Elevate Your Business with AI

Colleen Keyworth
Director of Sales & Marketing
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Meet Colleen Keyworth

- VP of Sales & Marketing for Online-Access, an HVAC web marketing company located in Michigan.
- ACHR News' 2019 'Top 40 under 40' in the HVAC Industry.
- Service Nation's "Women of the Year" award for 2020.
- Former President of Women in HVACR.
- Secretary & Board Member of the Southeast Michigan Air Conditioning Contractors Association.
- President of International Network of Women in Cooling (INWIC).
- Board Trustee EGIA Foundation
- Co- Chair for HARDI's DEI Council

Online Access

Southeast Michigan Air Conditioning Contractors Association

VHP

WOMEN IN HVACR
Networking. Education. Mentoring.

INTERNATIONAL NETWORK OF WOMEN IN COOLING
INWIC

TOP UNDER FORTY the NEWS 40 2019

EGIA FOUNDATION

What is AI

Artificial Intelligence (AI) allows machines to imitate human thinking, including reasoning, learning, and problem-solving.

For businesses, AI can boost efficiency and profits. Its true value lies in how it enhances human abilities, helping us work better and smarter.

Common AI Terms

Prompt: A snippet of text or information that implies your intention to AI and helps direct their response so it's specifically tailored to your request.

GPT: Generative Pre-trained Transformer, a family of neural network models that uses the transformer architecture and is a key advancement in AI powering generative AI applications such as ChatGPT.

Artificial general intelligence (AGI): is a field of theoretical AI research that attempts to create software with human-like intelligence and the ability to self-teach. "THEORY OF MIND"

Algorithm: A set of instructions to be followed in calculations or other operations.

Deep Learning: A method in AI that teaches computers to process data in a way that is inspired by the human brain.

Machine Learning: A branch of AI and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.

Large Language Model (LLM): Deep learning algorithms that can recognize, summarize, translate, predict, and generate content using very large datasets.

Natural Language Processing (NLP): A machine learning technology that gives computers the ability to interpret, manipulate, and comprehend human language.

Neural Network: A system of algorithms and artificial intelligence that mimics the same pathways in the human brain to learn, adapt, and carry out tasks.

Advantages of Using AI Tools In Your Business

1. Enhanced Data Analysis

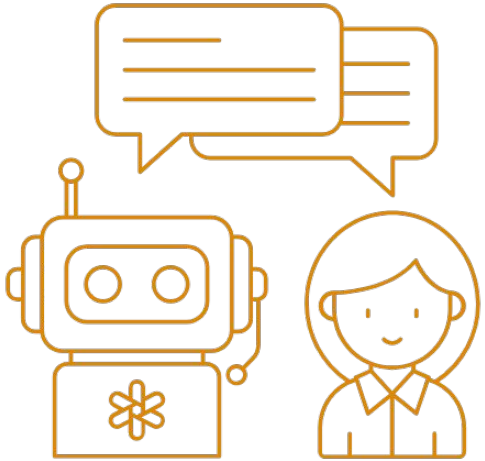
AI tools excel at processing large datasets in real-time, enabling marketers to make informed decisions and tailor strategies to their target audience.

2. Personalized Customer Experiences

AI marketing tools facilitate highly personalized experiences by providing tailored recommendations and addressing customer queries.

3. Cost and Time Efficiency

Automation allows businesses to streamline repetitive tasks, such as data analysis, content creation, and campaign optimization, saving both time and costs.



The Legal Issues & Ethics Thus Far

Currently, there is no comprehensive federal legislation or regulations in the US that regulate the development of AI or specifically prohibit or restrict their use. That said, there are more than 120 AI bills being considered by the US Congress, covering a wide range of issues such as AI education, copyright disclosure, AI robocalls, biological risks, and AI's role in national security, including prohibiting AI from launching nuclear weapons autonomously.

Opacity. Bias. Discrimination. Autonomy.
Informational privacy and group privacy. Automation bias.

Intellectual Property Laws and AI-generated Content

Ownership Challenges

- Traditional copyright laws designate humans as creators, AI blurs the line.
- AI introduces complexities in determining creatorship: Is it the programmer, the user, or the AI itself?

Copyright Infringement Risks

- Since AI models like ChatGPT learn from vast amounts of data, there is a possibility that it may generate content resembling existing copyrighted works.
- Such resemblance to specific copyrighted works could result in legal actions.

Importance of Attribution

- Acknowledging AI's training on diverse data sources is vital.
- Proper attribution upholds intellectual property rights and promotes transparency.

Legal Implications

- The rise of advanced models like GPT-4 prompts questions about legal liability for AI outputs.
- Clear legal frameworks are necessary to address accountability and ownership issues.

Ethical Considerations in Using AI-generated Content

AI models like GPT are trained on a vast array of publicly available, potentially copyrighted material. Using AI-generated content, especially commercially, requires ethical consideration.

Key Ethical Points

Respect Creative Choices

- The software code might not be copyrighted, but user contributions could be.
- Users are responsible for not misusing AI-generated texts.

Noncommercial Purposes

- Ethical use is advised for personal projects or educational purposes.
- Avoid commercial exploitation of AI-generated content.

Question of Ownership

- OpenAI owns the model and infrastructure, but user rights over outputs are debated.
- Always respect third-party rights when using AI-generated content.

Best Practices

Respect third-party rights

- Using chatbot-generated content comes with limitations and ethical considerations.
- Ensure that you have the necessary permissions or licenses

Involve Human Users

- Engage users in content creation for ethical alignment and diversity.
- Reduces risks of copyright infringement and biased content.

Originality in AI Content

- Treat AI-generated works as new creations helps establish copyright eligibility.
- Adding unique elements to AI content minimizes copyright risks and sparks innovation.

Importance of Data Privacy & Protection

In today's digital age, the vast and growing collection of personal data heightens the need for robust privacy measures.

Why Privacy Matters

- **Protection Against Harm:** Shields individuals from identity theft, fraud, and other harms.
- **Autonomy and Control:** Ensures personal control over one's information.
- **Freedom in Relationships:** Allows for uninhibited personal and professional connections.
- **Safeguarding Free Will:** Protects against undue influence or manipulation.

Consumer's Role

- **Awareness:** Understanding the nature and purpose of data collection.
- **Utilization of Tools:** Leveraging privacy settings and tools provided by platforms.
- **Mindful Sharing:** Being deliberate about online activity and data sharing.

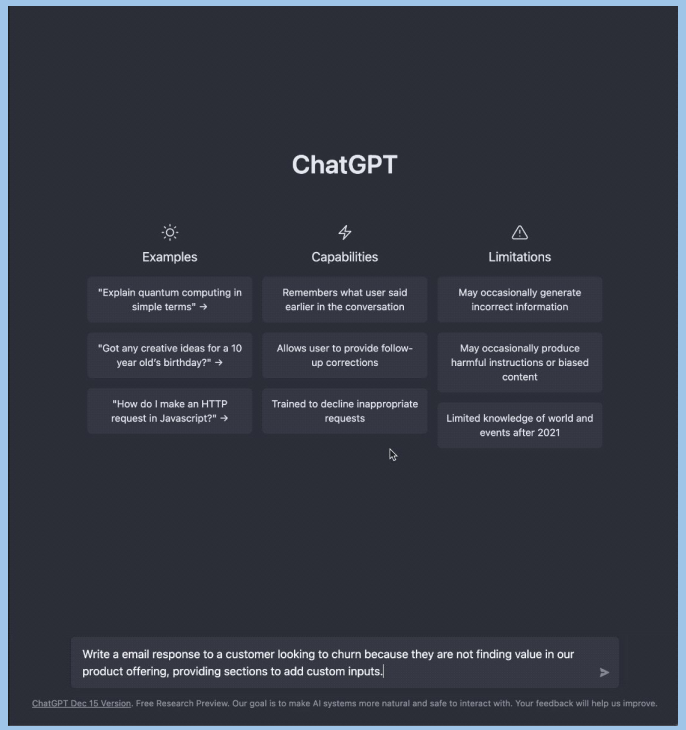
Safety & Security Concerns,Policies, and Best Practices

- Having a Safe Word
  - Use if you are suspicious about whether you are being scammed with an AI-cloned voice

- Having a Policy about AI usage
  - Confidentiality of Company, Client and Customer Information
  - Data Privacy Risks
  - Prohibited Uses of AI
    - EX: Employees inputting certain types of information (client, company, etc.) into an AI platform

The Basics - GPTS & Prompting

ChatGPT



An AI-powered writing assistant that can help you brainstorm ideas, help write content, and solve creative problems.

Here are some benefits of GPT-4:

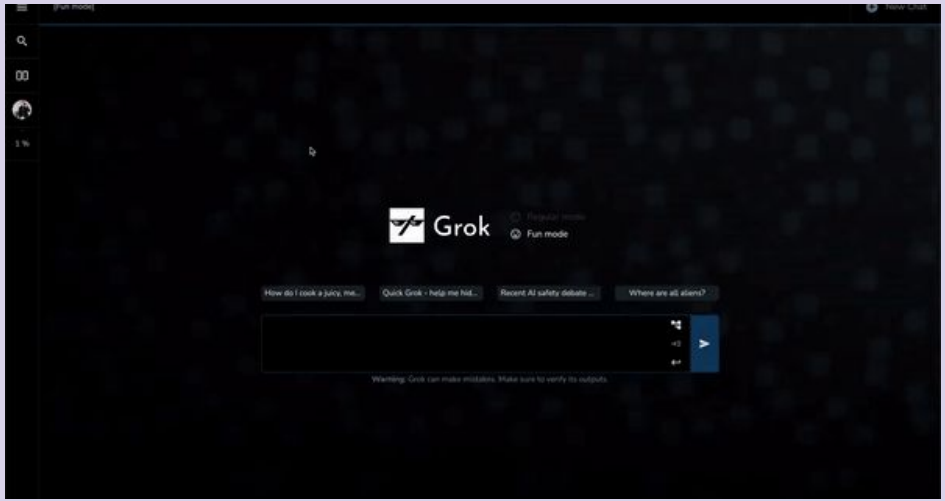
- **Improved Accuracy:** GPT-4 typically offers more accurate and nuanced responses than its predecessors. The increased amount of training data and further refinements in model architecture can result in a deeper understanding of complex topics.
- **Greater Contextual Understanding:** With a larger model, GPT-4 has a better grasp of context, allowing it to maintain l ong conversation threads and understand more complicated queries.
- **More Data:** GPT-4 has been trained on a larger set of data, which means it's exposed to a wider range of topics and can provide information that's even more up-to-date than GPT-3.
- **Enhanced Creativity:** GPT-4, given its size and complexity, can produce more creative outputs in areas like storytelling, music composition, and other artistic endeavors.
- **Better Integration:** As the technology has matured, there's a good chance that GPT-4 can be integrated more seamlessly into applications, tools, and platforms.
- **Extended Use Cases:** GPT-4 can be applied to a broader range of tasks, including more advanced problem-solving, programming help, tutoring in a wider range of subjects, etc.
- **More Robust Safety Mechanisms:** In response to feedback and the challenges seen with earlier models, GPT-4 might come with better safety and content filtering mechanisms to prevent the generation of inappropriate or harmful content.
- **Interactivity:** With image input capabilities and potentially other enhancements, GPT-4 might support a more diverse set of interactions, bridging the gap between text, visuals, and other mediums.

