



1



2



3

JADE FICKERT




4

JADE FICKERT




5

GOALS FOR THIS CLASS



- 01 Get a Better Understanding of AI**
Understand what AI is and is not.
- 02 Manage Overwhelm & Fear of AI**
Breakdown fears and uncertainties that come from learning something new.
- 03 How to Use AI as an Assistant**
Position AI in your business as an assistant to your staff.
- 04 How to Leverage AI**
Free up staff from doing repetitive tasks, giving them more time to do tasks that drive revenue.

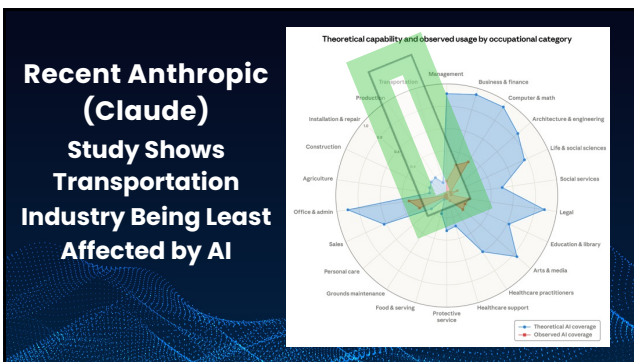
6



7



8



9



10

AI will change parts of the towing business, especially office/admin work, while field operations will remain highly human-dependent.

11

Previously, drivers have always gotten the latest and greatest to make their job easier

12

**And now it's the office's turn
to get a tool to make their job**

- **more sustainable**
- **easier**
- **faster**

13

Which will result in...

- **Reduced stress & burnout**
- **Reduced employee turnover**
- **Improved speed of service**
- **Consistency** (for both release calls & tows)

14

**And that is why
AI + Towing is a
powerful combination**

15

TOWBOSS

AI Solutions for:


- Office Tasks
- Recovery Claims
- Dispatching
- Impounds/Releases
- Industry Knowledge

16

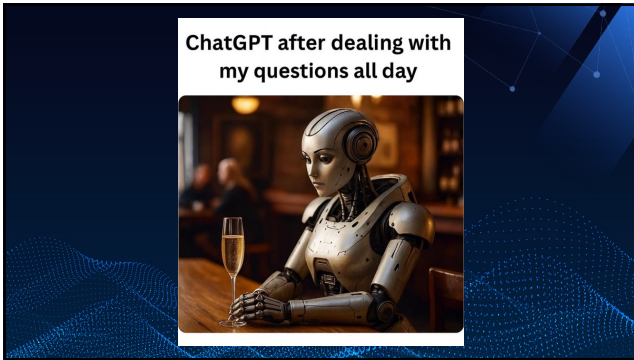
Office Tasks

17

What do we know about AI so far?

 **ChatGPT**

18



19



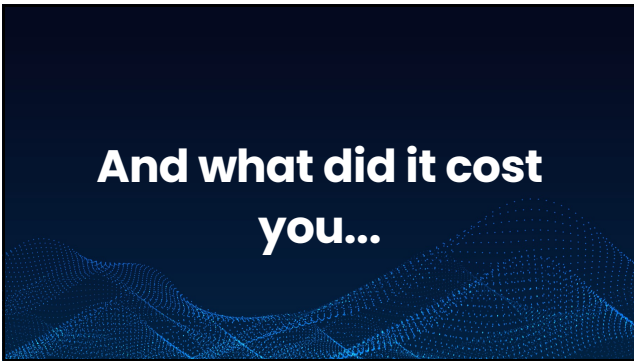
20



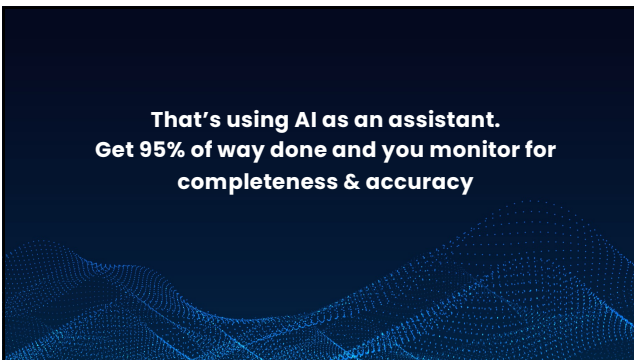
21



22



23



24

Chat GPT/Claude are great for admin tasks, but if you plan to use it beyond that, be mindful it can also be the ultimate "yes" man and not deeply knowledgeable about towing/recovery.

