

Dicht Bij Zee

Dicht Bij Zee is a hotel located in Terschelling, one of the Frisian Islands.

It offers diverse types of accommodation to suit different type of clients.

The hotel provides a wide range of facilities and amenities, so that guests can enjoy great comforts during their stay.



AI and companies

How AI can help solve problems in companies

TRANSLATING

AI can immediately translate web pages, social media content or information of interest to the consumer.



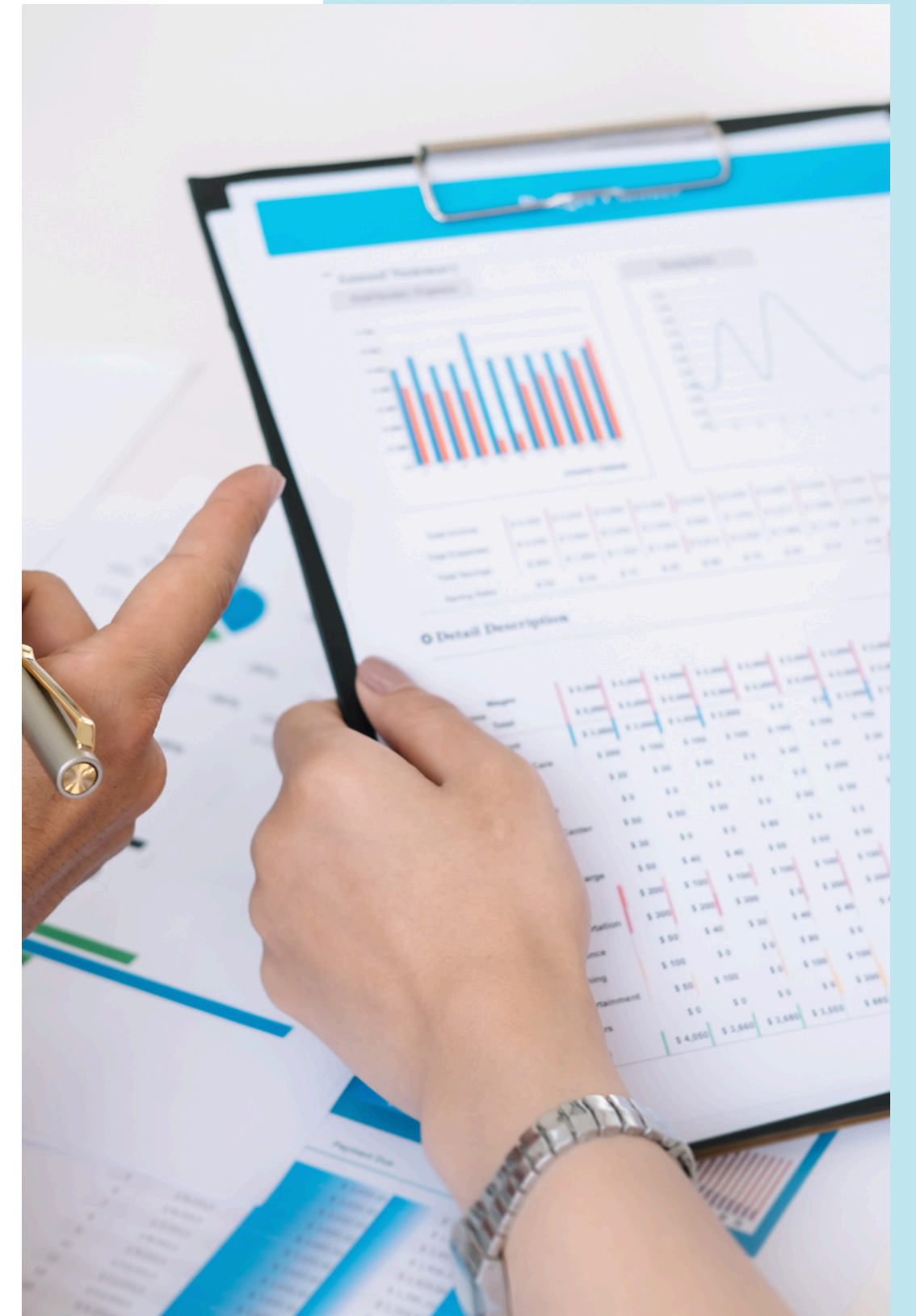
MARKETING

AI can help to develop marketing strategies. It can also help in the development of content and images that the company can use for its social media or website.



DATA ANALYSIS

AI can analyse historical and customer data. This can help to estimate demand, develop pricing strategy, adapt the product to consumer preferences.



Main problems of the company

01

LACK OF PERSONEL

The company has the problem of not always having people online to help customers answer their questions. They'd like to have some AI do it for them.

02

WEBSITE

The company had problems with the website translation and would like to use AI to do it.

Moreover, text correction is also an issue that Dicht Bij Zee has the intention to solve.

03

SOCIAL MEDIA

There were problems with social media, since the company realized that the posts they posted were only on dutch and could not arrive to the whole audience.

Moreover, they wanted to conduct a more engaging marketing to attract tourists and post more regularly.

AI solutions

01

LACK OF PERSONEL

The company can use a ChatGPT-powered chatbot on their website to solve the problem of not always having people available. This chatbot can answer customer questions 24/7, providing quick support even when no one is online.

02

WEBSITE

The company can use AI tools, such as ChatGPT, to translate its website. This can help the company to reach more international clients, since access to information would be easier.

Moreover, regarding text correction, we have recommended the company to use Grammarly. This tool cannot only correct mistakes, but improving the text and adjust it to the target audience.

03

SOCIAL MEDIA

The company can make use of ChatGPT to create prompts and therefore to be able to use imagine generation websites to post them on the media.

Furthermore, it can also take advantage of websites such as Gemini or ChatGPT to get inspiration in order to publish on social networks.