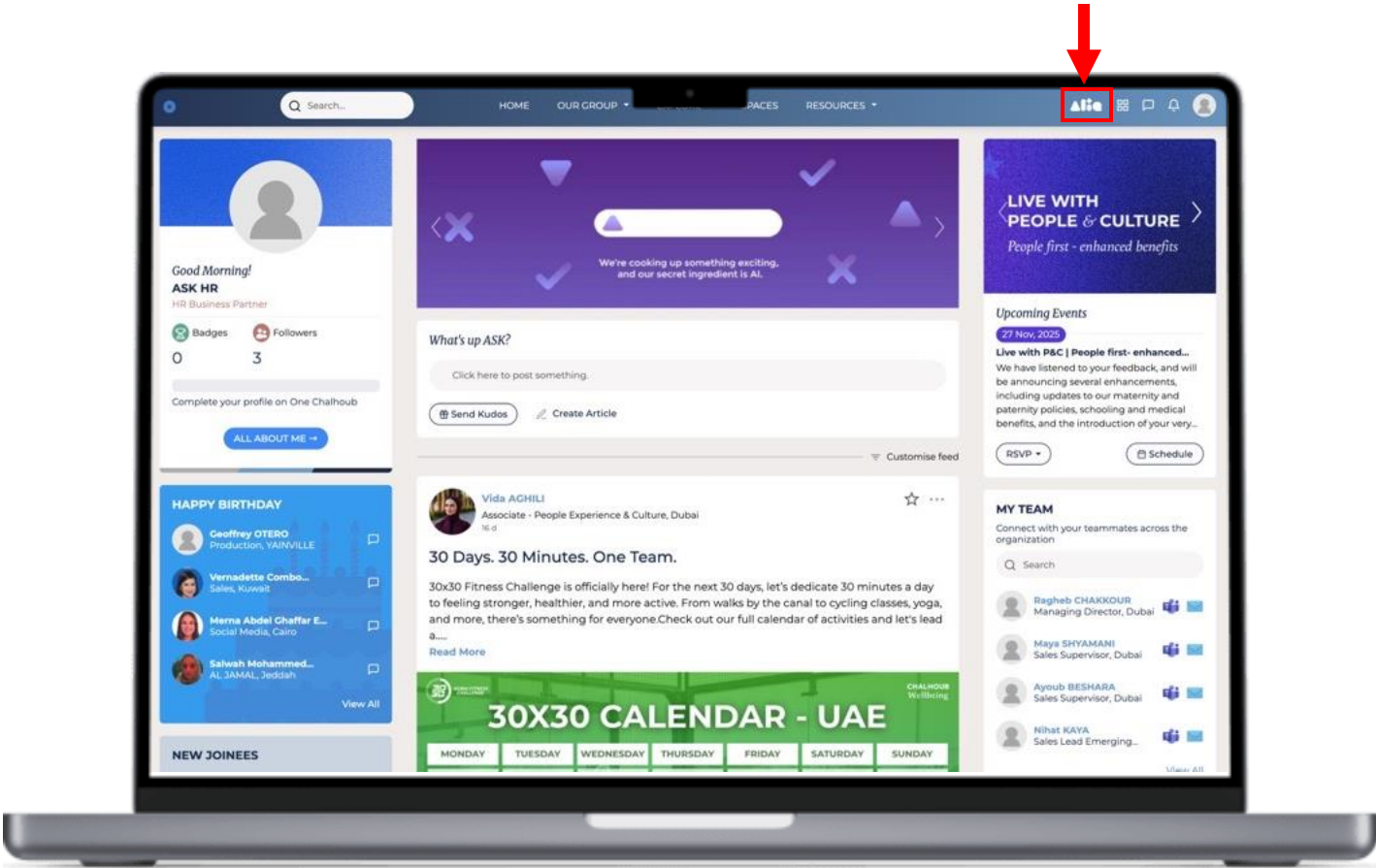
Who is it for? For those looking for quick text-based tasks like email edits, short summaries, or on-the-spot brainstorming