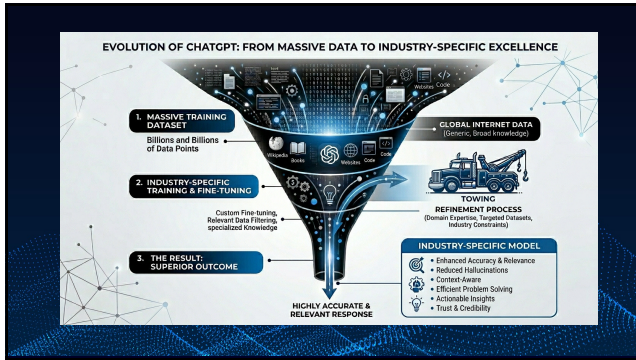
25

**Just like anything in life...
AI is the same.
You get out of it what you put into it**

26

**When it comes to industry knowledge and AI,
You need to teach it everything you know or else
it's just going to be searching the internet
looking for answers.**

27



28

AI as an Assistant → great for admin, you verify the output

AI as an Expert → only works if it's been trained on your industry

29

AI & Recovery Claims

30

These are the **highest value** jobs that your company does and they should be prioritized... why?

31

#1 most expensive jobs to do

- high cost to *be able to* do the job
- high cost to do the job (payouts)

32

You have to put yourself in the best possible position to get paid for them

33

Speed & Persistence Protect Your Bottom Line

AI Narrative Writer

Writes adjuster-ready narratives instantly. Hits on red flags ahead of time, anticipates objections, hits key policy language.

Centralized Communication

Every email and message logged inside its claim. No missed threads. Full team visibility.

Auto Follow-Up & Alerts

Follows up with adjusters automatically, protecting your storage value. Claims keep moving — you're alerted when action is needed.

Response Templates

Know what to say ahead of time — every scenario has a prepared professional response ready.

Claims Dashboard

Every claim, every status, every age — one screen. Nothing goes cold without you knowing.

Historical Claims Lookup

Search past paid claims by insurer. Win with your own track record.

34

35

SEE EVERY CLAIM. KNOW EXACTLY WHERE IT STANDS.

No more guessing. No more digging. Every claim moves through your pipeline in real time — from the moment it starts to the moment you get paid for it.

CLAIM STATUS	CLAIM SUBMITTED	CLAIM	PARTICULAR PAGE	PAID TO DATE
2023-04-10	2023-04-10	2023-04-10	2023-04-10	2023-04-10
2023-04-11	2023-04-11	2023-04-11	2023-04-11	2023-04-11
2023-04-12	2023-04-12	2023-04-12	2023-04-12	2023-04-12
2023-04-13	2023-04-13	2023-04-13	2023-04-13	2023-04-13
2023-04-14	2023-04-14	2023-04-14	2023-04-14	2023-04-14
2023-04-15	2023-04-15	2023-04-15	2023-04-15	2023-04-15
2023-04-16	2023-04-16	2023-04-16	2023-04-16	2023-04-16
2023-04-17	2023-04-17	2023-04-17	2023-04-17	2023-04-17
2023-04-18	2023-04-18	2023-04-18	2023-04-18	2023-04-18
2023-04-19	2023-04-19	2023-04-19	2023-04-19	2023-04-19
2023-04-20	2023-04-20	2023-04-20	2023-04-20	2023-04-20

36

AI & Dispatching

37

When you break down every task a dispatcher does...

