



Intelligent Assistants in Hospitality

Umni.co Presentation

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Did You Know That

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30% to 42% **of clients' customers**
chat in Messenger with the business
after 19:00 and before 8:00

This is true for Hospitality and Tourism industries also

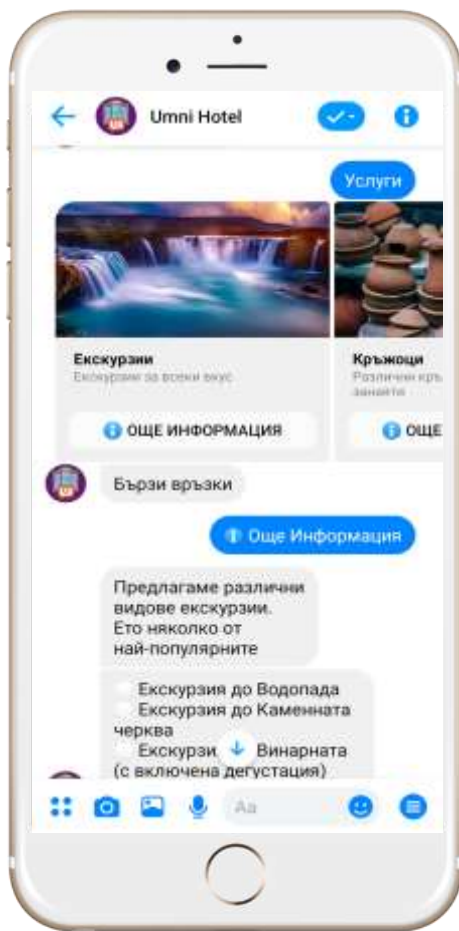




A Hotel Chatbot

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Top Advantages and Benefits



- ▶ Works 24/7
- ▶ In 1 or more languages
- ▶ Service multiple clients simultaneously
- ▶ Helps, refers to and automate inquiries and bookings
- ▶ Provides customers with a quality information and
- ▶ Automates Frequently Asked Questions
- ▶ Save the Staff working time
- ▶ Save the Client's time
- ▶ Save Hotel resources
- ▶ Provides a feedback
- ▶ Does not go on vacation
- ▶ Does not take a sick leave 😊



How does the Umni chatbot help?

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► **Inquiries are automated.**

The **inquiry forms** in the chatbot collect the entire information about the customer and the service which the hotel and the hotel staff need, and deliver it to the hotel staff :

- ❖ Confirmation or cancellation **with 1 click** at the bot management system, MyBot
- ❖ New inquiry notification
- ❖ Customers are assisted 24/7, in one of more languages, without waiting

► **Centralized hotel FAQ database – when the smart chatbot chat:**

- ❖ The NLU module supports currently **over 340 hotel chat subjects with over 2,500 customer questions behind**. Each subject is available in 3 languages: English, Russian and Bulgarian.
- ❖ It learns with every interaction! Umni is planning to increase the number of supported hotel chat subjects up to **1,000 by the end of 2020!**

► **Easy direction of customers to the chatbot or its modules/functionalities**

- ❖ The chatbot and each of its modules (for example, inquiry forms, room or restaurant or SPA information, etc.) have **their own URL link** and **QR-code**. This allows the hotel to guide the customers to check on or follow up on a call to action **with 1 click** – simply from e-mail, social media post, brochure, flier, business card, menu, etc.
- ❖ Place QR-code in the room or at another popular location – to inquiry for room service, massage, table reservation, airport shuttle or other service, and watch it happen easily, with limited staff involvement.



