The Power of Chat

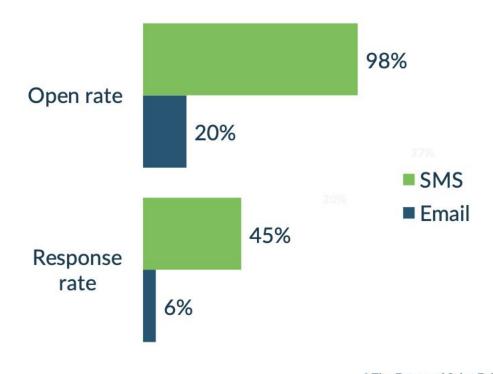
October 2022







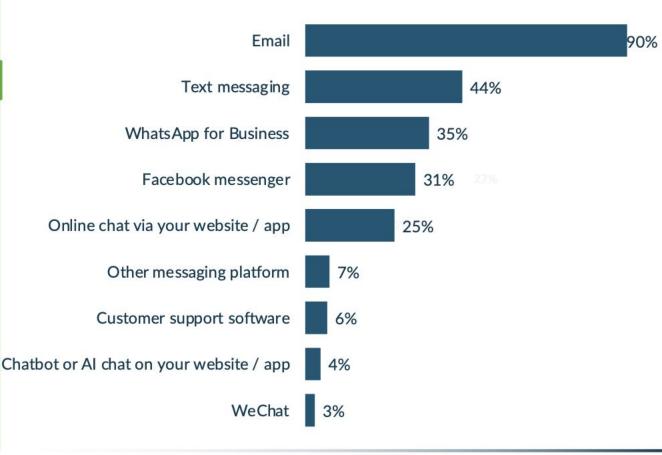
Customer Engagement Rates: SMS vs. Email*



* The Future of Sales Follow Ups: Text Messages, Gartner 2019

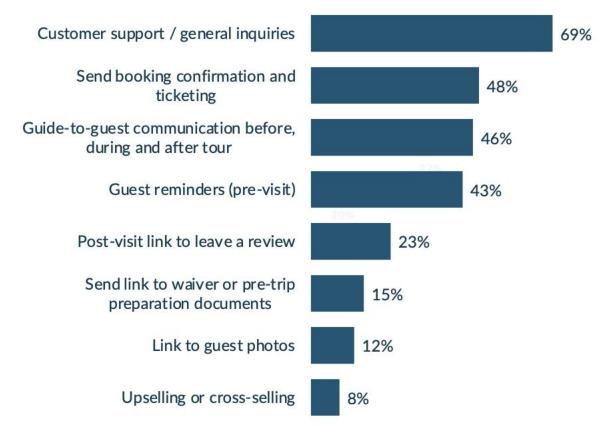
ull sipgate 🗢 2:33 PM Pelikan Travel 8 **<** 298 Hello, I have a question about my flight tomorrow from MUC to WAW. Can you help me? Hello! Thank you for contacting us! How can we help you regarding your flight tomorrow? X I'm wondering if a meal is served during the flight. Let me quickly check that for you. What is your booking number, please? My booking number is AX8734 Thank you. You will be served one hot meal during your flight. Is there anything else I can help you with? Ok great! Thanks so much, that was my only question 0 0

How Operators Communicate with Guests





How Operators Use Chat



THE POWER OF CHAT

Evan Tipton



AGENDA

Background
Conversation AI
Save Time
Enhance Customer Experience
Increase Direct Bookings
Challenges & Limitations
Q&A Panel

THE ADOPTION OF CHAT

How we communicate has changed!

71%

Customers expect brands to provide support via messaging platforms 79%

Companies say live chat has had a positive impact

81%

People aged 25-39 prefer to message businesses

CHATBOT USE AT A GLANCE

According to Juniper Research, Chatbots are expected to save businesses 2.5 billion hours and \$8 billion in the next two years

45%

YoY increase in Chatbots as the primary form of comm.

90%

Average customer satisfaction rate after messaging a chatbot

1/3

of consumers want to make reservations via a ChatBot

What is Conversational AI?

Conversational AI is a type of artificial intelligence that enables consumers to interact with computer applications the way they would with other humans.

•••

It can save you time, enhance your customer experience, and increase your direct bookings.

SAVE TIME

Our clients were tired of answering the same FAQs.

Sound familiar?



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!

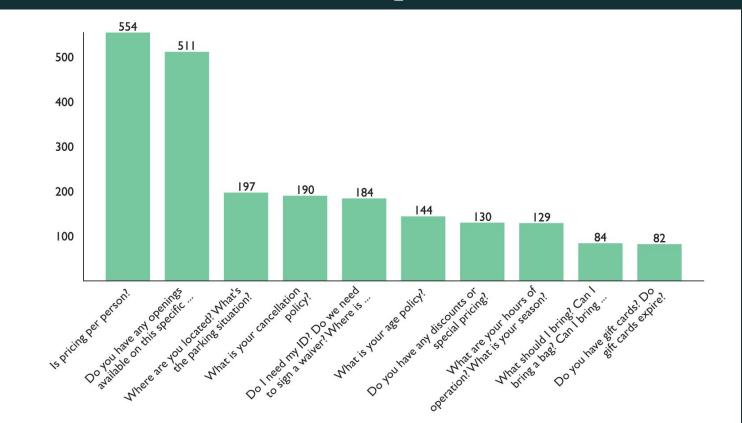
You're welcome!

