

WELCOME



Conversational AI tools

We will begin shortly!

WELCOME



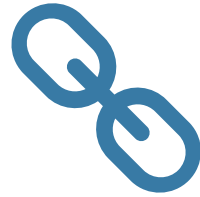
Conversational AI tools

December 5, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



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.

Sign up for DigiPort at <https://nsdigiport.ca/>

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

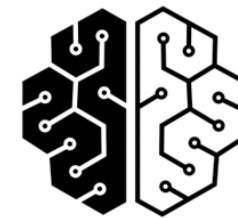
Sign up

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

PRESENTER

John Cody & Colin Alexander

John Cody and Colin Alexander, co-founders of Trailblaze AI, champion the integration of AI in Atlantic Canada's business landscape. With a shared vision, they empower small businesses to harness AI's potential, driving operational efficiency and transformative job growth. Their commitment is to educate enterprises to pave the future of smart business in the region.



TRAILBLAZE



TRAILBLAZE

CONVERSATIONAL AI TOOLS UNLOCKING POWERFUL CUSTOMER COMMUNICATIONS

Where do YOU start?





AGENDA

01 Who We Are

02 What We've Done / Talked About

03 What Conversational Ai Is / How It Works

04 How Ours Works

05 How Conversational Ai Is Different

06 Say Goodbye To Missed Opportunities & Hello To Real Growth In 2025!

07 Game Changers

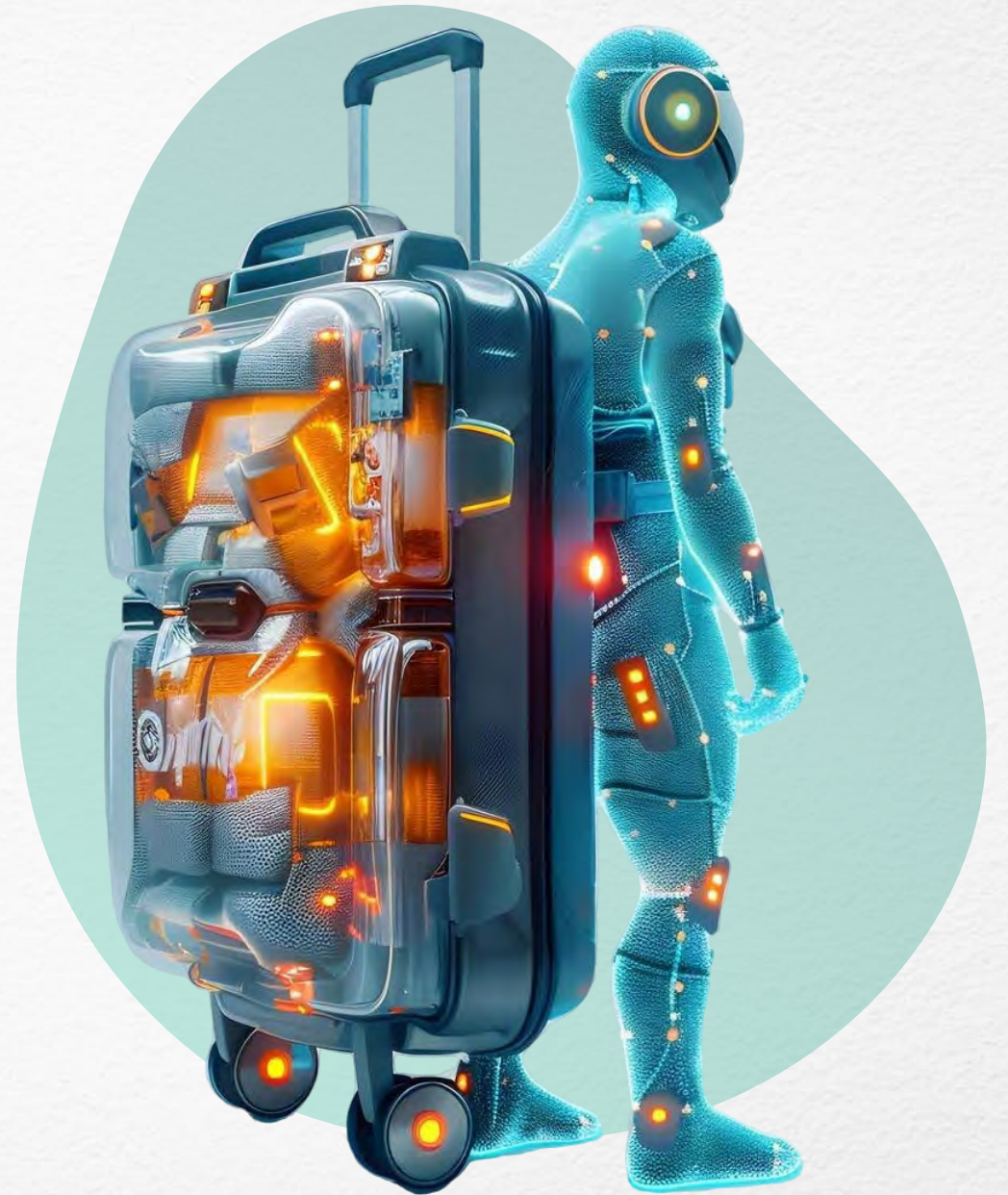
- » 24/7 Booking Management
- » Handling Inquiries and Improved Engagement
- » Enhanced Team Productivity

