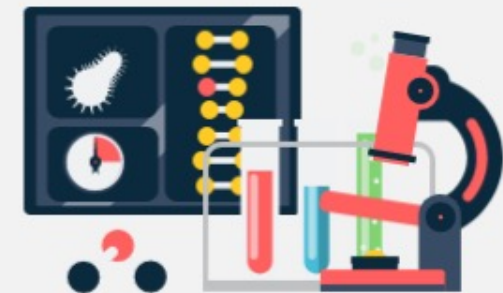# LOZARD

WHAT AI CAN DO FOR MY INDUSTRY?

Exterior communication

Book a call

WHAT WE DO

- Our dedicated team of AI specialists, data scientists, and industry experts are at the forefront of leveraging AI technologies to create tailored solutions that address the unique challenges of businesses in all industries. Our services are:

- **Custom SaaS Development and Integration**

- **AI-Powered Solutions**

- **SaaS Consulting and Strategy**

CUSTOM SAAS DEVELOPMENT AND INTEGRATION

- Design and develop custom Software as a Service (SaaS) solutions tailored to your organization's specific needs.

- Create scalable, cloud-based applications that are accessible anytime, anywhere, and on any device.

- Build intuitive user interfaces and seamless user experiences to maximize user adoption and satisfaction.

- Incorporate advanced functionalities and features that align with your business requirements and goals.

- Ensure robust security measures and data protection to safeguard sensitive information.
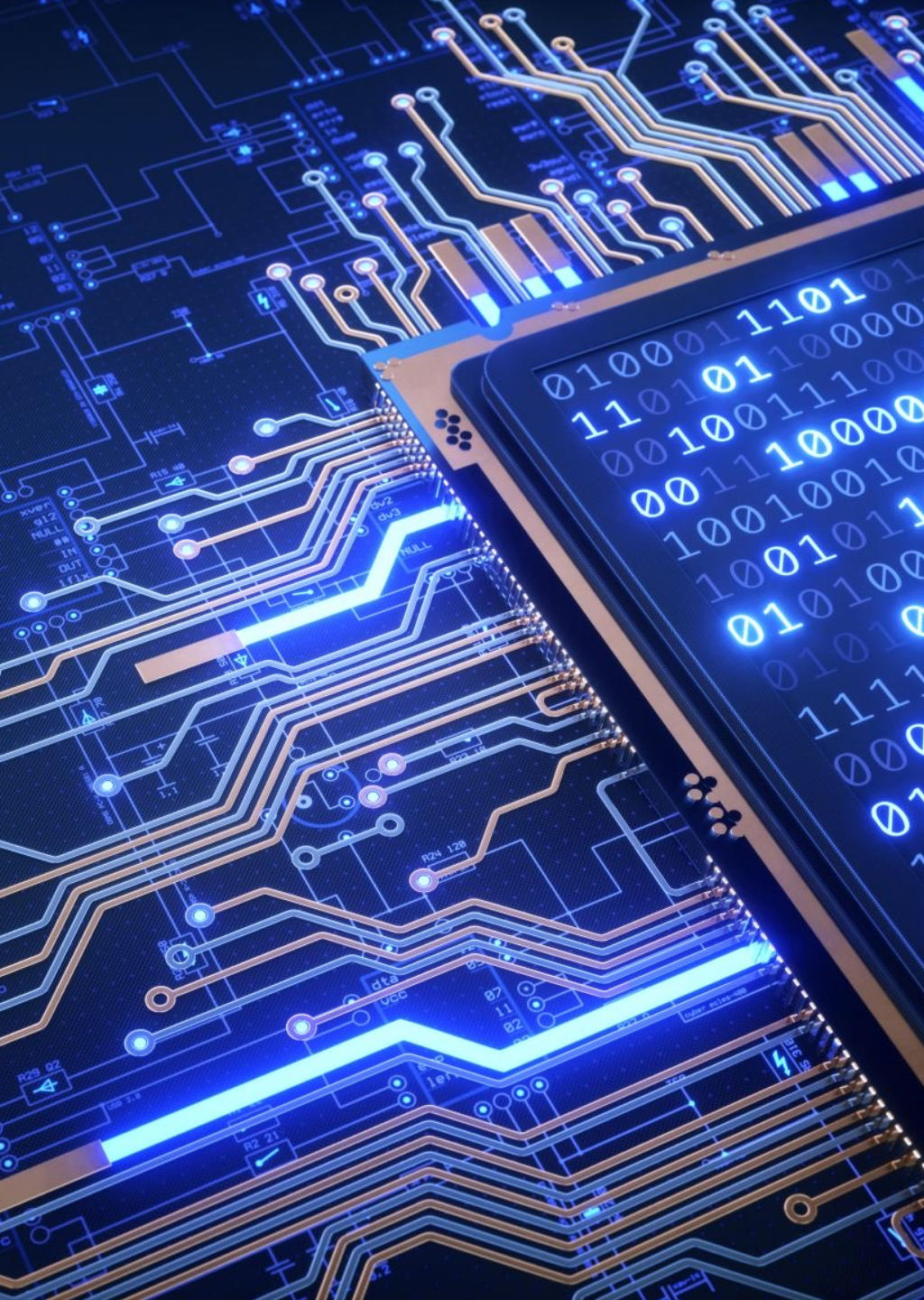
AI-POWERED SOLUTIONS