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UmniBot Hotel: what you get

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Chatbot Sections (Basic):

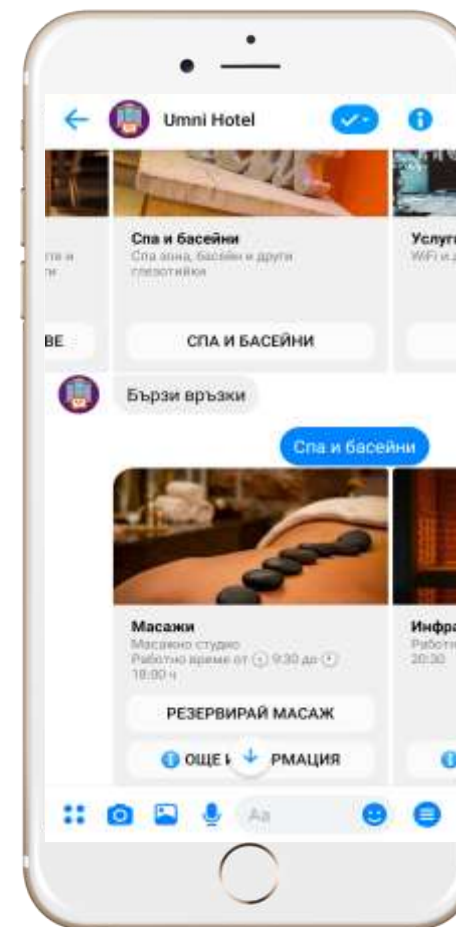
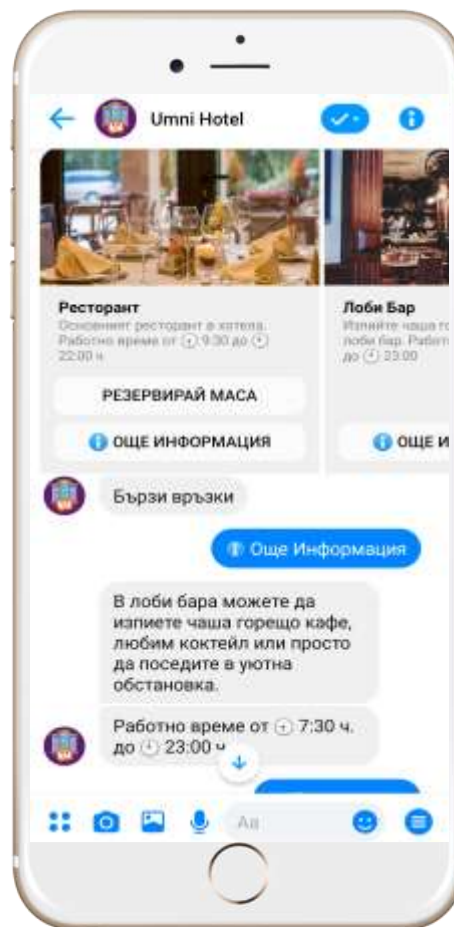
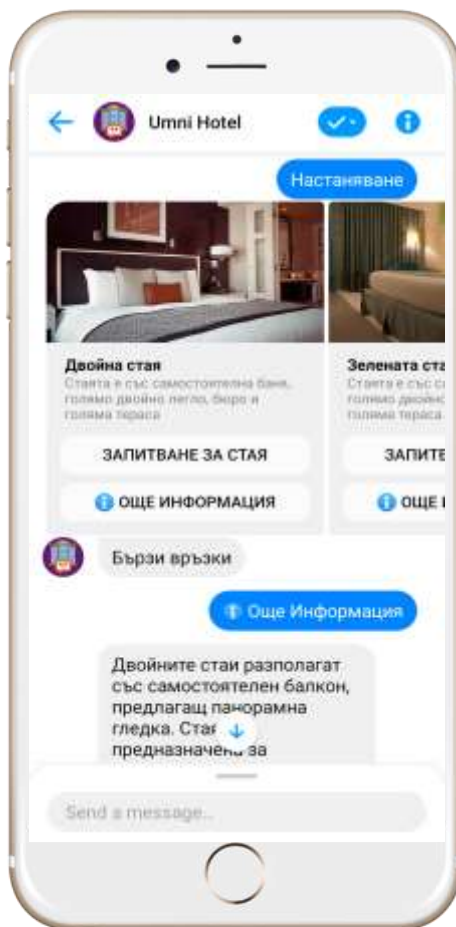
- ▶ Mini-booking System
- ▶ Rooms
- ▶ Restaurants & Bars
- ▶ Spa & Pools
- ▶ Services
- ▶ Around the Hotel
- ▶ About Hotel

