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AskSpot Makes Utilizing AI Easy



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AskSpot Makes Utilizing AI Easy

By Kathy Hunt

It's the thing that everyone is talking about, the innovative field of computer science that strives to make life easier and work more efficient and save money while doing so. But exactly what is artificial intelligence or AI?

Merriam-Webster Dictionary defines artificial intelligence as "the capability of computer systems or algorithms to imitate intelligent human behavior" and "a branch of computer science dealing with the simulation of intelligent human behavior by computers." Direct a GPS app to find the quickest route to a destination. Dictate and send a text or email with a smartphone.

Scroll past a series of personalized ads on social media. Engage with an online customer service chat or "chat bot." All of these activities utilize AI.

AI may be achieved through machine learning. Here, a computer studies large amounts of datasets to learn how to perform tasks without direct instruction. Through experience, it learns and improves on its own. Hence the name "machine learning."

This answers the question of what AI is, but it doesn't explain how different enterprises will benefit from using it. In 2024, *Forbes* magazine reported that AI promises to help companies by streamlining operations, tailoring customer experience, and accurately predicting market trends. It pointed to how AI automates routine, time-consuming jobs such as scheduling appointments and managing customer inquiries, as well as more complex duties such as writing reports. AI can also evaluate customer behavior and preferences, determine which marketing efforts work, and personal-

ize consumer experiences, sparing businesses from pursuing wrong and often costly approaches to wooing customers. By being freed from mundane work, employees can shift their efforts to new and challenging projects.

Although AI's abilities sound encouraging, entrepreneurs still face the dilemma of how to implement AI in an easy and effective way. For that, they can turn to AskSpot. This "copy-and-paste, easy, no-code, custom AI chatbot builder" was launched by Drew Griffin and David Calafiore in January 2024. AskSpot provides the tools, knowledge, and experience needed to build AI-powered assistants, interactive forms, and automated workflows. It can be embedded on websites and chat platforms or used as a direct link.

"Our design is really to help local businesses do easy, copy-and-paste artificial intelligence," said AskSpot developer and co-founder Griffin, who is based in Douglassville PA (Berks County).



PHOTO BY STEVE LADNER PHOTOGRAPHY

How AskSpot empowers small businesses, content creators, and more

With AskSpot, businesses can rely on AI-powered assistants to handle repetitive customer service tasks such as answering frequently asked questions.

"We saw the emergence of AI and built this tool for us internally to handle frequently asked questions and things like that," Griffin said. "When we were able to automate a lot of what our tool does, we realized it would make a very pragmatic tool for other businesses, whether that be other software companies or local brick-and-mortar businesses, to help them solve some of their low-hanging-fruit problems."

One such solvable issue, Griffin noted, concerns the repeat calls that companies receive regarding hours of operation, accepted methods of payment, and shipping regions, rates, and fees. Rather than have an employee field these queries, they can be answered by an AI assistant.

Another problem-solver is intelliforms. Using AI, an online form collects and processes data for such things as inquiries and service requests. AskSpot can then generate and send responses to customers. It can also create new content for blogs, reports, and other formatted text outputs. Intelliforms safely collect and store user data, forwarding it to CRMs (customer relationship management), Google Sheets, or internal tools. Among the advantages of intelliforms is the ability to deliver lead magnets. In this scenario, customers receive special deals or free resources in exchange for inputting their contact information, which then allows a business to grow its email list and its audience.

Yet another AskSpot feature, FlowBuilder, walks users, step-by-step, through specific information. "It gives the user a visual interface to connect the dots between the functions that they're trying to do. It's an 'If this, then that,'" Griffin says.

In April 2025, AskSpot released Spotlight. This is an AI-powered landing page that Griffin believes will aid everyone, no matter the industry. In essence, it enables businesspeople to network more effectively.

"Think about an AI-powered business card. If someone scans the card, it might go to a website. Could you interact with it in such a way that it gets right to the point about the product or service and shows someone how to connect with the business card holder? Yes, you could," he said. "Spotlight links to all the social channels, like Facebook, TikTok, LinkedIn, and Instagram. It also has video where a business card owner could welcome the person who scanned the card and interact with them, inviting them to click on a button and enter their information. Someone can then reach out to them directly. It's a profoundly different experience than the traditional business card."

Griffin added that Spotlight is trained to recognize who the person is and the value that the individual brings to a business. It gives the card owner and its recipient the opportunity to work together simply by asking a few questions and determining what's important and how to best leverage an individual and that person's network.

(Continued on page 8)



DREW GRIFFIN & DAVID CALAFIORE



Helping businesses adopt innovative technology

When developing AskSpot, Griffin, Calafiore, and their developers structured the software for ease of use. Even so, they realized that not everyone would feel confident about building their own AI tools or even utilizing new software. With this in mind, AskSpot offers a free, 30-day trial so that prospective customers can become acquainted with its capabilities. They can also book a 30-minute, personalized demonstration that takes them through AskSpot's features, explains its benefits and use cases, and answers questions about the product and its implementation. Both offerings aim to remove reservations that may exist around using AI in the workplace.

