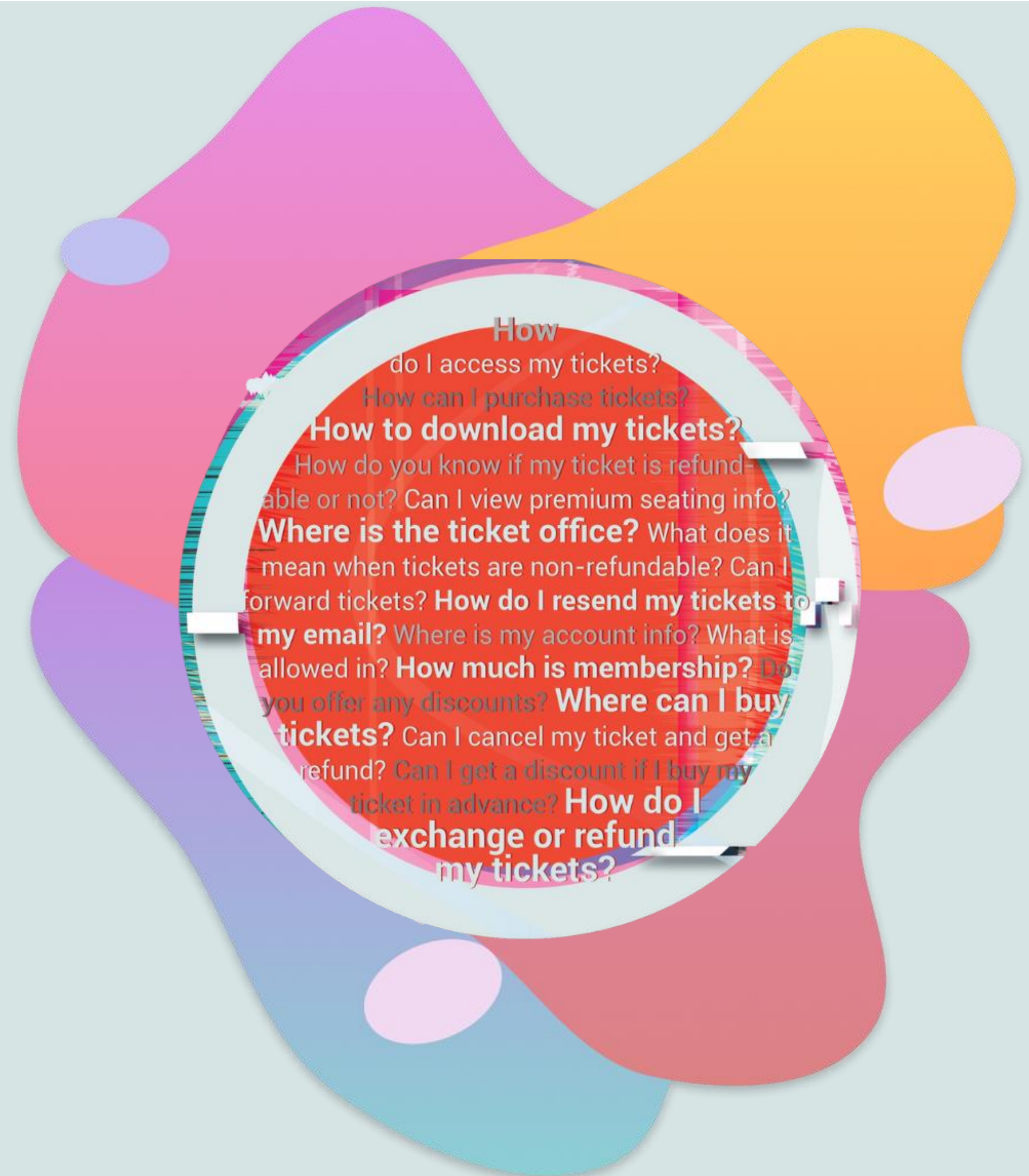


**SATISFI**  
LABS



**Goal:**

Understand how the tourism  
industry can leverage  
**conversational marketing and  
generative AI**