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UmniBot Hotel: what you get

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UmniBot Hotel: what you get

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Messenger Reservation Forms for: _____

- ▶ Table at the Restaurant
- ▶ Massage (or other type of service)
- ▶ Accommodation (Mini Booking System)

Languages:

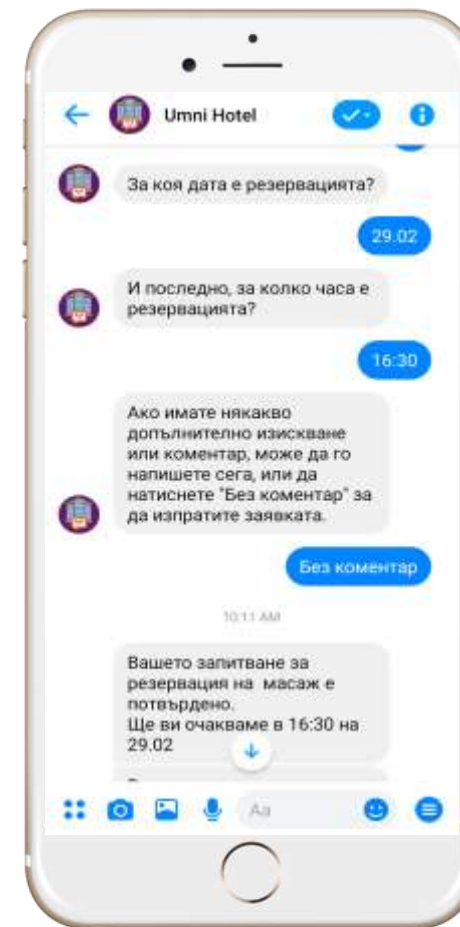
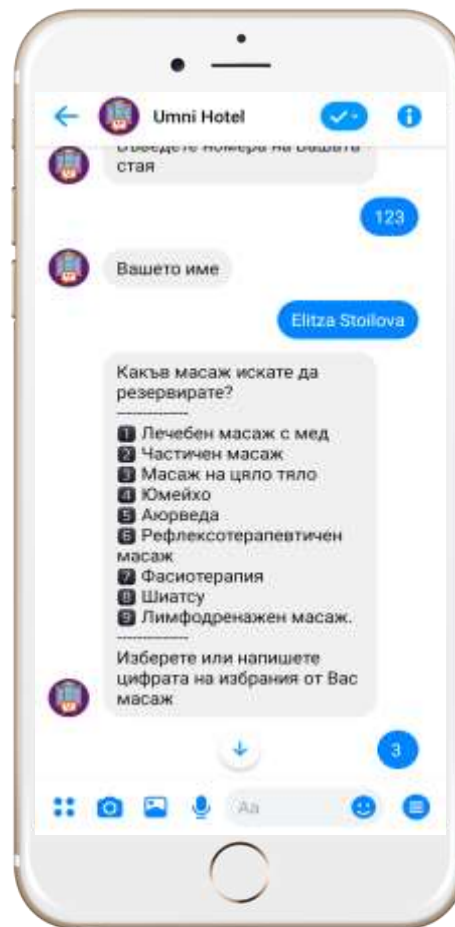
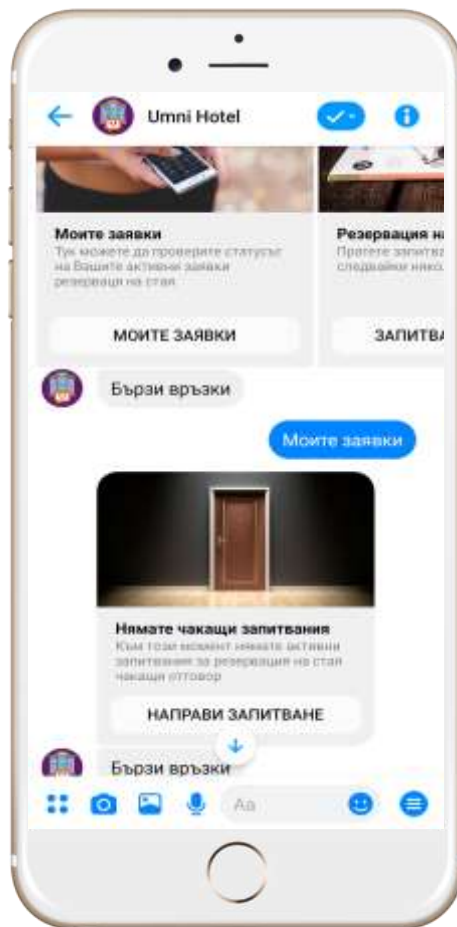
- ▶ English
- ▶ Other languages (by request)