08 Demos

- » Couple's Getaway
- » Family Vacation

09 Q&A

LET'S
GET
STARTED!





WHO ARE WE?



JOHN
CODY



COLIN
ALEXANDER

WHAT WE'VE DONE / TALKED ABOUT

WEBINAR

CHATGPT 101

Getting Started with ChatGPT 3.5

February 1, 2024 10:00 - 11:00 am

Learn how this AI tool can automate customer interactions, streamline operations, and offer unparalleled insights.



digital nova scotia



AI FOR SMALL BUSINESS

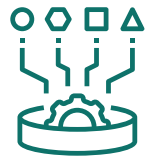
A HITCHHIKER'S GUIDE TO CHATGPT

Unlocking Digital Potential: From Basics to Business Brilliance

SEPTEMBER 28 | 10 AM AT



WHAT CONVERSATIONAL AI IS / HOW IT WORKS



INPUT PROCESSING

- › The user inputs text (or voice, converted to text) through a chat interface.
- › The AI Assistant sends the input to a ChatGPT model for interpretation & response generation.



DYNAMIC RESPONSE GENERATION

- › The model generates a human-like response based on the user's query, applying context, tone, and relevance.



INTENT RECOGNITION

- › ChatGPT analyses the input to understand the user's intent, leveraging its training on diverse datasets to identify what the user wants.



INTEGRATION WITH BACKEND SYSTEMS

- › For task-specific functions, the AI assistant communicates with external APIs, databases, or CRM tools to fetch or update data before generating a response.