Accessing Alia via Web



You can access Alia at: alia.chalhoubgroup.com
or
via OneChalhoub



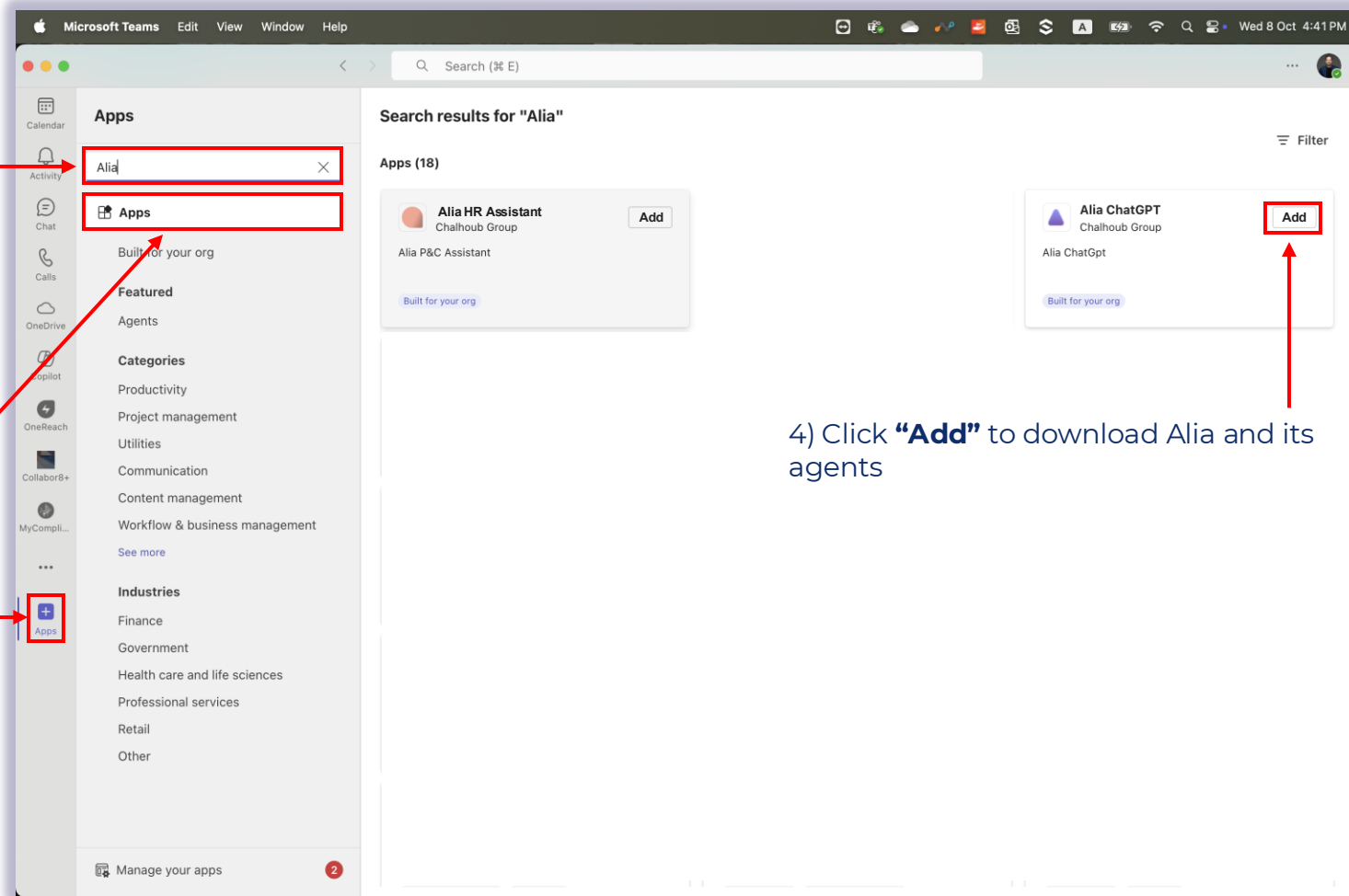
Accessing Alia via MS Teams

Here is how you can install Alia and its respective agent(s) on MS Teams:

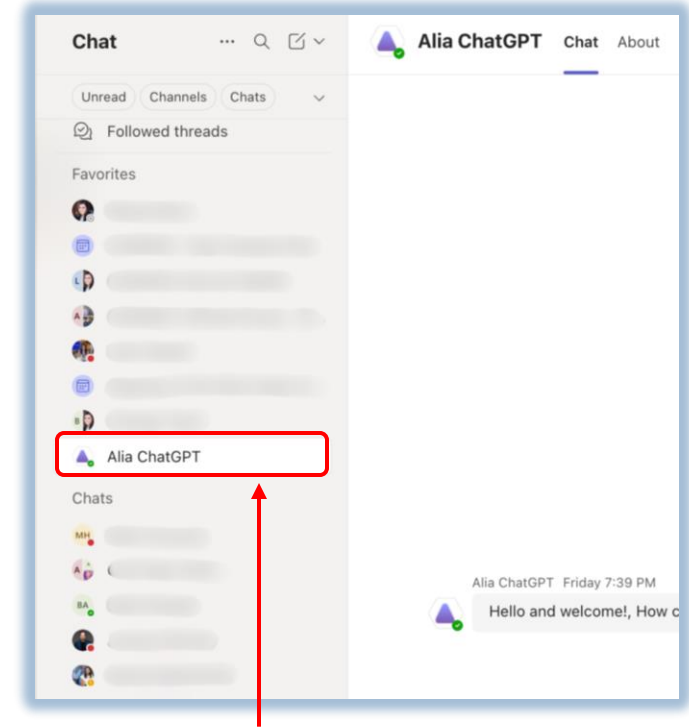
3) Click on the search bar and type **"Alia"**

2) Select **"Apps"** from the list

1) Click on the **Apps icon**



4) Click **"Add"** to download Alia and its agents



You can now find the Alia App in the left panel along with your contacts and other downloaded Apps

(Tip: click on the "... " and move Alia to your Favorites 😊)

What does Alia offer?



	Alio	ChatGPT (free version)	Claude (free version)
Chalhoub Group's Privacy Compliance	✓	✗ ⚠ *	✗ ⚠ *
Chalhoub Group's specialized agents connecting to our data	✓	✗	✗
Integrates with MS Teams	✓	✗	✗
Personalization	✓	✗	✓
Web Search	✓	✓	✓
File and Image Upload	✓	✓	✓
Generating Documents (PDF, Excel, Word, CSV)	Coming soon (June)	✓	✓
Generating Images	Coming soon (June)	✓	✗
Generating PowerPoints	Coming soon (July)	✗	Limited capabilities
Voice Integration (speech-to-text)	Coming soon (July)	✓	✓
Generating code	Basic abilities	Basic abilities	✓

*Use of ChatGPT, Claude, or any non-enterprise AI tools not procured through our official process is strictly forbidden, in accordance with our employee code of conduct.

Alia's main page (web)



