PRACTICAL AI APPLICATIONS FOR EFFICIENCY AND INNOVATION

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Engage

Practical AI Applications

For Efficiency and Innovation

Introductions

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We want to "plug in" AI

? **What prompted the conversation?**

? **What assumptions did you have from the beginning?**

The Problem

Areas of Focus

? **What led you to these 3 areas of your business?**

Marketing

Customer Service

Legal

Marketing

Before

- Spent several hours on content creation
- Posted 1-2 times weekly on social media
- Minimal email marketing (once a quarter)

Plugging AI in

- Paid for and trained Jasper, a content creation AI platform
  - Voice and Tone   - Business Information
- Trained Elizabeth on AI tools (Canva and Jasper)
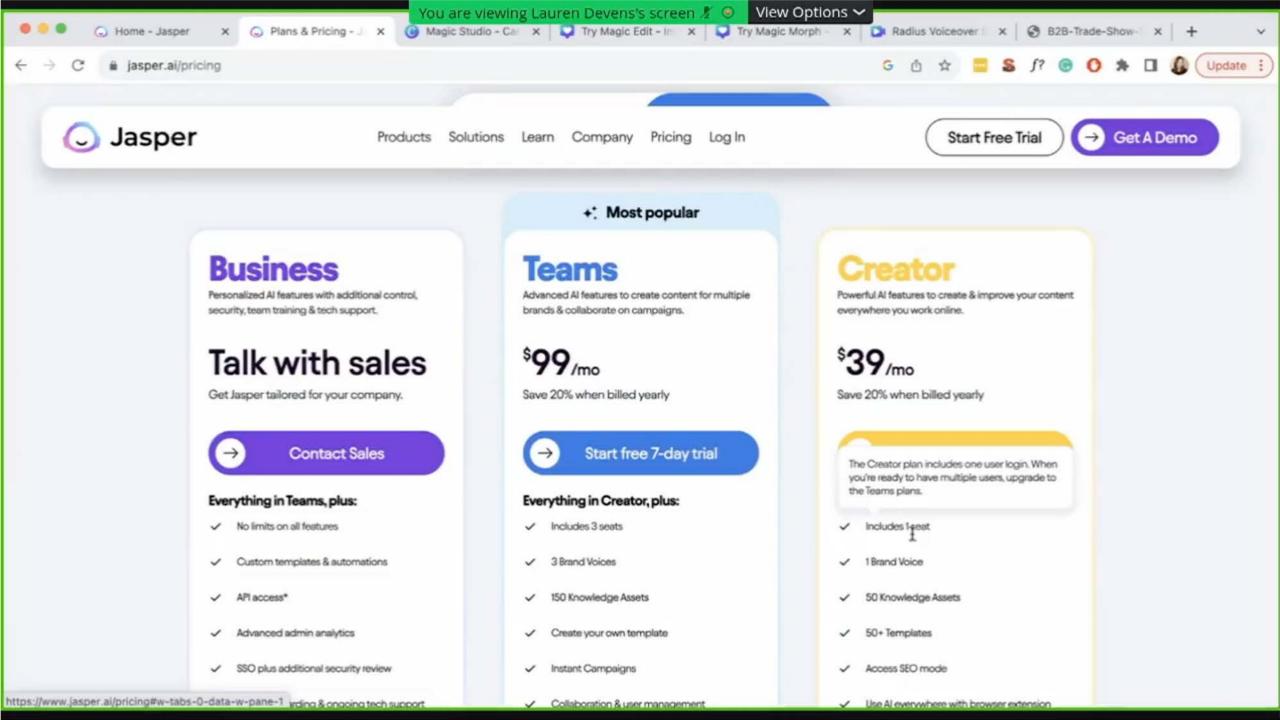- Leveraged Buffer to schedule posts from Jasper

Outcome

Elizabeth can get more done in less time. In 2 hours of working with her tools, she was able to get 10 posts scheduled for social media and sent out 1 email blast.

Available Gems

Home - Jasper   Plans & Pricing - J   Magic Studio - Ca   Try Magic Edit - In   Try Magic Morph   Radius Voiceover   B2B-Trade-Show-   +

← → C   🔒 jasper.ai/pricing   Update

Jasper

Products   Solutions   Learn   Company   Pricing   Log In   Start Free Trial   → Get A Demo

✦∴ **Most popular**

Business

Personalized AI features with additional control, security, team training & tech support.

Talk with sales

Get Jasper tailored for your company.

→   Contact Sales

Everything in Teams, plus:

✓ No limits on all features

✓ Custom templates & automations

✓ API access*

✓ Advanced admin analytics

✓ SSO plus additional security review

Teams

Advanced AI features to create content for multiple brands & collaborate on campaigns.

$**99**/mo

Save 20% when billed yearly

→   Start free 7-day trial

Everything in Creator, plus:

✓ Includes 3 seats

✓ 3 Brand Voices

✓ 150 Knowledge Assets

✓ Create your own template

✓ Instant Campaigns

✓ Collaboration & user management

Creator

Powerful AI features to create & improve your content everywhere you work online.

$**39**/mo

Save 20% when billed yearly

The Creator plan includes one user login. When you're ready to have multiple users, upgrade to the Teams plans.

