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# **Al Information**

In this document, we'll help you get more familiar with AI tools, and more specifically, the AI tools that Watsco is creating.

#### Q: What is AI?

A: Artificial Intelligence, or AI, is like teaching a computer to think and learn like a person. Imagine if you had a toy robot that could learn to clean your room all by itself after watching you do it. That's kind of what AI can do, but with computers.

Al helps computers do things that usually only people can do, like understand what we say, play games, recognize pictures, and solve problems. It's like giving a computer a brain that helps it learn new things from information it gets, so it can help us with all sorts of stuff, like answering questions or playing a game of chess.

In summary, Al is a special way to make computers really smart so they can be our helpers and do cool things for us! A public-facing Al tool you may have heard of is ChatGPT.

E: Here is an example using AI where I am looking for music recommendations...



I like the song 'Happy' by Pharrell Williams. Can you recommend more songs like that?

Sure! If you enjoy "Happy" by Pharrell Williams, you might like songs that have a similar upbeat, feel-good vibe. Here are some recommendations that capture a similar mood and might appeal to you:

- 1. "Can't Stop the Feeling!" by Justin Timberlake
- 2. "Uptown Funk" by Mark Ronson feat. Bruno Mars
- 3. "Get Lucky" by Daft Punk feat. Pharrell Williams & Nile Rodgers
- 4. "Best Day of My Life" by American Authors
- 5. "Shake It Off" by Taylor Swift
- 6. "Valerie" by Mark Ronson feat. Amy Winehouse
- 7. "Treasure" by Bruno Mars
- 8. "Sugar" by Maroon 5
- 9. "I Gotta Feeling" by The Black Eyed Peas
- 10. "Cake by the Ocean" by DNCE

Remember that musical taste is subjective, so while these songs share a similar upbeat and positive energy, you might find that some resonate more with you than others. Give them a listen and see which ones capture that "Happy" feeling for you!

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Once you have a suggestion, you can expand upon it to be more specific for what you are looking for. Like this:



how about some country suggestions

Certainly! If you're looking for country songs that have an upbeat and feel-good vibe similar to "Happy" by Pharrell Williams, here are some suggestions that might put a smile on your face:

- 1. "Wagon Wheel" by Darius Rucker
- 2. "Chicken Fried" by Zac Brown Band
- 3. "Good Time" by Alan Jackson
- 4. "American Honey" by Lady A (formerly known as Lady Antebellum)
- 5. "Country Girl (Shake It for Me)" by Luke Bryan
- 6. "Snapback" by Old Dominion
- 7. "Play It Again" by Luke Bryan
- 8. "House Party" by Sam Hunt
- 9. "Cruise" by Florida Georgia Line
- 10. "My Front Porch Looking In" by Lonestar

These songs are known for their catchy tunes and cheerful lyrics, which can be reminiscent of the positive energy found in "Happy." Give them a listen and see which ones resonate with your taste in country music!

#### ...or this:



how about kid friendly options

If you're looking for kid-friendly songs that have an upbeat and positive vibe similar to "Happy" by Pharrell Williams, here are some options that are both appropriate for children and enjoyable for all ages:

- 1. "Can't Stop the Feeling!" by Justin Timberlake (from "Trolls")
- 2. "Everything Is Awesome" by Tegan and Sara feat. The Lonely Island (from "The LEGO Movie")
- 3. "Try Everything" by Shakira (from "Zootopia")
- 4. "Life is a Highway" by Rascal Flatts (from "Cars")
- 5. "Under the Sea" by Samuel E. Wright (from "The Little Mermaid")
- 6. "You've Got a Friend in Me" by Randy Newman (from "Toy Story")
- 7. "Let It Go" by Idina Menzel (from "Frozen")
- 8. "I Just Can't Wait to Be King" by Jason Weaver, Rowan Atkinson, and Laura Williams (from "The Lion King")
- 9. "Best Day of My Life" by American Authors
- 10. "Walking on Sunshine" by Katrina and The Waves

These songs are not only popular and catchy but also contain lyrics that are suitable for younger audiences, making them great choices for family listening or children's parties.





NOW THAT YOU'RE MORE FAMILIAR WITH ARTIFICIAL INTELLIGENCE, LET'S LEARN ABOUT ASK WATSCO.

## Q: What is Ask Watsco?

A: <u>Ask Watsco</u> is our own internally built AI tool. *You need to be on a Watsco Network in order to access this tool.* You can use it like google ("define this," "translate that," "how do you do XYZ in excel," etc) or for more complicated things like writing code, or providing work samples for marketing or communication purposes. Here's an example...



Write a short thank you email to a first time customer encouraging them to be loyal to our brand

Subject: Thank You for Choosing [Your Brand Name]!

Dear [Customer's First Name],

I hope this message finds you well. I wanted to reach out personally to express my heartfelt gratitude for choosing [Your Brand Name] for your recent purchase. We are thrilled to welcome you to our family of customers and are committed to providing you with the best experience possible.

We understand that you have many choices when it comes to [product/service type], and we are honored that you decided to give us a try. Our goal is to consistently deliver quality and satisfaction, and we hope that you were delighted with your first encounter with our brand.