Send a message

POWERED BY 🦱 TOMIS



FAQs



SAVETIME

			Cost Savings Per Year	\$ 1,629.33
uccessful ChatBot Answer Rate: 94%				94
lourly Staff Rate		20		
low long does it take, on verage, to respond to a FAQ mail or call (in minutes)?	10			
low many texts, emails and alls do you receive a week?	10			

ENHANCE YOUR CX

82%

Consumers say that getting instant responses is important

0:52

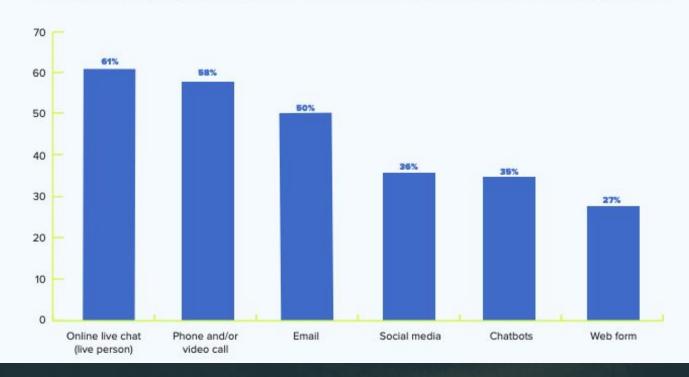
Average response time on live chat

#1

CX is the top competitive differentiator

ENHANCE YOUR CX

As a user, in the past 6 months, which of the following conversational marketing solutions have you used *most often* to communicate with companies?



Pre-Purchase



Bike Tour Info

Food Tour Info

Walking Tour Info

Hours of Operation

Kayak Tour Info

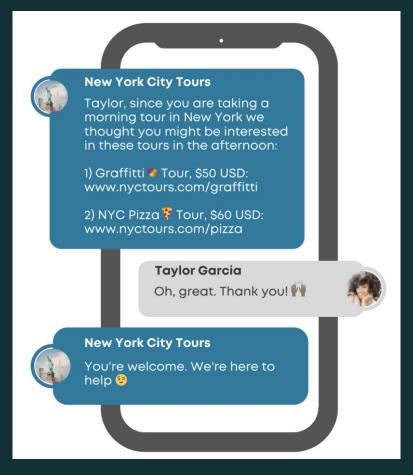
What is your most popular tour?

We have a lot of popular tours, either by bike or on foot. Many include food as well. So much depends on what you are looking to experience. If you want top attractions, our Ultimate City Bike Tour or our Chicago Favorites Food/Walking Tour are both good choices. If you want the neighborhoods, our Bikes, Bites & Brews, Westside Foodie Ride, Lakefront Neighborhoods, or Chinatown Food Tour are all great choices.

Send a message



In-Destination



INCREASE DIRECT BOOKINGS

90%+

SMS messages are read within the first three minutes

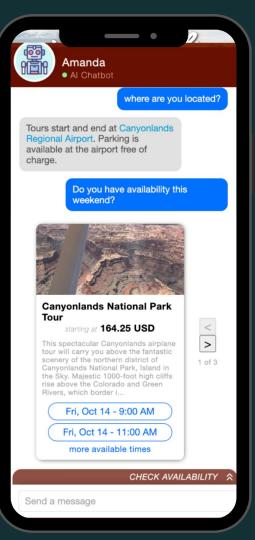
150%

Higher conv. rate for bot users compared to all website traffic

#1

Check availability is the most FAQ all TOMIS
ChatBots receive

CHECK AVAILABILITY



Increase Reviews

- Google
- Trip Advisor
- Facebook
- Yelp

5:19 **▼** Search

Ben Henderson



(612)123-5555

Hello Ben Henderson This is the Raft Co. team. We hope you had a great time out on the beautiful Colorado river with us today! We'd love to hear how your experience went. Please leave a review following link below.

https://reviewtour.net/RaftCoExperiences

Features To Consider

<u>Communication Type</u>

- Al ChatBot
- SMS Chat
- Web Chat
- Voice
- Email

Integrations

- Reservation system
- Facebook, Instagram, WhatsApp
- Google My Business
- Review sites
- Waivers
- Trip Photos

Marketing Features

- Check availability
- Automated review generation
- Cross-selling
- Reputation management
- Discounts & promotions
- CRM

CHALLENGES & LIMITATIONS

- >> ChatBots are "new" in the mind of many consumers
- >> A majority of consumers would still choose to speak to a live agent versus a ChatBot (~60%)
 - >> Conversational AI is still advancing
 - >> Ongoing maintenance and training can be time consuming

THANK YOU

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