

10 Ways AI Is Transforming Tree Care Operations

Customer service: Chatbots and voice-based AI agents can help improve customer service and response times while reducing the manual workload.

Lead generation and sales: Predictive analytics and customer-relationship management systems can help sales teams stay organized, prospect more efficiently, improve communications and engagement, and boost overall sales.

Marketing: AI-driven marketing tools can support content automation and optimize social media campaigns based with data-driven insights.

Risk assessments: AI and ML models can support virtual site assessments, helping arborists collect large swaths of data which can be used to understand risks and plan the safest treatment approaches.

Employee and contractor training: Tree care companies can use AI for safety training and simulations, easily creating personalized learning pathways and tracking for employees and contractors and tracking progress.

Real-time safety monitoring tools: Smart sensors and apps — such as Arbor Alert and SafetyLine — leverage AI to monitor tree risks and employee activity in real-time, helping protect workers from falls and other high-risk situations.

Proposal management: AI analytics and content generation can help support proposal management, including analyzing RFPs, workflow management, and proofreading.

Planning and project management: Scheduling tools with AI features can automatically optimize routes, simplify complex schedules, and avoid delays.

Tree inventory and mapping: With advanced technologies like multispectral imaging and LiDAR, mapping forests and identifying tree species and sizes is safe and efficient.

Tree health diagnostics: AI-powered tools can analyze videos from standard cameras to quickly and safely diagnose tree health.

