



Amara Davis

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savvy.ai

Reveal newfound insights

Rapidly draw actionable insights from massive amounts of unstructured data

What Amara did with Savvy

Amara learned to securely feed Amazon Comprehend past customer interactions and use it to **identify individual customer preferences**. She then used the tool to **pinpoint the characteristics of high-value customers** based on her product's historical data. She used the insights to optimize her next campaign, **improving the leads from the campaign by 24% and revenue generated by 37%**

Using



Amplify team performance

Elevate productivity and effectiveness in self and team

What Amara did with Savvy

Amara trained Jasper.AI to speak in her brand voices and utilized it to **write marketing copy 10x faster**. She then used Midjourney to **generate licensed images** for her campaigns. She then shared her model and prompts to her team so they can benefit from them. Because of this, her team **decreases their reliance to external agencies, saving hundreds of thousands dollars annually**.

Using



Develop organizational capability

Embed AI tools and best practices across the organization

What Amara did with Savvy

Amara built a chatbot on top of ChatGPT 4.0. and **embed the chatbot in the company website to increase customer engagement**. She then built an AI assistant to **support her team in key activities and automate repetitive tasks**, saving her team hundreds of hours per year. Lastly, she built an **AI coach** based on her team's internal documents to **help guide junior team members**.

Using



OpenAI
ChatGPT 4.0