



AI Tools for Florists: GoogleLM and CustomGPT

In this session, we'll explore how CustomGPT and GoogleLM can be used as AI tools to train staff, answer questions, and improve everyday sales and service inside your flower shop.

Why are we doing this?



Sales Training

CustomGPT, Our Intern, was trained to play the role of a virtual sales trainer, offering real-time answers, product tips, and role-play scenarios to help staff build confidence and close more sales.



Knowledge Assistant

GoogleLM serves as your team's helpful librarian, giving instant access to SOPs, policies, and how-to guides so staff can find answers fast and stay on track.



Training on Demand

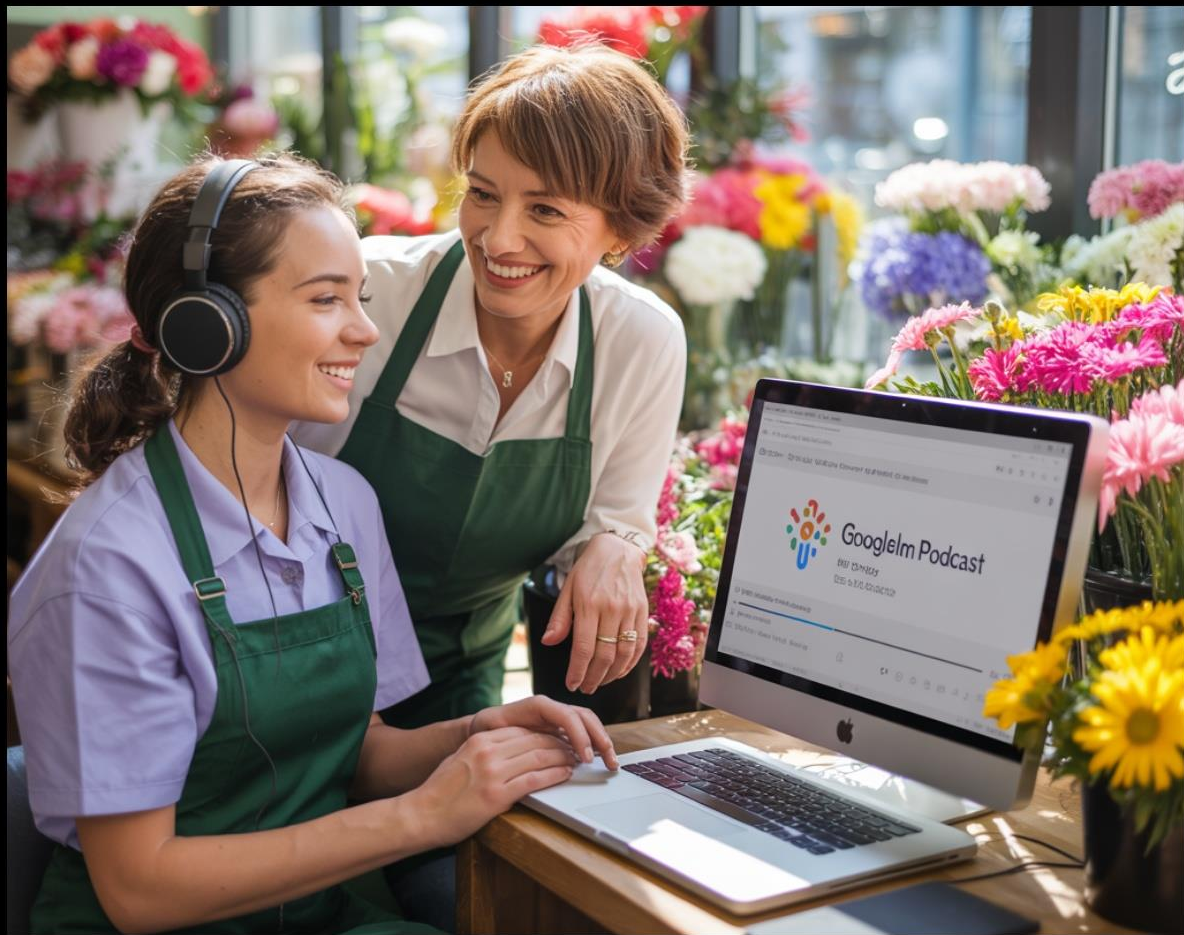
On-demand training sessions using podcasts help staff learn at their own pace, perfect for busy days on the sales floor.



Consistent Customer Experience

AI ensures every team member delivers the same high-quality service using the same answers, tone, and approach across all interactions.

We wanted the custom AI tools to provide better sales training, faster answers, more flexible learning, and consistent customer service



GoogleLM

Learning on the go

CustomGPT

CustomGPT is like your most patient team member, never gets tired, never rolls their eyes, and always knows your shop's SOPs



Should I Ask Again?