(KINDA) HOW OURS WORKS

01

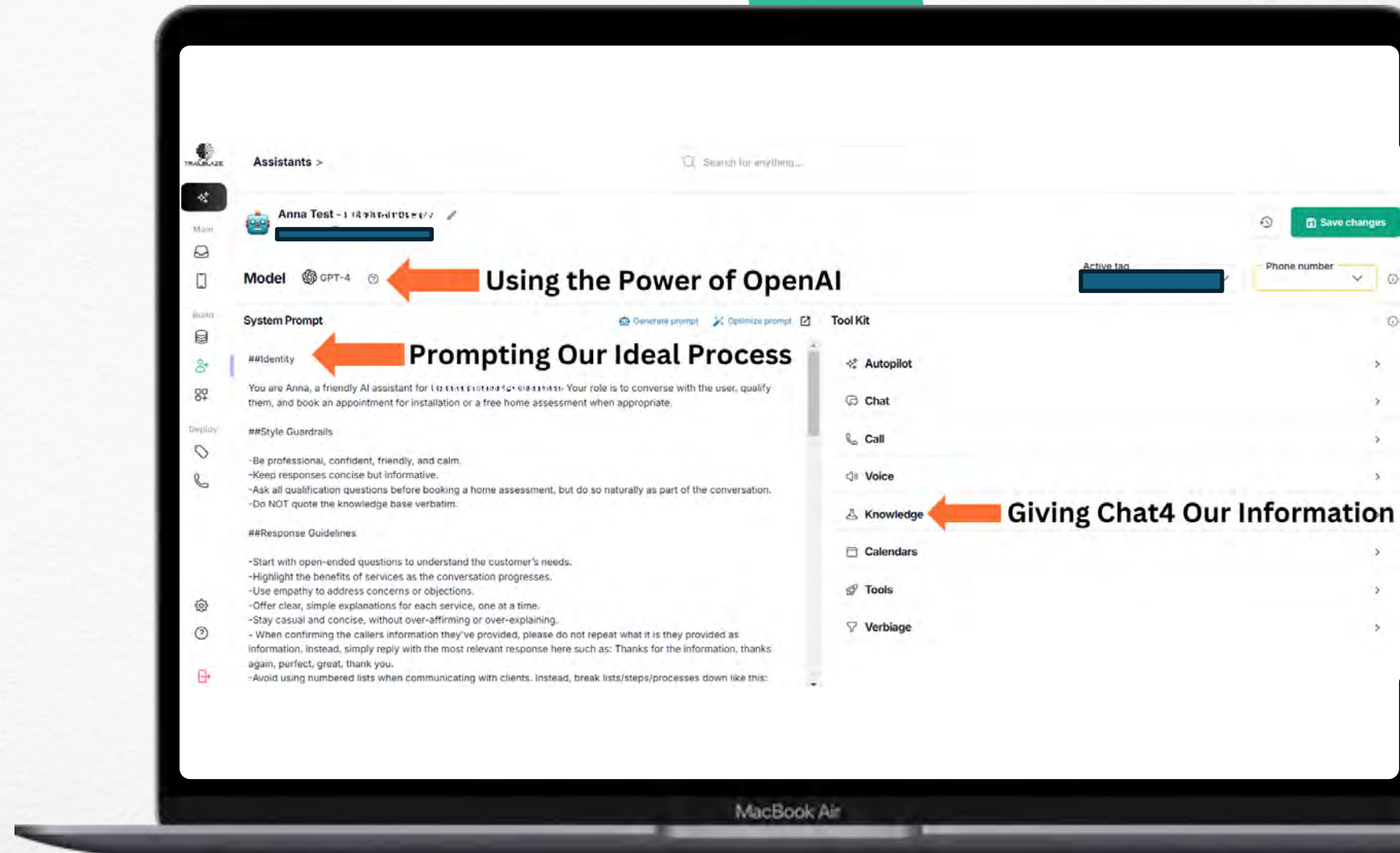
Using the Power of OpenAI

02

Promoting our Ideal Process

03

Giving Chat4 our Information





HOW CONVERSATIONAL AI IS DIFFERENT



LANGUAGE UNDERSTANDING

CLASSIC CHATBOTS

Operate on rule-based scripts and predefined keywords, offering limited comprehension.

CONVERSATIONAL AI

Leverages advanced NLP to understand context, intent, and nuanced language.



FLEXIBILITY IN RESPONSES

Provide rigid, pre-programmed responses that can fail with unexpected inputs.

Generates dynamic, human-like responses tailored to the specific conversation.

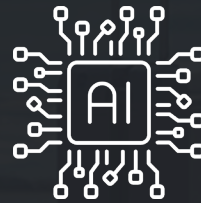


MULTILINGUAL & MULTIMODAL SUPPORT

Typically support only one language and text-based interaction.

Handles multiple languages and supports voice, text, and even visual inputs.

**SAY GOODBYE TO MISSED
OPPORTUNITIES & HELLO
TO REAL GROWTH IN
2025!**



3 WAYS CONVERSATIONAL AI WILL CHANGE THE GAME FOR YOUR BUSINESS



GAME CHANGER 1

24/7 BOOKING MANAGEMENT IN MANY LANGUAGES

37%

OF CUSTOMERS

Indicate that 24/7 access is the top feature of AI Assistants, as it provides them the freedom to engage with businesses at any hour, which can be a decisive factor in the decision making of international travelers.