Similar AI Tools

deepseek

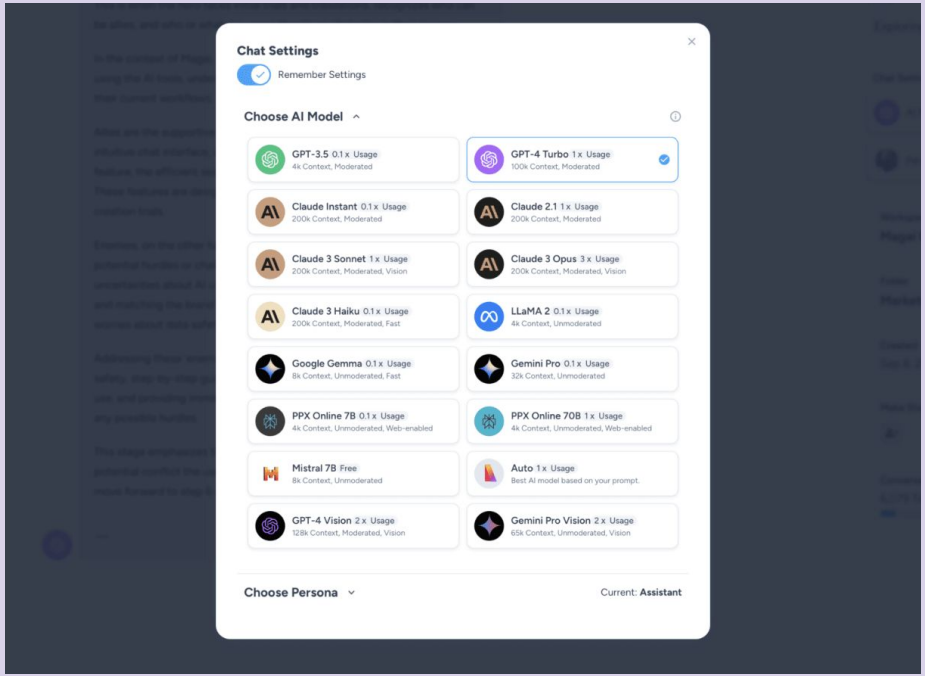
DeepSeek is an open-source AI platform that excels in providing advanced analysis and automation capabilities via web, app, and API. It's ideal for professionals needing to streamline complex tasks, enhance data-driven decision-making, and optimize operational efficiencies. With its easy-to-use interface and free access, DeepSeek is especially useful for those new to AI, enabling effective integration of smart technology into various workflows.

xAI Grok



Grok is an AI chatbot developed by Elon Musk's company xAI. Grok is able to generate text and engage in conversations with users, similar to ChatGPT and other tools. Unlike other chatbots, though, it can access information in real-time through X (formerly Twitter) and is programmed to respond to edgy and provocative questions with witty and "rebellious" answers.

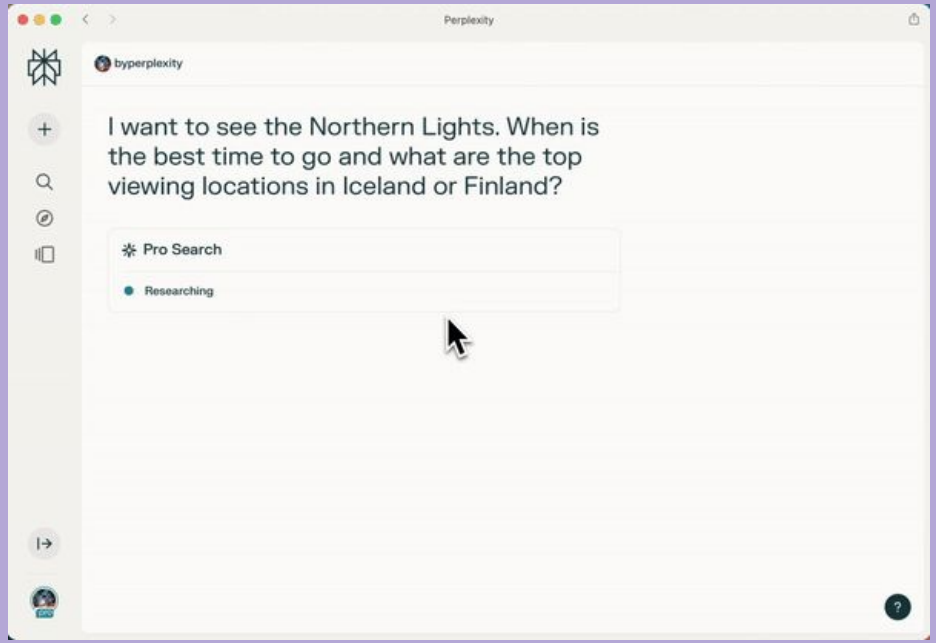
Magai



Magai conjures up a collection of generative AI tools into one interface. Magai gives you AI tools like ChatGPT, Claude, Gemini, Dall-E, Meta AI and more all in one place. Magai protects user data compared to other AI writing assistants. Magai encrypts all user data at rest and in transit.

For Example:
When users generate content through Magai's AI models, they are automatically opted-out of having their content used to improve future AI models.

perplexity



Perplexity AI combines advanced generative AI tools into a single platform, providing users with seamless access to real-time answers and insights. It prioritizes user privacy and security, ensuring confidential interactions with encrypted data.

- **Real-Time Answers:** Delivers direct and concise responses sourced from the web, ensuring users receive the most accurate and relevant information instantly.
- **User Privacy:** Prioritizes confidentiality by encrypting all data during interactions, allowing users to search and query without concerns about their privacy.
- **Non-Tracking Policy:** Ensures that users' queries are not tracked or used for model improvement, providing a secure and private experience.

Key Differences

perplexity vs. Google

- **Perplexity** is designed for conversational queries, offering specific answers rather than a broad array of links.
- **Information Presentation:** Perplexity consolidates information into a single response with references, streamlining the user experience. Google presents a variety of results, often requiring users to filter through numerous sources for the desired information.
- **Google** functions as a traditional search engine, focusing on indexing and retrieving web pages.
- **User Experience:** Google primarily relies on a search-and-click model, where users navigate through multiple links to find information. While Perplexity emphasizes an interactive dialogue, enabling users to ask follow-up questions seamlessly.

Overall: Perplexity is better for users seeking immediate, concise answers in an interactive format, as it synthesizes real-time information and provides cited references, streamlining the search process and enhancing credibility.

Key Differences

perplexity vs. ChatGPT

- **Real-Time Search vs. Knowledge Cutoff:** Perplexity excels in real-time data and sourcing from the web, while ChatGPT's knowledge is static as of its last update (in this case, up to 2023).
- **Source Verification:** Perplexity provides cited references, which can be checked for credibility, while ChatGPT does not (unless it uses a browsing feature like I can).
- **Scope of Interaction:** ChatGPT is more versatile for deeper discussions or creativity, while Perplexity is geared toward quick, fact-based answers.
- **ChatGPT** is stronger in conversational depth, problem-solving, and creative tasks that don't require real-time data.

Overall: Perplexity AI is better for quick, fact-based search queries with up-to-date information and sources

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openai.com

OpenAI

October 31, 2024

Introducing ChatGPT search

Get fast, timely answers with links to relevant web sources.

Plus and Team users can try it now ↗

Download Chrome Extension ↗

Message ChatGPT

Message ChatGPT

Search

help me plan a road trip along the amalfi coast

Guide to Planning a Trip to Amalfi Coast | ItaliaRail

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Planning a road trip along Italy's Amalfi Coast promises breathtaking views, charming towns, and an unforgettable experience. Here's a comprehensive guide to help you make the most of your journey:

1. Choosing Your Route and Starting Point:

The Amalfi Coast stretches approximately 25 miles (40 kilometers) from Positano to Vietri sul

The RICCE Method

Role
Instructions
Context
Constraints
Examples

Role

- Define the performer of the task.
    - *Example: "You are a social media strategist."*

Instructions

- Detail actions or responses needed.
    - *Example: "Develop a detailed plan for a 30-day social media campaign focused on promoting energy-efficient HVAC solutions and enhancing customer engagement."*

Context

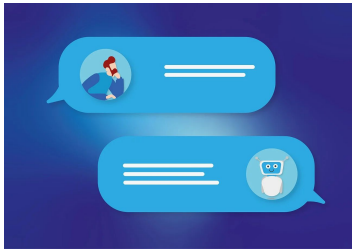
- Provide background or setting.
    - *Example: "The target audience consists of homeowners in Orlando, Florida, particularly those aged 30-55, who are interested in home improvement and energy savings."*

Constraints

- Outline limitations or rules.
    - *Example: "Use only organic strategies, include at least 3 platforms (Instagram, Facebook, and LinkedIn), and ensure all content is visually cohesive and aligned with the HVAC brand's messaging."*

Examples

- Offer guidance through examples.
    - *Example: "Look at successful campaigns from other HVAC businesses (EX. X & Y) for inspiration, focusing on their use of customer testimonials, educational content, and visual storytelling to effectively engage their audience."*



Good

Write me an email campaign.

Better

Write me an email campaign for a residential HVAC company located in Orlando, Florida.

BEST

Craft a comprehensive email campaign for a residential HVAC company located in Orlando, Florida, designed to engage and nurture both potential and existing customers. The campaign should aim to promote seasonal maintenance offers and raise awareness of energy-efficient solutions. It should target segments like new homeowners and past clients, featuring a series of emails that include a welcome message, educational tips on HVAC maintenance, promotional offers, follow-up reminders, and re-engagement incentives for inactive customers. The tone must be friendly and professional, with clear calls to action encouraging recipients to schedule services or explore offers. Success metrics, such as open and click-through rates, should be established to measure effectiveness, alongside a timeline for each email send. Ultimately, the goal is to enhance customer engagement and build lasting relationships through valuable content and personalized communication.

Social Posts Per Platform Prompt

“Create engaging captions for our company Vincent’s Heating and Plumbing for $150 AC Tune-Up Summer Special, tailored to each of the following platforms: Facebook, Instagram, Twitter, and LinkedIn. Please ensure the captions are adapted to the specific character limits and audience types of each platform.

1. **Facebook** (max 250 characters): Craft a conversational and friendly caption that encourages user engagement and sparks interest in our service.

2. **Instagram** (max 2200 characters): Develop a visually descriptive and creative caption that tells a story and connects with our audience emotionally. Don't forget to include relevant hashtags!

3. **X** (max 280 characters): Write a short, punchy, and attention-grabbing caption that highlights the product's unique selling points and encourages retweets and likes.

4. **LinkedIn** (max 1300 characters): Compose a professional and informative caption that emphasizes the service's benefits and value for professionals.

Please ensure that each caption captures the essence of our service and brand while also catering to the specific platform and its audience.”

Result Responses:

Facebook: "Summer's heat is no match for Vincent's Heating and Plumbing! ☀️ Get ready for a cool and comfy season with our $150 AC Tune-Up Special. Don't miss out on this amazing offer! Book today and stay refreshed all summer long. 😎 #ACMaintenance #SummerCooling"

Instagram: "🌬️ Imagine a summer where you're always cool and comfortable, no matter how scorching it gets. Our $150 AC Tune-Up is your ticket to that dream. Let us take you behind the scenes of our expert service - swipe through the images to see how we make it happen. Book now and enjoy the perfect summer chill! ❄️ #ACMaintenance #SummerSpecial #BeatTheHeat"

X: "🌡️ Beat the heat, not your budget! With our $150 AC Tune-Up, you'll stay cool while your wallet stays heavy. Don't sweat it, schedule your service now and let the savings roll in. 😎❄️ #ACMaintenance #CoolSummer #Savings"

LinkedIn: "As a professional, your time and comfort are invaluable. That's why Vincent's Heating and Plumbing is offering a special $150 AC Tune-Up this summer. Ensure your workspace stays cool and efficient throughout the season. Invest in your comfort today. 💼❄️ #ProfessionalServices #ACMaintenance #SummerComfort"

Examples of SOPs ChatGPT can help you create:

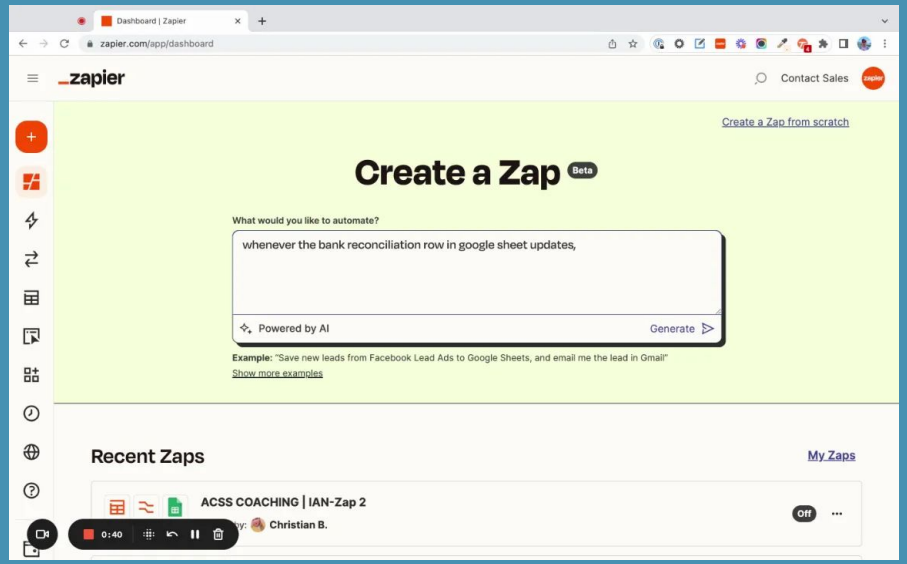
- Call Answering Scripts
- Job Debriefing Checklists
- Onboarding Procedure
- Time Clock Policies
- Time Off Policy
- Truck Care Policy
- Inventory Checklists
- Happy Call Process & Scripts
- Employee Exit Checklist
- Call Booking Procedure
- Reimbursement Procedure
- Work From Home Policy

