

WELCOME



Chatbots 2.0

March 14, 2024



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER



Melissa Lloyd:

- Aigility Hub supports small businesses on the journey towards AI implementation through workshops, keynotes and personalized coaching.
- Melissa's unconventional blend of creative flair and AI-driven entrepreneurship has transformed her business, making her a passionate advocate for AI Adoption.
- She inspires entrepreneurs to embrace AI for competitive advantage and well-being, offering fear-free training and sharing real-life implementation stories.

Chatbots 2.0

Unlocking the Potential of AI Driven Chatbots

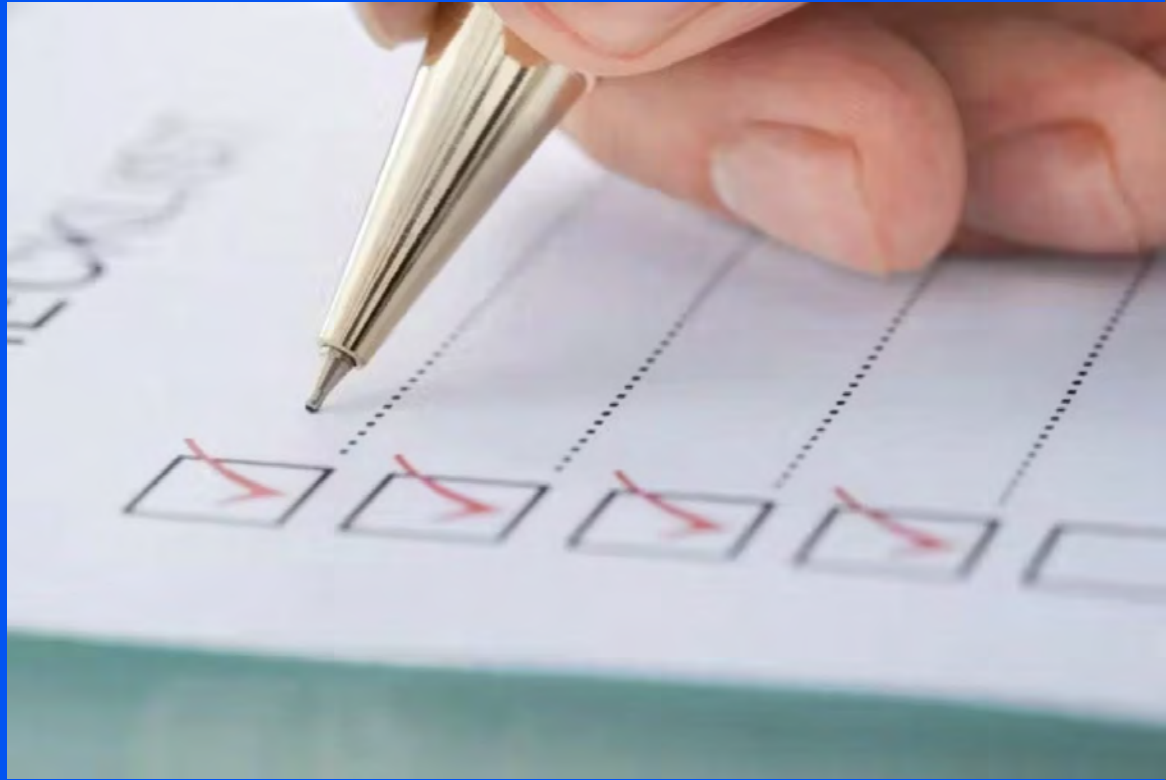


What We Will Cover Today...

1. **Intro**
2. **Chatbot opportunity for tourism businesses**
3. **Case studies**
4. **Where to start**
5. **FAQ's**

What You Will Need

✓ Notebook



What You Will Need

- ✓ Notebook
- ✓ Pen



What You Will Need

- ✓ Notebook
- ✓ Pen
- ✓ Coffee/Tea



What You Will Need

- ✓ Notebook
- ✓ Pen
- ✓ Coffee/Tea
- ✓ Open Mind



A little bit about me



Personal

Entrepreneur, mom, wife,
chicken & nature lover

Expertise

Mindfulness facilitator,
Emotional awareness coach,
Award-winning designer

Partnerships

Fortune 500s, Disney,
Universal Music, Adobe

Artificial Intelligence (AI)
is the ability for a computer
to think and learn



**AI can handle tasks that require intelligence
just like people do.**

*(such as analyzing lots of data, recognizing patterns,
making choices, and making judgments)*

What is a Chatbot?

Virtual assistants designed to respond instantly to common queries.

How Does a Chatbot Work?



Input from a user



Analyze user's request



Identify intent and entities



Compose reply

The Chatbot Opportunity

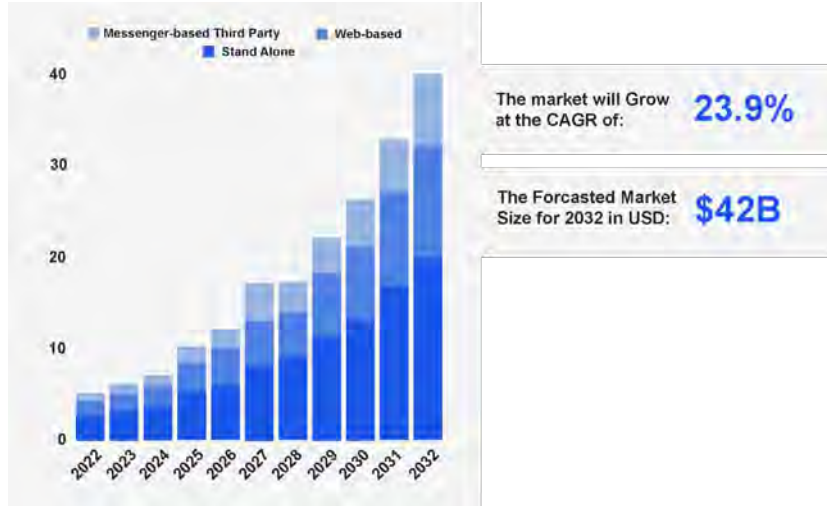
The age of AI is here.
Chatbots are booming
thanks to AI.