- Offer customized AI solutions tailored to the unique needs and challenges of organizations in every industry.

- Collaborate closely with clients to understand their requirements and deliver tailored AI software solutions.

- Provide end-to-end development services, from ideation and design to implementation, testing, and ongoing support.

SAAS CONSULTING AND STRATEGY

- Provide expert consultation on SaaS adoption and best practices for your industry.

- Assess your business needs, goals, and budget to develop a customized SaaS strategy.

- Advise on the selection of appropriate SaaS solutions that align with your requirements.

- Define implementation roadmaps, timelines, and deliverables for a successful SaaS integration.

- Offer guidance on optimizing your SaaS ecosystem, managing subscriptions, and maximizing ROI.

HOW WE DO IT

Our approach and methodology

1- Gather and Analyze Requirements

- Conduct in-depth discussions with stakeholders to understand their specific needs, challenges, and goals.
- Identify key functionalities and features required for the AI SaaS solution.
- Analyze existing workflows and processes to determine how AI can optimize and improve them.

HOW WE DO IT

Our approach and methodology

2- Conceptualize and Design Solution

- Brainstorm and ideate potential AI-powered solutions that align with the identified requirements.
- Define the architecture, components, and data flow of the AI SaaS solution.
- Create wireframes, prototypes, or mock-ups to visualize the user interface and user experience.

HOW WE DO IT

Our approach and methodology

3- Collect and Prepare Data

- Identify relevant data sources, including medical records, research data, clinical trials, and other pertinent data.
- Collect and curate necessary datasets, ensuring data quality, integrity, and compliance with privacy regulations.
- Preprocess and clean the data, performing necessary transformations and feature engineering.

HOW WE DO IT

Our approach and methodology

4- Develop and Train AI Models

- Select appropriate AI algorithms and techniques, such as machine learning, deep learning, or natural language processing, based on the requirements.
- Develop and train AI models using the prepared datasets, iteratively refining and optimizing their performance.
- Evaluate the models using appropriate metrics to ensure accuracy, robustness, and generalizability.
- Develop software components of the AI SaaS solution, including the front-end user interface, back-end systems, and integration with external APIs and databases.
- Ensure scalability, security, and data privacy during the development process.
- Incorporate the trained AI models into the software, integrating them seamlessly with the user interface and backend systems.

HOW WE DO IT

Our approach and methodology

5- Test and Deploy

- Perform rigorous testing of the AI SaaS solution, including unit testing, integration testing, and user acceptance testing.
- Verify the solution's accuracy, performance, and functionality, addressing any identified issues or bugs.
- Prepare the AI SaaS solution for deployment, setting up the necessary infrastructure and configuring cloud hosting or on-premises deployment.
- Provide comprehensive user training and documentation to familiarize users with the solution's functionalities and usage.
- Collaborate with stakeholders to ensure a smooth transition and adoption of the AI SaaS solution.