Specialized agents

Secured SSO access

Folders to sort your chats

Chat history

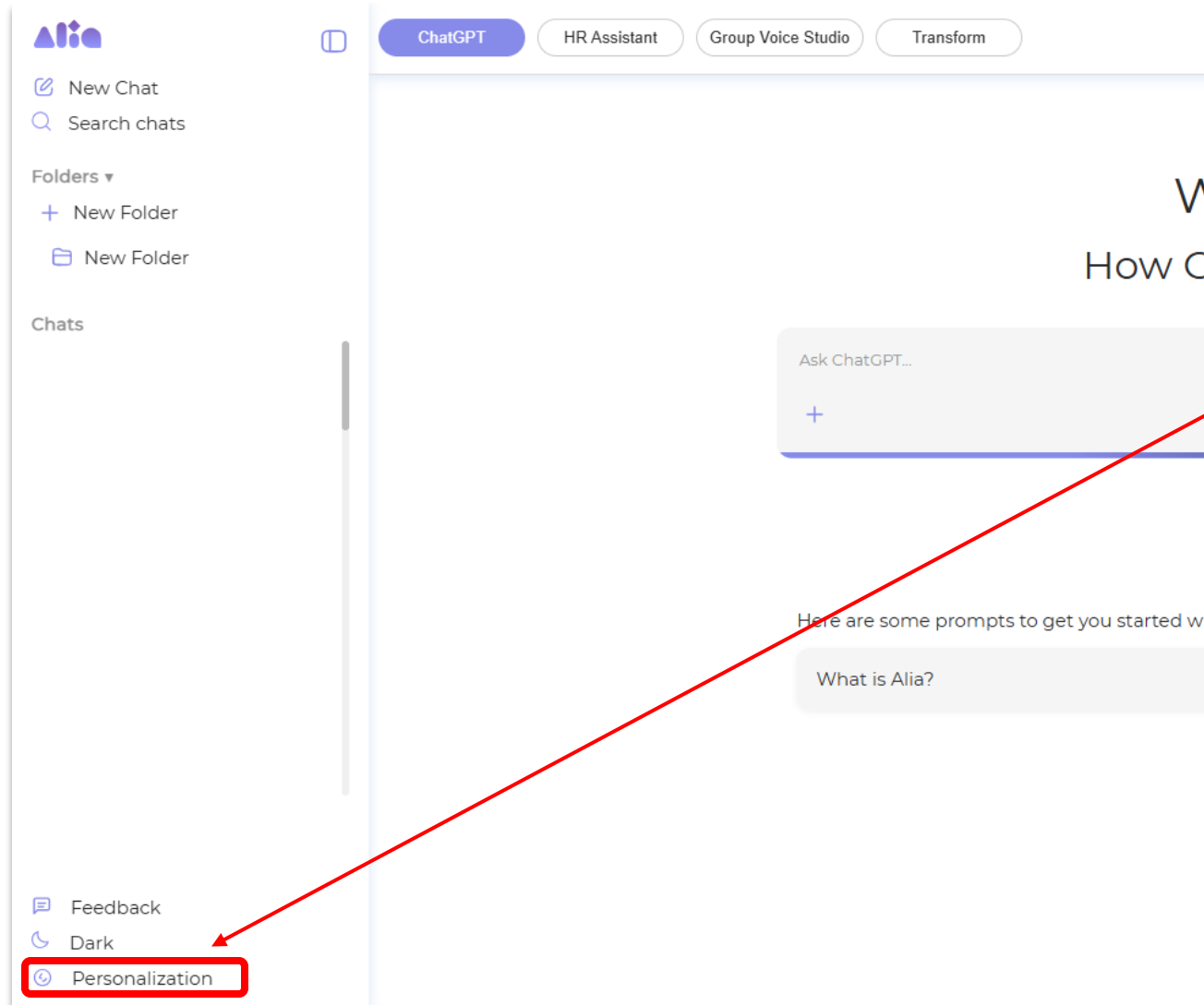
The screenshot shows the Alia web interface. At the top left is the Alia logo. Below it are 'New Chat' and 'Search chats' options. A 'Folders' section contains 'New Folder' and 'MUSE Predictive Modeling'. A 'Chats' list shows several chat titles, including 'Explain in detailed terms...', 'Is this email grammatical...', 'STRUCTURE DOC', 'ANALYZE DOC', 'MEETING PREP', 'Meeting preparation: this i...', 'Is this email grammatical...', 'Is this email grammatical...', and 'CONCEPT CLARIFICATION'. At the bottom left are 'Feedback', 'Dark', and 'Personalization' settings. The top right shows 'CHALHOUB GROUP' and a user profile 'JD'. The main content area features a 'Welcome Jeremy, How Can I Assist You Today?' message, an 'Ask ChatGPT...' input field with a '+ File upload' button, and two prompt buttons: 'What is Alia?' and 'How can Alia help me?'. A 'Specialized agents' bar at the top contains 'ChatGPT', 'HR Assistant', 'Group Voice Studio', and 'Transform' buttons.

Feedback and tech support area

Dark mode

Personalization for tone of voice and output format

Personalization



Your first step when using Alia is to personalize it. Tailor Alia to your style and output preferences. **The quality of your output highly depends on the quality of your prompts and how well you personalize Alia.**

Examples of personalization

Works if you are...