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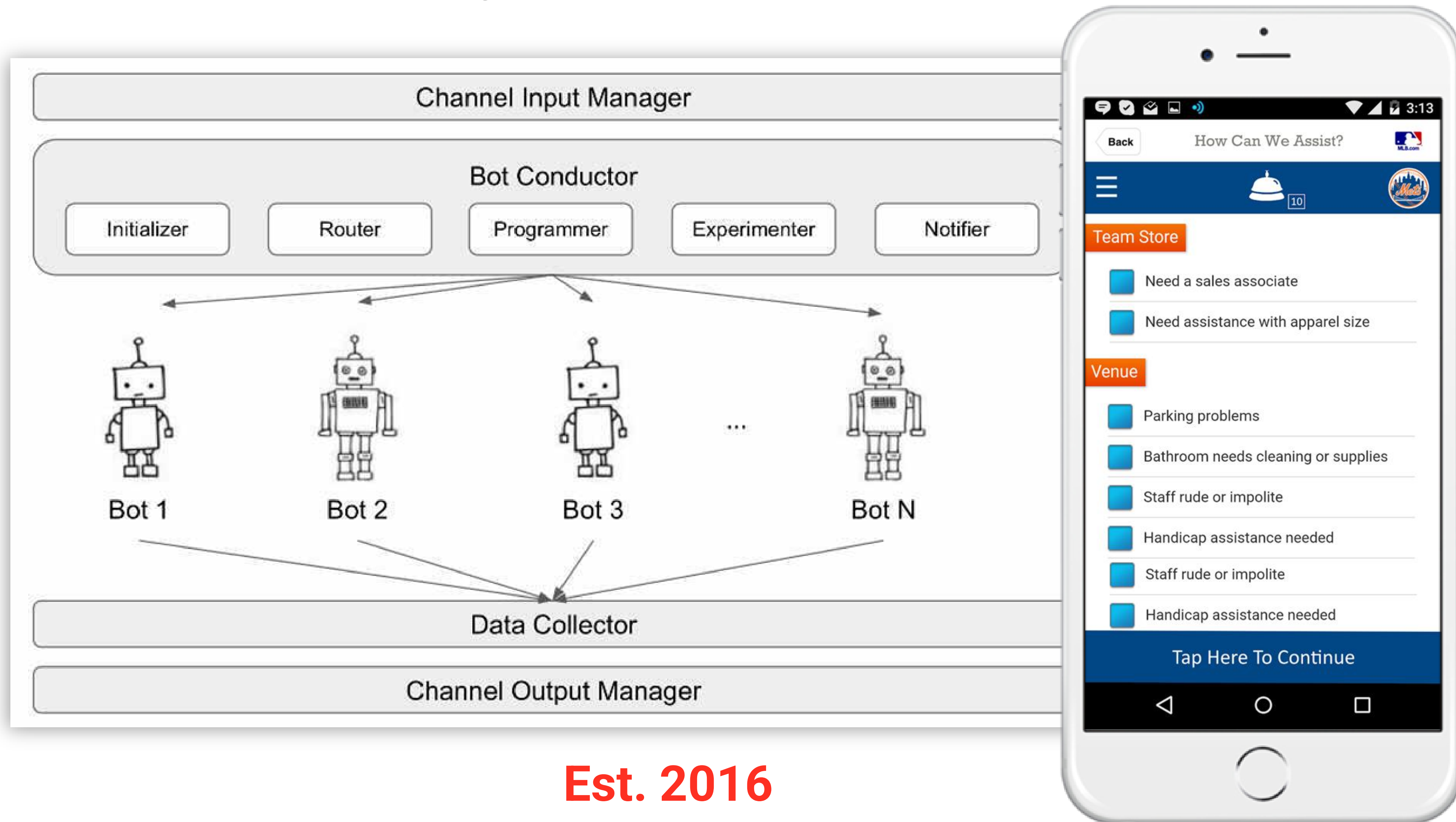
# Definitions



1. **Conversational Marketing:** Conversational marketing is a strategy that involves using real-time, personalized, and automated conversations with potential customers to engage, qualify leads, and drive sales.
2. **Generative AI:** Generative AI refers to artificial intelligence systems that have the ability to generate content, such as text, images, or music, autonomously, often by learning patterns and styles from existing data.
3. **Large Language Models:** Large language models are advanced AI systems designed to understand and generate human-like text or speech, utilizing deep learning techniques and extensive training data to perform tasks like natural language understanding, translation, and content generation.



