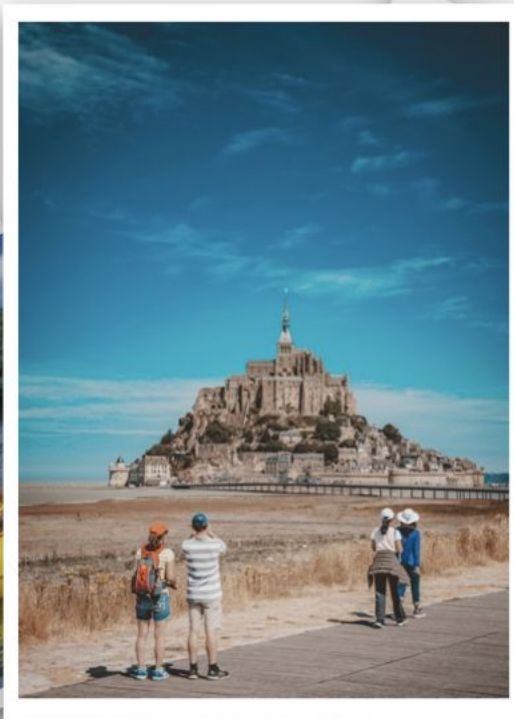


Arival Industry Insights 2022:

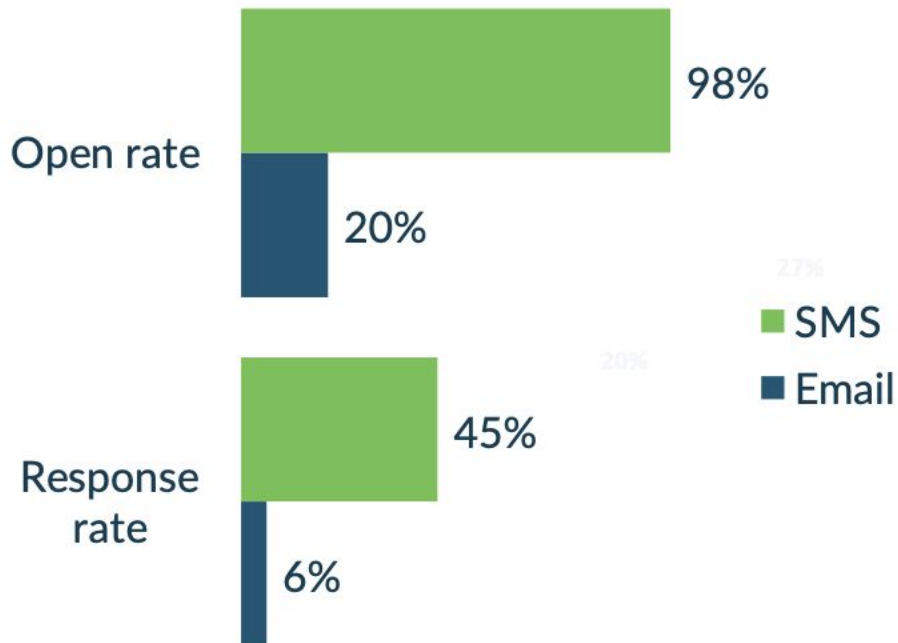
# The Power of Chat

October 2022