UmniBot Hotel: what you get

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UmniBot Hotel: what you get

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Mini-booking System

Management of inquiries received via messenger and monitoring of a reaction time of the staff and on the customers side

Bot Management

Management of the Chatbot response to customers' questions

NLU

Semantic algorithm for recognition of questions related to the same chatbot section. Chatbot will self educate itself based on every conversation with customer.

Umni Insights

Chatbot Statistics, Pro Version

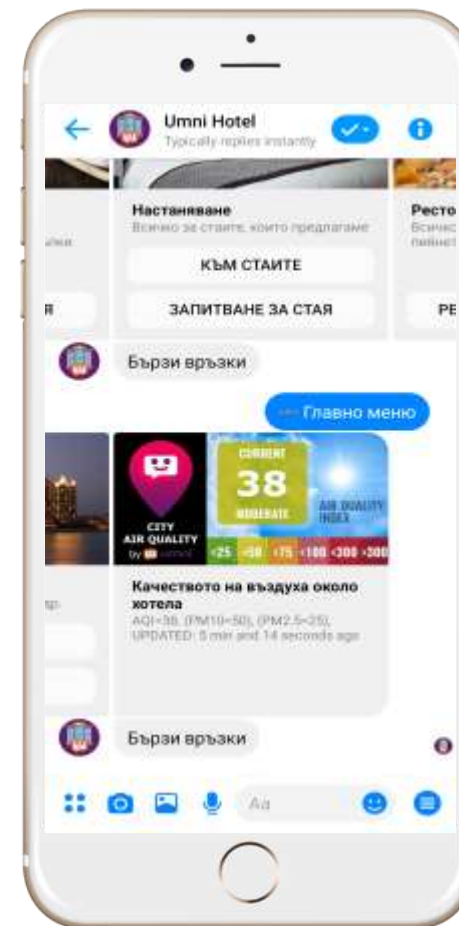
Notification

Notification about inquiries for booking

Air Quality*

Air Pollution Module that shows the Air Quality in Hotel vicinity (if sensors available at the Hotel area)*

** Chatbot contains a GDPR section as well



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Why Chatbot from Umni?

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MyBot System

It is designed to assist the Hotel staff and to simplify the chatbot content and inquiries' management

MyBot Statistics

It is at hand at any time and allows to improve Marketing and a Customer Service by studying the users' behavior in the bot.

Inquiries via Messenger are collected and processed at one location in MyBot

The Chatbot collects all necessary information automatically. The process from an inquiry to a booking in Messenger is automated to a few clicks for both users and the staff!

A semantic algorithm for your Hotel Chatbot

At this moment it contains over 340 hotel topics with over 2,500 guests' questions – selected in advance to simplify for you the content creation for your Chatbot. We keep adding topics! We are looking to have 1,000 topics by the end of 2020!

The Umni Team has over 20 years experience in Hospitality and Tourism

We use our experience to create and maintain your Hotel Chatbot, from day 1.

A Hotel Chatbot from Umni is not just a chatbot for a hotel in Messenger that anybody can set up...



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Bonus for our customers!

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By ordering hotel chatbot from Umni,
you also get:

We are with you from Day 1



- A collection of ideas and tips how to use and promote your hotel chatbot



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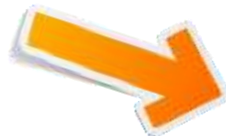


Let's test it!

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Scan the [QR-code](#) to test the latest version of the basic hotel chatbot from Umni ...