Booming Markets

Global Chatbot Market

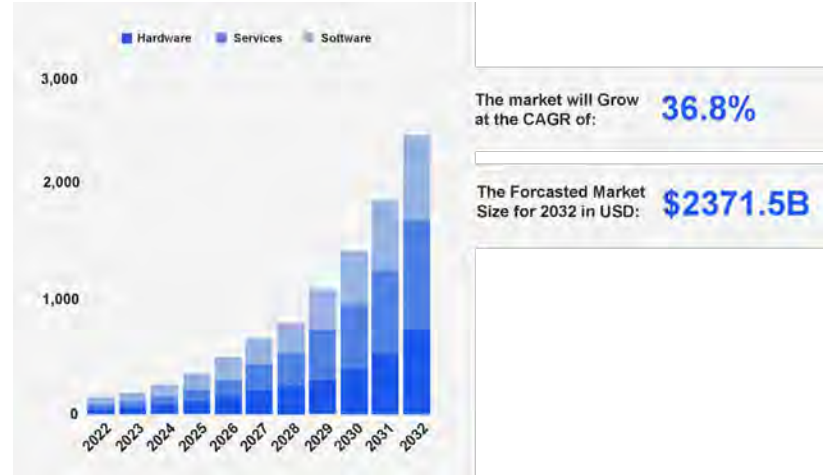
Size, by Type, 2022-2032 (USD Billion)



Source: <https://market.us/report/chatbot-market/>

Global AI Market

Size, by Solution, 2022-2032 (USD Billion)

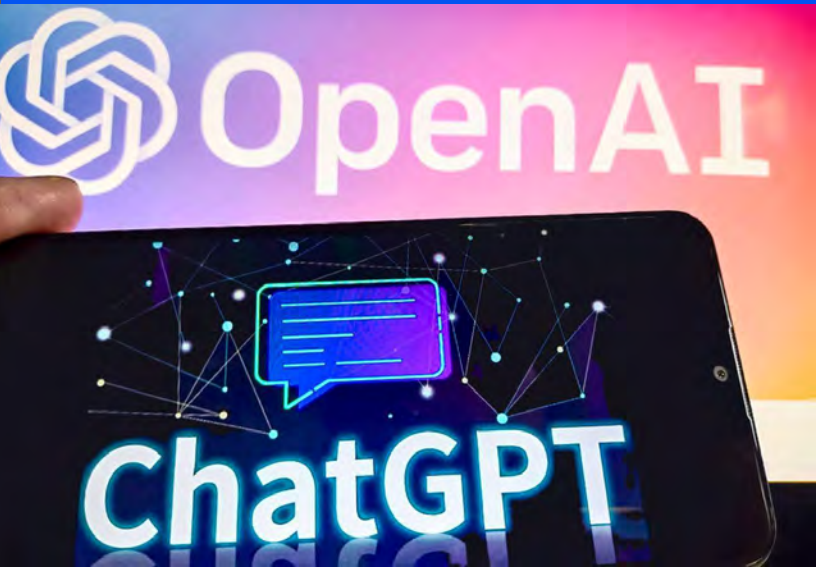


Source: <https://www.linkedin.com/pulse/artificial-intelligence-market-overview-size-share-trends-denis-green-aup1f/>



Why Is This Happening?

Thanks to the success of ChatGPT people are now becoming more acquainted with telling or instructing a computer through AI, through text.



What Is ChatGPT?

ChatGPT is a form of generative AI -- a tool that lets users enter prompts to receive humanlike images, text or videos that are created by AI.



[Residents](#)

[Business](#)

[Recreation](#)

[Government](#)

[Departments](#)

[Visitors](#)

[I Want to...](#)

[Conserve Water](#)

[Find the Holiday Trash and Recycling Schedule](#)

[Report Something to the Action Center](#)

[Contact My City Council Member](#)

[Find Things To Do in OKC](#)

[Search for Career Opportunities](#)

[Get a Special Events Permit](#)

[Find Youth Activities](#)

[Join a Sports League](#)

[Get a Fishing or Boating Permit](#)

[Rent a Picnic Shelter](#)

[Find a Park](#)

[Find My Bulky Waste Pickup Day](#)

[Pay My Water Bill](#)

[Pay a Ticket](#)

[To Get an Alarm Permit](#)

[Get a Fence Permit](#)

[Get a Building Permit](#)

[Get a Storm Shelter Permit](#)

[Register My Storm Shelter](#)

[Find a Lost Pet](#)

[Adopt a Pet](#)



The Opportunity For Tourism Businesses

- Instant communication is the new norm

The Opportunity For Tourism Businesses

- Instant communication is the new norm
- 24/7 availability

The Opportunity For Tourism Businesses

- Instant communication is the new norm
- 24/7 availability
- Cost savings

The Opportunity For Tourism Businesses

- Instant communication is the new norm
- 24/7 availability
- Cost savings
- Increased revenue

The Opportunity For Tourism Businesses

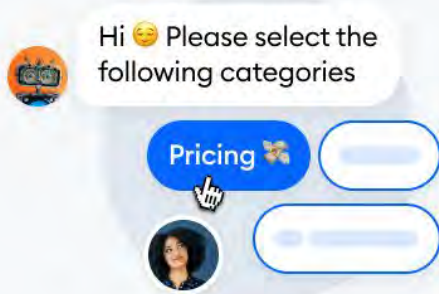
- Instant communication is the new norm
- 24/7 availability
- Cost savings
- Increased revenue
- Powerful insights

Goals For Chatbots

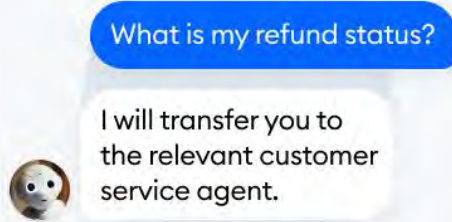
What goals do business owners hope to achieve with chatbots?



Types of ChatBots



Rule-based



Hybrid



AI



The first chatbots were frustrating!

- Pre-defined rules and scripts
- Restricted the capacity of what was fed into them

World's First Chatbot - 1966

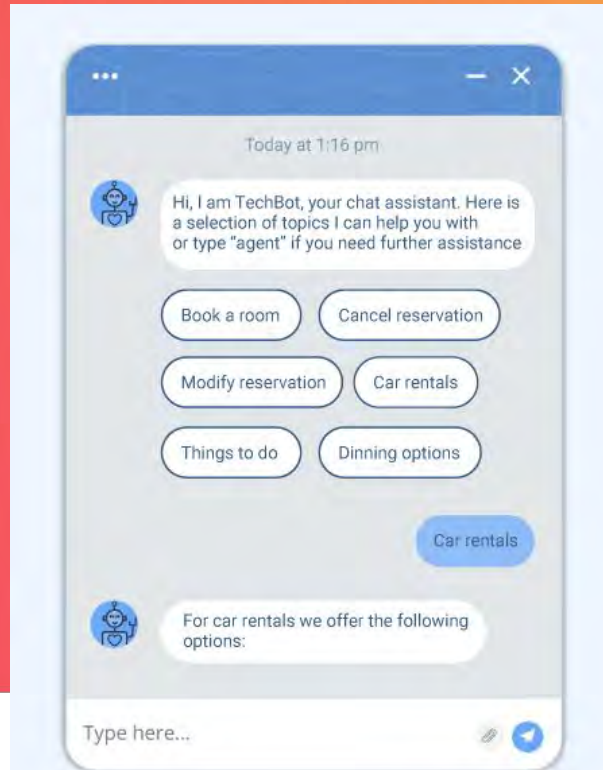
Welcome to

```
EEEEEE LL      IIII  ZZZZZZ  AAAAA
EE      LL      II    ZZ    AA  AA
EEEEEE LL      II    ZZZ  AAAAAA
EE      LL      II    ZZ    AA  AA
EEEEEE LLLLLL  IIII  ZZZZZZ  AA  AA
```

Eliza is a mock Rogerian psychotherapist.
The original program was described by Joseph Weizenbaum in 1966.
This implementation by Norbert Landsteiner 2005.

```
ELIZA: Is something troubling you ?
YOU:   Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU:   They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU:   Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU:   He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU:   It's true. I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:
```


Rule Based Chatbots



Hybrid AI Chatbots

Prompted
assistants

Custom
knowledge
chatbots

Appearance vs Reality

With a correctly set-up knowledge base, you can create a chatbot that appears to 'know' all of the information.