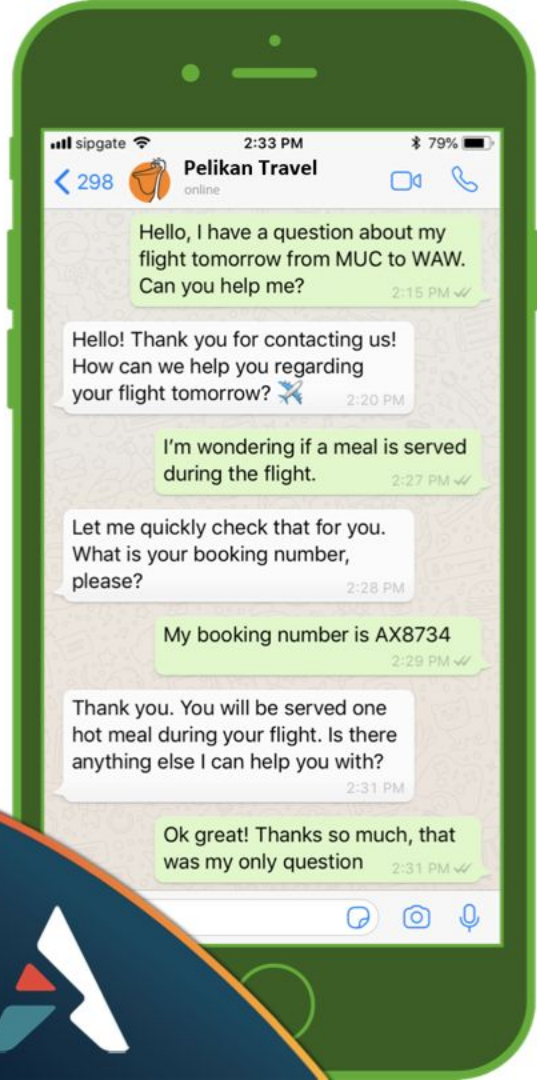




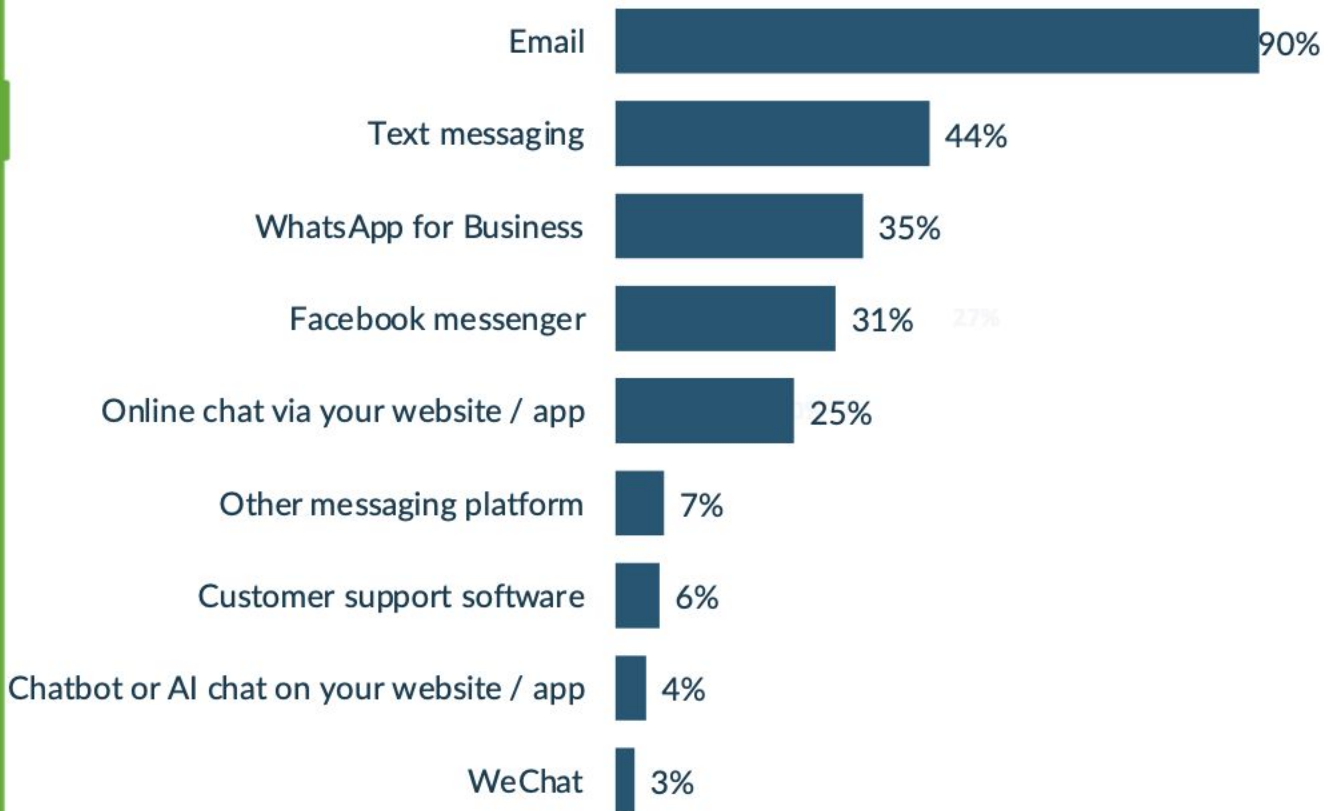
## Customer Engagement Rates: SMS vs. Email\*