Speedy

A busy user who uses AI to get fast, reliable outputs you can act on immediately.

What traits should ChatGPT have? ✕

I want fast, direct, unambiguous instructions. Keep explanations brief unless I ask for more detail.

Chatty Witty Straight shooting Encouraging Gen Z
Traditional Forward thinking Poetic Humble Silly
Direct **Pragmatic** Corporate Outside the box
Empathetic ▲

Reset

Anything else ChatGPT should know about you?

Use bullets instead of paragraphs, avoid repetition, and keep responses as concise as possible.

Save

Analytical

A deep-dive user who use AI for research, hypothesis testing, and complex problem solving.

What traits should ChatGPT have? ✕

I want precise, formal language with appropriate business jargon.

Chatty Witty Straight shooting Encouraging Gen Z
Traditional Forward thinking Poetic Humble Silly
Direct Pragmatic **Corporate** Outside the box
Empathetic ▲

Reset

Anything else ChatGPT should know about you?

I want polished and precise phrasing. Include clear structure and organization.

Save

Creative

A creative user who use AI to brainstorm, draft, and iterate creative work.

What traits should ChatGPT have? ✕

I want more human-like responses, with spontaneity and personality. Be creative, clever, playful. Generate unconventional ideas.

Chatty **Witty** Straight shooting Encouraging **Gen Z**
Traditional **Forward thinking** **Poetic** Humble **Silly**
Direct Pragmatic Corporate **Outside the box**
Empathetic ▲

