Introducing Bob, AI-powered Chatbot for hotels
Customer touch points have increased multi-fold in last decade and they are evolving faster than ever before. Hospitality businesses need to embrace the change and be ready for how the customer wants to interact.
The Promise of AI

In the next 10 years only 15% of interactions with a business will be with a human. Gartner

...and Book Me Bob is positioned to help businesses leverage this promise

- 95% of consumers already expect bots to take over CS
- 80% of current routine requests can be handled by bots
- 67% of customers interacted with a bot in 2018
- 40% of consumers don’t mind bots if they get the job done
- 10% improvement in lead quality, causing sales productivity increase up to 40%
- 30% minimum cost reduction when using bots for customer services
- 70% reduction in call times for customer service
- 60% cost reduction when using bots alongside sales service staff

A Necessary Next Step

The cost to acquire a customer is high and the OTA channels are expensive.

- 75% of website visitors abandon orders on average.
- 65% abandon if the website does not quickly provide what they want.
- 90% of leads go cold after an hour if not engaged.
- 3rd party aggregators wipe out 20% of the company profits.
- Most order abandonments happen between 8-9pm.
- 3rd party aggregators.

Businesses need to maximise conversion from the digital channels.

Customer is lost on a website if not engaged with in 30 seconds.

Are you ready when your customers are?

8 reasons you need an AI Chatbot on your website.

1. Transform from a passive website to a more interactive channel

2. Chatbot will help grow your SEO rankings organically, as website visitors spend more time on your website which is good for ranking.

3. Chatbots helps communicate with Generation X and younger through their preferred choice of communication - messaging!

4. More conversations mean more direct bookings. A chatbot talks to customers when they are on your webpage and help them book.

5. The AI Chatbot is available 24/7, consistent and on brand always.

6. AI Chatbot is 1/10th the cost of a human. You can finally put your staff to more important tasks, rather then answering the same mundane questions over and over again.

7. Should you hotel be forced to close because of covid19, you can still have an AI Chatbot running and communicating with customers.

8. The AI Chatbot collects powerful data which your management teams can use for sales/marketing strategy and better understanding your customer needs.
BOOK ME BOB provides a pre-trained hospitality digital assistant to convert more website visitors into direct bookings.

Boost Sales:
- DIRECT BOOKINGS
- SELL EXTRAS

Optimise costs:
- COST PER CONTACT
- OTA COMMISSION
- FIRST CONTACT RESOLUTION

5 Star guest experience:
- 24/7 AVAILABILITY
- REDUCED WAIT TIMES
Is a high quality, low cost acquisition channel for hotels

- Answer questions, provide solutions and capture leads directly where your customer is.

- On average, less than 5% of people who visit a website actually buy something. On the customer support side, there’s a similar trend. 60%-80% of callers looking for support first visited a company’s website, but couldn’t find the answers they needed, so they called the business, creating inefficiencies and taking more of your time and resource.

- AI powered conversational chatbots can automate everyday interactions while delivering a more satisfying user experience.
help property owners
automate a lot of pre-booking and pre-arrival guest interactions
Book Me Bob is uniquely positioned to help you grow.

1) AI Chatbot by Book Me Bob has been built by Hoteliers, thus we understand customer needs and hotel staff needs, we provide a customer experience that excels and is always improving.

2) We focus on speed & accuracy, so that your customers do not have to wait for an accurate response.

3) We show pictures and surroundings of your hotel at the right time.

4) Ability to understand and speak in 9 different languages (English, Chinese, French, German, Indonesian, Vietnamese, Hindi, Thai & Spanish) in process of always adding more.

5) Bob can work for an individual or a group of properties.

6) Built in Booking Engine inside the Chatbot, only chatbot at present talking bookings while talking to the customer.

7) Built in payment gateway

8) A dashboard for hotel to keep track of the Chatbot effectively

9) Access to the data and insights to understand customer behaviour instantaneously.

10) Book Me Bob chatbot is available on the website and Facebook messenger.
BOOK ME BOB

Guest Insights
Insights into what guests care about while making a booking

<table>
<thead>
<tr>
<th>Topic</th>
<th>Conversations</th>
<th>Messages</th>
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</tr>
<tr>
<td>Swimming Pool</td>
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</tbody>
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Digital Assistant Engagement
Total & Overnight Conversations

- Understanding Accuracy: 79%
- Website Traffic to Chat Conversion: 2%
- Amenity Queries: 15%
- Booking Enquiries: 26%
- Website Chats: 87%
- Facebook Chats: 12%
Shard

- 25sqm
- King Shangri-La Bed
- Designer TV
- Coffee machine
- Complimentary Wi-Fi
- A set of binoculars

Join our rewards programme free

This room has unparalleled northerly and easterly views, including some of London's most famous landmarks.

All of our rooms have access to a single private bathroom, fully outfitted to make your stay with us as comfortable as possible.
### Features for guest and the property

#### What Guest Sees

- Available on website & Facebook
- Unlimited guest conversations
- Ask any question about the property & basic chit-chat
- See responses with images and external links
- View rooms and exclusive promotions
- Understand and respond in 10+ languages
- Available 24/7
- Data security
- Notifications via Email
- Search for a single property or multi

#### What Property Sees

- Secure dashboard access
- Works with single property and a group
- Access to unlimited conversation history
- Advanced analytics
- Choose your branded avatar/ambassador
- Set up FAQ & Hotel information
- Access to managed industry language and chatbot training by Book Me Bob
- Dedicated account manager from Book Me Bob
- Chat, email & phone support from Book Me Bob
### Two options for inventory, rates & bookings

#### Personal Reservations Guide

**Setup**
1. Property setup room types in Book Me Bob Dashboard
2. Property setup exclusive promo codes in the current booking engine
3. Property setup promos in Book Me Bob Dashboard and link to the their booking page with promo code link (e.g. [https://www.mybookingpage.com?promo_code=stay4pay3](https://www.mybookingpage.com?promo_code=stay4pay3))

**Booking Process**
1. Guest chatting with the Chatbot
2. Chatbot promote promos, with a link “View & Book”
3. Booking engine opens, with promo code pre-applied.
4. Guest search dates, make a booking & pays using the property’s existing booking engine

**Benefits & Considerations**
- Quick setup
- No integration required for inventory, rates and bookings
- Promo codes are hidden and only show up at certain stage in chat
- Maximises use of your existing booking engine and payments setup

#### Personal Reservations Assistant

**Setup**
1. Property setup room types and rate plans in Book Me Bob Dashboard
2. Property maintains inventory & rates in Book Me Bob Dashboard without any connection to Channel Manager or PMS
3. Property setup promos in Book Me Bob Dashboard

**Booking Process**
1. Guest chatting with the Chatbot
2. Chatbot promote promos, with a button “View & Book”
3. Guest sees availability, rates and promos within the Book Me Bob Chat window.
4. Guest search dates and make a booking from Book Me Bob Chat window.
5. Guest and Property gets an email about the booking confirmation
6. Property organises payment with the property

**Benefits & Considerations**
- Totally standalone, but needs manual maintenance of availability and rates
- No integration required for inventory, rates and bookings
- Payment arrangement and processing to be completed after booking is requested
- Gives you access to create promotions which might not be currently available in your booking engine
THANK YOU

Book Me Bob is the 1st true AI channel that will give Hotels the chance to communicate one on one with guests in the fast world of AI. Book Me Bob also enable hotels to book directly at 1/10th of the cost.

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