"Think big, start small, then scale or fail fast"

-Mats Lederhausen

Beyond The Basics – Integrations & Automations with AI

zapier

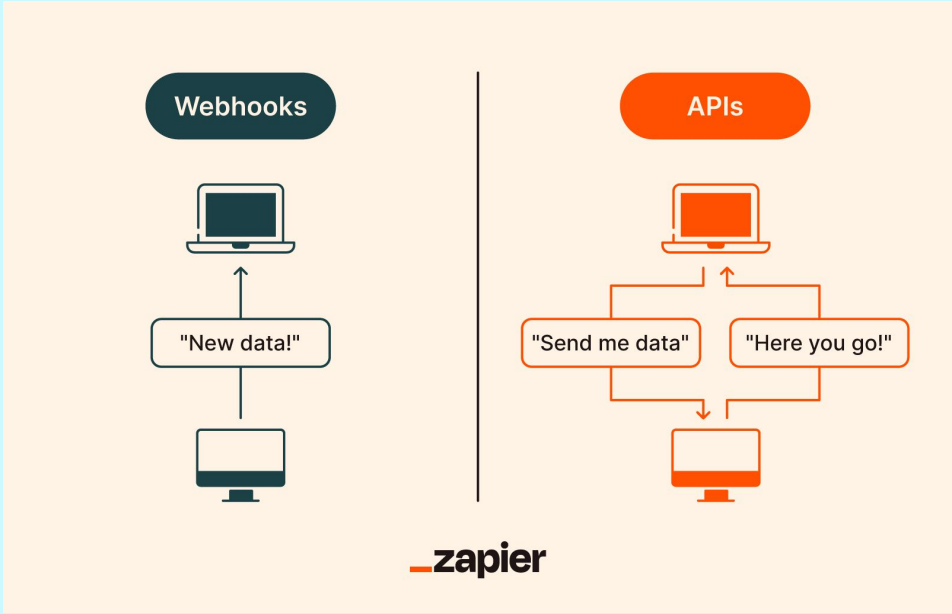


Zapier automates workflows by connecting over 3,000 web apps to create automated sequences, known as Zaps, which handle repetitive tasks across platforms without manual intervention, enhancing productivity and efficiency.

Webhooks and APIs

Webhook: Webhooks are automated messages sent from apps when something happens. They have a message—or payload—and are sent to a unique URL, essentially acting like a notification that sends data between apps automatically.

API (Application Programming Interfaces): APIs are sets of rules that allow different software applications to communicate with each other. They define the methods and data formats that apps use to request and exchange information, enabling services and products to interact seamlessly.



3 Levels of Automation of an ATS

Beginner Level: ATS (applicant tracking system) Setup & Simple Automations

Objective: Develop a straight forward system to collect applications and perform basic follow-up actions.

Tools Needed:

zapier

Process:

- Step 1: Use Google Forms to create a simple application form. Include essential fields like name, email, position applied for, and resume upload.
- Step 2: Responses are automatically collected in a linked Google Sheet. This acts as your initial ATS database.
- Step 3: Set up a basic automation with Zapier to send a confirmation email to applicants using Gmail or another email service when their application is received.

Outcome: You now have an automated system to collect applications and acknowledge submissions, suitable for very small teams or initial stages of hiring.

3 Levels of Automation of an ATS

Intermediate Level: Enhanced ATS with Candidate Filtering & Communication

Objective: Implement filtering to automatically categorize candidates based on predefined criteria & enable more personalized communication.

Tools Needed:

Airtable zapier mailchimp

Process:

- Step 1: Migrate your ATS database to Airtable, taking advantage of its database functionalities to organize candidates more efficiently. Create fields for status updates (e.g., "Application Received," "Under Review," "Interview Scheduled").
- Step 2: Use Zapier to integrate Airtable with your email service. Set up automations to send personalized emails based on the candidate's status or responses. For example, automatically send an email to schedule an interview when their status is updated to "Interview Scheduled."
- Step 3: Filter in Airtable to categorize candidates by qualifications, job position, or other criteria you define.

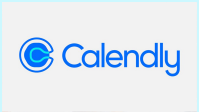
Outcome: Your ATS now supports more sophisticated candidate tracking and personalized communication, suitable for growing teams with varying roles to fill.

3 Levels of Automation of an ATS

Expert Level: Advanced ATS with Comprehensive Workflow Automation

Objective: Create a fully integrated ATS that automates the entire recruitment process from application to hire, including candidate scoring, interview scheduling, and onboarding.

Tools Needed:

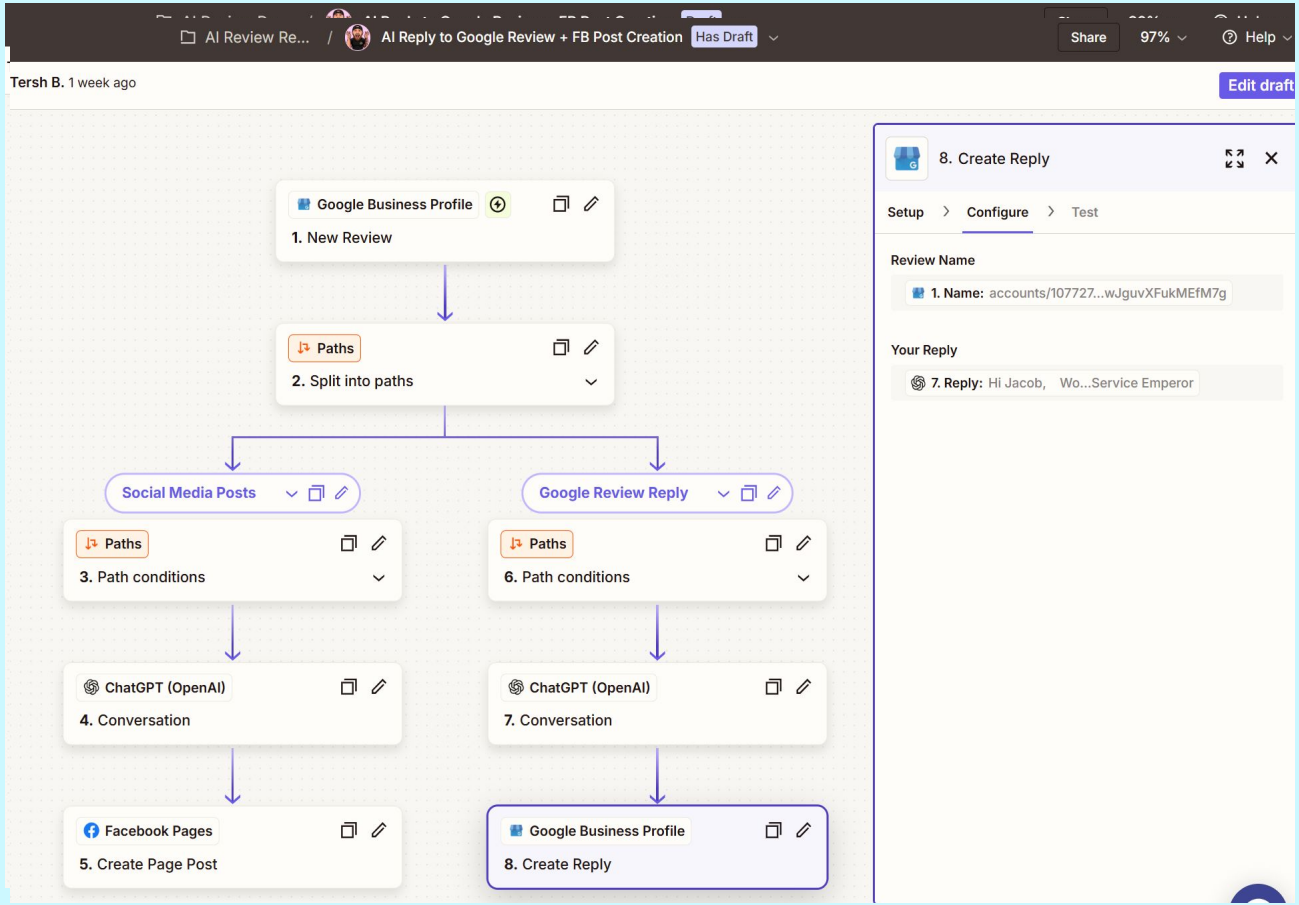


Process:

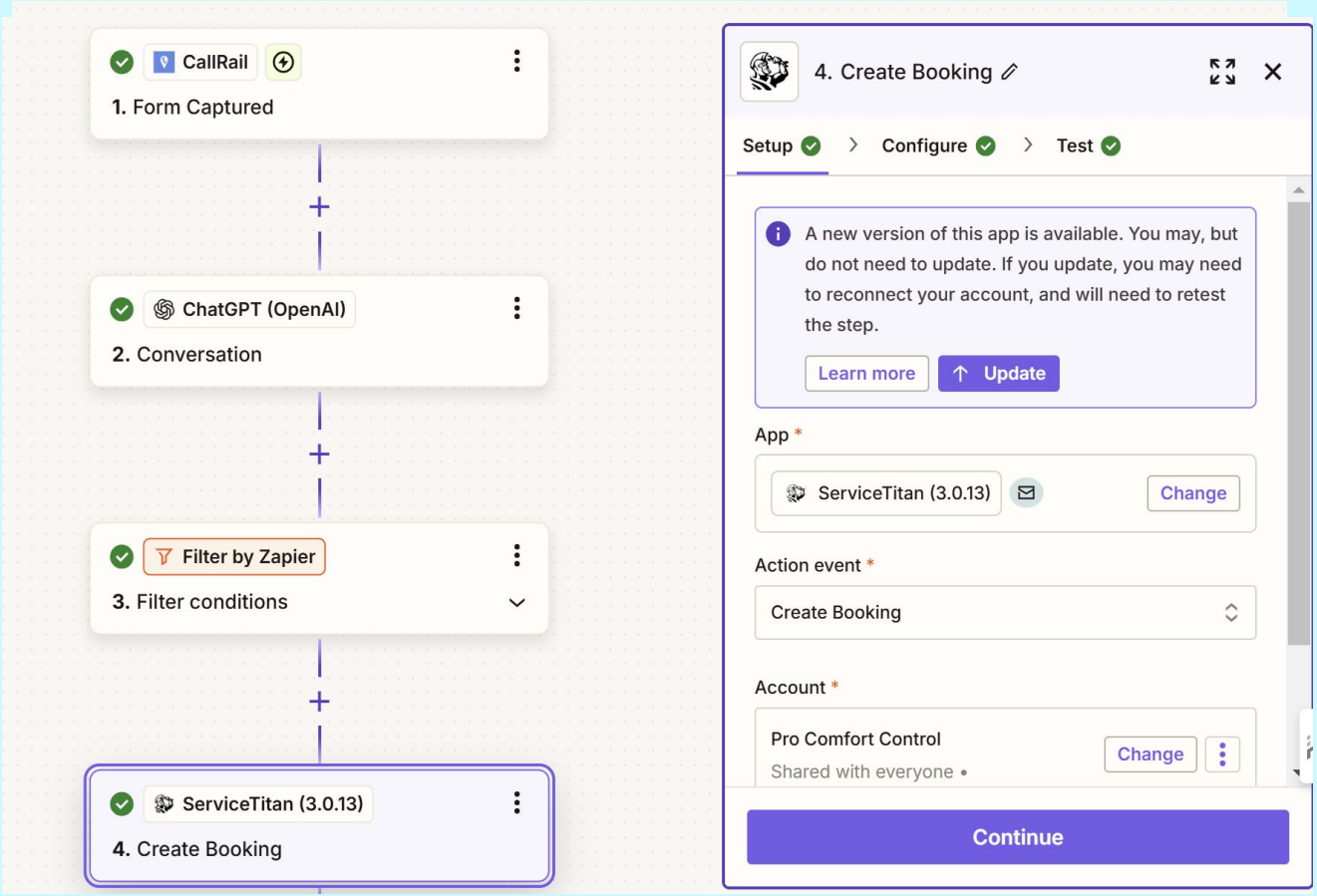
- Step 1: Implement or develop an ATS that can integrate with a wide range of tools and services. This might involve custom development or configuring a high-end commercial ATS.
- Step 2: Integrate your ATS with a scheduling tool like Calendly to automate interview scheduling. Candidates can choose their interview slots based on availability, which is then automatically synced with interviewers' Calendars.
- Step 3: Use AI-based tools to score applications based on predefined criteria, automatically advancing top candidates to the next stage or scheduling interviews.
- Step 4: Automate onboarding workflows for hired candidates. This could include sending offer letters, initiating background checks, and triggering onboarding tasks across different departments.