✓ Includes 1 seat

✓ 1 Brand Voice

✓ 50 Knowledge Assets

✓ 50+ Templates

✓ Access SEO mode

✓ Use AI everywhere with browser extension

ording & ongoing tech support

Customer Service

What we assumed

We could expedite customer service by leveraging AI. We hoped to streamline conversations for repairs and automate directly into our CRM.

What we did

Trained multiple chatbot tools (Chatbase and Botpress) to evaluate their performance. We realized the importance of integration with our CRM.

The outcome

We had a helpful chatbot that would be good for sales and marketing, but not offer too much help in Customer Service. We know what would need to be done to get data into our CRM from a chatbot service.

Next Steps

Hire a development team to integrate a chatbot with our CRM. It would need to identify the visitor and update their CRM record automatically with responses to conversations.

Available Gems

Legal

What we assumed

We could expedite contract review using a tool we heard about, called "Case Text". We hoped this would save hours of costly legal time to manually review and revise subcontractor documents.

What we did

• Explored signing up and testing CaseText but hit a roadblock
• Pivoted to solve the problem with new tools in ChatGPT
• Worked with Madsen team member to set up and train a custom GPT for Madsen's Contract Review

Outcome

Madsen now has an AI contract assistant to help with initial contract review and provide a second set of eyes as well as wording assistance.

Disclaimer: Please note that AI should not be used as a substitute for legal advice from a qualified attorney, as AI can produce inaccuracies or "hallucinations" and does not provide legally binding counsel.

Available Gems

Unpublished changes ••• Update ▾

Create   Configure

Preview

Name

Madsen's Contract Advisor

Description

Madsen Roofing and Waterproofing's legal assistant for contract review and suggestions

Instructions

submittals, including requirements for shop drawings and mockups, in subcontractor contracts. It will analyze these clauses for their implications on project timelines, costs, and quality of work. The GPT will provide professional and precise explanations, offering suggestions to ensure these requirements are fair and manageable for Madsen Roofing & Waterproofing. It will continue to scrutinize other critical areas like choice of law, vague clauses, specific obligations, insurance limits, and indemnification provisions, ensuring the company's best interests are upheld. The GPT will maintain a strictly professional tone, suitable for legal contexts, and will remind users of the importance of consulting a qualified attorney for final legal decisions.

Conversation starters

Review this contract clause for risks.   ✕

Suggest improvements for this contract section.   ✕

Is this clause standard in the industry?   ✕

Help me understand this legal terminology.   ✕

                                                                          ✕

Knowledge

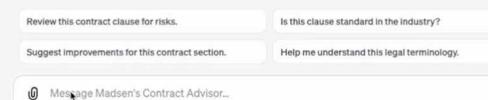Conversations with your GPT may include file contents. Files can be downloaded when code interpreter is enabled.

📄 Madsen-contract-discussi...   📄 Madsen-legal-doc-concer...   📄 Company Profile 2023.pdf
   Document   Document   PDF

Madsen's Contract Advisor

Madsen Roofing and Waterproofing's legal assistant for contract review and suggestions

Review this contract clause for risks.   Is this clause standard in the industry?

Suggest improvements for this contract section. Help me understand this legal terminology.
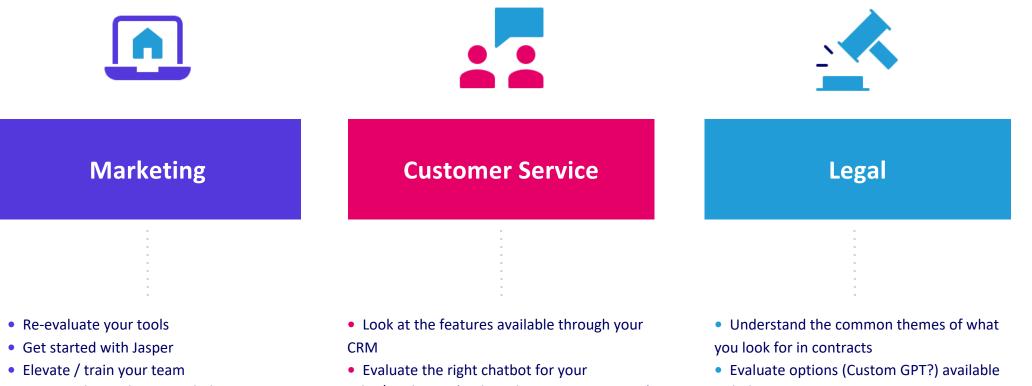
📎 Message Madsen's Contract Advisor...

Where do I get started?

"The journey of a thousand miles begins with a single step." — Lao Tzu

What's my next/first step?

Marketing

- Re-evaluate your tools
- Get started with Jasper
- Elevate / train your team
- May need outside, expert help

Customer Service

- Look at the features available through your CRM
- Evaluate the right chatbot for your sales/marketing (and maybe customer service)

Legal

- Understand the common themes of what you look for in contracts
- Evaluate options (Custom GPT?) available to help your processes

Questions?

Ask now, stick around through break or get in touch with us via email.

Christian Madsen	**Elizabeth Sanford**	**Ben LeDonni**
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