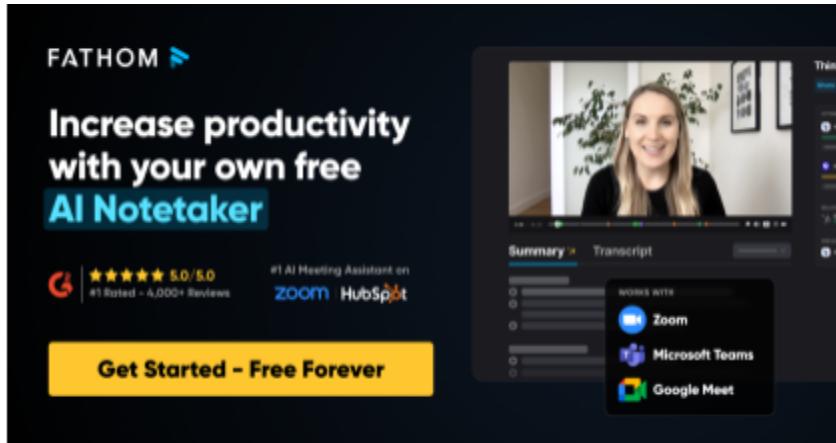


# AI Tools & Strategies That Will Genuinely Help Your Team

The best AI tools will simplify workflows and save money.

We recommend the following AI strategies to reduce your time and costs:



## Use AI Assistants For Note-taking on Video Calls

AI note-taking tools are adept at capturing crucial information in video meetings and providing actionable goals.

[We recommend Fathom AI over Otter AI or Fireflies AI](#). Fathom provides [a video recording](#), a concise list of action items, and a straightforward list of key meeting takeaways. [Otter AI's reliance on paragraph summaries means more chances for lost information](#). Fireflies AI offers helpful context beneath each key point, but does not always capture actionable information with accuracy. [Fathom's summaries are consistently accurate and actionable](#).

All AI note-taking strategies [benefit from human oversight and coordination](#). This ensures stakeholders take the correct steps following a meeting decision.

## Cut Down Data Review Times With AI Keyword Analysis

AI tools are extremely valuable for sourcing keywords from customer surveys and other large information databases. AI can easily find repeating words and themes.

Perplexity AI and ChatGPT are the best AI tools for keyword analysis. Perplexity AI [requires precision in prompt engineering](#) and [offers concise lists of keywords](#). [ChatGPT is less sensitive to prompt-engineering mistakes](#) and offers context beneath its keywords. This context

can be helpful, but it is harder to copy/paste keywords directly into a content management system.

We caution all users to [review AI-generated responses](#) for context and never to input proprietary data into an engine.

## Speed Up Deep Research With AI Tools

Many search engines have pivoted toward ad-sponsored purchases rather than deep research. AI tools are filling the gap.

[ChatGPT and Perplexity offer tremendous support for deep research](#). ChatGPT provides excellent pop culture and marketing information. ChatGPT will quickly summarize datapoints from news sources, social media channels, and other key sources for information. This feature is [useful for synthesizing general trends into original insights](#), but requires fine-tuning for in-depth research. [Perplexity.AI is a better fit for deep, technical research](#) because it offers less original analysis and favors directly citing sources.

Best practices for AI-supported research include [reviewing sources](#) and using specificity in prompts. This helps AI generate correct and reputable information.

Members can read the full AI Business Strategy report to learn how exhausted business leads used AI tools to reduce 1-week tasks to 1 hour.

Our AI Business Strategy Report examines the most important AI strategies in gaming and tech to support workflows. To subscribe to this report, connect to Brett Nowak.