Outcome: At this level, your ATS is a powerful tool that automates nearly all aspects of the recruitment process, significantly reducing manual effort and time to hire. It's suitable for larger organizations with complex hiring needs.

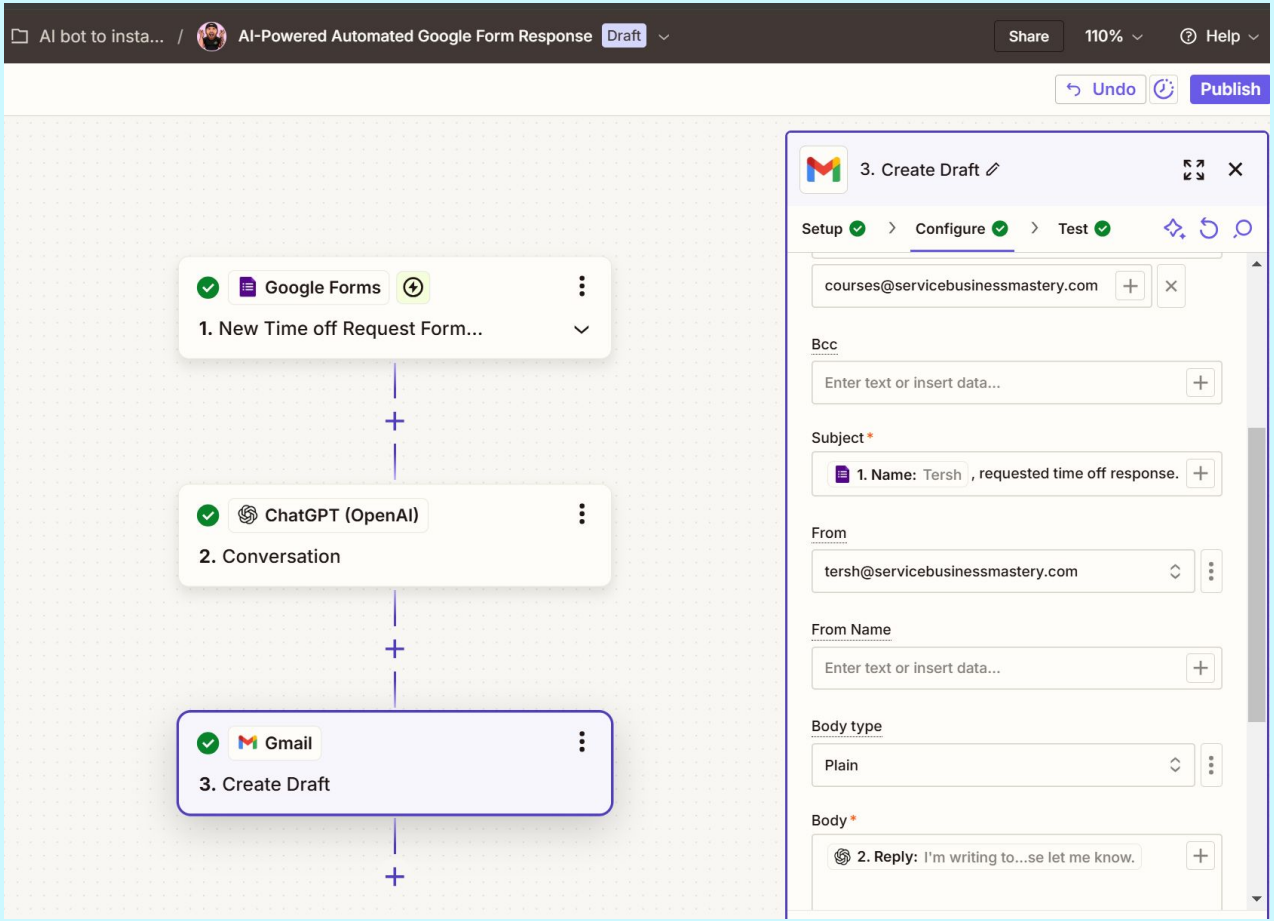
Answer New Google Reviews with AI & Create Social Post



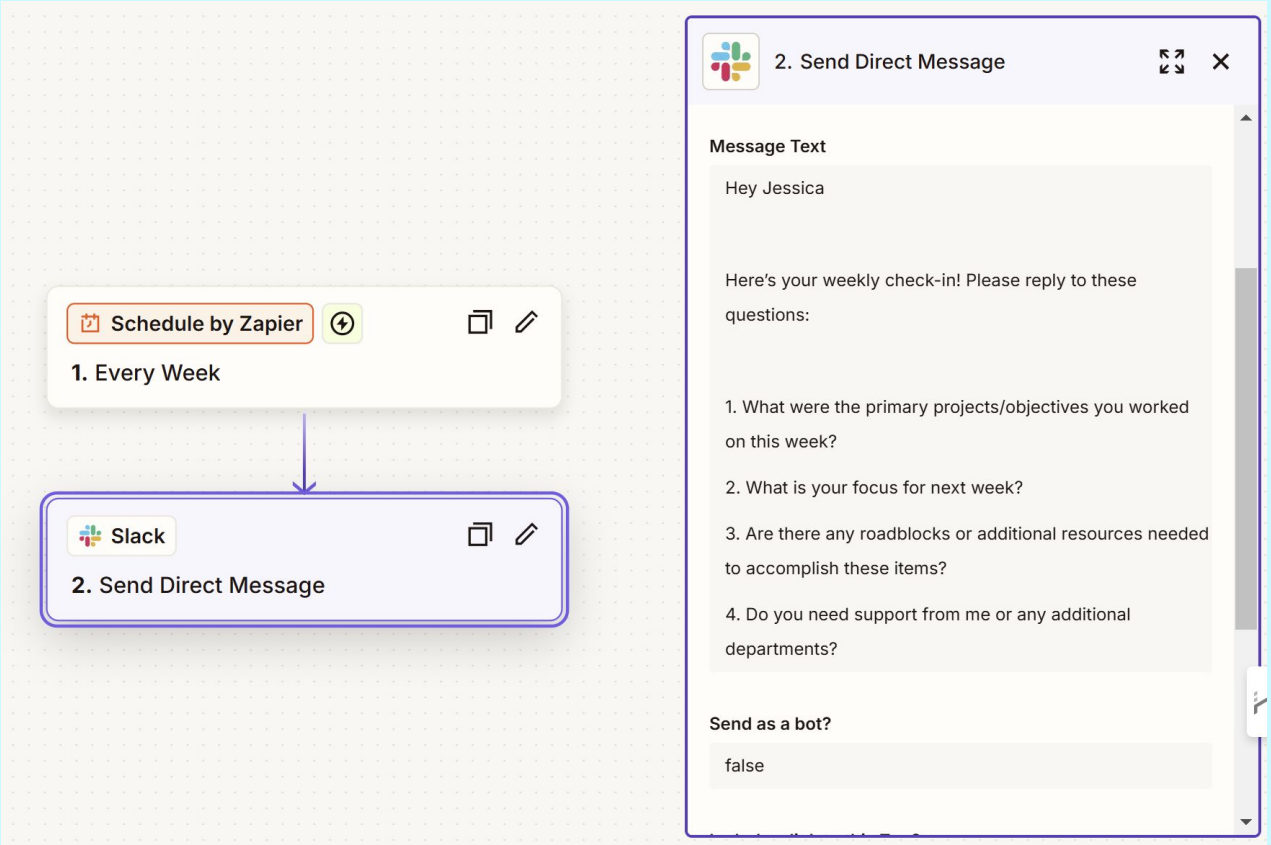
New Form Submission -> Create Customer



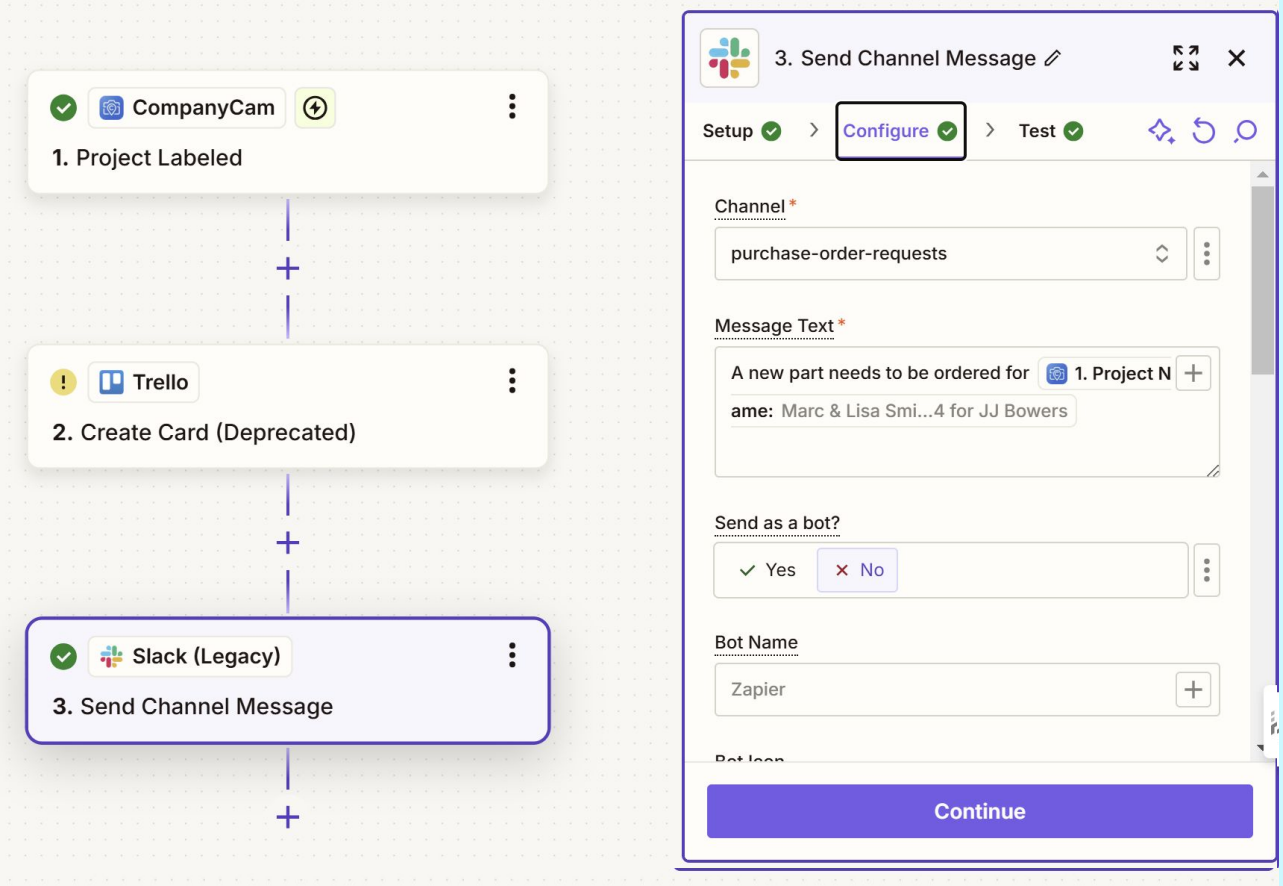
AI-Powered Automated Google Form Response