... or click [here](#)



Direct your inquiries for
Your Hotel Chatbot to
sales@umni.bg





How a Chatbot reaches the Clients?

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A Chatbot is activated:

- ▶ Directly in **Messenger (Facebook)** or on the **Business webpage**
- ▶ **Link or QR-code** provided **online** in posts at any social media, in e-mail message, by SMS etc.
- ▶ **QR-code scanning offline** – brochures, flyers, business cards, stickers and other info materials - **at the hotel room or other locations with high customer traffic.**

** This provides a possibility for an **instant and an immediate communication and access to a business, service and a product information before, during and after the time** when the main service is provided to a client.



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Statistics platform to view the users' activity inside the chatbot:

- ✓ User Behavior
- ✓ Number of messages and time spent
- ✓ User languages
- ✓ Usage timeframe
- ✓ Segmented click and messages statistics
- ✓ Entry sources
- ✓ Other

[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\) More information](#)





The Training of a Chatbot

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Although the **virtual assistant** is a software solution that is ready to serve the users immediately after its online activation, for its communication skills improvement it requires monthly updates and growth based on guests' questions, their interaction with the bot, and new business information

The chatbot is your **virtual employee** and together we will train it every month to become smarter and more useful to your customers.





UmniBot: the Process

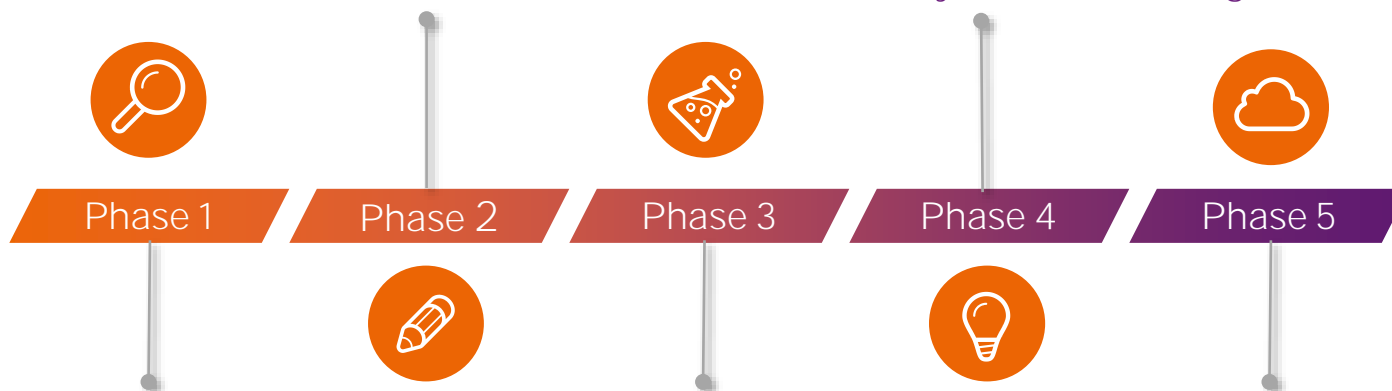
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CONTRACT

Approving Project Specifications & Signing a Contract.

TESTING

At this time you will test your UmniBot in Messenger before it will tell "Hi!" to your Customers. Do not forget that we will continue to train your UmniBot together with you!



CONTACT US

Contact us to learn more about a hotel UmniBot and how we can help you.

PRODUCTION

It is the time to build your UmniBot.

- ✓ From you - the information,
- ✓ From us - the creation.

ONLINE

It is ready! Your virtual assistant works and is ready to talk to the whole World.

Think about the ways and locations to introduce it to your customers. Be proactive!