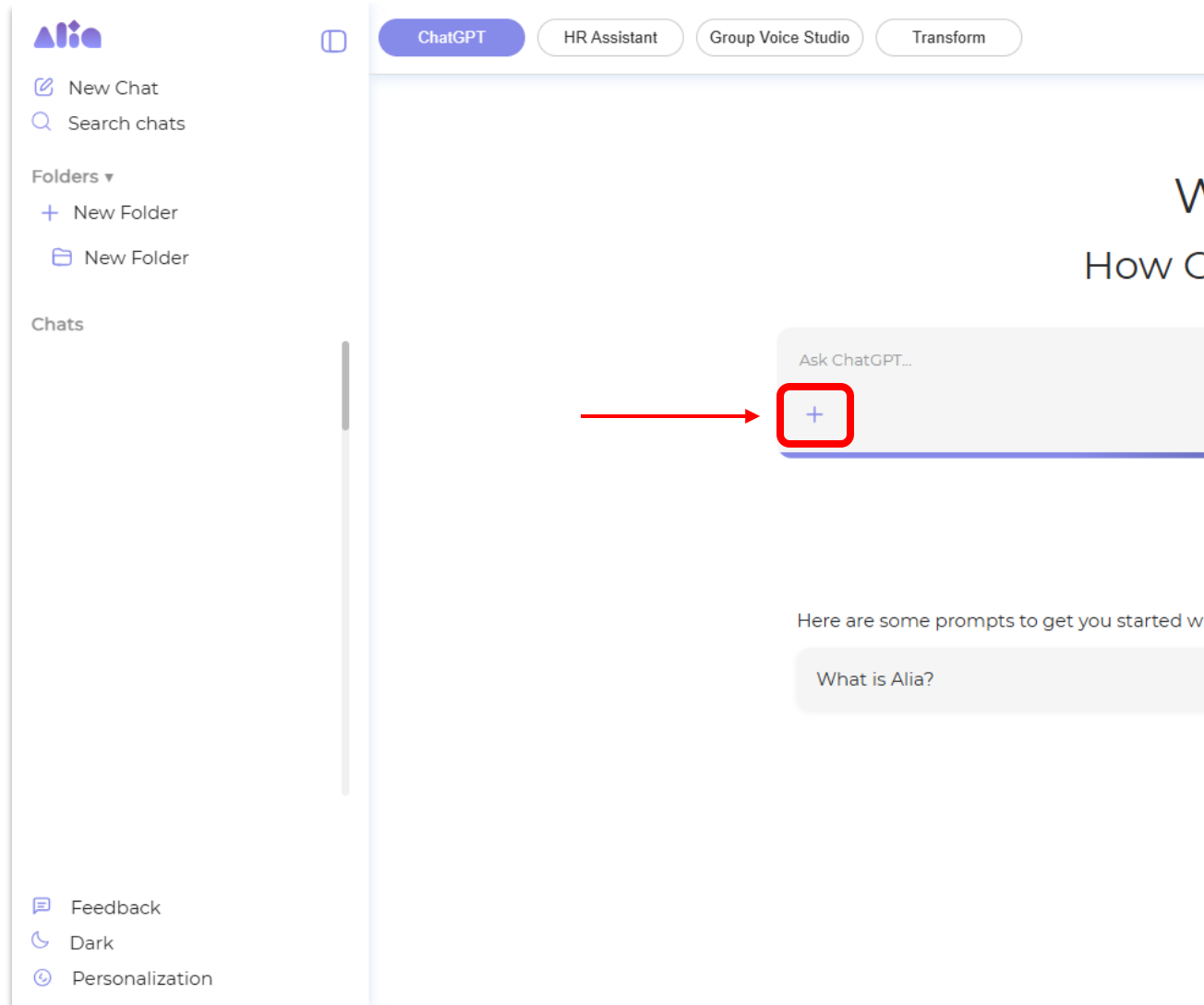
Reset

Anything else ChatGPT should know about you?

Generate multiple different ideas, not multiple variations of the same idea. Each idea should take a fundamentally different approach.