In reality this is not true.



AI Driven Chatbots

- Combines 'Old School' and AI
- Structured but with AI elements throughout
- Multi-purpose
- Can perform actions [pull/push data etc.]
- Can be extremely valuable

Businesses Have Shared ...

57%

Achieve substantial
ROI with minimal
chatbot investment

67%

Increase in sales
with chatbot
implementation

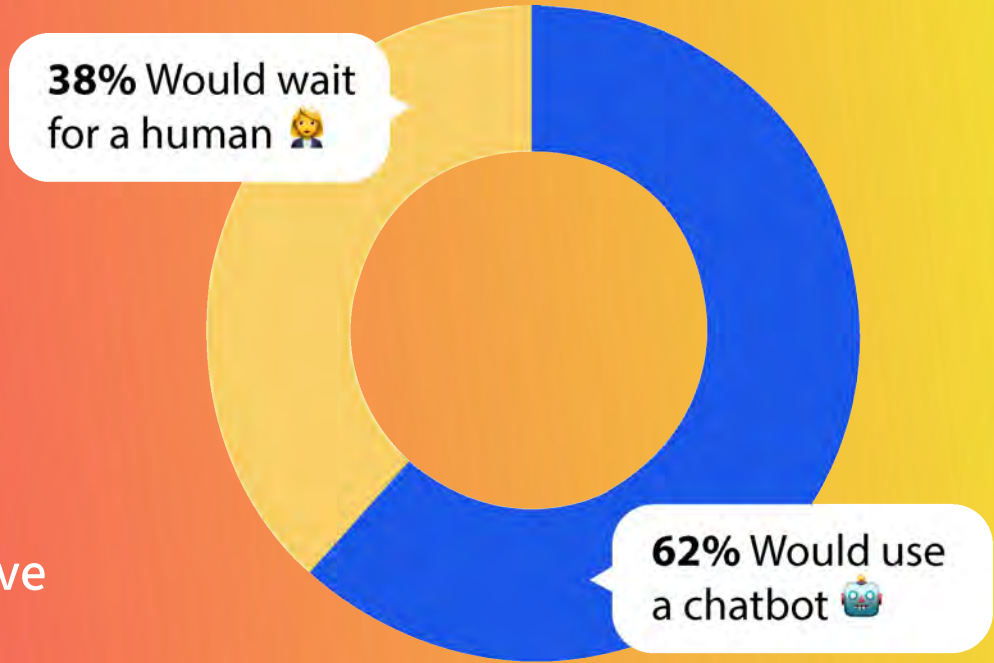
90%

Businesses report faster
complaint resolution
with chatbots

Source: <https://outgrow.co/blog/vital-chatbot-statistics> / <https://www.dashly.io/blog/chatbot-statistics/>

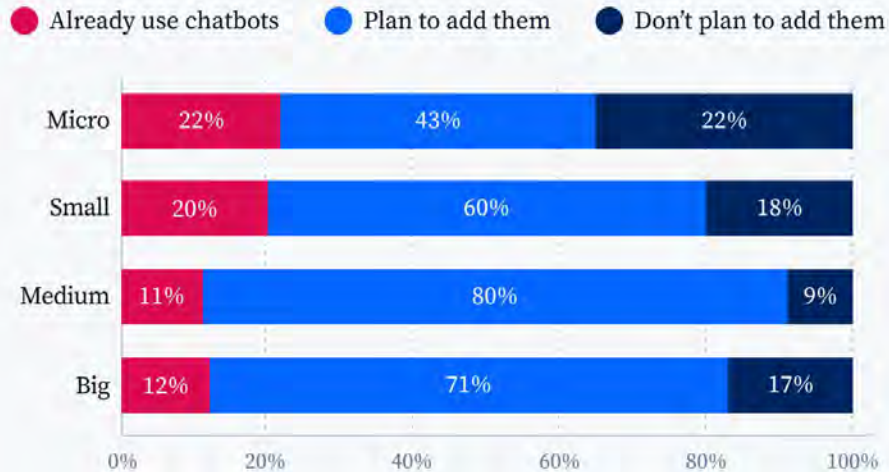
Customers & Chatbot

The majority of customers would use an online chatbot to see if it can help them out instead of waiting for a customer service representative to take their call.