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

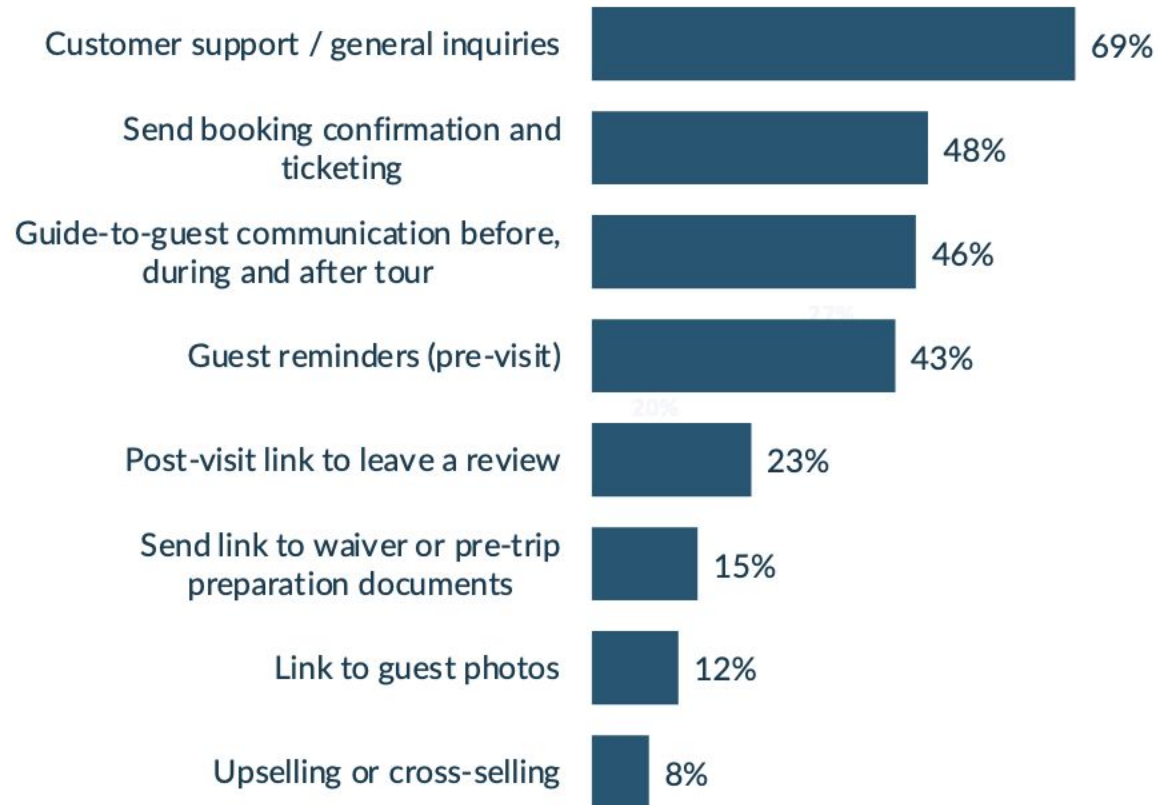


## How Operators Communicate with Guests





## How Operators Use Chat



# THE POWER OF CHAT

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Evan Tipton



TOMIS

# AGENDA

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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.