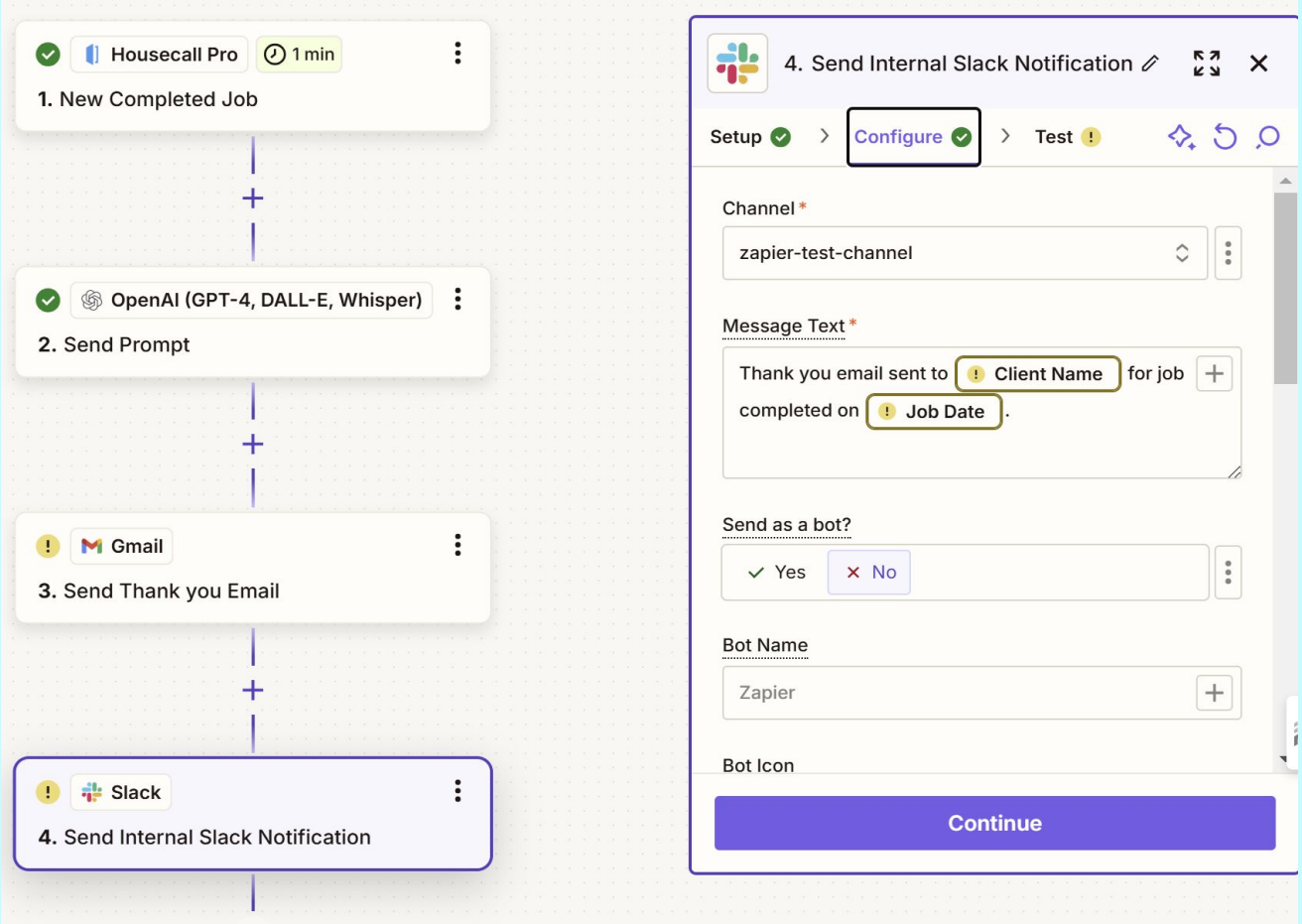
Weekly Leadership Check-ins



Parts Needed from Checklist -> Notify Office to Order



Automate Thank you to Customer After Job



5 - Beginner Level Automations

1. **Automated Invoice Receipts**
    a. Tools Needed: Accounting software (QuickBooks, Xero), Email service (Gmail), Zapier.
2. **New Customer Welcome Emails**
    a. Tools Needed: CRM software, Email marketing service (Mailchimp, ActiveCampaign), Zapier.
3. **Appointment Reminder Texts**
    a. Tools Needed: Calendar/scheduling tool (Google Calendar, Calendly), SMS service (Twilio, ClickSend), Zapier.
4. **Social Media Post Scheduling**
    a. Tools Needed: Social media management tool (Buffer, Hootsuite).
5. **QuickBooks Entry for New Projects**
    a. Tools Needed: CRM or project management tool (Trello, Asana), QuickBooks, Zapier.

3 Expert Level Automations

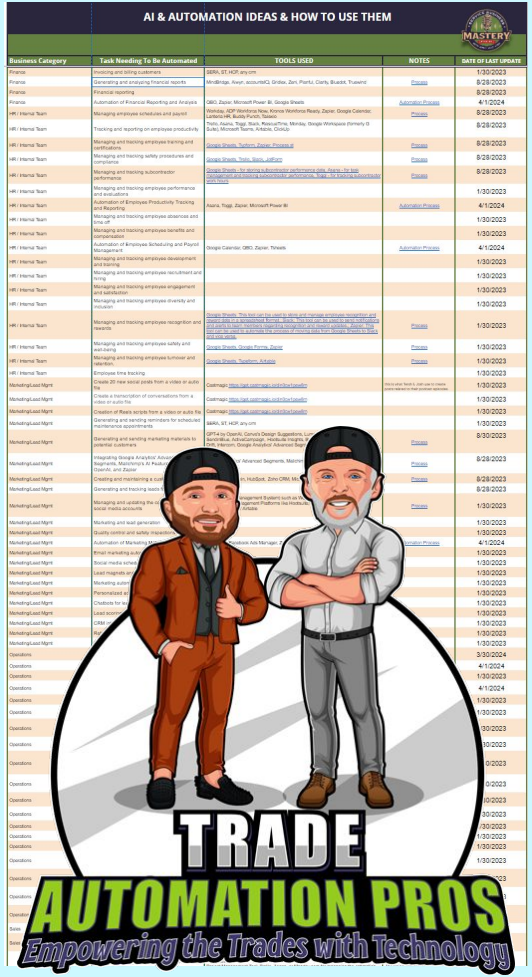
1. **Dynamic Resource Allocation and Scheduling Based on Real-Time Data**
    a. **Objective:** Automatically allocate technicians and schedule services based on a combination of real-time data inputs, including technician availability, skill level, location, current traffic conditions, and emergency service requests.
    b. **Tools Needed:** Advanced scheduling software, GPS tracking tools, traffic condition APIs (e.g.,Google Maps API), CRM, no-code platform capable of API integrations and complex logic (e.g., Make.com, formerly Integromat).

2. **Automated Inventory Management with Predictive Reordering**
    a. **Objective:** Implement a system that not only tracks inventory levels in real-time but also predicts future inventory needs based on historical data, seasonality, and upcoming projects, automatically placing orders with suppliers.
    b. **Tools Needed:** Inventory management software, predictive analytics tools, supplier APIs for automated ordering, no-code platform with advanced data processing capabilities (e.g., Make.com).

3. **Comprehensive Customer Engagement and Retention Platform**
    a. **Objective:** Create a multi-channel customer engagement platform that personalizes interactions based on customer behavior, feedback, and preferences, automating marketing, sales, and service activities to enhance customer retention.
    b. **Tools Needed:** CRM, email marketing platform, social media management tools, customer feedback tools, AI-driven analytics platform, no-code platform like Zapier or Make.com with AI capabilities.

Examples of Automated Processes:

- Invoicing and billing customers
- Generating and analyzing financial reports
- Financial reporting
- Automation of Financial Reporting and Analysis
- Managing employee schedules and payroll
- Tracking and reporting on employee productivity
- Managing and tracking employee training and certifications
- Managing and tracking safety procedures and compliance
- Managing and tracking subcontractor performance
- Managing and tracking employee performance and evaluations
- Automation of Employee Productivity Tracking and Reporting
- Managing and tracking employee absences and time off
- Managing and tracking employee benefits and compensation
- Automation of Employee Scheduling and Payroll Management
- Managing and tracking employee development and training
- Managing and tracking employee recruitment and hiring



AI Call Bots

Benefits of AI Call Bots for HVAC

- **Availability:** 24/7 for AI bots vs. limited hours for call centers.
- **Scalability:** AI bots handle high call volumes effortlessly.
- **Experience:** Comparing human touch vs. AI's consistency.
- **24/7 Service:** No missed calls.
- **CSR Efficiency:** Frees up staff for complex cases.
- **Cost Savings:** Reduced need for after-hours staffing.
- **Consistency:** Standardized responses reduce errors.

Popular Platforms for AI Call Bots in HVAC

- **CallTrackingMetrics:** Tracks call performance and offers AI-based call handling.
- **Zyra:** AI-powered communication platform for customer engagement, reviews, and call management.
- **Rosie:** Uses company data to manage calls, book appointments, and send follow-up texts, with integrations to existing software.
- **PlayAI:** Offers voice cloning and a library of over 900 human-like voices for virtual receptionists, capable of predicting customer intent and learning from interactions.
- **Broccoli AI:** Enhances customer service through advanced AI analytics, offering tools for deeper engagement and efficiency in handling client interactions.
- **Simple Phones:** Automates call handling, forwards calls, escalates them to human agents, and keeps communication records.
- **MrCall:** Answers and transcribes calls, routes to departments, and integrates notifications with customer management systems.
- **IsOn24:** AI voice assistant for answering questions, booking appointments, and managing messages across platforms, pre-trained for multiple industries.
- **Dialzara:** Creates customizable, lifelike AI receptionists, integrating with business data for accurate responses.
- **Avoca:** AI-driven solutions for customer engagement in home services.

AI Phone Call Analysis

PhoneTAP

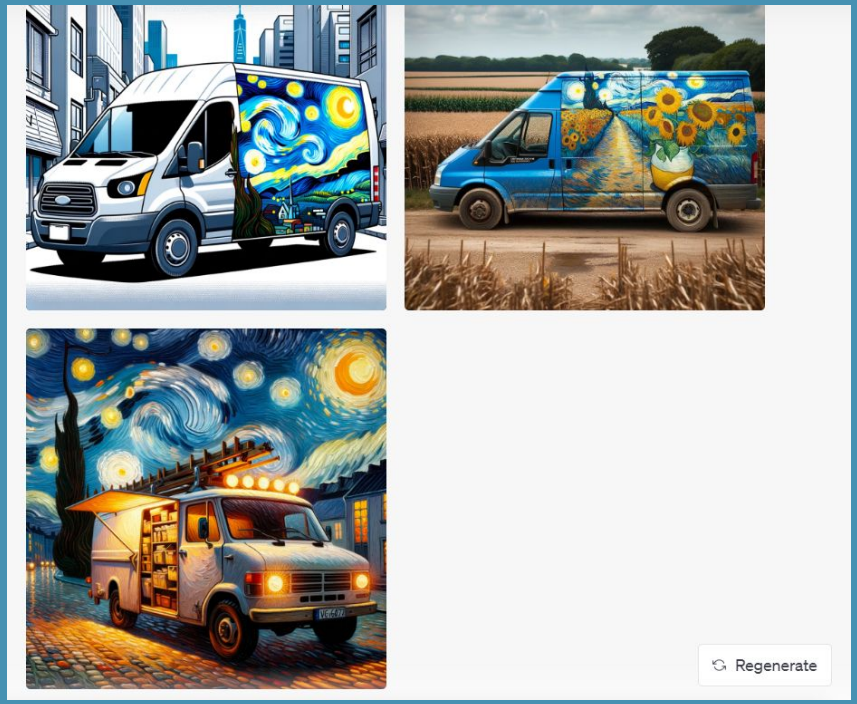
Instantly analyze phone calls with PhoneTAP to unlock actionable insights, improve customer interactions, and optimize your business performance.

lace

Enhances sales processes through AI automation, providing deep insights into customer interactions without disruptive bots on the call.

Miscellaneous Software & AI Tools For You To Use Within Your Business

DALL-E 3



In summary, DALL·E 3 is a sophisticated text-to-image model that builds on the successes of its predecessors, aiming to provide high-quality, diverse, and detailed visualizations of textual descriptions.