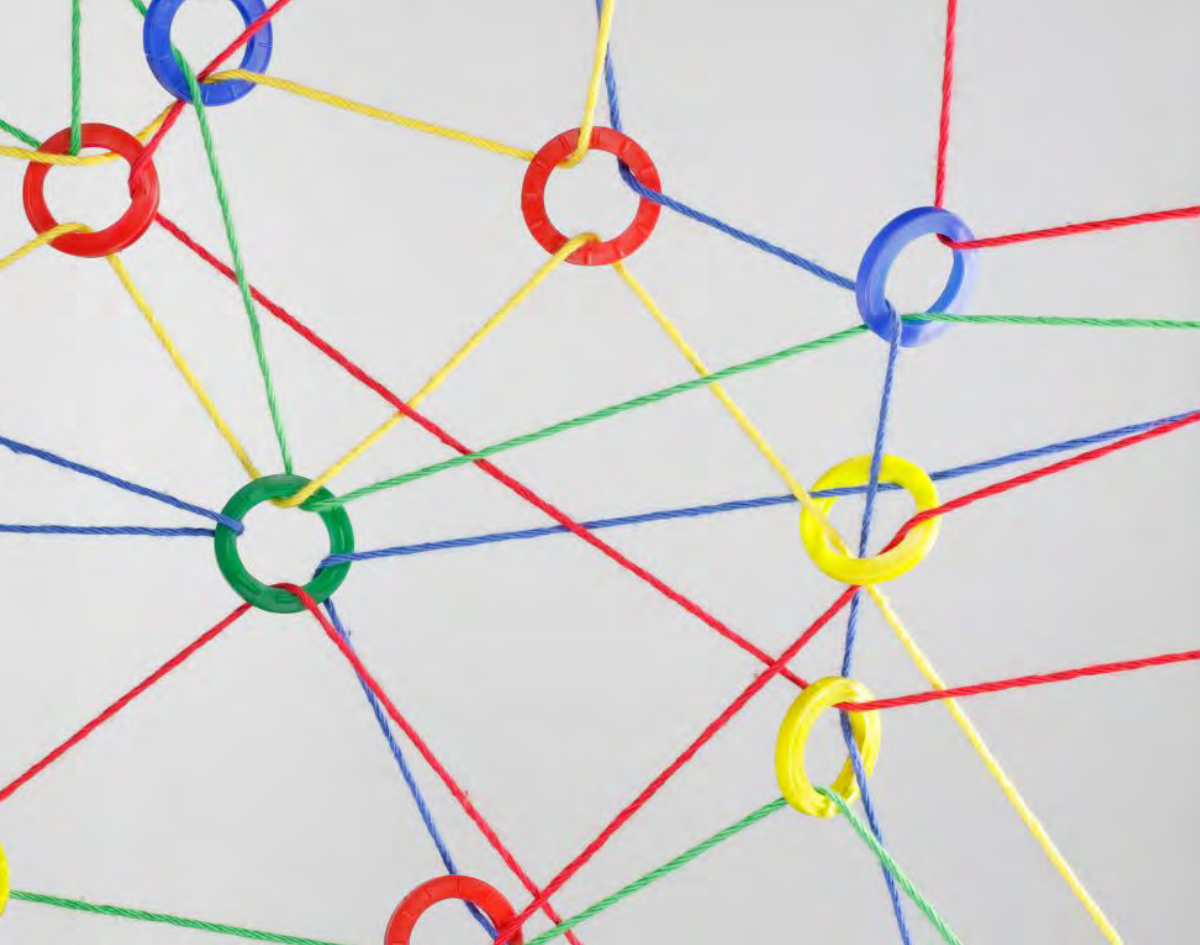


Source: <https://outgrow.co/blog/vital-chatbot-statistics>

Chatbot technology adoption by businesses based on size (2022)

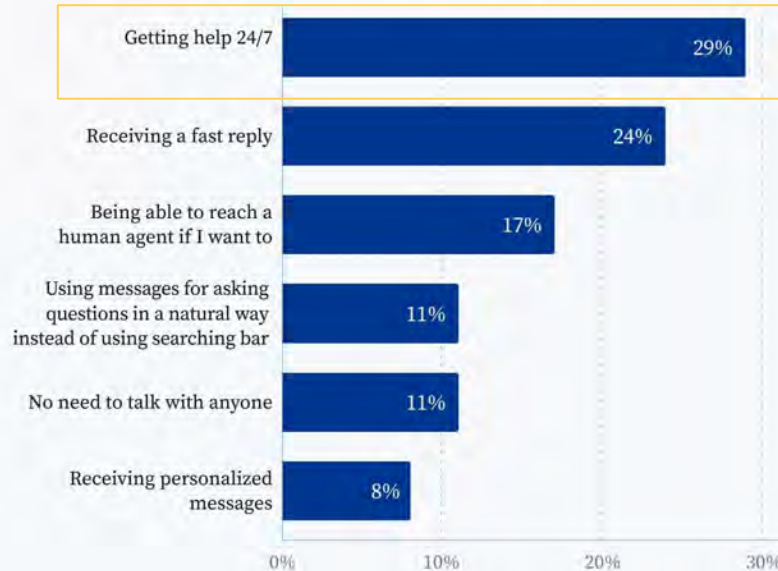


Source: <https://www.tidio.com/blog/chatbot-statistics/>



**This is about
deepening customer
connections.**

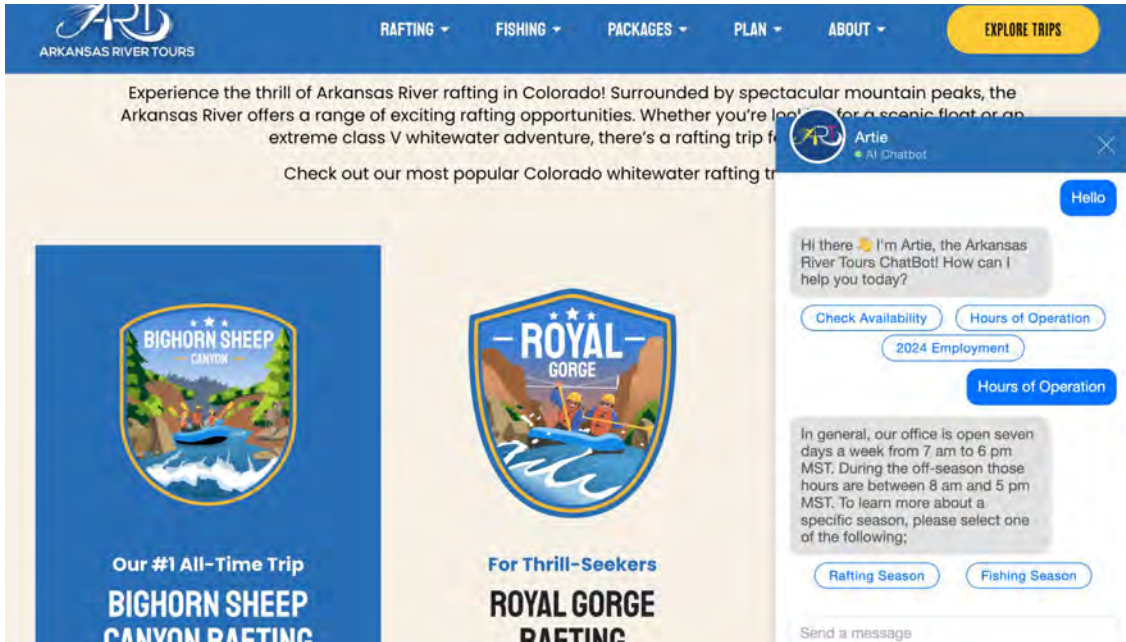
What do customers expect from chatbots?



Source: <https://www.tidio.com/blog/chatbot-statistics/>

Examples & Case Studies





Arkansas River Tours

AI Chatbots to generate \$60k in bookings.

Chatbot is helping his tour business to become more efficient.