As a token of our appreciation, we would like to offer you a [percentage] discount on your next purchase. Simply use the code THANKYOU at checkout to enjoy this special offer.

We believe that loyalty should be rewarded, and as such, we have a customer loyalty program that you might find beneficial. By joining, you can earn points for every purchase, receive exclusive offers, and be the first to know about our new products and upcoming sales.

We value your feedback and would love to hear about your experience with our product/service. If there is anything we can do to enhance your experience or if you have any suggestions, please do not hesitate to reach out.

Once again, thank you for choosing [Your Brand Name]. We look forward to serving you again and hope to be your go-to choice for all your [product/service type] needs. Warm regards.

[Your Full Name] [Your Position] [Your Brand Name] [Contact Information]

### .... And once you have your sample, you can refine it like this:



make it more personal and a little witty

Subject: You Made Our Day! Here's a Little Something to Say Thanks Hey [Customer's First Name],

Wow, you did it! You took a leap of faith and landed right in our [Your Brand Name] family. And let me just say, we're doing a happy dance because you chose us (and yes, it's as fun as it sounds!).

We know that trying a new [product/service] can be like ordering a mystery dish at a fancy restaurant – exciting yet slightly nerve-wracking. But you, brave soul, dove right in, and we're over the moon that you did.

To show our appreciation for your stellar decision-making skills, we're slipping a little extra something into your welcome package – a [percentage]% discount for your next adventure with us. Just punch in the code NEWBIELOVE when you check out, and voilà, savings galore!

But wait, there's more! (I've always wanted to say that.) Join our loyalty program, and it's like a backstage pass to the [Your Brand Name] world. Earn points that make our accountants nervous, get access to secret sales that we only whisper about, and be the first to see our latest creations (sometimes before we even make them).

If our product was a cake, your thoughts would be the cherry on top. So, if you've got a minute to share your experience or a suggestion that could spark our next big idea, drop us a line. We're all ears – seriously, we're considering an ear enlargement procedure.

Thanks a million for giving us a shot. We can't wait to spoil you again with our [products/services]. Here's to the start of a beautiful friendship! Cheers to the new kid on the block (that's you!),

[Your Full Name] [Your Cool Title] [Your Brand Name] [Your Contact Info – because we're friends now]



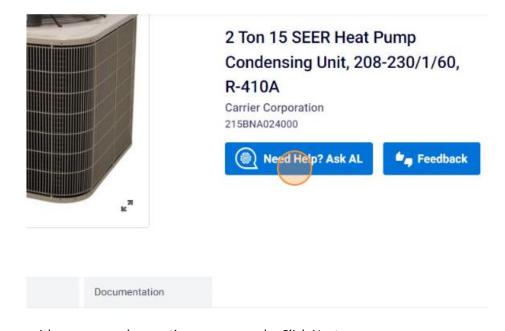
NOW THAT YOU'RE MORE FAMILIAR WITH ASK WATSCO, LET'S LEARN ABOUT AL.

#### Q: What is AL?

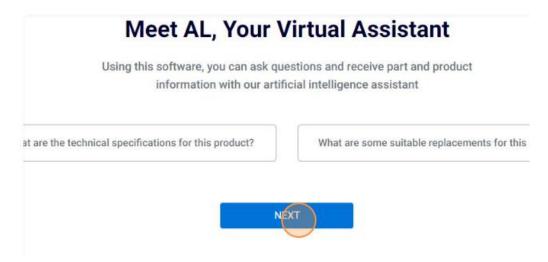
A: AL is our own internally built AI tool that is specific to HVAC equipment data that is sold within the Watsco network. We have programmed AL to read every piece of equipment documentation that we have available. This includes sales brochures, spec sheets, owner's manuals, installation manuals, wiring diagrams, etc. The purpose of the tool is to easily be able to know and answer any product question your customer might have without having to look up documentation and search for an answer.

**E:** Here's what that experience can look like:

From an Equipment product page: Click the Ask AL button



See the WELCOME screen with some sample questions you can ask. Click Next.

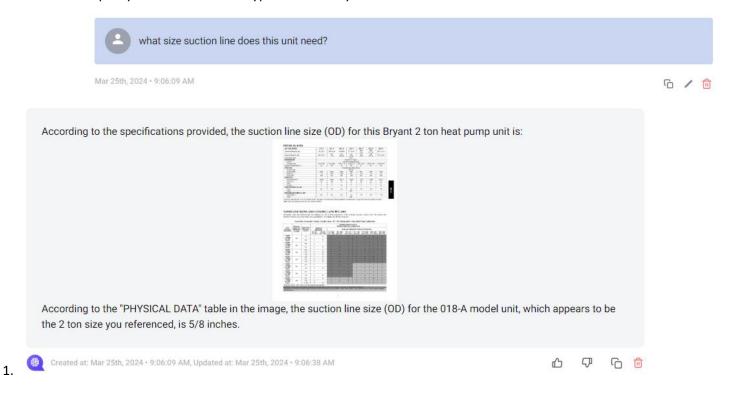




Speak or type your question in the text box at the bottom. You can also upload a file here.



**E:** Here are some examples you can ask and the type of answers you will receive:





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