ELITZA STOILOVA
Chief Executive Officer

- ✓ 2 government awards by Marianas Visitors Authority (MVA) for overall destination development impact
- ✓ 22 years in Hospitality (Management, Sales & Marketing)
- ✓ 5 years as a General Manager of a Hotel and Tour Operator
- ✓ 10 years as a Chairwoman and a member of an Ad Hock at MVA



TRAYKO OGNYANOV
Chief Technology Officer

- ✓ An ITIL Certified Professional
- ✓ Knowledge in PHP, HTML, CSS, JS, JSON, SQL, MySQL
- ✓ ITIL Process management
- ✓ IHC - Infrastructure health check
- ✓ 20 years of experience in IT field



On the market since 2017



In Top 5 for CEE

Graduate
The Founder Institute
Accelerator

NEXTFLOOR  **TEC FOR
TOURISM ACCELERATOR**
Austria



Best Tourism Innovation 2018
by BATI

Hotel and Restaurant Software 2019
by SMARTOURISM.BG



Umni: Hotel Software 2019 Award

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❖ Hotel and Restaurant Software 2019
Award by SMARTOURISM.BG

ДО UMNI.BG

НОМИНАЦИЯ
ОТНОСНО: ГОДИШНИ НАГРАДИ „SMARTOURISM.BG“ 2019
– КАТЕГОРИЯ „ДОСТЪПНА ТУРИСТИЧЕСКА УСЛУГА“

Имам честа да Ви информирам, че Вашият продукт ЧАТБОТ „UMNI.bg“ е носител годишната награда SMARTOURISM.BG за 2019 г. в категория КАТЕГОРИЯ „ХОТЕЛСКИ И РЕСТОРАНТСКИ СОФТУЕР“. В рамките на третата национална конференция SMARTOURISM.BG, на 17 октомври 2019, в Бургас ще бъдат връчени годишните награди SMARTOURISM.BG.

Вашето съпричастие е ключово за развитието на *Интелигентния туризъм в България*.

София, 16 октомври 2019

С УВАЖЕНИЕ,

д-р Христо Христозов,
Председател на Организационния комитет

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Only in 6 months our bots served:

- ✓ More than 5 000 users
- ✓ More than 45 000 messages
- ✓ Women - 65%
- ✓ Man - 31%

The pick interaction time:

- ✓ 10:00 - 18:00
- ✓ 19:00 - 24:00



35%

In average 35% of all assisted users chatted
after 19:00 and before 8:00,
when usually the business office was not attended

1200+



Saved over 1200 working
hours to our clients' staff





Umni Clients

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Successful Projects:



Partners:



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„Following the hospitality trends worldwide and the continues development of the industry, we decided to integrate virtual assistant software in the Messengers for two of our hotels.

The communication with the **Umni's team** is easy and up to the point. They are extremely correct and competent in their work, pay attention to the smallest details, keeping in mind the wide variety of services that our hotels Kamengrad Hotels & Spa and Earth and People Hotel & Spa offer.

Our cooperation since November 2018 until the moment gives us the possibility to evaluate their business performance as a professional. We would like to thank them for their willingness to personalize and improve the service.”



Elena Yordanova
Director Sales & Marketing
Thracian Hoteliers Ltd.

Customers About Us Thracian Hoteliers

"The whole TEZ TOUR Bulgaria team appreciates very much Umni.co's patience and professionalism during the **TEZBOT** creation. They are responsive and proactive with our chatbot support and maintenance and propose useful ideas to make it more comfortable for us and our customers. In just about a month, the customers communication doubled, as well as the amount of bookings. We are satisfied with their service and highly recommend it!"



Romina Lepoeva
Marketing and Sales
TEZ TOUR BALKANS

Our Clients' feedback: TEZ Tours Bulgaria

"We thank the **Umni Team** for their personal attitude and professionalism that made our co-operation with them pleasurable. We believe that everybody should do what he or she does the best. This particularly makes our mutual work with Umni so valuable and fruitful. Thanks to Umni, "Bilkarskata Kashta" guesthouse keeps up with the modern technologies and is glad to be the first guesthouse with Umni chatbot that service our clients in two languages. "



Mariela Hristova
Owner
Herbal House Guesthouse

Our Clients' feedback: „Bilkarskata Kashta“



APPENDIX



Trends and Markets

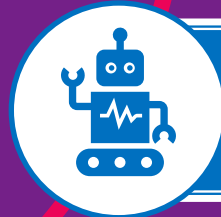
**Chatbot –
the solution on
the crossroad of:**



