

CHAUFFEUR  
**DRIVEN**  **NLA**<sup>®</sup>  
OCTOBER 22-25 **ORLANDO** GAYLORD PALMS

# THE SECRETS TO USING AI TO SUPERCHARGE YOUR BUSINESS GROWTH

James Blain PAX Training, Robyn Goldenberg, Strategy  
Leaders & Athena Grimm, BAC Transportation



# WHAT IS AI?

- **Simulation of Human Intelligence:** AI systems are designed to mimic human thinking and decision-making.
- **Self-Improving:** AI learns from data and improves performance over time without being explicitly programmed.
- **Problem Solving:** AI can analyze vast amounts of data to identify patterns and solve complex problems.
- **Automation:** AI can perform repetitive tasks, make predictions, and take actions based on data.
- **Continuous Evolution:** AI systems can adapt and evolve based on new data and experiences.



# TYPES OF AI

- **Natural Language Processing (NLP)**  
ChatGPT and chatbots
- **Generative AI**  
Dall-E and Social Media Profile Apps
- **AI Vision**  
Cameras with AI monitoring IE Lane Assist
- **Machine Learning**  
Facial recognition & Netflix recommendations.
- **Speech & Text to Speech Recognition**  
Siri, Alexa, and other voice assistants



# SELF DRIVING VEHICLES

Waymo is Google's self-driving car division, started in 2009, although now operates under its own brand.

- **Companies**  
Waymo & Cruise
- **Operating & Coming Soon Cities**  
Phoenix, San Francisco, Los Angeles & Austin
- **Other self-driving car companies**  
Tesla & and Cruise (GM)





# MOORE'S LAW & BEYOND

- Moore's Law: Computing power doubles roughly every 2 years
- More power, sophisticated AI, and cost-effective solutions.
- ChatGPT's Evolution: "Rapid advancements from ChatGPT-3 to ChatGPT-4 & beyond."
- Embrace change, continuous learning, and adaptation.
- Beyond Moore's Law: Is Quantum Computing the next frontier?



# THE FUTURE IS HERE

- AI is No Longer a Futuristic Concept
- Adapt or Be Left Behind
- Stay Ahead of the Curve
- AI is not going anywhere
- Embrace Change and Innovation with AI





# AI IN BUSINESS

- **Chatbots for Customer Service**  
Product/Service: AI-powered chatbots on the company website or app to handle customer inquiries, bookings, and complaints.
- **Dynamic Pricing**  
Product/Service: AI-driven tools that adjust pricing based on demand, time of day, or special events, helping companies maximize revenue.
- **Driver Behavior Analysis**  
Product/Service: AI solutions that monitor and analyze driver behavior to ensure safety, efficiency, and compliance with company standards.
- **Automated Booking and Scheduling**  
AI tools that optimize booking and scheduling based on vehicle availability, driver shifts, and customer preferences.
- **Automated Social Media Marketing**  
AI-driven platforms that optimize social media ad campaigns, analyze customer sentiment and suggest content strategies.



# GETTING TO KNOW CHATGPT

- Not a person – but acts like a person that will have a 1-to-1 text conversation with you
- You can ask it to refine or adjust an answer based on new information
- If using it in your company, you should have an AI Policy.
- Limited in current data (2021) and earlier – unless using plugins or giving it additional data
- Proofread, fact-check, and adjust the responses any AI gives you!



# CAUTIONS & PITFALLS OF AI

- **AI is a Tool, Not a Replacement**
- AI's Transformative Power: Efficiency, personalization, predictive insights.
- Striking the Right Balance
- Beware: Biases & ethical dilemmas
- Ensuring Responsible and Effective AI Implementation
- Ethical Considerations of AI Use



# EFFECTIVE PROMPTS

- Use a single thread for related topics.
- Asking the Right Questions
- Feedback Loops: Refining for Better Outcomes
- The Power of Effective Communication with AI
- Achieving Desired Outcomes Through Thoughtful Prompts



# SAMPLE PROMPTS

- Provide a checklist for monthly maintenance tasks for a fleet of passenger ground transportation vehicles.
- Help me create a script for my customer service team to handle client complaints about late pickups.
- Help me create a process for responding to negative customer reviews of my chauffeured services company.
- Suggest some marketing strategies to promote my chauffeured services for weddings and special events
- Help me draft a financial forecast for the next year for my passenger ground transportation services, considering a fleet expansion of 5 new motorcoaches.
- Can you help me create a marketing plan for my chauffeured services business? Ask me anything you need to know in order to tailor it to my specific business and needs.



# AUDIENCE ENGAGEMENT



# AUDIENCE ENGAGEMENT

- Engage, Explore, Experience: Dive into AI
- Your Insights & Experiences Matter
- Hands-On Learning: AI in Action
- Collaborative Exploration: Share and Learn
- Let's Begin Our Interactive Journey
- The Power of Collective Learning and Collaboration
- Setting the Stage for an Engaging Session



# HANDS-ON: CRAFTING PROMPTS

- Your Turn: Craft an AI Prompt
- Think: Business Challenges & AI Solutions
- Share Your Thoughts: Collaborative Refinement
- Feedback Loop: Continuous Improvement
- Image Description: A brainstorming cloud or lightbulb.
- The Role of AI in Addressing Business Challenges
- Harnessing the Power of AI Through Effective Prompts





# DISCUSSIONS: SHARING & REFINING PROMPTS

- Share Your AI Ideas & Insights
- Collaborative Feedback & Suggestions
- Refinement: Honing the Perfect Prompt
- Learning from Each Other: Collective Wisdom
- Image Description: A refined diamond or group discussion icon.
- The Power of Group Think in AI Implementation
- Building on Each Other's Ideas for Better Outcomes



# EXERCISE: IDENTIFYING OPPORTUNITIES TO USE AI

- Spot the AI Opportunity
- Scenario-Based Exploration
- Brainstorm: Where Can AI Fit Best?
- Real-World Applications & Solutions
- Image Description: A spotlight or magnifying glass.
- The Role of AI in Enhancing Business Operations
- Identifying and Seizing AI Opportunities in Real-Time



# BRAINSTORMING: AI IN YOUR BUSINESS

- Rapid Fire Round: Share Your AI Vision
- One Way AI Can Elevate Your Business
- Inspire & Be Inspired: Collective Brainstorming
- Harnessing the Power of Group Think
- The Future of Business: AI-Driven Solutions
- Staying Ahead of the Curve with Collaborative Insights



# COMBINING TOOLS

- Speech-to-Text: Seamless Voice-to-Text Conversion
- Voice Tools Integration: A More Natural Experience
- Use Plugins to tailor ChatGPT to Your Needs
- Future of AI: Integrated & Collaborative Tools
- Stay Ahead: Continuously Explore & Integrate



# QUESTIONS



# Let us know how we did!





Thank you for joining us!