# Our First Design for a Network of AI People



Est. 2016



# Meet Satisfi Labs

## Strategic Investment



Mindspring Capital



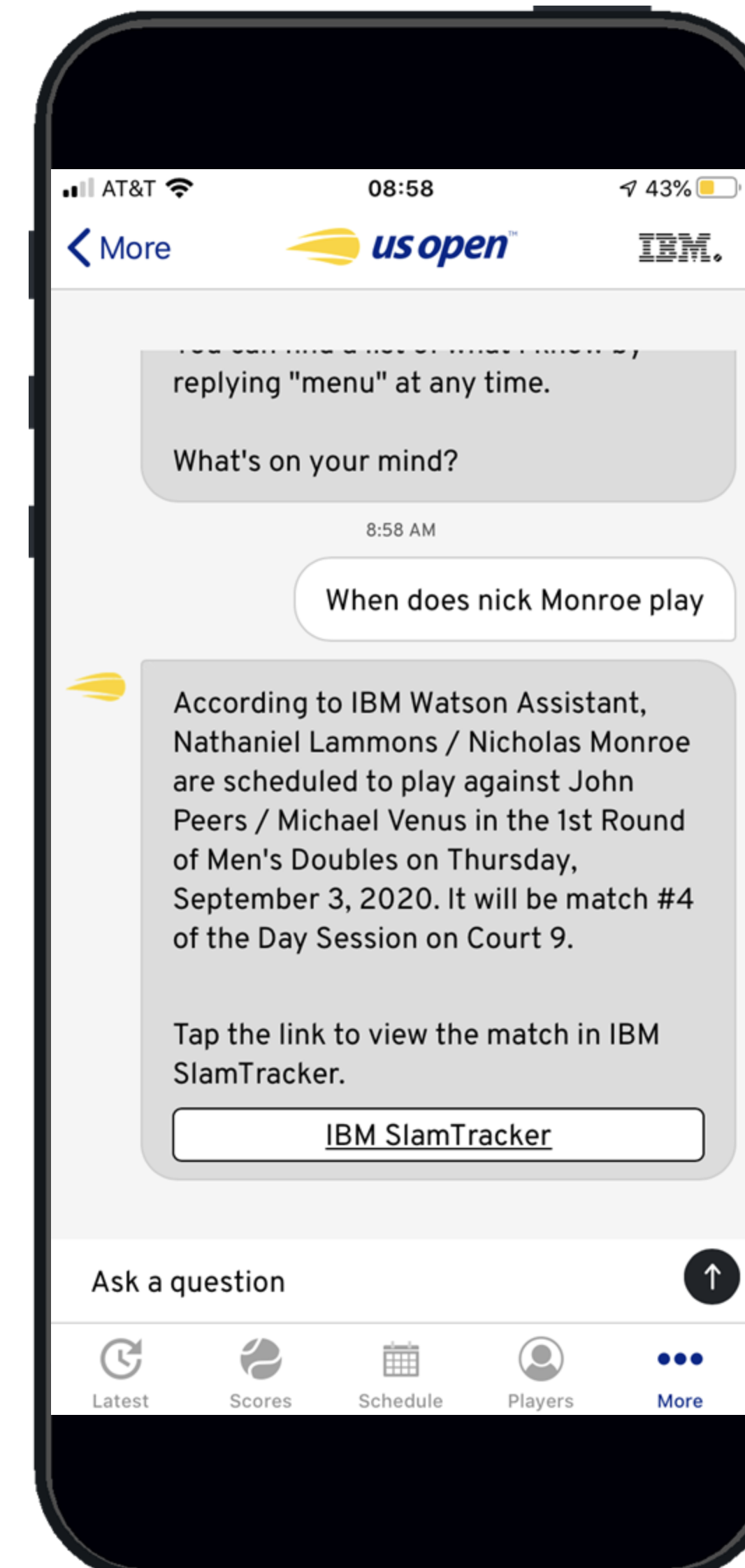
## Over 450 Clients

Sports  
250+

Entertainment  
150+

Tourism  
50+









First-Ever Responsive AI Hologram Launched By VNTANA And Satisfi Labs Partnership

The Industry-First Experience Allows Consumers to Interact with a Hologram Concierge in Real-Time without the Need for Wearables or a Touchscreen Device