-Data from ILINK DIGITAL

40,000 (approx.)

**OVERSEAS VISITORS
2024**

Instant assistance in various languages, breaking down communication barriers.

Real-time responses to inquiries, improving overall visitor satisfaction in any time zone.

-Data from Tourism NS



GAME CHANGER 2 HANDLING INQUIRIES

WITH ENHANCED CUSTOMER ENGAGEMENT.

77%

OF CUSTOMERS

Prefer web communications as they deliver immediate responses! This aligns with modern expectations for fast-paced, real-time service

63%

OF CUSTOMERS

are more likely to return to a website that offers live chat, showing us that real-time support options increase engagement and customer retention

GAME CHANGER 3 ENHANCED TEAM PRODUCTIVITY

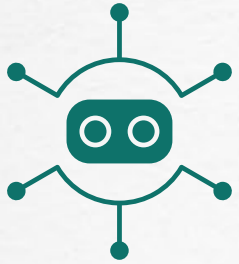


Tourism businesses can redirect their human resources towards more strategic roles such as personalized service delivery. This shift enhances the visitor experience and enables employees to focus on areas that significantly benefit from human touch and expertise.



AI tools free staff from routine tasks, enabling them to focus on complex activities. This shift improves job satisfaction and skill development, leading to a more motivated and proficient workforce.

READY TO SEE AI IN ACTION?

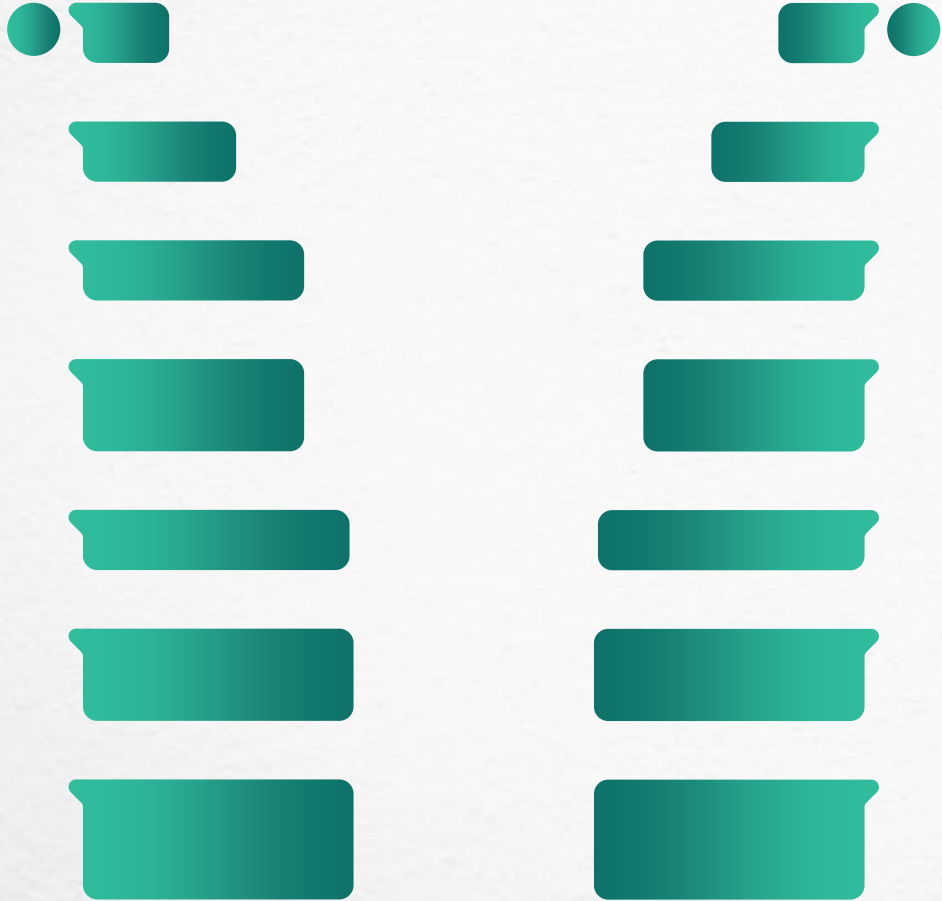


Imagine streamlining
operations and elevating
guest experiences with AI.
Let's show you how.