<https://arkansasrivertours.com/>



Chat with
Jessica Smyth

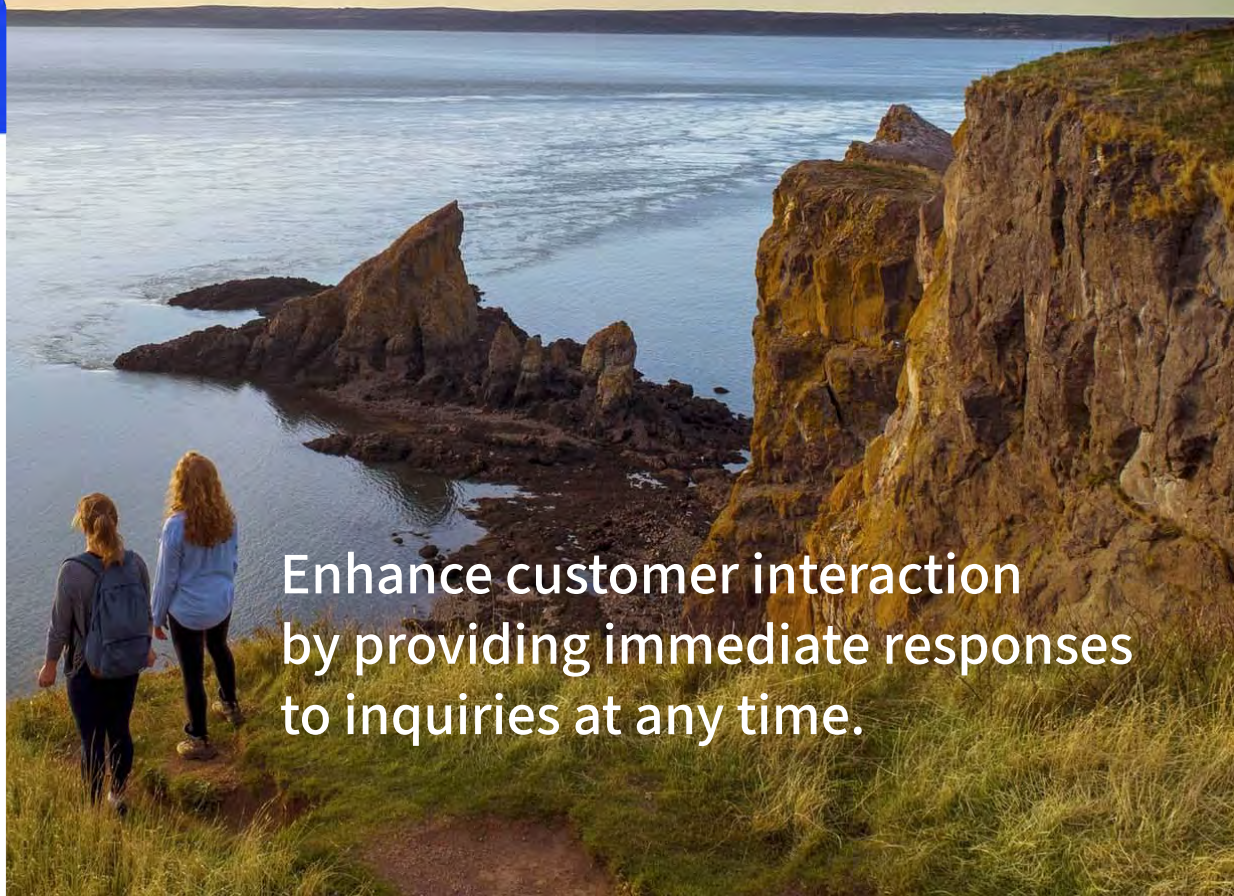
Hi, do you have any easy tours for beginners this weekend?

Hi 🌄 Welcome to Wild Trails Adventures! I'm Jessica your digital assistant. Yes, our Scenic Seaside Tour is great for beginners and it's available this Saturday. Would you like to book it?

Sounds good! Can two beginners join please?

Absolutely! It's perfect for beginners. Should I reserve two spots for you?

Enter your message...



Enhance customer interaction by providing immediate responses to inquiries at any time.



Fresh.
Innovative.
Personal.



**Beautiful
Design**



Fresh.
Innovative.
Personal.




**Beautiful
Design**



**No
chatbot**

Fresh.
Innovative.
Personal.





Food Fantastique
Fresh Innovative & personal culinary experiences

Hello

Hello and welcome to Food Fantastique!
My name is Marie, I will be your personalized
experienced digital agent today!

How many people would you like to book
for Dining on the Ocean Floor?

6

Perfect your group size is 6

For a group that size we price \$ per head!

Do you have any questions?

Yes

Chat with Marie

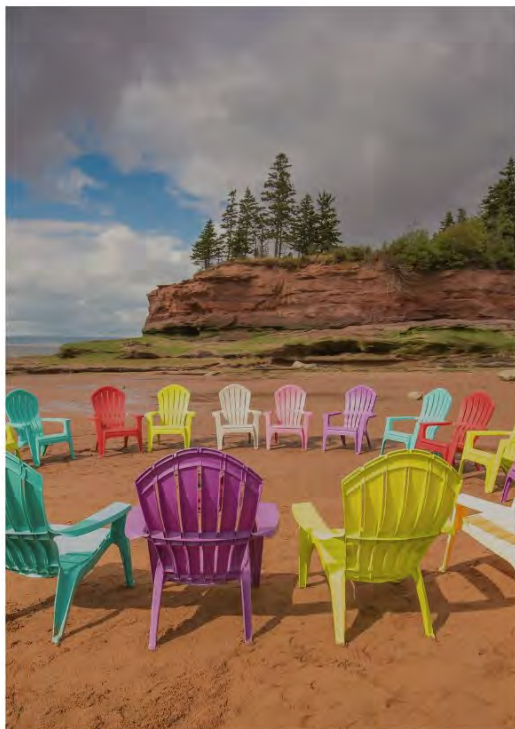
DINING ON THE OCEAN FLOOR



Experience Nova Scotia's Ultimate Dining Experience

Experience the ultimate culinary adventure at the site of the world's highest tides. Savour the best Nova Scotia food, beer and wine in this exceptional experience. Begin by learning about the wild edibles of Nova Scotia, followed by a lunchtime seafood feast where you meet the Chef and enjoy beer and wine pairings. Enjoy a guided tour of the ocean floor, then take a seat at a dining table with a view of the incoming tide for an intimate 3-course dinner on the ocean floor; all followed by an ocean floor campfire.

**Where can
I find the
cancellation
policy?**



The Experience

First, learn all about Nova Scotia edibles with a local forager; you will see, touch and taste local wild edibles and learn about the edible plants in the park. Then, you'll be led on a private tour of beautiful Burntcoat Head Park. After you finish your amazing meal, you'll head over to a campfire on the tidal flats to enjoy tea, coffee, and a beautiful view of the incoming tide.

[Buy Tickets](#)

**Ugg it's no
where to be
found!**





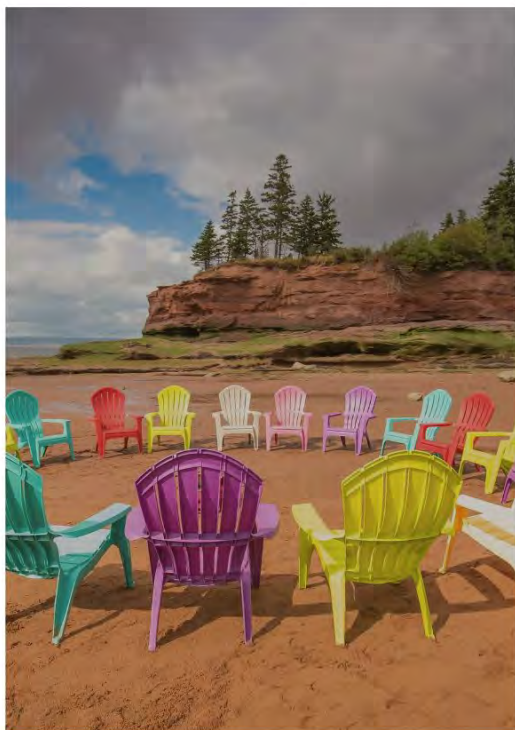
The Experience

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Buy Tickets

What if????