IT. IS. A. LOT!



38

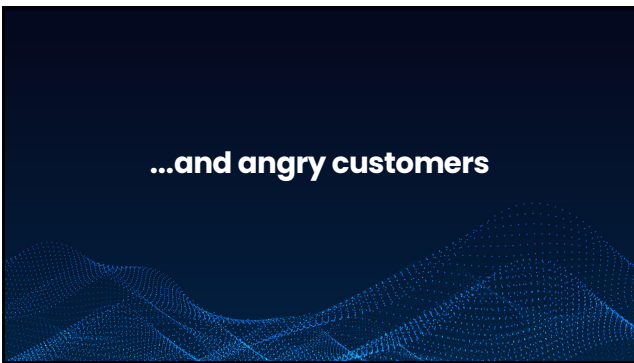
Dispatcher Tasks

- Quoting
- Coordinating
- Dispatching
- Impound Inquiries
- Release Questions
- Copart/IAA
- Insurance Calling
- Coordinating Pick up for Ins Co
- And thats just on the phone...we aren't even considering at the window.

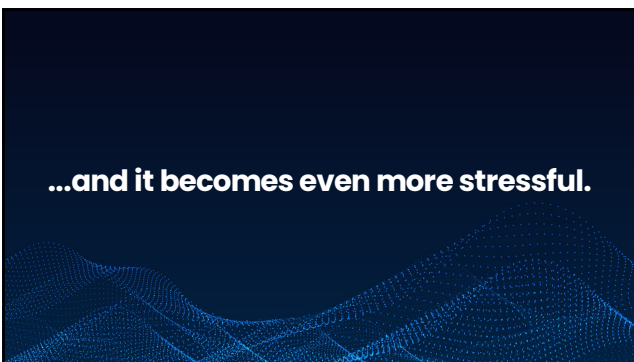
39



40



41



42

We have to start thinking how can we support our dispatchers better to

- Reduce stress & burnout
- Reduce employee turnover
- Improve speed of service
- Improve consistency

...How?

43

Dispatchers + AI = POWERFUL Combination

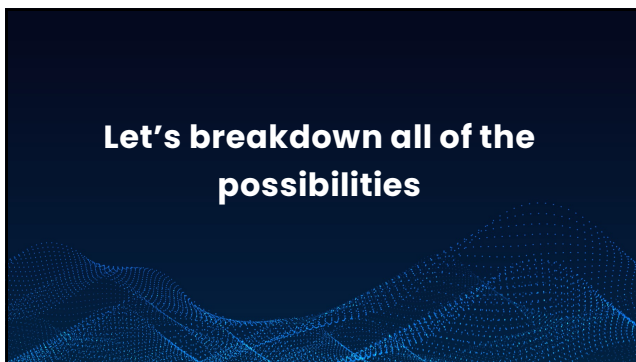
44

Implementing AI isn't "all or nothing"

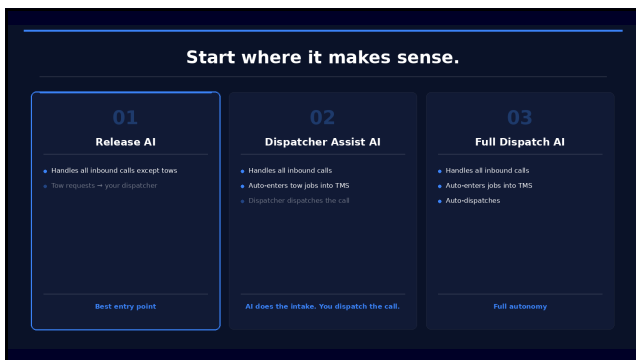
45



46



47



48



49

What's going on with the vehicle?
Where are you located?
Where is it going?
What is the Y, M, M?
Will someone be with the vehicle when the driver gets there?
Okay, that's going to be \$xxx.xx
Then what happens?