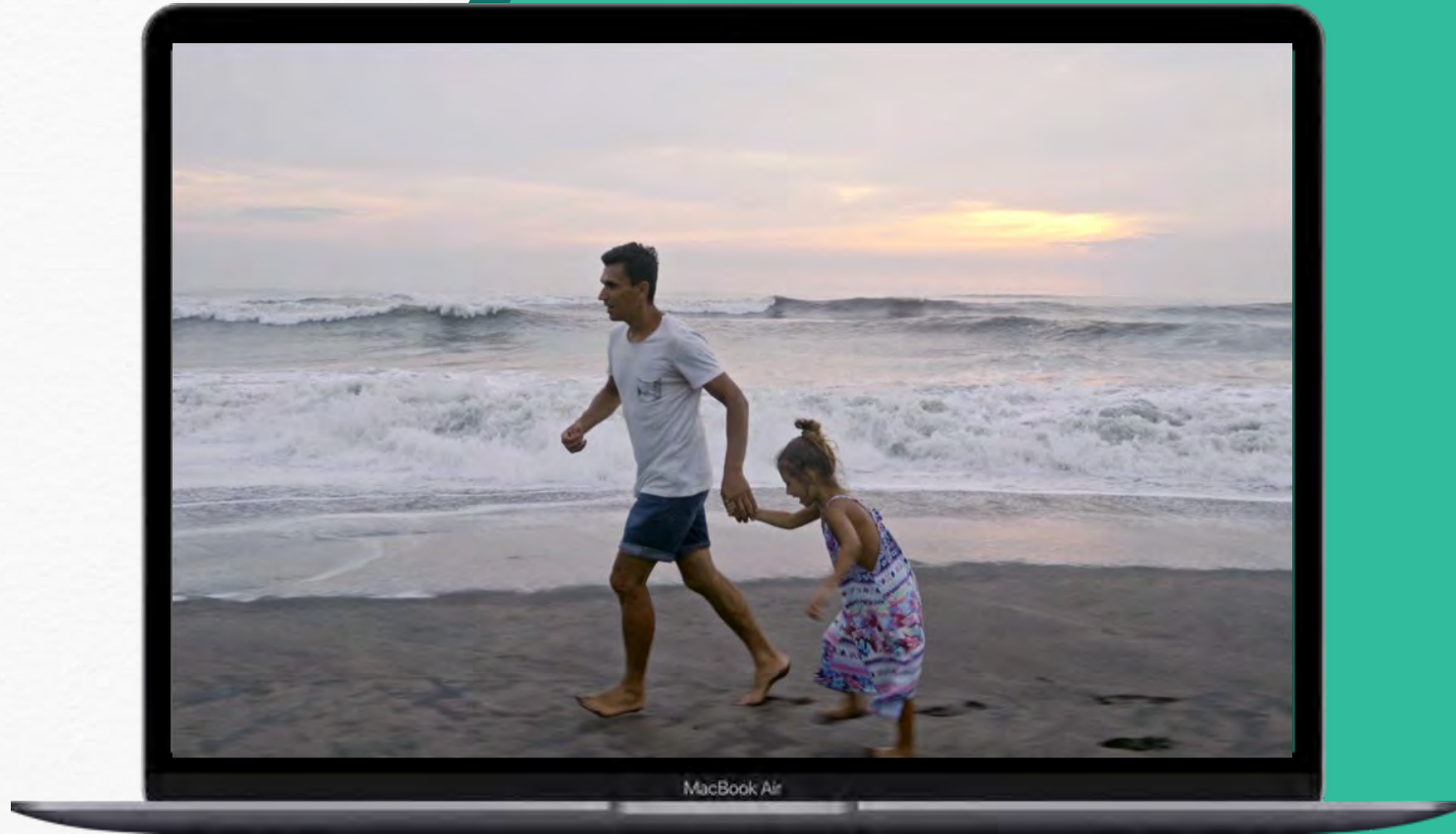
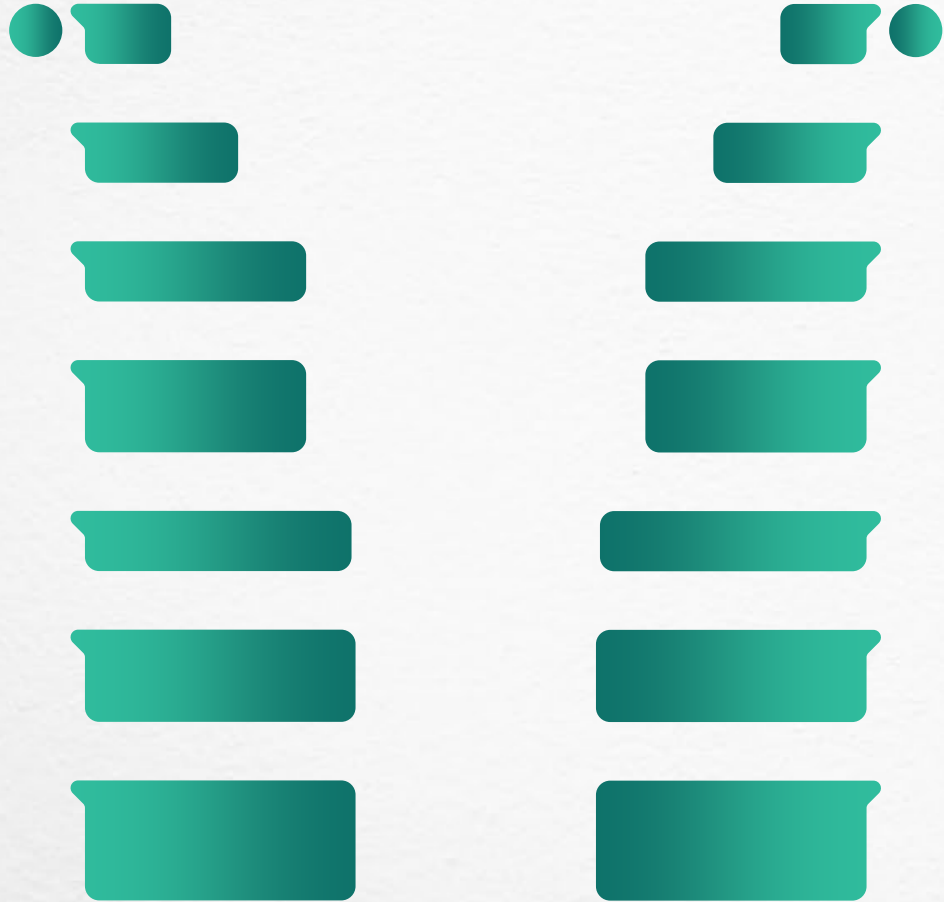