The Experience

First, learn all about Nova Scotia local forager; you will see, touch and taste wild edibles and learn about the history of the park. Then, you'll be led on a walk through beautiful Burntcoat Head Park. After your amazing meal, you'll head over to the tidal flats to enjoy tea, coffee and a beautiful view of the incoming tide.

Buy Tickets



 **Food Fantastique**
Fresh Innovative & personal culinary experiences

Hello

Hello and welcome to Food Fantastique!
My name is Marie, I will be your personalized experienced digital agent today!

Do you have any questions about Nova Scotia's ultimate dining experience?

Yes, what is your cancellation policy?

So glad you asked. If seats are canceled less than 21 days before the event, we will attempt to fill the seats from our waitlist and provide a full refund.

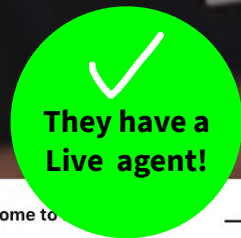
Do you have anymore questions?
Or if you are ready type in 'Book'

Book

Chat with Marie

[Home](#)[Learn More](#)[Safety & Accessibility](#)[Our Location](#)[Groups | Schools](#)[Contact](#)[BOOK NOW](#)

The #1 Boat Tour in Halifax, Nova Scotia!



Welcome to

Our agents are not available right now. Please leave a message and we'll get back to you.

Your name: *

E-mail: *

Subject: *

Message: *

[Leave a message](#)

All aboard! Halifax's most popular boat tour - the Harbour



Home

Learn More

Safety & Accessibility

Our Location

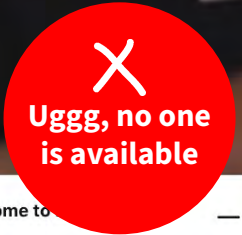
Groups | Schools

Contact


BOOK NOW

The #1 Boat Tour in Halifax, Nova Scotia!

Brand is
generic



... Welcome to



Our agents are not available right now. Please leave a message and we'll get back to you.

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[Leave a message](#)

All aboard! Halifax's most popular boat tour - the Harbour

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The #1 Boat Tour in Halifax, Nova Scotia!



Harbour Hugo



Ahoy there! Welcome to the Halifax Harbour Hopper.

Our Live Office Hours: M-F 9am - 5pm
Phone: +1 902 420-1015

👋 I am **Harbour Hugo** your digital assistant. What can I help you with today?

To talk to a live agent, say 'I want to talk to a human'

[Book Tickets](#)[Tour Information](#)[Gift Certificates](#)[Change Booking](#)

Chat with Harbour Hugo

All aboard! Halifax's most popular boat tour - the Harbour

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The #1 Boat Tour in Halifax, Nova Scotia!

Feels branded



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The #1 Boat Tour in Halifax, Nova Scotia!

Feels branded



Harbour Hugo

Clear details



Ahoy there! Welcome to the Halifax Harbour Hopper.

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Gives me a choice

I am Harbour Hugo your digital assistant. What can I help you with today?

To talk to a live agent, say 'I want to talk to a human'

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The #1 Boat Tour in Halifax, Nova Scotia!

Feels branded



Harbour Hugo

Clear details



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Phone: +1 902 420-1015

Gives me a choice

I am Harbour Hugo your digital assistant. What can I help you with today?

To talk to a live agent, say 'I want to talk to a human'


More direction

[Book Tickets](#)[Tour Information](#)[Gift Certificates](#)[Change Booking](#)

Chat with Harbour Hugo

All aboard Halifax's most popular boat tour - the Harbour

Welcome to LiveChat



Our agents are not available right now. Please leave a message and we'll get back to you.


Your name: *


E-mail: *

Subject: *


Message: *

[Leave a message](#)

 Harbour Hugo



Ahoy there! Welcome to the Halifax Harbour Hopper.
Our Live Office Hours: M-F 9am - 5pm
Phone: +1 902 420-1015

 I am **Harbour Hugo** your digital assistant. What can I help you with today?

To talk to a live agent, say 'I want to talk to a human'

[Book Tickets](#) [Tour Information](#)
[Gift Certificates](#) [Change Booking](#)

