



Easton Select Group Reimagines Pool Service with New AI-Powered Knowledge Platform

Proprietary AskEaston.ai gives technicians instant access to the company's collective expertise, helping deliver faster, more consistent service for customers



EASTON, MA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Easton

Select Group, a leading provider of premium pool services, today announced a new technology-enabled service model that gives every technician instant access to the company's collective technical knowledge. Powered by AskEaston.ai, Easton Select Group's proprietary artificial intelligence platform, the initiative is designed to help solve problems faster, ensure consistency and deliver an exceptional customer experience.



Every technician can now draw on the experience of the entire organization, giving customers faster answers, more consistent service and an even better experience"

David Hobaica, CEO of Easton Select Group

As Easton Select Group has grown, so has the depth of expertise across its operating companies across the Northeast. Every company that joins the organization brings experienced technicians, proven processes and specialized knowledge developed over decades of serving customers.

AskEaston.ai captures that institutional knowledge and makes it immediately available across the organization, allowing every customer-facing employee to benefit from

the experience of the entire company, and work more efficiently while preserving the local service approach that has made each brand successful.

Pool equipment continues to become more sophisticated, and customers expect expert answers every time they call or schedule service. Rather than relying solely on individual experience or searching through manuals in the field, technicians can now retrieve cited answers from Easton Select Group's own technical documentation, operating procedures, training videos and best practices in less than 10 seconds.

"The companies that join Easton Select Group have spent years earning their reputations by developing outstanding people and deep technical expertise," said David Hobaica, CEO of Easton

Select Group. "Our responsibility is to preserve that knowledge, strengthen it and make it available across the organization without losing what makes each company special. AskEaston.ai helps us do exactly that. Every technician can now draw on the experience of the entire organization, giving customers faster answers, more consistent service and an even better experience."

AskEaston.ai was developed internally by Easton Select Group and is owned by the company. While it leverages leading commercial AI models and secure cloud infrastructure, every response is generated exclusively from Easton's proprietary knowledge base, including cited technical documentation, training videos, operating procedures and other company-approved resources.

AskEaston.ai is part of Easton Select Group's ongoing investment in technology, training and operational excellence. As the company continues to grow through strategic acquisitions, the platform will continue to evolve alongside it, preserving institutional knowledge while incorporating the expertise and best practices of each new operating company. The result is a continually expanding knowledge base that strengthens every employee and enhances every customer interaction.

About Easton Select Group

Easton Select Group is a national platform built around a simple purpose: Pool Ownership Made Easy. Through its family of premium pool service, plunge pool, and construction brands, the company delivers reliable, stress-free experiences for homeowners across the United States. Easton Select Group combines local expertise with national scale to improve how pools are built, maintained, and enjoyed. Learn more at EastonSelect.com.

Rick Lacroix

Easton Select Group

rick@lcxstrategies.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933683265>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.