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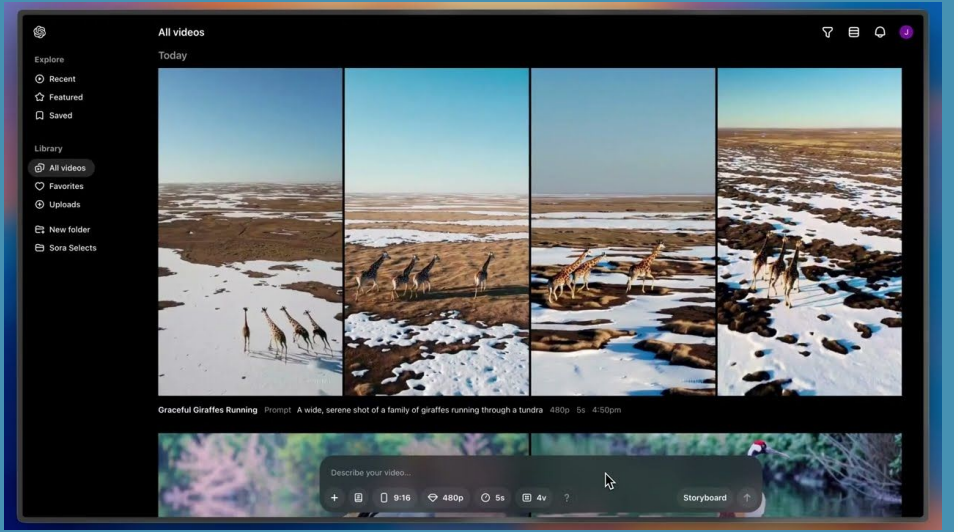
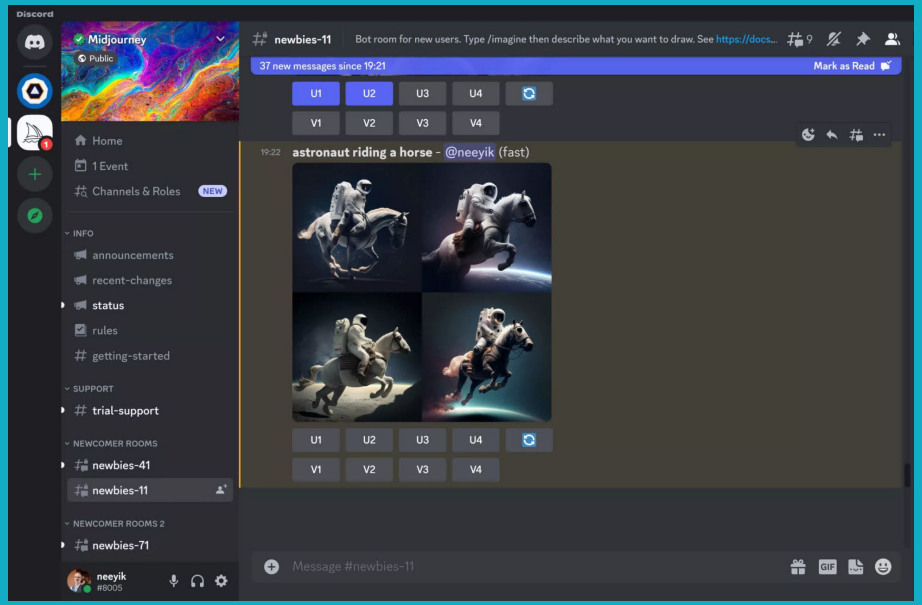
HEATING & PLUMBING

SORA



Sora is OpenAI's text-to-video model, allowing ChatGPT Plus and Pro users to generate short videos from text prompts, and it also allows for remixing and editing of AI-generated videos.

Midjourney

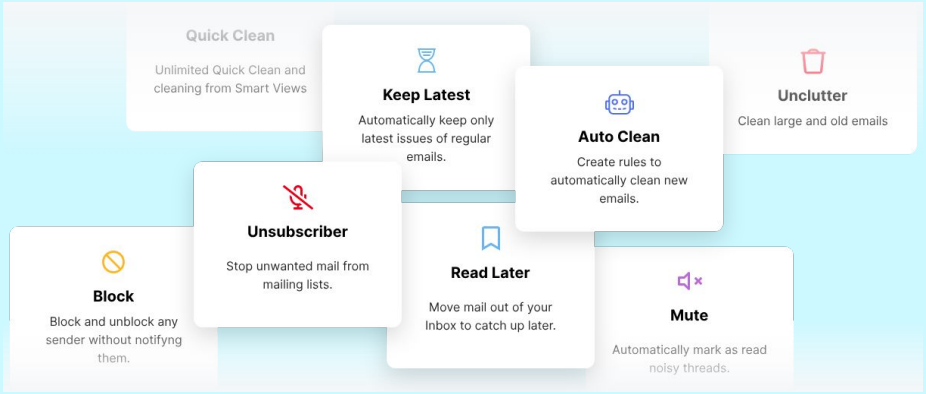


Midjourney is an AI image generator that creates images based on text prompts and is accessible via Discord. Midjourney's AI algorithms generate many art prompts, allowing you to explore new artistic directions and overcome creative blocks.

SaneBox

SaneBox is an AI email management software that helps you take control of your email. Sanebox automatically filters your emails of spam and unimportant messages to only see the emails that are important.

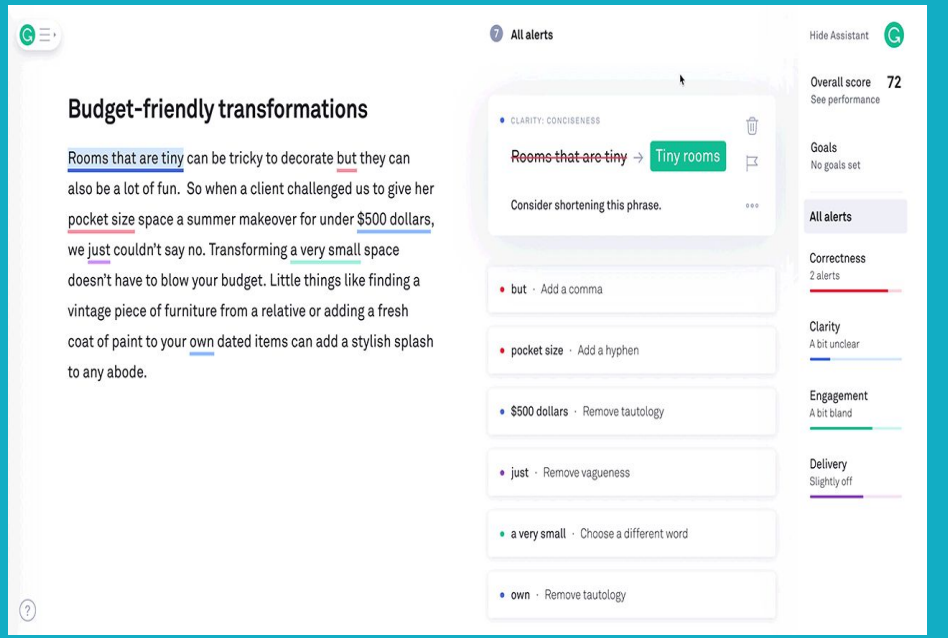
Clean Email



An email management tool designed to help users organize and declutter inboxes. This includes bulk email management, unsubscribe from unwanted mail, automated cleaning, privacy protection, multi-account management, and more.

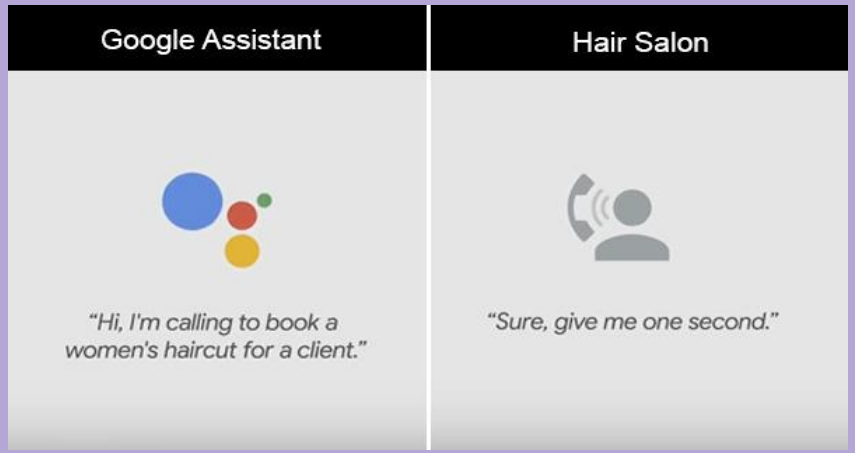
- **Smart Views:** Organizes emails into categories for easier management of specific types of messages.
- **Bulk Actions:** Allows users to perform actions like archiving or deleting multiple emails at once.
- **Unsubscribe Tool:** Simplifies the process of unsubscribing from unwanted newsletters and promotional emails.
- **Rules and Filters:** Users can set up automated rules for organizing their inbox based on specific criteria

grammarly



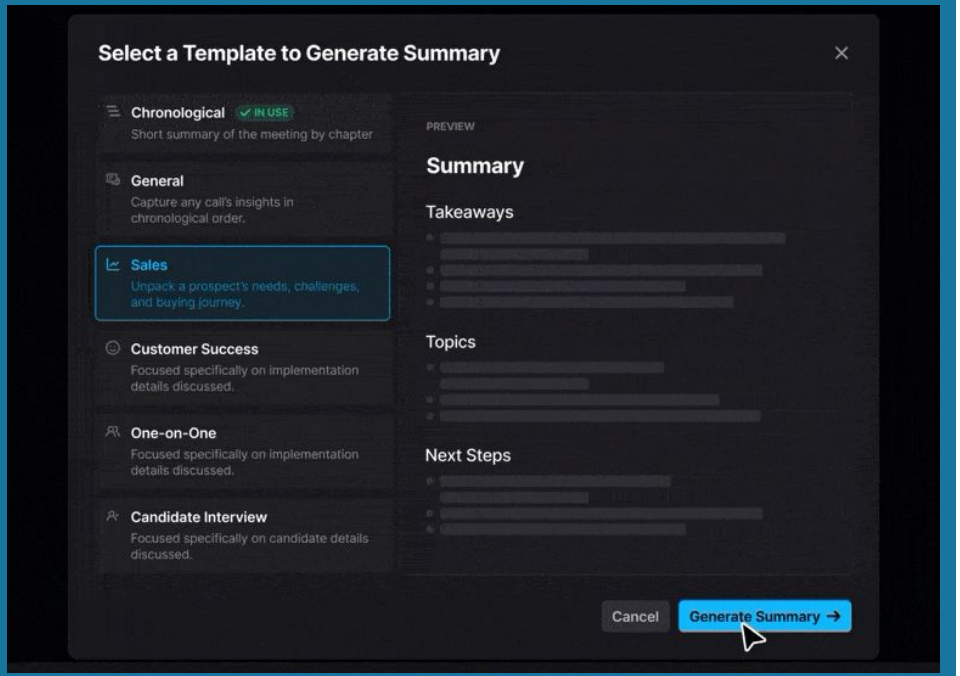
Grammarly helps you write mistake-free in Gmail, Facebook, Twitter, LinkedIn, and any other app you use. It reviews spelling, grammar, punctuation, clarity, detects plagiarism, and suggests replacements for the identified errors.

Google Assistant



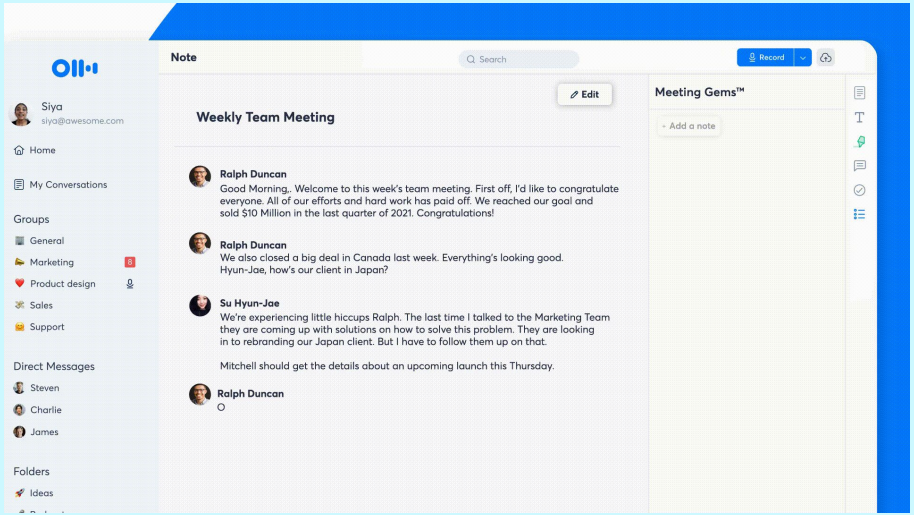
Google Assistant uses advanced AI to perform tasks through voice commands, managing daily activities such as scheduling, controlling smart home devices, providing weather updates, and retrieving information, simplifying daily routines through seamless interaction.