Tourism



Digitization



Virtual Assistants



Trends and Markets



Tourism
2nd fastest growing
industry in the World -
10.4% of the World
economy



1,4 Billion tourists
Expected annual growth
3%-4%



Millennials is the main traveling
generation, Gen Z is the fastest
growing group of travelers.
In common: they are digital first



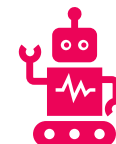
Over 80% of people,
including travelers, look
for information on a cell
phone



Near Me and Now
Request for information "near
me", "now", "today" is
increasing 150 times
annually



Messenger
is #1 preferred tool for
communication since 2015



40%
of big companies will use
chatbots in 2020,
followed by SME



Virtual Assistants
will earn for businesses up to
\$1.2 Trillion by 2030. By 2021
investments into chatbots are
expected to reach
\$4.5 Billion



According Gartner, by 2022 close to \$4 trillion of a business value will be affected by AI. According that research, AI will be one the most widely spread technologies in the next 10 years.

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Why bot in Messenger?

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- ✓ **Facebook** is the undisputed global leader among social platforms with more than 1.7 billion monthly active users in 2019. It's the most popular social network in every market we cover*.
- ✓ **Facebook** will maintain a clear lead through the forecast period with penetration rising to 46.1% of internet users worldwide in 2023 from 45.2% in 2019*.
- ✓ **Facebook** works hard on placing and holding **Messenger** as **a chat messaging platform #1** in the World and, since 2019, on the tech and users merging between Messenger, WhatsApp & Instagram.



* Business Insider Intelligence & EMarketer Report, February 2020



What is a Chatbot?

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The Chatbot is a software solution that automates the communication with customers by simulating a chat with a person, interacting with customers through various functionalities and replying to frequently asked questions using:

- ▶ Text
- ▶ Pictures
- ▶ Video
- ▶ Audio
- ▶ Web VR
- ▶ Integrated files, like .pdf
- ▶ Links, buttons etc.

In addition, it can automate routine tasks by integration with outside applications, programs and platforms.



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UmniBot Functionalities

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External functionalities

- ✓ Email
- ✓ Database
- ✓ Excel
- ✓ API
- ✓ QR-code и custom link to parts of the bot
- ✓ Umni Insights bot analytics

Internal functionalities

- ✓ Multilingual
- ✓ Video
- ✓ Audio
- ✓ Files
- ✓ Popup
- ✓ Keywords

Special functionalities

- ✓ Live chat with notification to the staff
- ✓ Controlled access area
- ✓ NLU module (Conversational AI)
- ✓ Modules
- ✓ Etc.

Sales & Marketing

- ✓ Broadcast
- ✓ Segmentation of users
- ✓ Targeting users
- ✓ Reservation forms



UmniBot Integration

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Integration

- ✓ Integration with Google Sheers / Google Calendar
- ✓ WooCommerce integration
- ✓ Shopify integration
- ✓ Salesforce integration - soon
- ✓ HubSpot integration - soon
- ✓ Intercom integration – soon

Integration channels

- ✓ Facebook Messenger
- ✓ Webchat (with FB account)
- ✓ Webchat (no FB account)
- ✓ Viber (limited functionality)
- ✓ Telegram (limited functionality)