Save

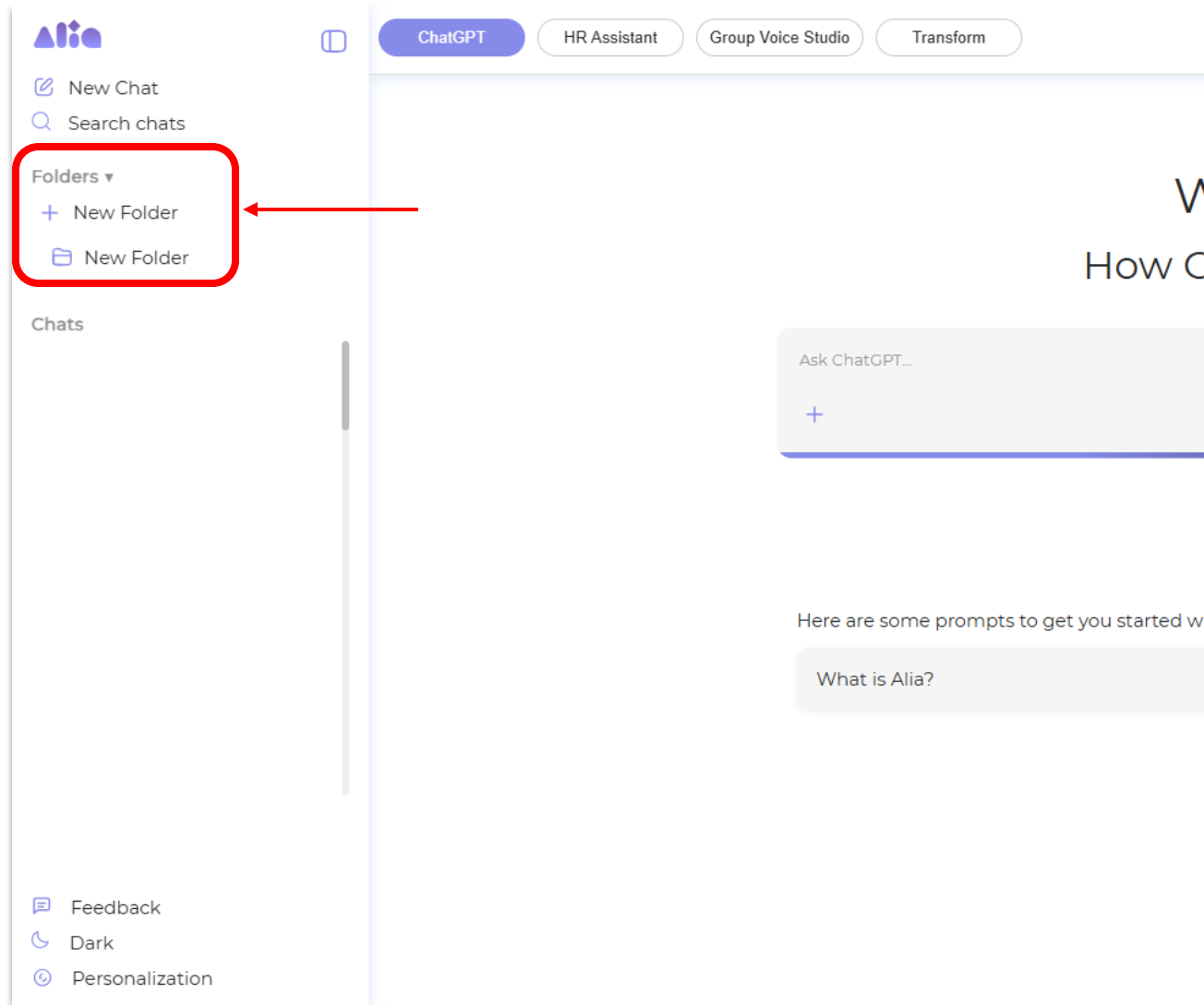
File upload



You can work with one or multiple documents to analyze, summarize, or compare. You can upload up to 3 images or 3 files of the same type per prompt (max 20MB).

Files are kept for 2 hours only.

Folders



To avoid your chat log getting crowded, start your chat by **using folders to group, manage, and quickly find them whenever you need.**



Feature and Agent Roadmap (Q2-Q3 '26)

		MARCH	APRIL	MAY	JUNE	JULY
PLATFORM						
V	Platform upgrades	Facilitates dev cycles for internal teams & 3rd parties	Delivered	Delivered	Delivered	
V	Codebase upgrades	Modernizes architecture; reliability, cost, velocity	Delivered	Delivered		
FEATURES						
V	Service continuity	Failover for Azure region outages — auto-switch to backup	Delivered	Delivered		
V	Session handling	Reduce unnecessary re-authentication & refresh	Delivered	Delivered		
V	Embedded web search	Auto-trigger web search from prompt — no manual button	Delivered	Delivered		
	Model choice	Enable model selection for users		In progress	In progress	In progress
	Image generation	Enable the creation of images			In progress	In progress
	Powerpoint Generation	Enable the generation of Powerpoint slides			In progress	In progress
T	Memory of last conversations	Project-level conversational memory + user preferences			In progress	In progress
T	Outputting files (CSV / DOCX / PDF)	Export generated responses into downloadable docs			In progress	In progress
T	Push notifications	Admin-triggered messages to users via web app			In progress	In progress
T	New-feature pop-up	In-platform notifications for new releases & updates			In progress	In progress
T	Voice integration	Mic-based input (EN/AR ASR), text response pipeline			In progress	In progress
T	CustomGPT	Persisted documents in projects, RAG-based retrieval			In progress	In progress
T	STOP button — generation control	Halt in-progress LLM stream mid-response			In progress	In progress
T	Prompt library	Curated, ready-to-use prompt templates			In progress	In progress
T	Editing model outputs	Edit Alia responses inline; version toggle preserved				In progress
T	Draft preservation	Auto-save partial inputs across refresh / navigation				In progress
T	Dark / Light theme persistence	User-selected UI theme persisted across sessions				In progress
T	Collapsed navigation menu	Collapse / expand nav panel to optimize workspace				In progress
T	Tracing	App-level tracing across the GenAI request pipeline				In progress
AGENTS						
V	TRANSFORM	Ready for Production	Delivered	In progress		
V	COMMUNICATIONS	Ready for Production	Delivered	In progress		
	DATA	Commitment from Data TOM			In progress	In progress
	INTELLIGENCE	Being prototyped			In progress	In progress

■ Delivered
 ■ In progress
 ■ Planned



Alia will continuously evolve with your support and feedback. Stay tuned for upcoming upgrades and new feature releases on OneChalhoub and our dedicated newsletter.