Did She Even Read the Manual?

**How do I set up two
different but complimentary
AI tools?**



**Let's dive into
the demo next!**



GoogleLM Audio Learning Guide

Time to hear it in action!



**CustomGPT
Sales Trainer
demo**

Time to see it in action!

Knowledge Sources for AI



PDF Files

Portable Document Format (PDF) files are commonly used as knowledge sources for AI systems, as they can contain structured and unstructured data, including text, images, and other multimedia elements.



Text Documents

Plain text files, such as .txt files, can provide valuable textual information for AI algorithms to analyze and learn from.

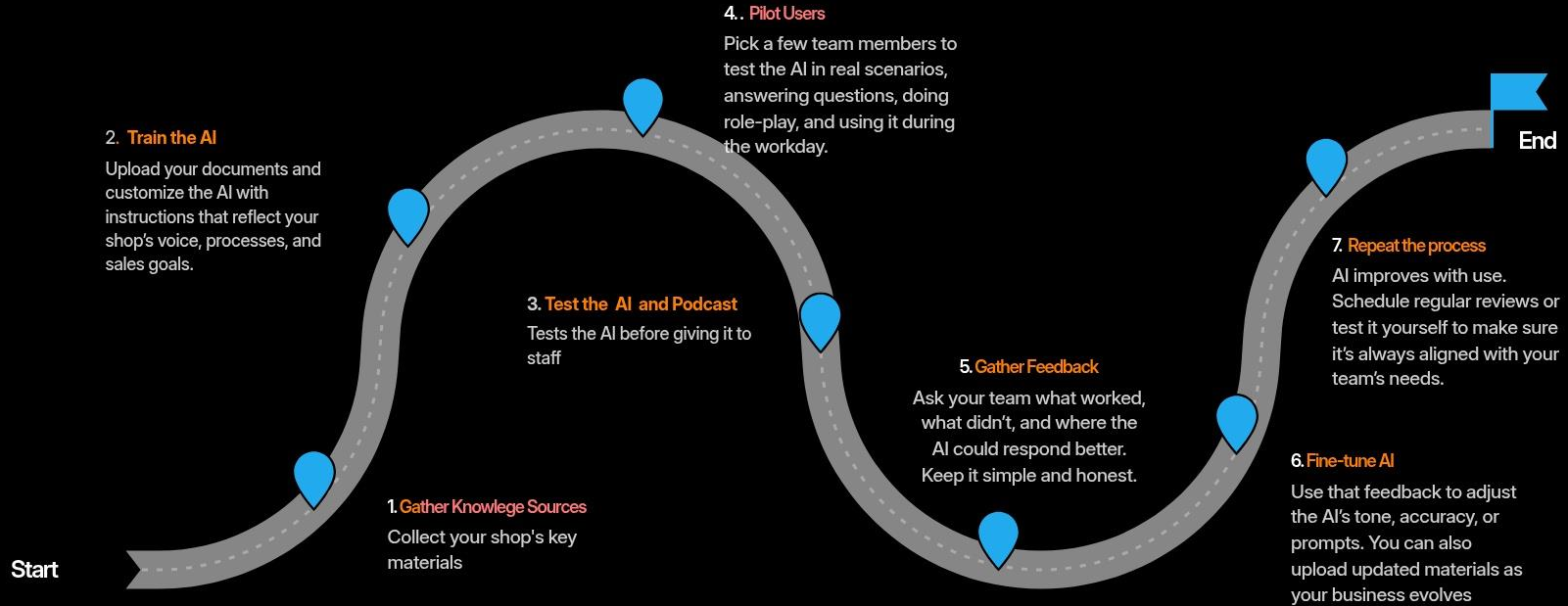


Word Documents

Microsoft Word documents (.doc or .docx) are widely used to store written content, which can be leveraged as knowledge sources for AI models.

By utilizing a variety of document formats, including PDF, text, and Word documents, AI systems can access a diverse range of knowledge sources to enhance their learning and decision-making capabilities.

Custom GPT Milestones



Limitations of CustomGPT & GoogleLM

Hallucinations

AI can confidently generate answers that sound correct but aren't. It's important to verify information, especially for pricing, policies, or care tips.

Limited Industry Context

If the AI isn't trained on your shop's materials, it may give generic responses that don't match your way of doing things.

Outdated Information

AI doesn't know what happened yesterday. Unless updated regularly with your own documents, it might reference old trends or processes.

