IAQ RADIO+

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Jenny Andrawis
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Property Restoration; AI and New Technology

Good day and welcome to IAQ Radio+ episode 748 Blog. This week we welcomed Jenny Andrawis of Implement4.com to provide insight on how AI and new technology are affecting the property restoration ecosystem.

Implement4's Chief Revenue Officer, Jenny Andrawis has over 16 years in the restoration industry and 20 years as a Marketing Executive. Prior to leading Revenue generation initiatives at Implement4, Jenny has held Chief Revenue Officer, Marketing Leadership, Customer Success, and Sales Enablement roles with restoration companies ranging from $20M to over $800M.

Jenny is a committee member of the Social Media Club Washington DC, an organization which provides opportunities to share ideas and information about social media. SMC's primary missions are focused on promoting media literacy, promoting standards-based technologies, championing ethical behavior, and sharing collective knowledge.

Jenny is also on Constant Contact's advisory panel. Her regular participation in different email marketing, social media marketing, and contact management topics helps influence product and service decision-making at Constant Contact.

Nuggets mined from today's episode:

Please tell us a little about Implement4 and your position with the company?
Founded 1 year ago, by partners who are all experienced in disaster restoration; Implement4 is a national restoration and remediation industry partner that provides restoration firms with assistance in: market acquisition, employee acquisition, sales/marketing strategy, and operational strategy. We help companies get to the next level.

How is AI revolutionizing Restoration marketing?
It helps us to automate tasks, personalize experiences, and provide valuable insights. AI automates repetitive tasks like social media scheduling, email campaigns, and data entry, freeing marketers to focus on strategic initiatives.

AI analyzes customer data to personalize marketing messages and offers. Constant contact is a great example of how they are integrating AI to create more targeted campaigns and increased engagement.

AI algorithms can analyze vast amounts of data to identify trends, predict customer behavior, and optimize marketing campaigns for maximum ROI.

Improved Customer Experience: AI-powered chatbots and virtual assistants provide 24/7 customer support and answer questions.

In a slump and not creative? AI tools can assist in content creation, such as generating ideas, writing drafts, and creating visually appealing content.

What is AI (for a senior citizen)?
The term "Artificial Intelligence" (AI) was coined in 1956 at Dartmouth College. Imagine a very smart computer program that can learn and solve problems like a human.

AI is like teaching a computer to think. Instead of just following instructions, it can figure things out, learn from its mistakes, and even make predictions. Think of it like a very advanced student who can study and learn on their own. AI is already in many things: voice assistants (Siri, Alexa) that can set reminders, play music, or answer questions just by talking to it.

Why would a disaster restoration firm want to use AI?
In restoration, we deal with a lot of unpredictable situations. AI can help them in several ways:
Faster Damage Assessment: AI can analyze photos or videos of damage to estimate the extent of the problem more quickly and accurately than humans alone. Analyzing images/videos: AI can assess water damage, fire damage, or mold growth from photos or videos, speeding up the initial assessment process and generate estimates quickly!
Optimized Resource Allocation: AI can help determine the most efficient way to deploy crews and equipment to different job sites. We can even take it one step further and have AI help us with the scheduling and dispatching function. It can optimize the schedules of our restoration crews and dispatch them to jobs (most urgent first, geographic location, skill set. For example, if the project scope includes Hazardous waste site cleanup then send our HAZWOPER's!

<u>Improved Customer Service:</u> AI-powered chatbots can answer customer questions and provide updates 24/7.   For example, check out Connex AI. It's a Virtual AI Voice Agents — Call Center AI

<u>Predictive Analysis:</u> AI can analyze weather patterns and historical data to predict potential disasters and allow for better preparation.

How is AI leveling the playing field?

While large companies may have more resources (and dollars) to invest in cutting-edge AI systems, AI also offers free opportunities for smaller businesses. Cloud-based AI services are becoming more accessible, allowing smaller firms to leverage powerful AI tools without huge upfront investments. AI can empower smaller players to be more efficient and competitive.

Some basic AI tools are available for free, others are subscription-based (where you pay a monthly or annual fee), and others are usage based (based on the amount of data being processed or the number of API calls). Custom development costs can be significant for developing bespoke AI solutions.

AI and electrical power/hardware?

Cloud-based AI services often handle the heavy lifting, reducing the hardware requirements on the user's end.

What is DeepSeek AI?

DeepSeek is a young 1 year old that is shaking up the AI world! DeepSeek is a Chinese artificial intelligence (AI) company that develops an open-source model not just for researchers but by anyone for commercial purposes.

It's notable because it is based on "reasoning". It responds to a question or solves a problem by thinking it through in "steps" to get to an answer. Their models are said to be comparable to those developed by OpenAI, but at a lower cost. It's being banned in the US due to security concerns. All user data on servers in China, raising fears that the Chinese government could access sensitive information.

Also, there's a fear that such apps could be used for espionage or to influence American public opinion.

New products/services to watch for:

AI-powered damage assessment tools:

<u>Tractable Launches New AI Solution to Assess Building Damage From Natural Disasters (2 years ago).</u> It takes photos and submits them to Tractable's artificial intelligence platform, which mitigates the challenge of having appraisers onsite to

assess damage in the wake of disaster. It has been trained on a large database claims and damaged property; makes an immediate assessment of the amount of damage it sees and relays this to the homeowner's insurer. In a major natural disaster that process can take several weeks, now it can happen as quickly as in a single day.

Virtual reality (VR) training
VR could be used to train restoration crews in realistic scenarios.
This is already in place by the Dept. of Homeland Security.
Potential developments in VR include improved hardware, more realistic environments, and better integration with other technologies.
The benefits of VR training are restoration professionals can gain hands-on experience in a risk-free environment.
VRse Builder creates platforms to train on safety SOPs, luminous XP creates Immersive learning platforms for high-risk situations. Both tools provide demos, I would encourage you to check them out!

Smart home integration:
Smart home systems equipped with sensors can detect emergencies like fires, floods, and carbon monoxide leaks in real-time, allowing for faster response times by Restoration companies and First Responders and potentially minimizing damage to the affected facility.

Data collected from smart home devices (temperature, humidity, energy usage) can provide valuable insights into the extent of damage and inform restoration efforts more accurately.

Restoration companies may use remote monitored data generated by smart home systems to enable faster identification and assessment of emergencies, even when property owners are not present. These smart home systems can facilitate communication between homeowners, emergency responders, and restoration companies, streamlining the response process.

Success Story?
Jenny spearheaded the creation of a virtual reality presentation for a restoration firm that wanted to diversify into the healthcare market. The presentation depicted the intricacies of working in healthcare facilities. The presentation was well, received by healthcare facility engineers.

Additional comments from Jenny:

- You are already using Ai. Ai is imbedded in tools that you rely on daily such as Xactware, Verisk, Dokusketch, Constant Contact, Canva, Social Media, etc.
- When you pose a question to Ai and don't obtain a suitable answer, pose the question differently. Think like a prompt engineer! Prompt Engineers, a new job opportunity for people who know how to pose questions to Ai.
- Gemini 2- a Google powered Ai is a free chatbot, search companion that can help with content writing.
- Be careful about unknowingly sharing your personal information by allowing phones and other devices to listen to your conversations. Consider reading the fine print in online contracts and app downloads before you quickly click and accept terms and conditions.
- Innovate or Stagnate!
- You'll become obsolete unless you find *and ride* the next big wave!

Z-Man signing off

Trivia:
In what year was the term Ai coined?

Answer: 1956
Answered by: Bob Spielvogel, Massachusetts, USA