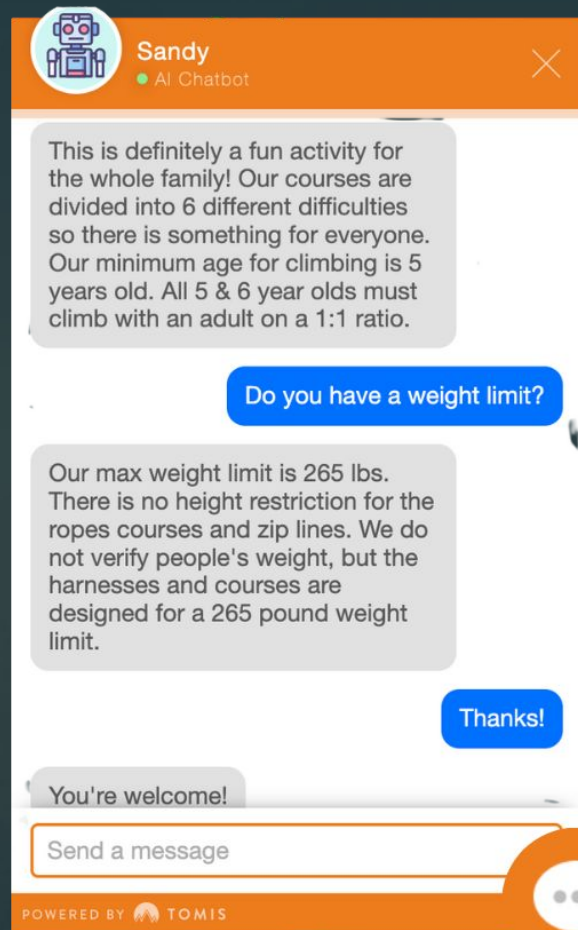
...