50

Your dispatcher taking the call may be

- a rock star... or
- having a bad day ... or
- just not want to take on more work at this time... **even if you have trucks sitting on standby**

51

AI would be consistent in "selling" the job, because it doesn't act based on emotion, it acts based on how it is prompted

52

AI takes all tow info, confirms job acceptance, and drops it into your TMS... if they agree to the price

53

**What happens when the person says:
"I'll let you know"
or
"I'll call back"**

54

Don't want it to talk to police?
Don't want it to deal with medium or heavy duty calls?
Don't want it to deal with emergency tow requests?

No problem

**You set the rules,
AI follows them.**

55

How does AI Dispatching Work?

- Strategic framework designed to:
 - Desescalate stressed callers
 - Get specific info that you need
 - Convert more calls to tows

56

How does AI Dispatching Work?

- Gather all of your business specifics - release instructions, release hours, business info, what calls you want it to handle. And build a custom agent that fits into your business to handle calls 24/7.

57

Start where it makes sense.

<p>01</p> <p>Release AI</p> <ul style="list-style-type: none"> • Handles all inbound calls except tows • User requests to your dispatcher <p>Best entry point</p>	<p>02</p> <p>Dispatcher Assist AI</p> <ul style="list-style-type: none"> • Handles all inbound calls • Advances tow jobs into TMS • Dispatcher dispatches the call <p>AI does the intake, You dispatch the call.</p>	<p>03</p> <p>Full Dispatch AI</p> <ul style="list-style-type: none"> • Handles all inbound calls • Advances jobs into TMS • Auto-dispatches <p>Full autonomy</p>
---	---	---

All of the previous + automatically selecting drivers, routing, zones, etc.

58

Where to Begin?

59

You will have to look at your operation and see where support is needed.

60

Are you?

- Owner operator answering the phone while on side of road, pulling drive shafts, etc?
- Staffed dispatch office?
- Night dispatchers?
- Do you use an answering service?

61

Where do you start offloading?

62

Key Considerations

63

THE QUESTION EVERY OWNER ASKS FIRST

Will my callers know it's AI?

- 01 Most don't notice — and that's not deception**
They get answered fast, get the right info, and get off the phone. That's all most callers want at Zam.
- 02 Anyone who asks for a human gets one**
"Talk to a person" routes straight to your dispatcher. No hold music, no menu maze.
- 03 What they actually want isn't a human voice**
It's accurate answers, immediately. AI delivers that on every call, every shift, every holiday.

64

What are the Benefits?

Your Client	Your Company
<ul style="list-style-type: none"> No queue, no waiting = better customer experience Multilingual = more customers can be helped Frees up phone lines so important calls get through Calmer experience when they're already stressed Same fast service nights, weekends, and holidays 	<ul style="list-style-type: none"> Avoids repetitive conversations Avoids lengthy conversations Keeps phone lines open for emergency jobs Adds control to chaos (they know what to arrive with, you know when they're coming) Gets all important info ahead of time Less stressful office = less burnout, better staff retention

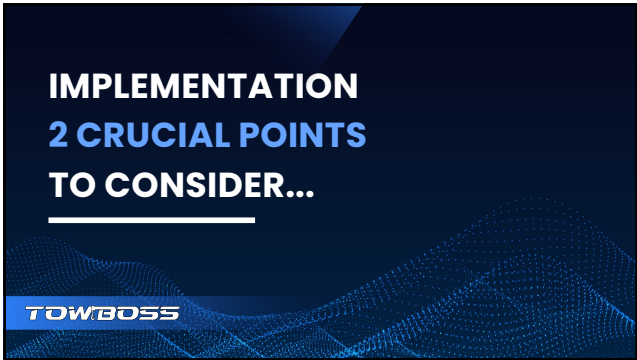
65

AI Assistant Benefits

KEY FEATURES

- Fraction of the cost (no salary/benefits)
- Doesn't take bathroom breaks
- Doesn't talk back
- Doesn't show up late
- Works 24/7/365
- Supports current staff

66



67



68



69



70



71



72