FATHOM



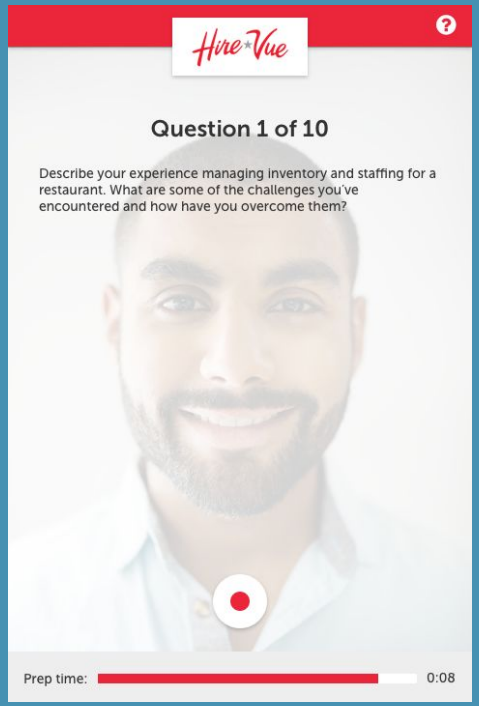
An AI-powered tool designed to enhance note-taking by automatically generating accurate and concise summaries of meetings, lectures, and discussions, allowing users to focus on the conversation without missing important details.

Otter.ai



Transcribes meetings and conversations in real-time, allowing you to focus on discussions and improve meeting efficiency.

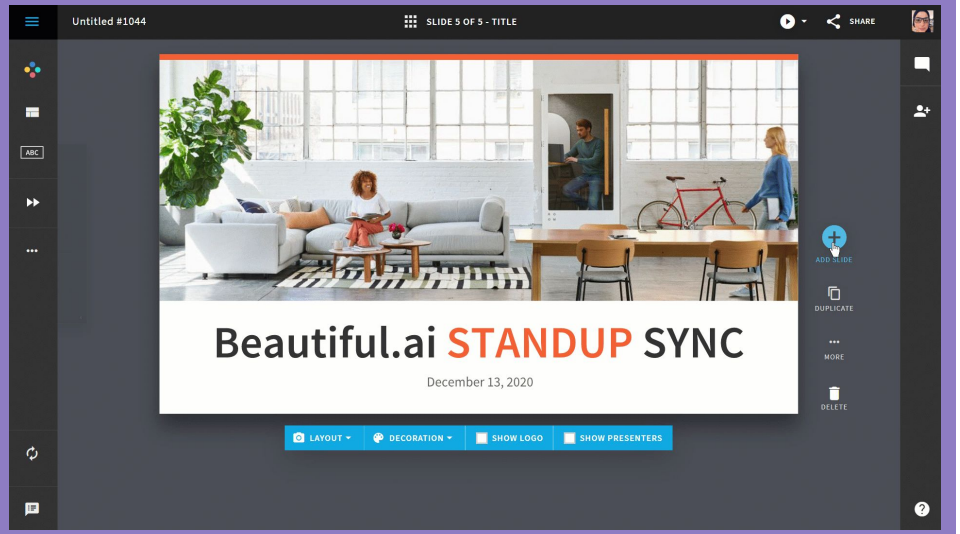
HireVue



An AI-powered platform that enhances hiring decisions by analyzing candidates' video interviews for verbal and non-verbal communication insights.

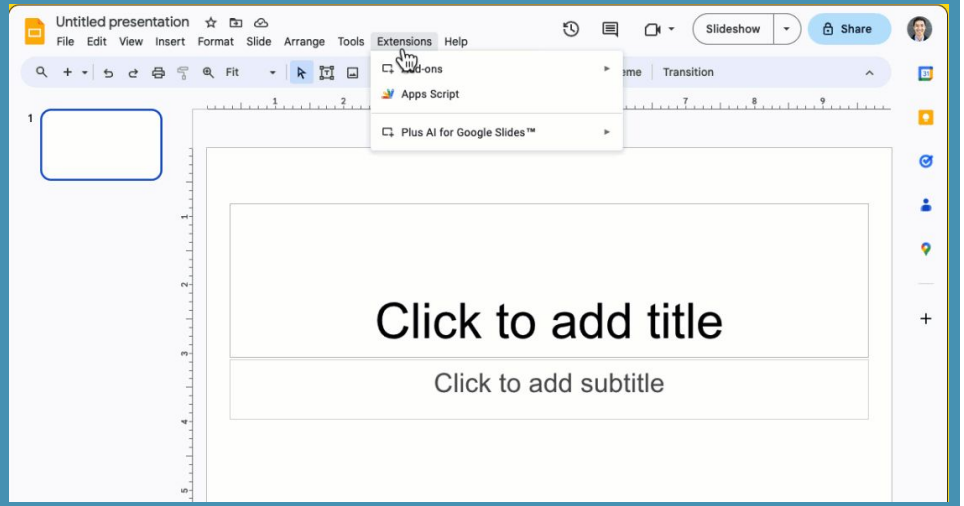
- AI-powered video interviewing and assessments
- Provides insights on candidate communication skills
- Includes game-based psychometric testing

beautiful.ai



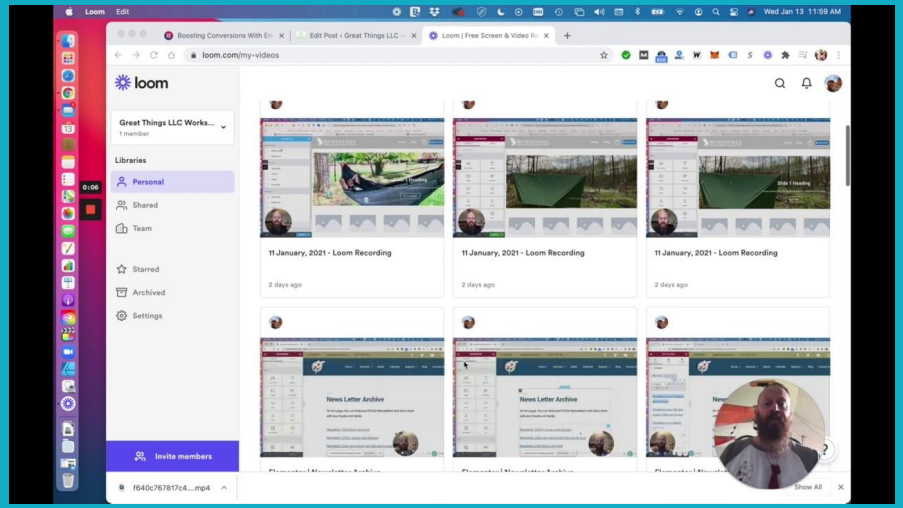
Beautiful.ai is an online platform that uses AI to assist users in creating professional-grade presentations. The platform provides several templates, animations, and customization options. Users can present ideas meaningfully, easily, and without putting other work on hold.

Plus



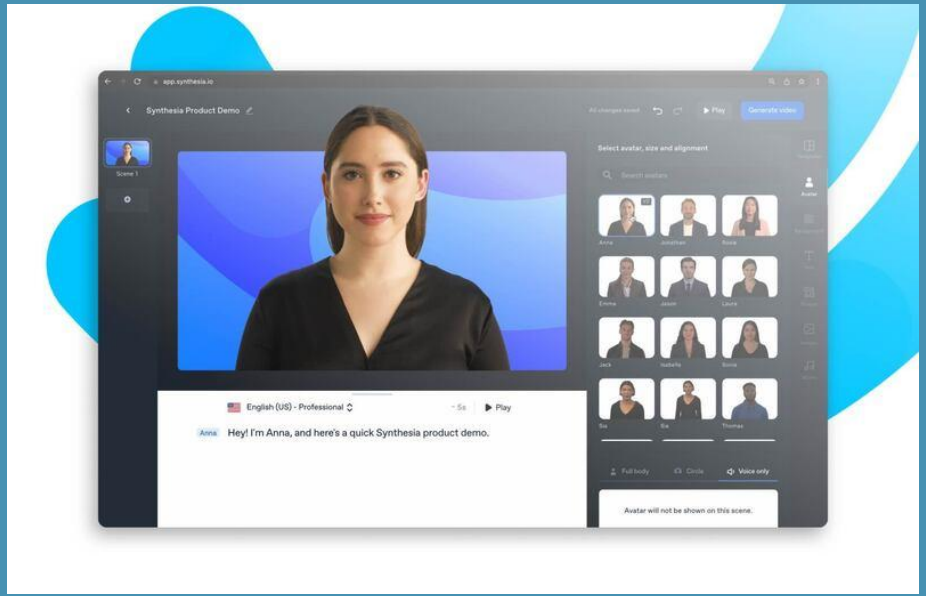
Plus AI is an AI-powered presentation tool that works directly within Google Slides. It helps you create, customize, and edit presentations faster with the help of AI. Plus AI allows you to generate custom presentation decks in minutes based on prompts.

loom



Loom is a video messaging tool that helps you get your message across through instantly shareable videos. With Loom, you can record with your camera, microphone, and desktop screen simultaneously. Your video is then instantly available to share through Loom's patented technology.

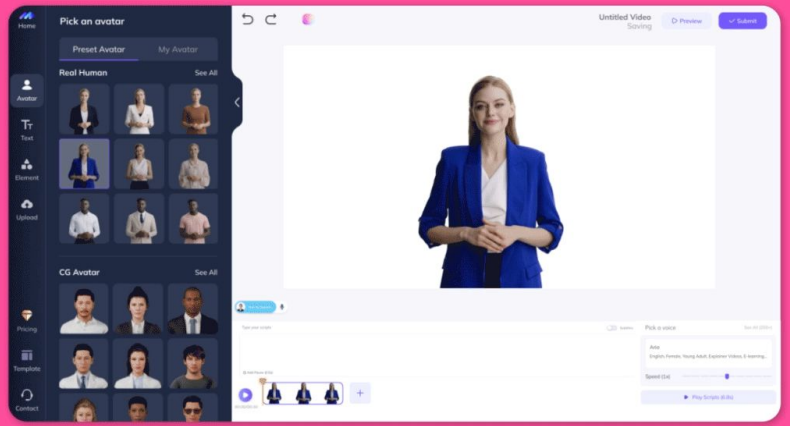
synthesia



Synthesia is an AI video creation tool that allows users to create professional videos by transforming text into speech in a few minutes.

HeyGen

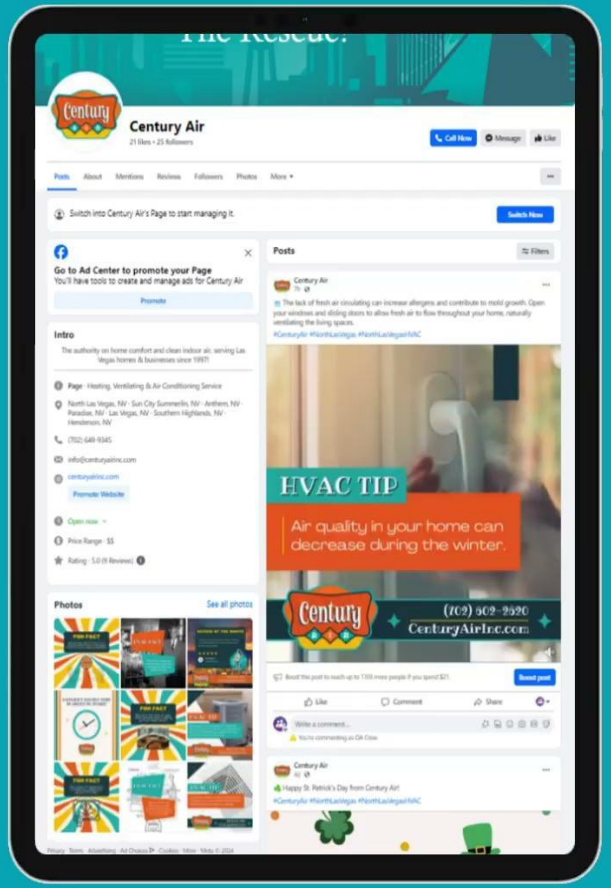
Step 2
Type Your Scripts



HeyGen is an AI video generation platform that enables users to create videos. It offers a range of features, including AI-assisted voiceovers, customizable avatars including one with your own face, and templates. HeyGen's provides businesses and content creators the ability to produce high-quality engaging visuals quickly and easily.