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

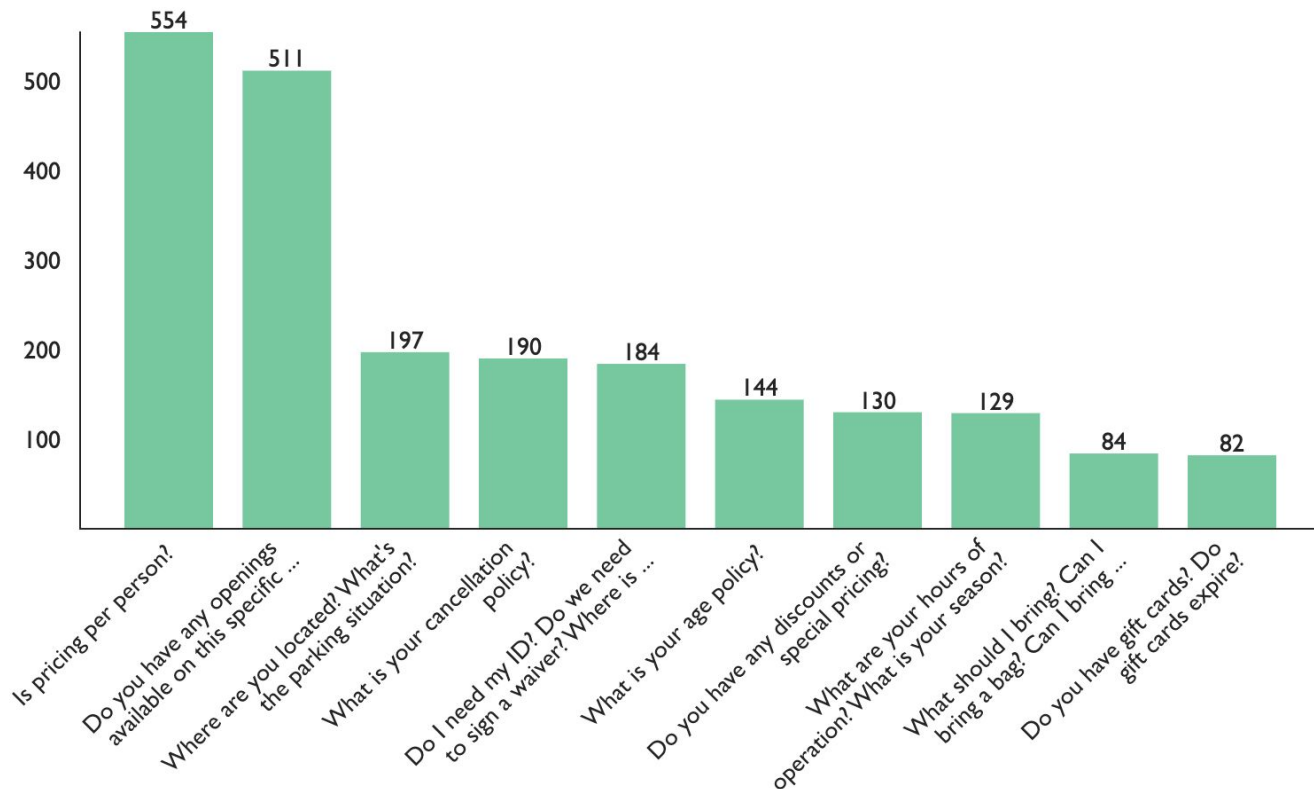
# SAVE TIME

Our clients were tired of answering  
the same FAQs.

Sound familiar?



# FAQs



# SAVE TIME

How many texts, emails and calls do you receive a week?

10

How long does it take, on average, to respond to a FAQ email or call (in minutes)?