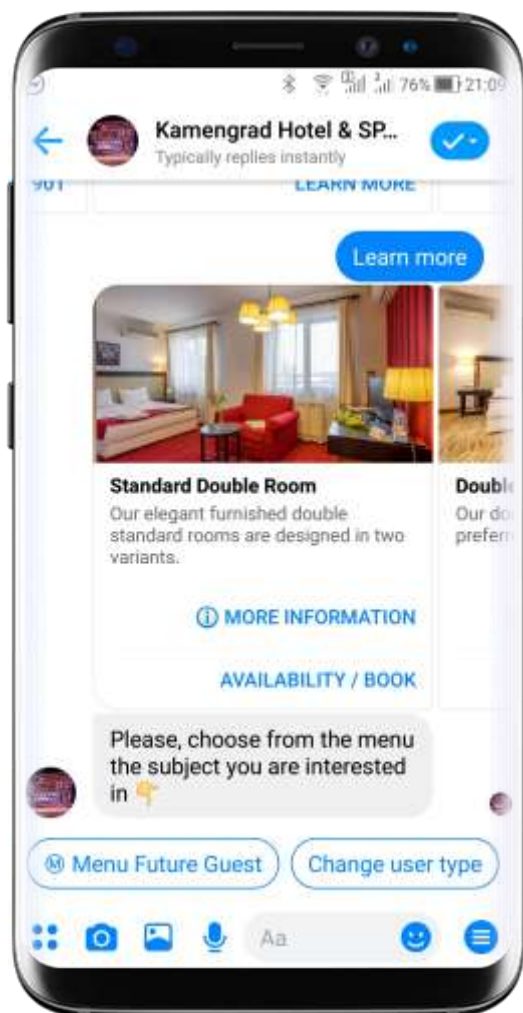


Live chat with notification

The live chat with notification to the staff gives the customers the option to ask for conversation with employee of the business and the employee receives notification in Messenger and/or by email that there is a customer waiting in the chatbot.

The customer can switch the live chat off and on **with 1 click**.





- ▶ Bilingual
- ▶ Provides targeted information to:
 - Future guests
 - In-house guests
 - Corporate customers
- ▶ Helps with room reservations – integration with hotel reservation module
- ▶ Helps in-house guests with restaurant table reservation, SPA, voucher and other inquiries/reservations
- ▶ Generates inquiry e-mail from the bot to the hotel Reception
- ▶ Live-chat option with notification to designated staff
- ▶ Keywords recognition
- ▶ GDPR section



The hotel virtual assistant provides the guests and the partners of the hotel with quick answers to their questions and assists them with booking a service.



THRACIAN HOTELIERS
HOTEL AND RESIDENCE MANAGEMENT

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UmniBot Restaurant

Niche sample

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- ▶ Provides a restaurant information about:
 - Working hours
 - Location
 - Wi-fi password
 - Phone number
 - Promotions
- ▶ Provides a menu and preferred entries based on a client's interest
- ▶ Assists with a table reservation
- ▶ Accepts orders for food delivery
- ▶ Promotes discount vouchers for future visits
- ▶ Reminds about reservation
- ▶ Chat with client
- ▶ Client Loyalty Program
- ▶ Feedback Question Form



TEZ Tour Bot

Case-study

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TEZ Tour is the largest int'l tour operator operating on Bulgarian market (Russian).
The company is Umni client since June'19.

In 4 months TEZBot assisted:

- ✓ Over 2 600 customers
- ✓ Over 17 500 messages

The pick interaction time:

10:00 - 11:00
13:00 - 18:00
20:00 - 23:00

33%

** Percentage of bot users assisted
after 19:00 and before 8:00

Up to 300

** Messages per day

+ 450

** Total work hours saved
to the staff





RESULTS



... **tripled** the inquiries ...

...instead of 2 people at the Marketing Department, **now we have 3 with the bot!**

Reported **growth** of FIT bookings ...

... we receive **completed requests for a booking** and send directly offers...

... Reservation Department optimized its work and saved time:

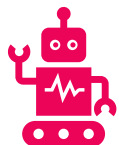
average 10 min
per client

“To the **Marketing Department**, the bot saved a lot of time required for answering every request, including text messages - before the bot, the messages were much less and still would take me up to **a half of my working day...**”



Chatbot sources

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What other said about the chatbots in the hotels?



- ✓ Hotel Speak: A beginner's guide for chatbots for Hoteliers
- ✓ World Class Hotel Collection - Chatbots: The impact on the hotel industry
- ✓ Опитът на Marriott: Chatbot service to 44% of Marriott Rewards members
- ✓ Hotel Management: 80% of consumers positive about chatbots
- ✓ Hotel Online: Why Chatbots Are Transforming the Travel Industry

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TELEVISION



BNT
BULGARIAN NATIONAL RADIO



КАПИТАЛ



Women in Tech Podcast,
hosted by Espree Devora



ТЕЛЕВИЗИЯ
E
ЕВРОПА



TRENDING
TOPICS

VAGABOND





Chatbots are the new websites

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