SOCIAL MEDIA MADE EASY

Online Access



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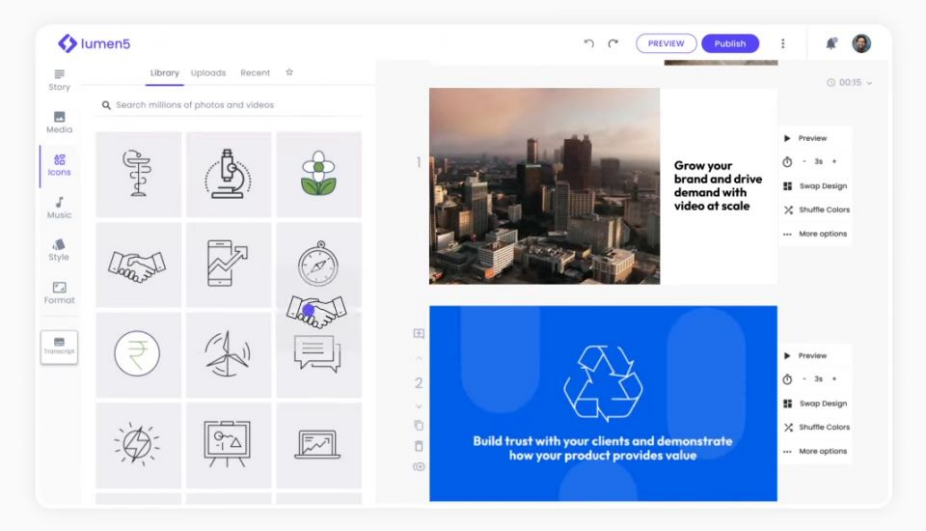
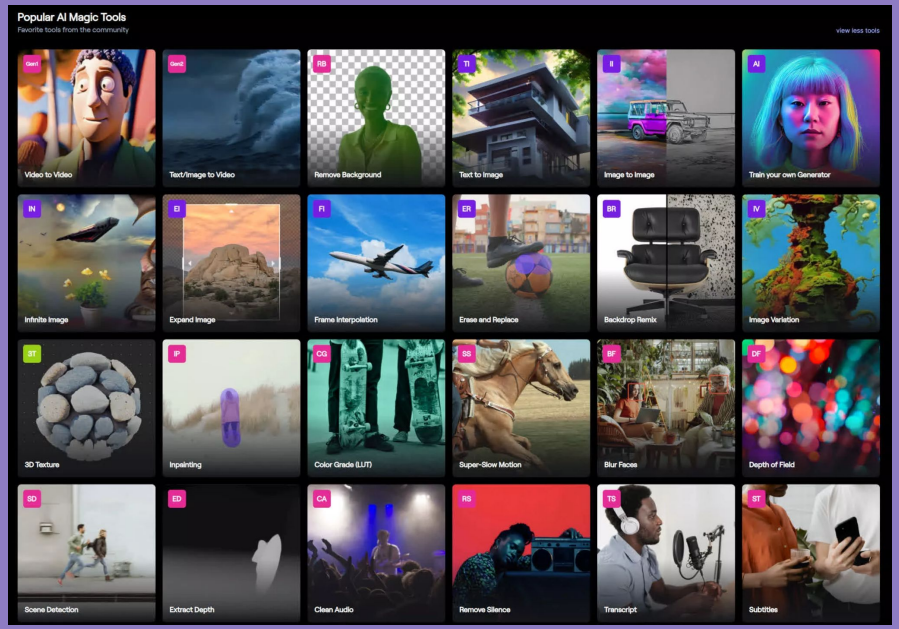
lumen5



Lumen5 is Lumen5 is a video creation platform designed for brands and businesses to produce engaging video content for social posts, stories, and ads.

runway



A suite of AI-powered creative tools for video editing, image generation, and other creative tasks.

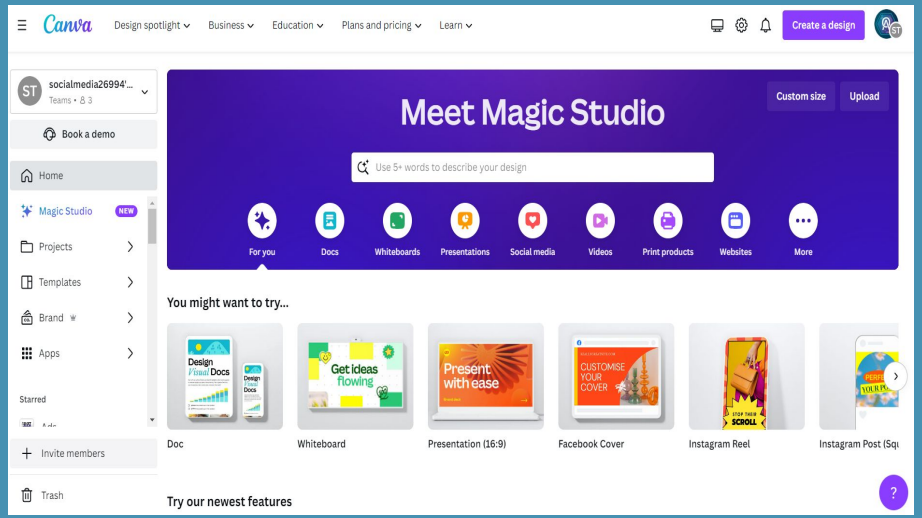
- **Text-to-Video Generation:** Create videos from descriptive prompts.
- **Prompt Weighting:** Prioritize elements in prompts for tailored outputs.
- **Negative Prompts:** Exclude unwanted elements from videos.
- **Style Customization:** Use various styles and presets for artistic direction.
- **User-Friendly Interface:** Intuitive design for easy navigation and use.
- **Collaborative Features:** Support for team projects and collaboration.

Videoleap
by Lightricks

Videoleap is a platform available online and as an iPhone and Android video editor app.

Videoleap simplifies social media video creation. From promotional and tutorial content to TikToks, Reels, and YouTube Shorts. Engage your audience, enhance sales, promote new collections, and more.

Canva

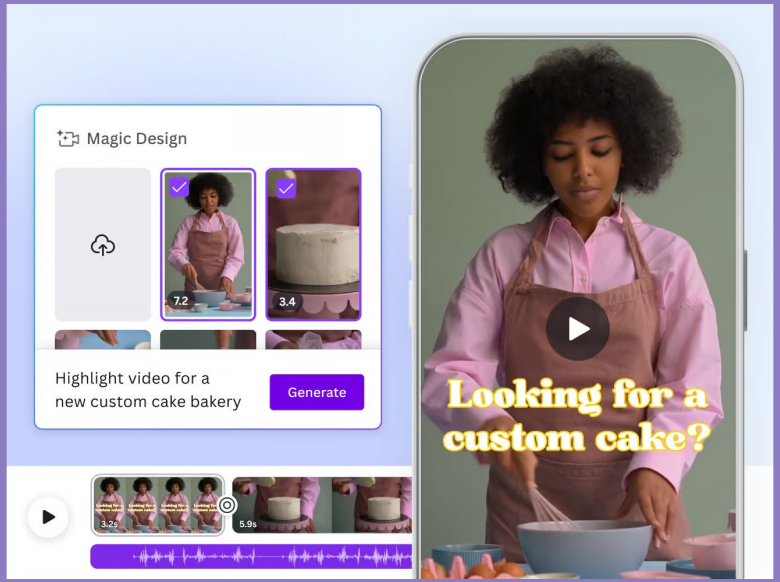


Canva is an online graphic design tool. You can use it to create social media posts, presentations, posters, videos, logos and more.

Things You Can Use Canva To Create

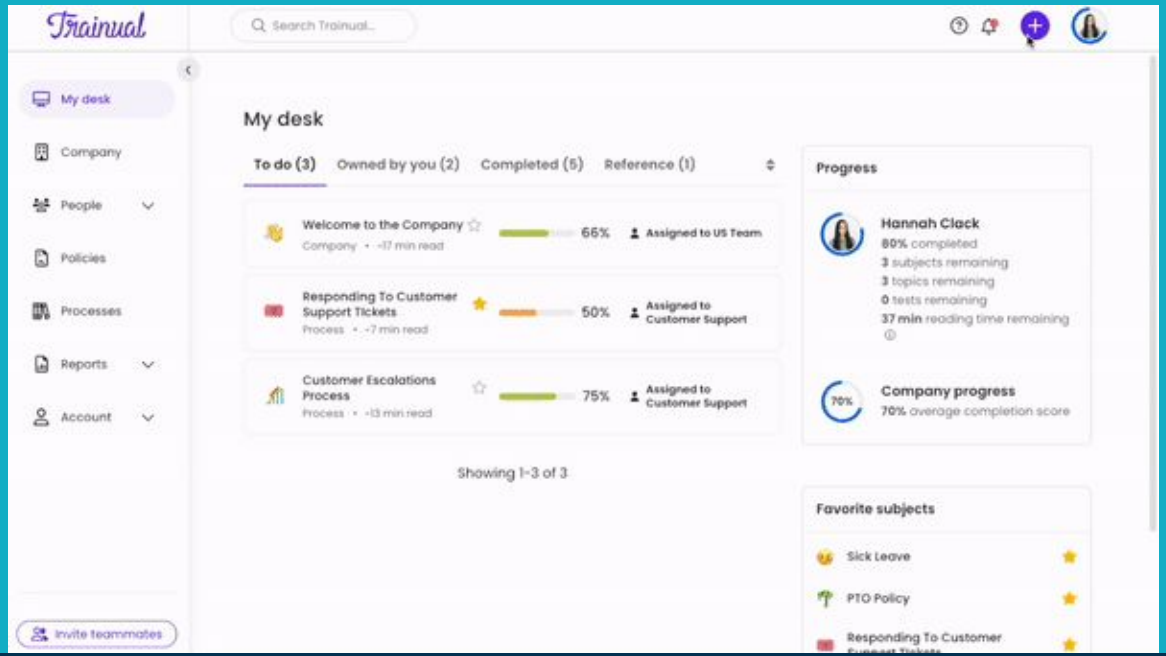
- Facebook posts and cover photos
- Instagram stories and posts
- Twitter headers and tweets
- Pinterest pins
- YouTube thumbnails and channel art
- Flyers
- Brochures
- Postcards
- Business cards
- Menus
- Presentations
- Reports
- Resumes
- Certificates
- Letterheads
- Invoices
- Lesson plans
- Worksheets
- Infographics
- Classroom posters
- Logos
- Brand style guides
- Blog banners
- Business stationery
- Invitations
- Programs
- Tickets
- Banners
- eBooks
- Webinar slides
- Website banners and ads
- Email headers
- T-shirts
- Mugs
- Posters
- Calendars
- Photo books
- Short video ads
- Video presentations
- Animated social media posts
- Personal greeting cards
- Vision boards
- Scrapbooking pages
- Blog & Website Graphics:
- Featured images
- Infographics

Canva’s AI Video Editor



Canva Video Suite is an AI video tool. With Canva Video Suite offers combining intuitive editing, recording, and collaboration features, thousands of customizable video templates, and an extensive media library, in one easy-to-use platform.

Trainual



Trainual is a training and knowledge management platform designed to help business teams get people up to speed faster, keep them aligned from anywhere, streamline their systems and processes, and increase productivity.

Resources:

udemy

coursera

OpenAI

https://openai.com/blog

_zapier learn

https://learn.zapier.com/

Questions?

Thank you!

Colleen Keyworth
ckeyworth@online-access.com
(810) 334-6711