10

Hourly Staff Rate

20

Successful ChatBot Answer Rate: 94%

94

Cost Savings Per Year

\$ 1,629.33

# ENHANCE YOUR CX

82%

Consumers say that getting instant responses is important

0:52

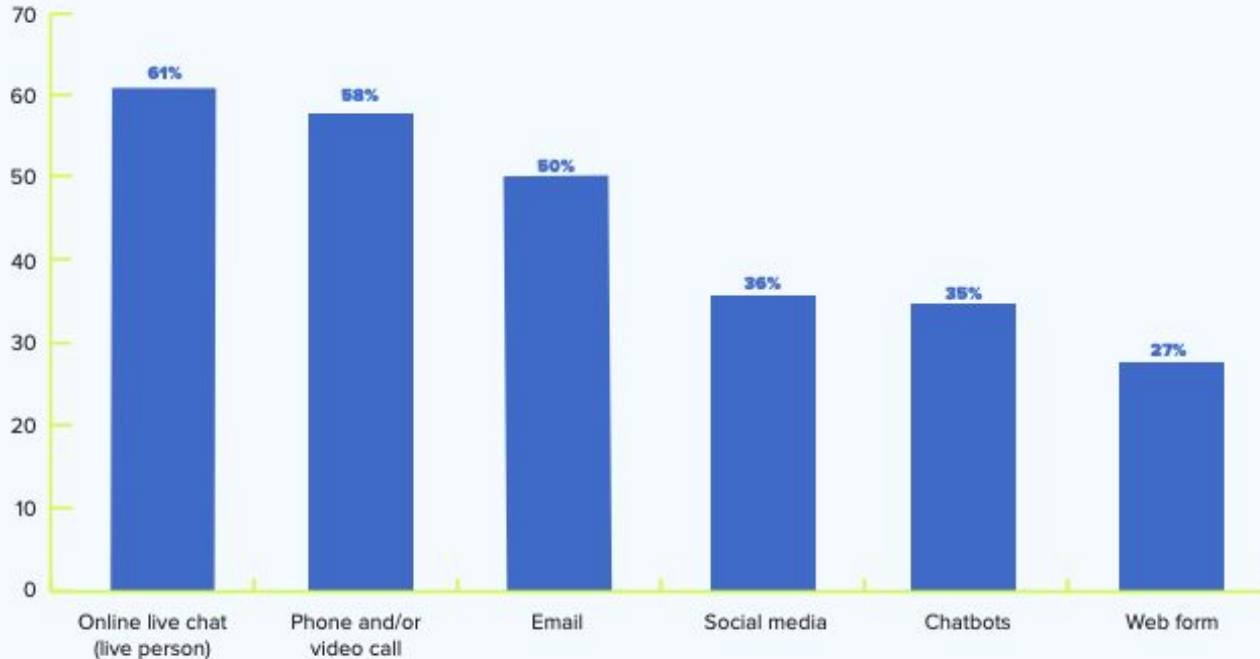
Average response time on live chat

#1

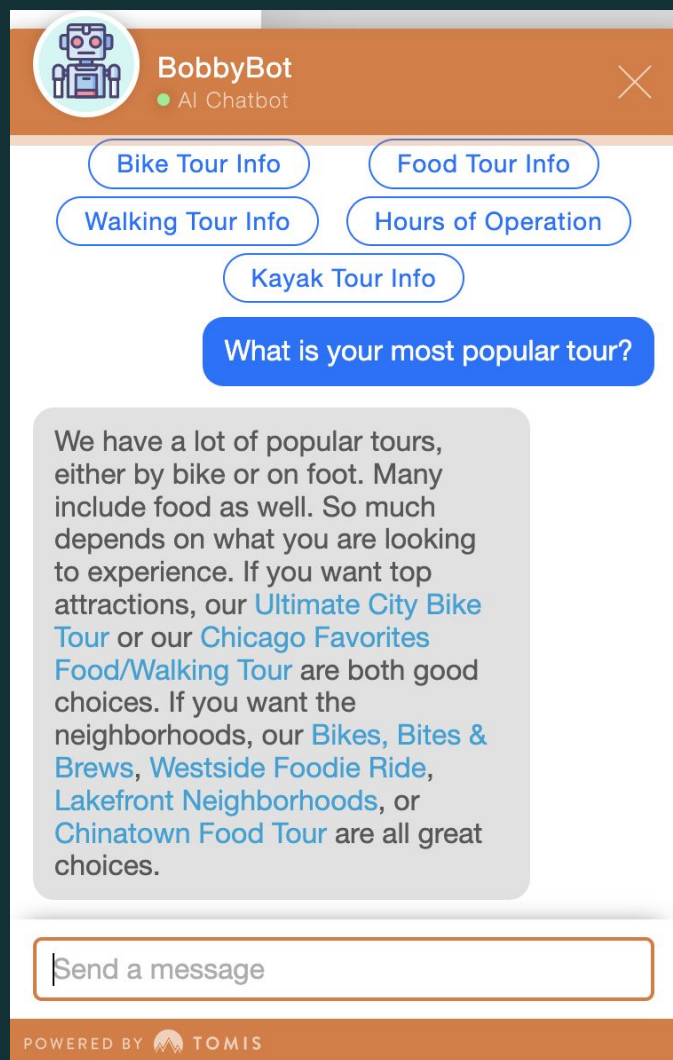
CX is the top competitive differentiator

