

Shayne Hall Demonstrates Live AI Agent Build at Final Louisiana SBDC Series

Founder of Alpha Dog Digital demonstrates multi-format lead processing using Claude Cowork skills.



Lafayette, Louisiana Jul 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Shayne Hall, Fractional Chief Marketing Officer (FCMO) and founder of Alpha Dog Digital, has concluded a three-part artificial intelligence workshop series for the Louisiana Small Business Development Center (LSBDC) at the University of Louisiana at Lafayette. The final session provided local business leaders with a framework for operational integration, featuring a live build of a custom AI agent.

During the presentation, Hall illustrated the core operational differences between linear, pure automation software and autonomous AI agents. To demonstrate the execution capacity of agentic systems, Hall introduced a live scenario featuring multi-channel inbound lead processing for a simulated construction enterprise.

Hall fed Claude Cowork raw, unformatted lead data across seven distinct entry formats—including a voicemail transcription, text message thread, web form submission, forwarded email, handwritten note, and an export from an outdated spreadsheet. During the demonstration, Hall first submitted a single prompt directly to Claude Cowork, which executed the multi-format data extraction and workbook creation seamlessly. Following the live test, Hall walked attendees through building a reusable SKILL.md instruction file, establishing a standardized framework that allows any agentic AI system to execute the process reliably on demand.

"There are plenty of beginner-friendly, non-technical agentic tools on the market today, but when your business requires a custom solution, you don't need to be a developer," said Shayne Hall, Founder of Alpha Dog Digital. "You start by asking AI to help you write the skill file and connect the tools the agent needs to execute the task. Understanding when to use standard linear automation versus when to deploy an autonomous AI agent is what allows business owners to scale operations cleanly."

The conclusion of the three-part LSBDC series marks a milestone for regional Answer Engine Optimization (AEO) and AI implementation initiatives across Acadiana.

For additional details on future business development services, AI agent frameworks, or to request an Answer Engine Optimization (AEO) website audit, visit alphadogdigital.com.

About Shayne Hall & Alpha Dog Digital Shayne Hall is a Fractional Chief Marketing Officer (FCMO) and the founder of Alpha Dog Digital, a Revenue Operations and digital marketing agency based in Lafayette, Louisiana. Hall develops high-authority digital infrastructure, Answer Engine Optimization (AEO) frameworks, and custom AI agent systems designed to optimize operational workflows and secure direct citations inside conversational search layers.



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