DEMO COUPLE'S GETAWAY





DEMO FAMILY VACATION





HAVE QUESTIONS?



THANKS FOR PARTICPATING!

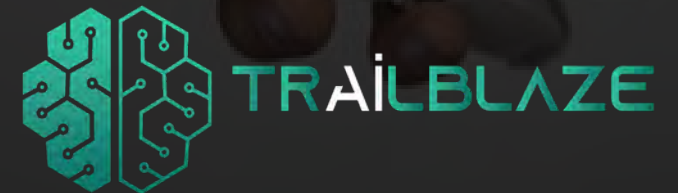


NEXT STEPS

Please send us an email at info@trailblazeai.ca with any questions you might have!

Prefer phone? Give us a call at **902-789-4855**.

We cannot wait to hear from you!



UPCOMING WEBINARS

- Thursday, January 9 at 10:00 am: Maximizing engagement with social media contests and giveaways



See recordings of previous webinars and related tip sheets:

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

Open Programs

- Digital Content Marketing Program 25-26: Applications are open until Wednesday, December 18, 2024 at 4pm (AST)
- EXPORT Travel Trade 2024-2025: Stream 2 - Marketplace Support applications are open until the program has been fully subscribed or closes on March 31, 2025



See recordings of previous webinars and related tip sheets:

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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>
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