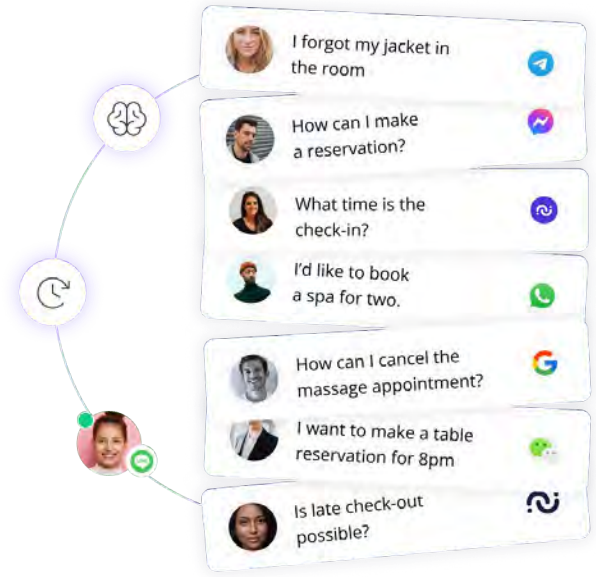
Chat with Harbour Hugo

Messenger Based Chatbots

Manychat

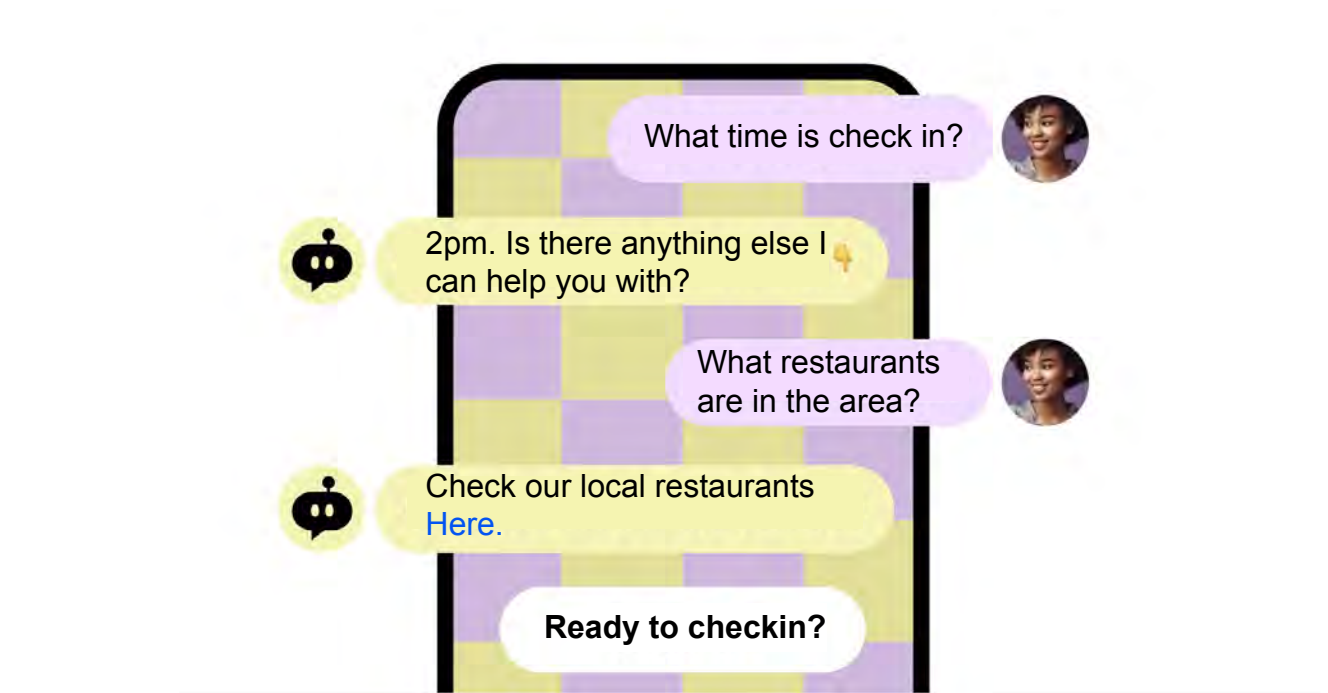


- Instagram**
Supercharge your social media marketing with Instagram Automation.
- Facebook Messenger**
Create Facebook Messenger automation to keep customers happy.
- WhatsApp**
Choose the most popular mobile messaging app in the world and reach 2 billion users.
- Telegram**
Power up your business with Telegram automation.



User-friendly chatbot platforms. No technical expertise required.

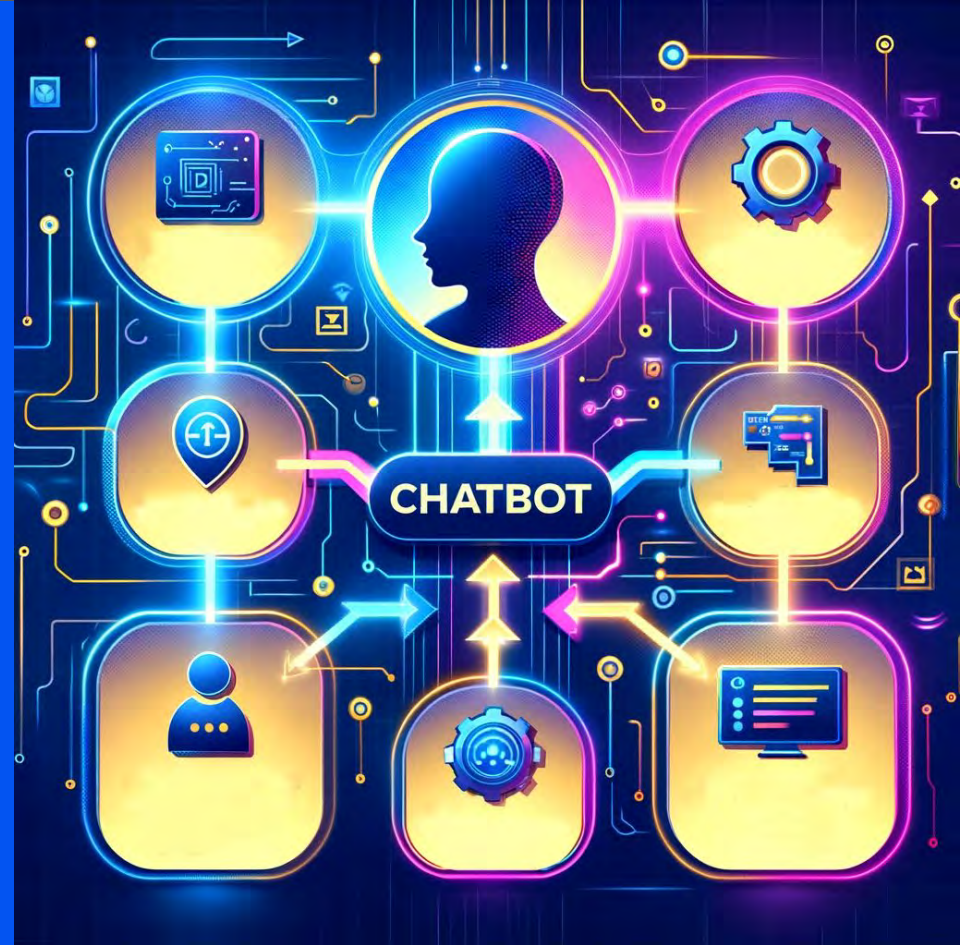
Manychat



User-friendly chatbot platforms. No technical expertise required.

Getting Started With Chatbots

Where do you start?



Defining Your Chatbots Objectives

Travel Assistance

Booking and Reservations

Itinerary Planning

Customer Service

Pricing

Local Recommendations

Reviews

Reducing Response time

Simplified Chatbot Strategy Activity



Page 1 - PDF Activity Sheet

Simplified Chatbot Strategy **Aigility Hub**
Activity for Tourism Business Owners

Welcome to the Chatbot Strategy Activity Sheet! This easy guide will help you pinpoint the ideal chatbot for your tourism business, focusing on what matters most to your customers and your goals.

Goal: To help you find the best chatbot for your tourism business in a straightforward and practical way.

Brainstorm
Potential uses for a chatbot in your tourism business

Examples: Provide local weather updates, Recommend tourist attractions, Assist with booking tours, Offer promotional deals, Answer FAQs about travel policies, Help in emergency contact services, Support multiple languages, Collect feedback on tours.

Questions? Please contact us: Email: millssa@aigilityhub.com www.aigilityhub.ai

- *Provide local weather updates*
- *Recommend tourist attractions*
- *Outside hours support*
- *Assist with booking tours*
- *Offer promotional deals*
- *Answer FAQs about travel policies*
- *Help in emergency contact services*
- *How to get to your location*
- *Collect feedback on tours*

Page 2 - PDF Activity Sheet

> Customer Service

*Answer FAQs, help in emergencies,
outside hours support*

Support multiple languages

> Information Provider

Provide local weather updates

Recommend tourist attractions

> Sales/Marketing

Offer promotional deals

Assist with booking tours

> Feedback Collection

Collect feedback on tours



Simplified Chatbot Strategy

Ask Yourself Important Questions

Aigility Hub

1 Think About Your Goals

Write down 1 or 2 main things you want to achieve with a chatbot. This could be anything from answering customer questions quickly to helping people book tours or rooms.