WHAT AI CAN DO FOR THE SECTOR OF EXTERIOR COMMUNICATION

AUDIENCE INSIGHTS AND TARGETING:

- AI can analyze vast amounts of data to identify target demographics and their preferences.

- Businesses can tailor their outdoor advertising content to resonate with specific audiences, leading to higher engagement and conversion rates.

- Real-time data analysis allows for dynamic content adjustments based on audience behavior.

According to a McKinsey report, companies that use data-driven insights to guide marketing decisions achieve 15-20% higher ROI.

DYNAMIC CONTENT OPTIMIZATION:

- AI-driven algorithms can analyze environmental factors like weather, time of day, and location to optimize content.

- Businesses can display contextually relevant content, enhancing the message's impact and relevance.

A study by Nielsen found that dynamic digital ads have a 49% higher brand awareness and 28% higher purchase intent compared to static ads.

PERSONALIZED CONTENT CREATION:

- AI-generated content can be adapted to various demographics, ensuring messages are more relatable and engaging.

- Automation of content creation can save time and resources while maintaining consistent quality.

Epsilon's research shows that 80% of consumers are more likely to do business with a company that offers personalized experiences.

REAL-TIME ENGAGEMENT TRACKING:

- AI-powered sensors and cameras can gauge the effectiveness of outdoor ads by monitoring factors like foot traffic and dwell time.

- Businesses gain insights into which ads are performing well and can make data-driven decisions.

Quividi's data indicates that dynamic content adjustment based on audience engagement can lead to a 30% increase in ad performance.

INTERACTIVE EXPERIENCES:

- AI-driven interactive displays can engage passersby through touch, gesture recognition, and voice commands.

- This interactivity captures attention and offers a more memorable experience.

A Deloitte study states that 88% of customers expect businesses to offer a more interactive experience using digital technology.
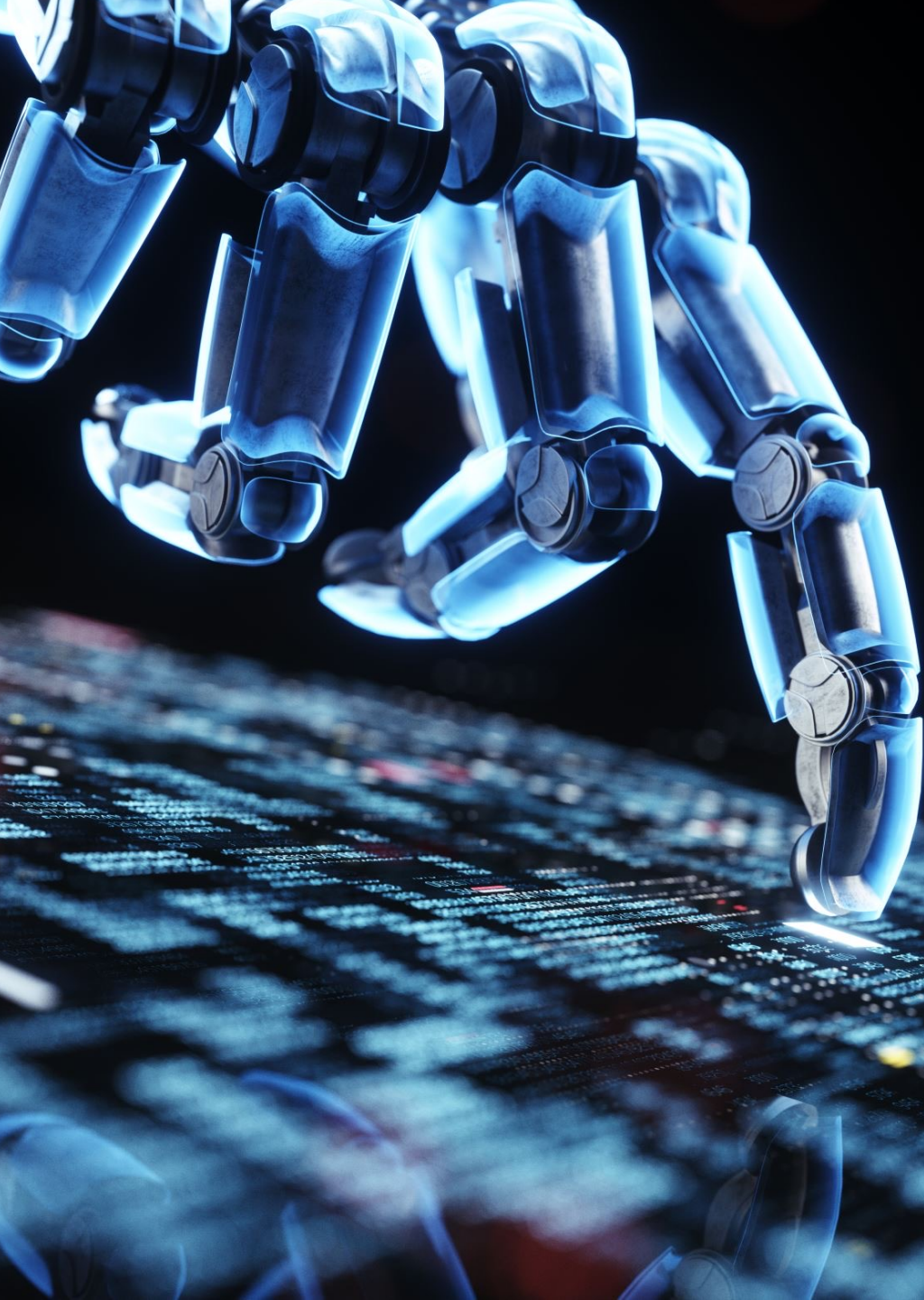
AI-POWERED CHATBOTS:

- Businesses can deploy AI-driven chatbots on digital displays to provide instant information and support.

- Chatbots enhance customer experience by addressing queries and providing guidance 24/7.

According to IBM, chatbots can handle up to 80% of routine customer inquiries, leading to a potential 10% increase in customer satisfaction.

PREDICTIVE ANALYTICS:

- AI can analyze historical data to predict trends and audience behavior.

- Businesses can proactively adjust their communication strategies based on these insights.

Forbes reports that predictive analytics can lead to a 20% average increase in marketing efficiency.

LOCALIZATION AND LANGUAGE CUSTOMIZATION:

- AI language translation capabilities allow businesses to create content in multiple languages, catering to diverse audiences.

- Localization ensures messages are culturally sensitive and resonate with local communities.

CSA Research found that 40% of consumers will not buy from a website not available in their language.

COST EFFICIENCY AND ROI OPTIMIZATION:

- AI's ability to optimize content, targeting, and engagement leads to higher ROI on outdoor advertising investments.

- Businesses can allocate resources more effectively by focusing on what works best.

HubSpot's research reveals that businesses that prioritize inbound marketing save an average of $14 for every newly acquired customer.
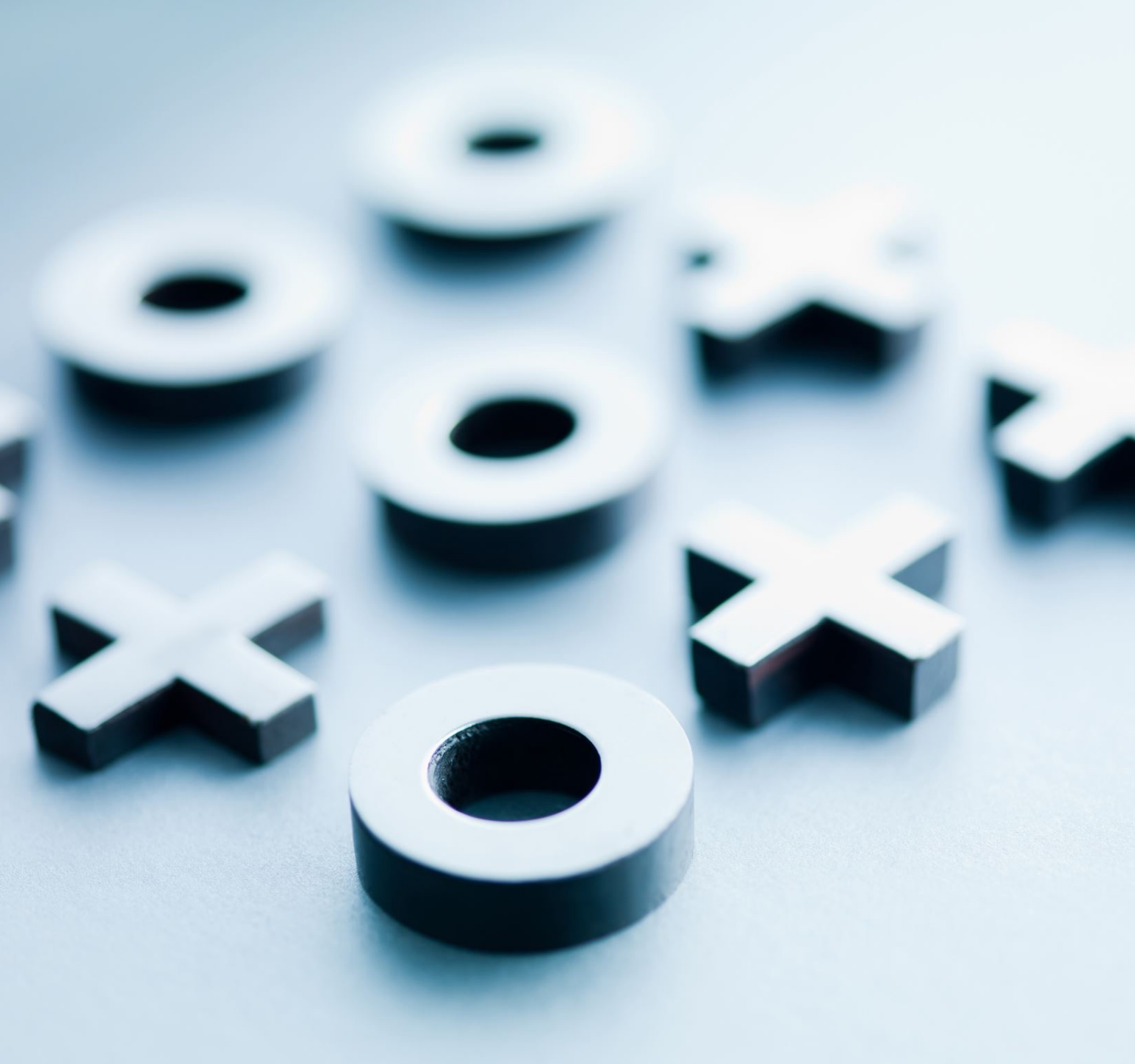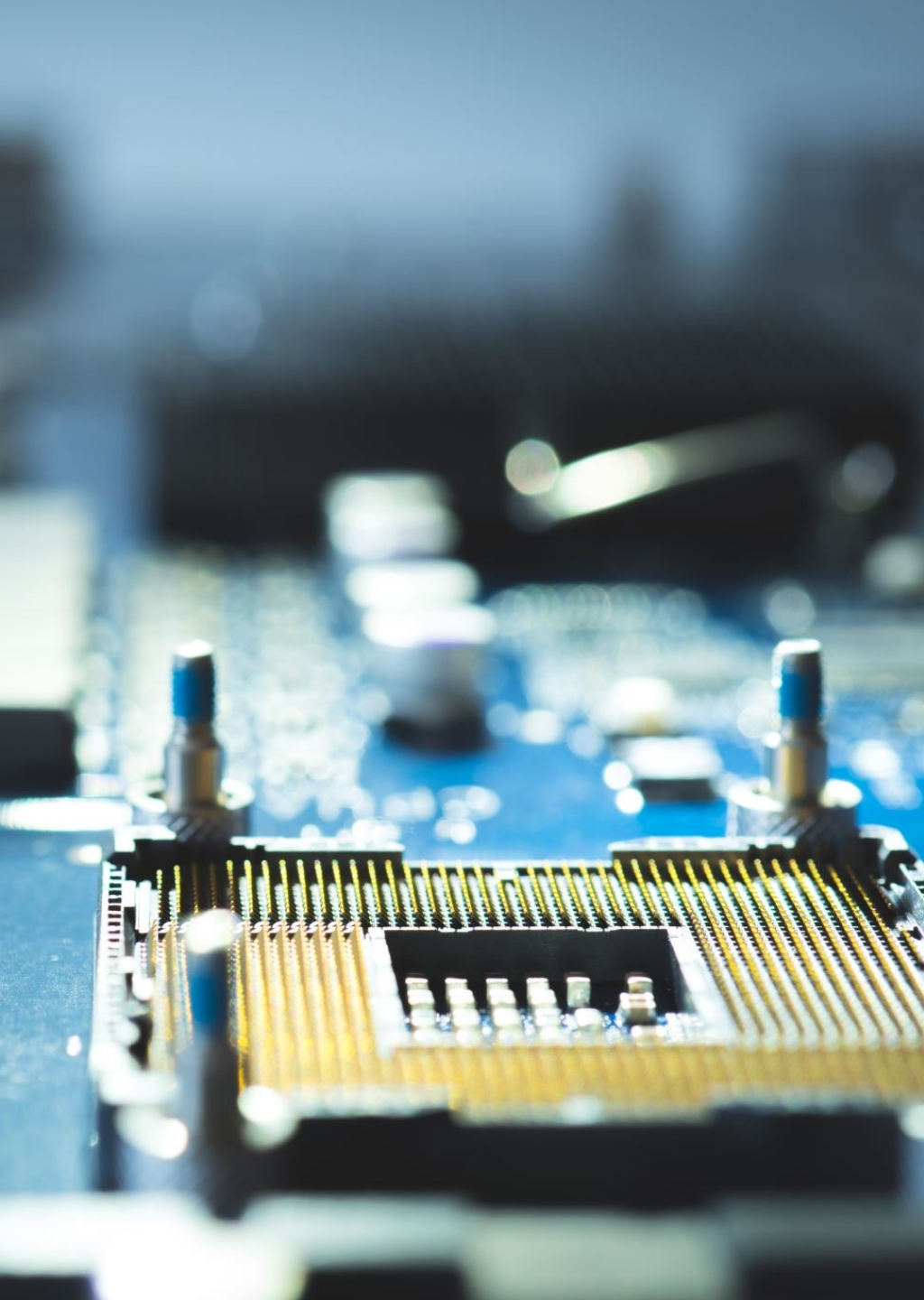
COMPETITIVE ADVANTAGE:

- Early adoption of AI-driven exterior communications can provide a competitive edge, positioning businesses as innovative and customer-centric.

According to PwC, 72% of business leaders believe that AI is a "business advantage."

PREDICTIVE MAINTENANCE:

- AI can monitor the health of digital displays and other infrastructure, enabling proactive maintenance to prevent downtime.

  A report by McKinsey suggests that predictive maintenance can reduce maintenance costs by 10-40%.

INNOVATIVE EXPERIENCES:

- Businesses can experiment with AI-driven augmented reality (AR) and virtual reality (VR) elements in their outdoor campaigns, creating captivating experiences.

ARtillery Intelligence predicts that global spending on AR and VR will reach $28.8 billion in 2023.

CONTACT US

In summary, AI has the potential to revolutionize exterior communications for businesses, enabling them to engage customers more effectively, optimize content, and adapt to real-time factors.

So imagine how AI can transform and improve your business.

Contact us if you want to discuss your needs and challenges

sofiane.belgadi@lozardgroup.com

Book a call

Check our website and our case studies
www.lozardgroup.com

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