# 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



# In-Destination

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# INCREASE DIRECT BOOKINGS

90%+

SMS messages are read within  
the first three minutes

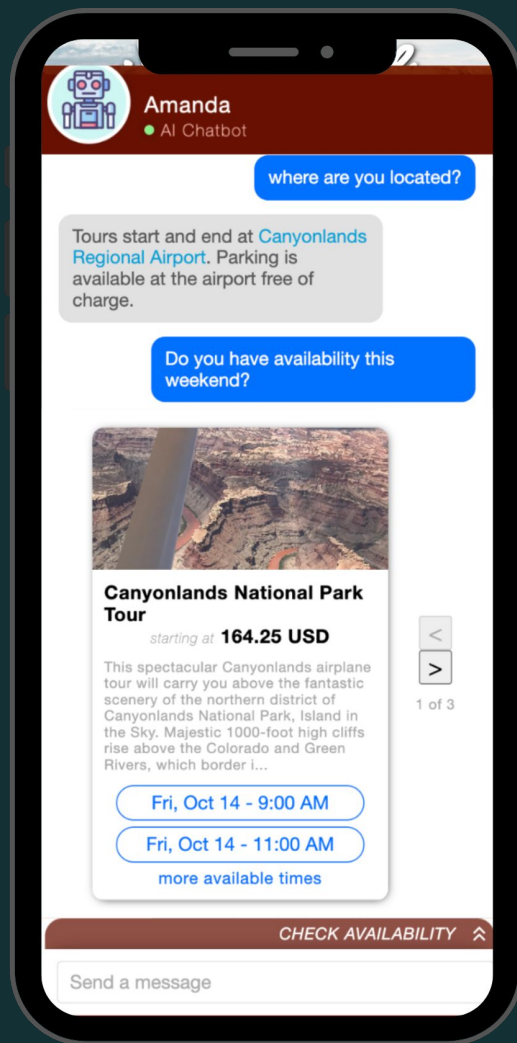
150%

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

#1

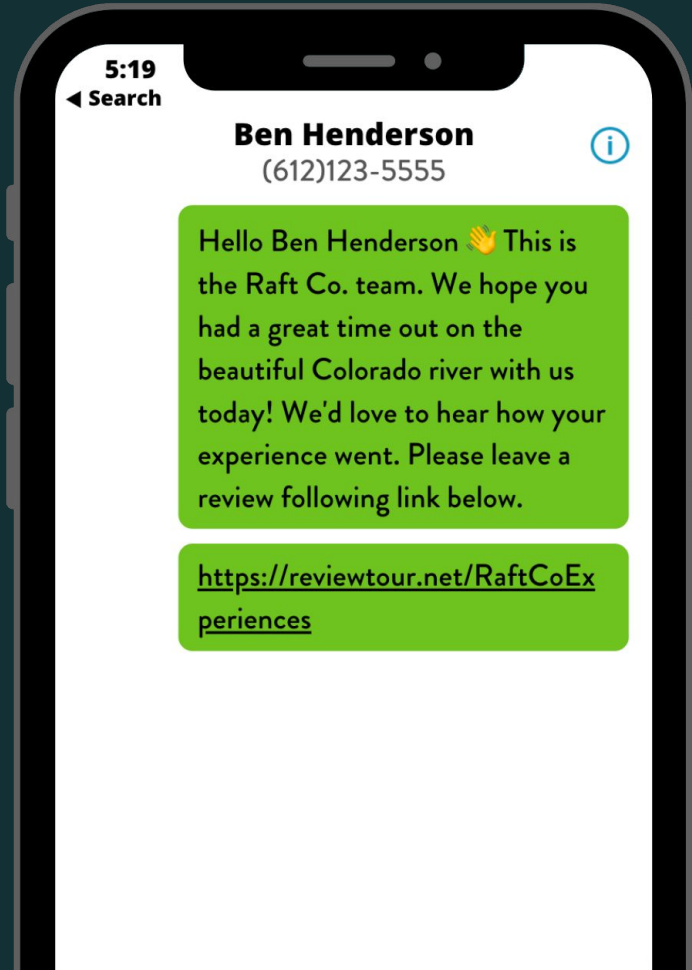
Check availability is the  
most FAQ all TOMIS  
ChatBots receive

# CHECK AVAILABILITY



# Increase Reviews

- Google
- Trip Advisor
- Facebook
- Yelp



# Features To Consider

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## Communication Type

- AI 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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