Goal 1:

Goal 2:

2 What Do Your Customers Ask About?

Think about the questions or requests your customers have most often. List the top 3 things they want to know or do.

Common Question/Request 1:

Common Question/Request 2:

Common Question/Request 3:

Questions? Please contact us:

Email: melissa@aigilityhub.com www.aigilityhub.ai

Simplified Chatbot Strategy

Ask Yourself Important Questions (Cont.)

Aigility Hub

3 How Do You Want the Chatbot to Help?

Choose how you'd like the chatbot to help your customers based on what you listed in Step 4. Should it give information, help with bookings, or something else?

Chatbot Task 1:

Chatbot Task 2:

4 Imagine a Chatbot Conversation

Pretend you're a customer and write down a short chat you might have with the chatbot that shows how it helps with one of the tasks from Step 5.

You (as the customer): "What's the question or request?"

Chatbot's Answer:

You (follow-up):

Chatbot's Final Answer:

- ✓ **Done!** Look at what you wrote. This gives you a basic idea of what you need a chatbot to do for your business and how it can help your customers. This simple plan can guide you in choosing or creating a chatbot that fits your business perfectly.

If you're eager to learn how to start building a chatbot for your business, consider joining our 'Chatbot Launchpad 3-Part Workshop'. It's the perfect next step to turn your chatbot plan into reality.

Questions? Please contact us:

Email: melissa@aigilityhub.com www.aigilityhub.ai

Type of Software

No code or low code technology



No-Code Chatbots (Website based)



- ✓ Ease of entrance (beginner)
- ✗ Built in API calls
- ✓ Built in language
- ✗ Custom code blocks
- Scope of functionality
- ✓ Custom styling
- ✓ Built in Integration
- ✓ Community
- ✗ Support



- Ease of entrance (medium)
- ✓ Built in API calls
- ✗ Built in language (manual)
- ✓ Custom code blocks
- ✓ Scope of functionality
- Custom styling
- ✓ Built in Integration
- ✗ Community
- ✓ Support

A close-up photograph of a person's hands holding a glowing lightbulb. The lightbulb is illuminated from within, and a digital network of white lines and dots is overlaid on its glass surface, symbolizing technology and innovation. The background is dark and out of focus, showing the person's face and clothing.

Evolving With Feedback

Use insights to refine and enhance your chatbot's capabilities.

How Much Does a Chatbot Cost?

Chatbot pricing varies from \$0 to thousands of dollars. It depends on the provider you choose and the plan that satisfies your needs.

Chatbot Software Costs

Standard chatbot software plan —between \$0 and \$500/mo

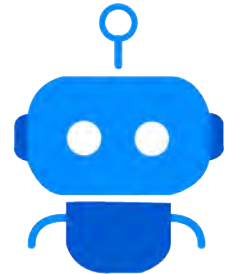
Usually, free chatbot pricing means that you'll encounter such limitations on:

- *The number of customers you can reach*
- *The number of staff accounts you can use*
- *The platform you can integrate the chatbot on*

Standard Outsourced Chatbot Design

Standard chatbot design (one off), between estimated
\$2000-\$5000

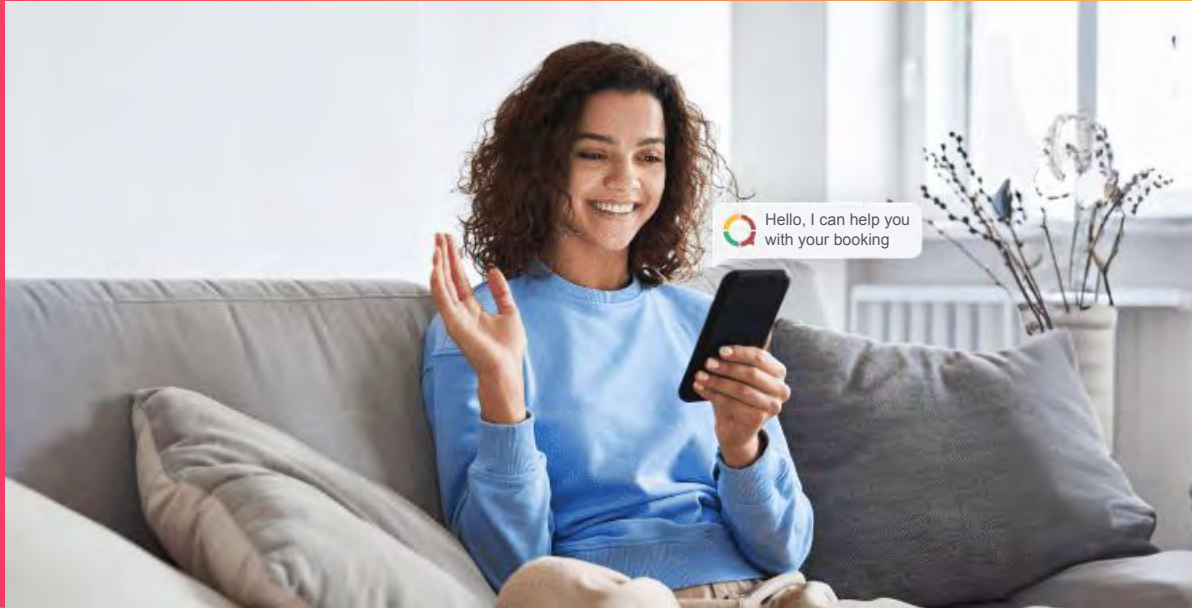
**Plus monthly fee (includes software)*



Are Chatbots Cost-effective? Yes if...

Your goal is to optimize your customer support, lead generation, and improve your client relationship.

Future of Tourism Led Chatbots



We are here to help you navigate
the AI landscape

Visit us
Aigilityhub.ai



Newsletter
Sign-up



[Aigilityhub-newsletter
.beehiiv.com](https://Aigilityhub-newsletter.beehiiv.com)



UPCOMING WEBINARS

- **Thursday, April 11, 18 and 25 @ 10:00 am** – Chatbot Launchpad: Workshop (3 sessions) – Presented by Melissa Lloyd (Aigility Hub)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

Tourism Digital Assistance Program (TDAP)

- Work with a digital expert to improve your online presence and digital services.
- Receive up to **\$5,000** in services from a qualified digital consultant.
- Services can include website design and development, search engine optimization, digital marketing strategy, social media strategy, online booking systems, audio and podcast services, photography and videography, & e-commerce tools.

Apply today! Application deadline is April 3 at 4:00 pm.

<https://tourismns.ca/tourismdigitalassistanceprogram>

Tourism Digital Assistance Program – Communities

- Work with a qualified digital expert to help communities bridge the digital gap and improve their online marketing and services to attract visitors and encourage spending.
- Municipalities, regional marketing organizations and community tourism organizations may be eligible for up to **\$15,000** in services.

Apply today! Application deadline is May 1 at 4:00 pm.

<https://tourismns.ca/tourism-digital-assistance-program-communities>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>