TOMIS

CASE STUDY: **TOMIS AI CHATBOT YEAR 1 PERFORMANCE**

A look into how all of the TOMIS ChatBots performed for tour operators in 2019.

2,507
Avg. Questions per Month

125%
Higher Online Conversion Rate

98%
Longer Session Durations

THE BACKGROUND & STRATEGY

The TOMIS AI ChatBot is designed to be your automated customer service and sales agent. **Our clients were tired of answering the same FAQs** and global trends supported the increase in the usage of ChatBots. As a result, we launched our ChatBot in early 2019. Tour operators ranging from ziplines and rafting to city tours and water sports have been signing up ever since!

WEBSITE VISITORS WHO INTERACTED WITH THE BOT

- » 125% higher online booking conversion rate
- » Stayed on-site 98% longer than all website visitors
- » 24% lower website bounce rate than all website visitors
- » 111% higher online lead conversion rate
- » Averaged 2,507 questions answered each month
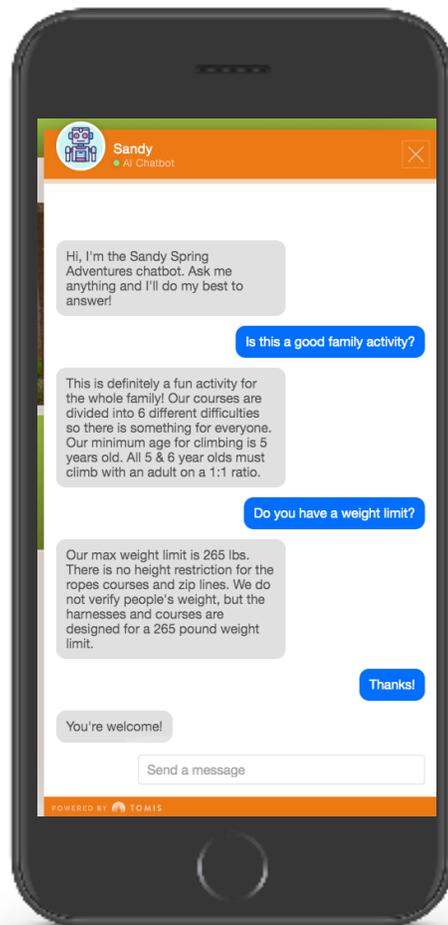- » Only 6% asked to speak to a human

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In year 1, the ChatBot proved highly effective in:

- » Saving operators time by answering thousands of FAQs
- » Bringing more online bookings and leads from the website
- » Enhancing the customer experience with 24/7/365 support

"We've definitely felt the decrease in customer inquiries which has allowed us to spend more time on operations and the customer experience."

NASHVILLE PEDAL TAVERN GENERAL MANAGER

Nashville Pedal Tavern has seen 911 fewer contact form submissions since launch, that's a 51% decrease.

Sandy
● AI Chatbot

Hi, I'm the Sandy Spring Adventures chatbot. Ask me anything and I'll do my best to answer!

Is this a good family activity?

This is definitely a fun activity for the whole family! Our courses are divided into 6 different difficulties so there is something for everyone. Our minimum age for climbing is 5 years old. All 5 & 6 year olds must climb with an adult on a 1:1 ratio.

Do you have a weight limit?

Our max weight limit is 265 lbs. There is no height restriction for the ropes courses and zip lines. We do not verify people's weight, but the harnesses and courses are designed for a 265 pound weight limit.

Thanks!

You're welcome!

Send a message

POWERED BY TOMIS

TOMIS

TOMIS grows tour operator businesses through innovative marketing software and unparalleled industry expertise. As your personal marketing assistant, TOMIS automates previously manual marketing processes and saves you valuable time to focus on running your business. TOMIS is more than just software as we have a full digital marketing agency in-house if you want to outsource some or all of your marketing.

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