Once someone has signed up for AskSpot, the customer attends a live, onboarding session. "We have amazing trainers who walk customers through utilizing the tool," Griffin said. "Kim Amio is one of our trainers and she does a great job, all by way of Zoom, with either one-on-one or group calls. We have continuous training on AskSpot throughout the week, and community on Skool.com that allows us to educate, inform, and improve the customer's experience with our software."

After AskSpot has been installed, AI training begins. A good way to train AI is to have a conversation with ChatGPT. It, along with API, Google Gemini, Claude, DeepSeek, and other AI tools, served as a basis for the AskSpot model.

To start this conversation, Griffin suggested creating a document and then uploading it to AskSpot. "This way, AI knows everything you want it to know, and it more or less becomes a clone of whatever your training tool might be," he said.

He added that not only documents but also PDFs and audio and text files will quickly educate AskSpot about the functions that the AI system should perform.

Any establishment can benefit from AskSpot, but those that possess a waiting area, such as a medical, dental, or law office or a mechanics shop, are especially good candidates, Griffin said. He cited restaurants as an example.

While waiting at a restaurant, customers could use their phones to scan a QR code on a table-top tent. In exchange for entering their name and email address, they receive a 10-percent discount on their meal. They also get to pass the time, as they wait for the food and beverages, by playing a trivia game.

In this instance, AskSpot accomplishes a few different things. "First, it decreases the customers' awareness of the wait time," Griffin said. "Then, it entertains them on the very device that everyone likely has on them at all time. At the end of the meal, they can rate their service, and the business gets to advertise upcoming events, specials, and discounts. It entertains, informs, and educates customers in a simple drag-and-drop format" he explains.

Join the free AI Power Hour

In addition to demonstrations and onboarding sessions, AskSpot hosts a free webinar series known as AI Power Hour. The hour-long workshops help local businesses “discover, learn, and apply AI in real life.” Led by Griffin and Calafiore and featuring a range of industry experts, the series covers a range of AI topics as well as AskSpot.

The intentions of AI Power Hour are to demystify AI and serve the greater community. The workshops are described on the social media platform Meetup as a “go-to local community for practical, no-hype conversations around artificial intelligence. Whether you’re ‘just getting started’ or already knee-deep in AI tools and workflows, this group is for curious minds, business owners, creators, and professionals who want to make AI work in the real world.”

AI Power Hour includes real-world use cases, explainers and tutorials on the latest AI tools, and a chance to ask questions and get answers about AI. It’s also a networking opportunity where attendees meet local entrepreneurs, tech professionals, and others who share a passion for learning about new and innovative tools for the workplace.

The inspirations for this series come from the fast pace at which AI is advancing, and the limited time people have to master new technologies.

“AI isn’t coming. It’s here,” Griffin said. “What we’re learning today is almost obsolete the next day. I want to alleviate the fear around AI and get people informed. Whether you want to use AI or just be cognizant of it, it’s better to be ahead of the game instead of reactionary.”

To join an AI Power Hour, check out the website <https://aipowerhour.events/> or <https://www.meetup.com/aipowerhour> for event details and registration.

Different AskSpot plans address different AI needs

Because not all businesses have the same needs, AskSpot offers three levels of services. All three packages include: AI assistants, intelliforms, and drag-and-drop FlowBuilder; chat logs and export; lead capture; prompt library; webhook integrations; and the ability to cancel or upgrade at any time.

Perfect for small businesses that are new to AI, the Starter plan offers the aforementioned features. It is \$29 per month. Larger or growing companies with multiple AI needs can opt for the Pro plan. At \$59 per month. This is the most popular plan and includes a custom domain and 20 assistants, intelliforms, and bots. Indicated for businesses desiring full customization and scalability, the Unlimited plan also provides a custom domain as well as unlimited assistants, intelliforms, and bots. It costs \$99 per month.

For additional information about AskSpot or to sign up for a free, 30-day trial or demonstration, visit AskSpot.ai.

Learn the AI lingo

To navigate the world of artificial intelligence, it helps to have an understanding of its terminology. The following are a few commonly used words and their definitions. Unless otherwise indicated, these definitions are taken from Merriam-Webster.

AI model: (from IBM): a program that has been trained on a set of data to recognize certain patterns or make certain decisions without further human intervention.

Algorithm: a set of rules or instructions that a machine follows to learn how to do a task.

Bot: a computer program that performs automatic repetitive tasks; a computer program or character (as in a game) designed to mimic the actions of a person.

Chatbot: a bot designed to converse with humans.

ChatGPT: (from Wikipedia) generative AI chatbot developed by the company OpenAI that can generate can human-like conversational responses. It is credited with creating the AI boom.

Data mining: the practice of searching through large amounts of computerized data to find useful patterns or trends.

Dataset: a collection of data taken from a single source or intended for a single project

Deep learning: a type of machine learning in which the computer network rapidly teaches itself to understand a concept without human intervention. It does this by performing a large number of repetitive calculations on an extremely large dataset.

Generative AI: AI capable of generating new content in response to a submitted prompt by learning from a large reference database of examples. Simply put, it is artificial intelligence that could successfully do any intellectual task done by humans.

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