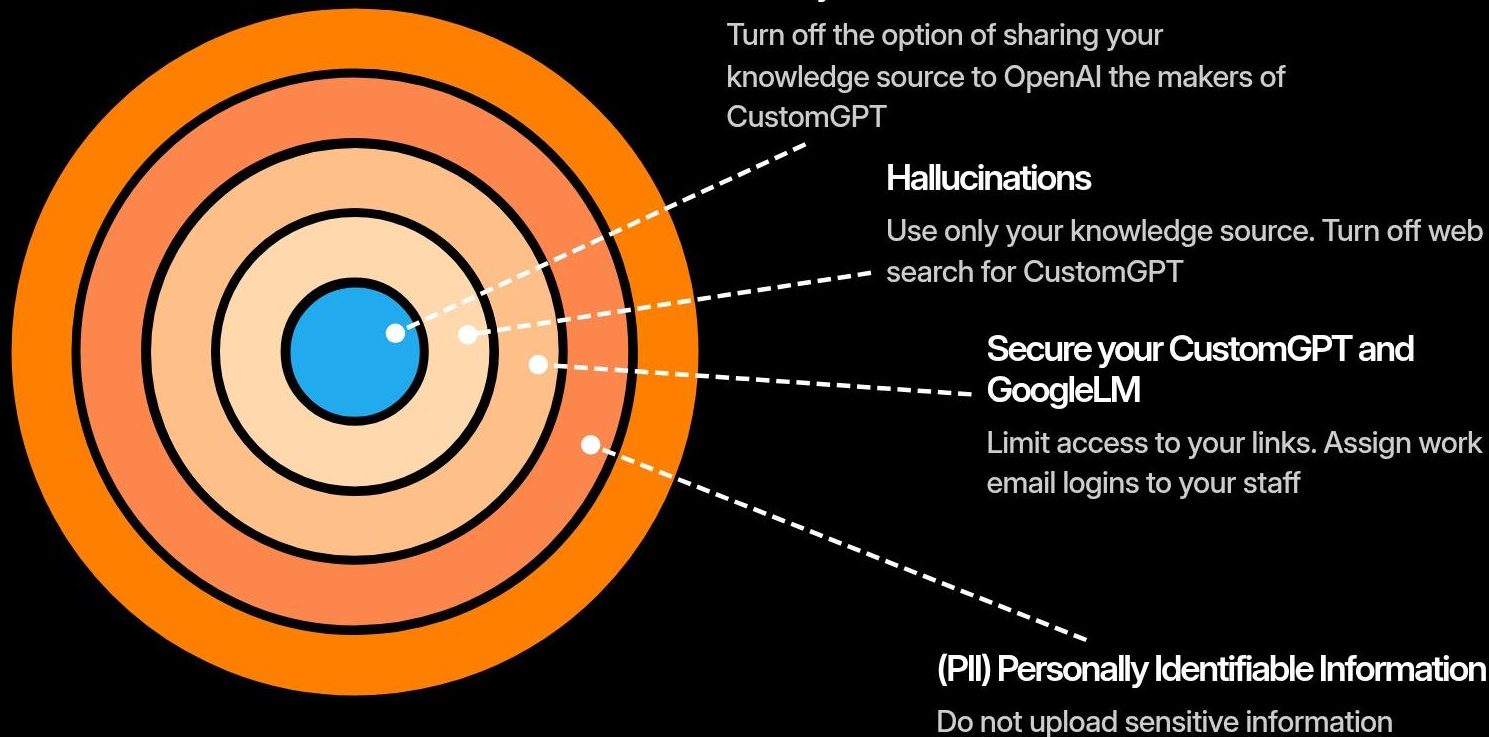
No Emotional Intelligence

AI can't read the room. It may miss tone, urgency, or subtle cues that a human would pick up during customer interactions.

Requires Regular Maintenance

For best results, you need to keep the AI trained and refreshed with your latest SOPs, promos, and feedback—just like you would a real team member.

Security



Pricing Plans

Plan Name	Monthly Price	Features Included
ChatGPT Free	Free	Message and feature limits. Slower response times. Less up-to-date information. No access to advanced features
ChatGPT Plus	\$20.00 / month	Personal plan. Provides priority access during peak usage. This is the plan most of you are on.
ChatGPT Teams	\$25 to \$30 per user per month	This plan is designed for teams and offers features for collaboration and workspace management, including access to the latest models, tools for analyzing and editing files, and the ability to build and share custom GPTs.
Google One AI Premium	\$19.99 / month	Get more AI Overviews (Podcast), notebooks, and sources per notebook. Customize the style and tone of your notebooks. Collaborate and share notebooks with others.

*Pricing data from company's website



Use the QR Code

To access Joe & Carma's presentation slide

Thank you!



Conclusion

Q&A

The presentation has demonstrated the powerful potential of AI language models, such as CustomGPT and GoogleLM, to revolutionize the florist industry. By leveraging these advanced technologies, florists can enhance customer experiences, provide personalized product recommendations, and streamline their operations.

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