VOICE STATS

RESEARCH

INSIDER

PODCAST

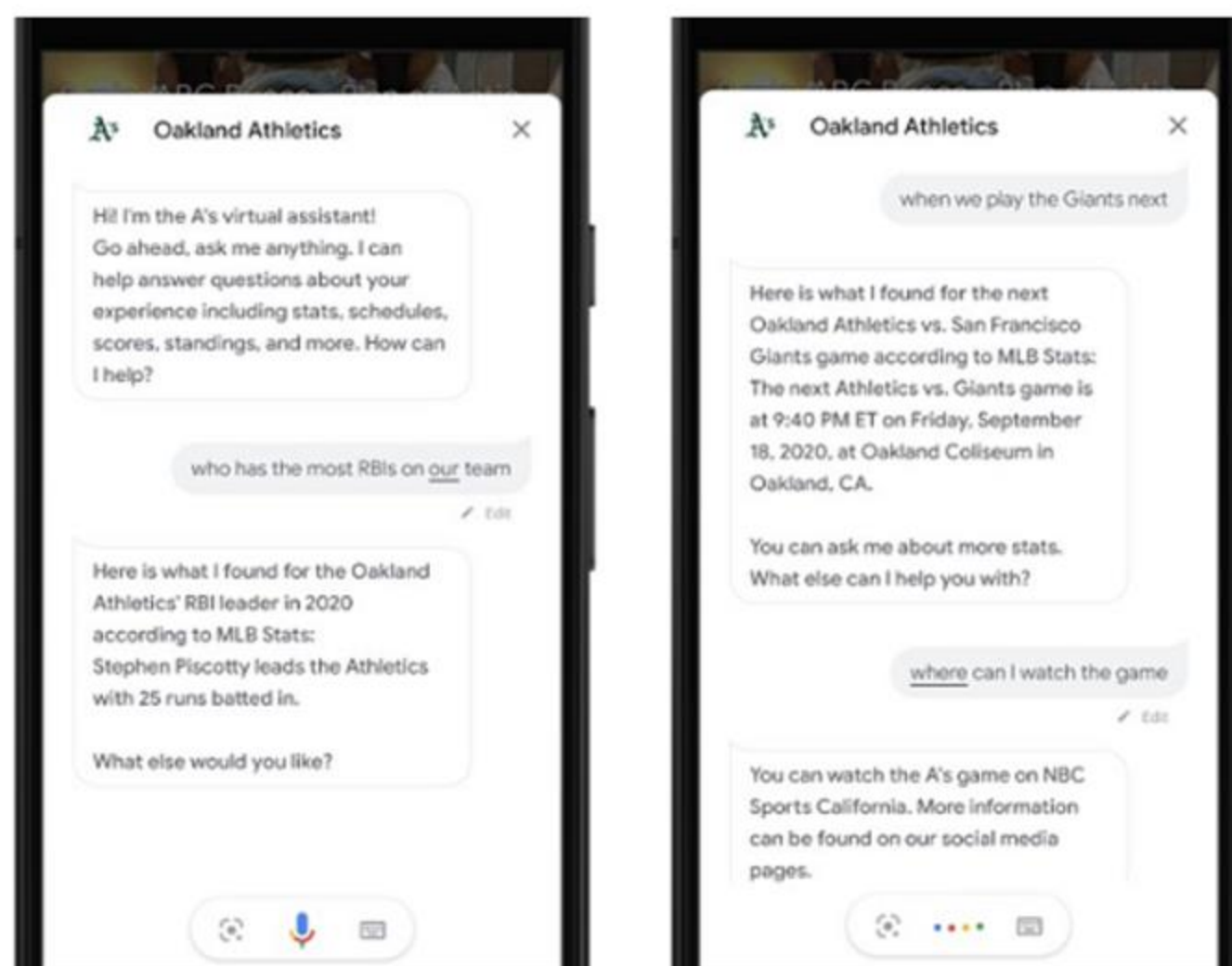
TOPICS

VIDEOS

ALL PO

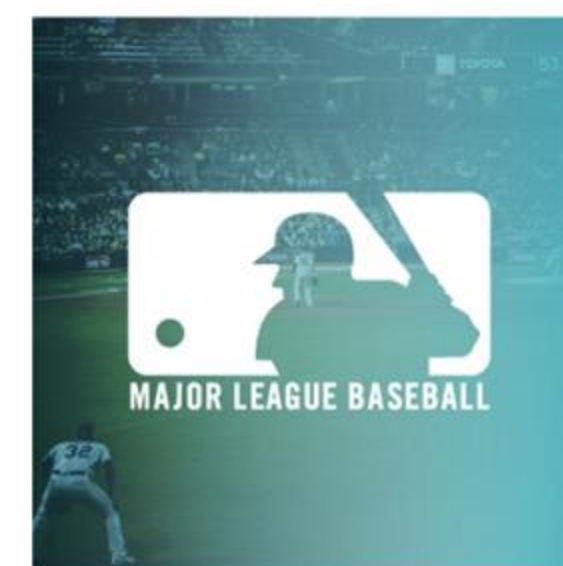
# Major League Baseball and Satisfi Labs Launch Google Assistant Voice Apps for 15 MLB Teams

ERIC HAL SCHWARTZ on August 26, 2020 at 3:00 pm



# voicebot ai™

## THE TOP 25 BRAND INNOVATORS IN VOICE 2020



MEDIA & ENTERTAINMENT

### Major League Baseball

**WHY THEY MADE THE LIST //** Despite a chaotic baseball season attempting to adapt to the COVID-19 pandemic, the MLB took major strides in connecting to fans with voice assistants. Satisfi Labs worked with 15 MLB teams to create voice apps on Google Assistant. Users can start conversations with the Chicago White Sox, Minnesota Twins, Oakland Athletics, and other teams to learn about statistics, schedules, team history, and the score of a game happening at that moment.

VOICE APP DEVELOPER: *MLB and Satisfi Labs*



# ChatGPT

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From Wikipedia, the free encyclopedia

**ChatGPT (Generative Pre-trained Transformer)**<sup>[1]</sup> is a [chatbot](#) launched by [OpenAI](#) in November 2022. It is built on top of OpenAI's [GPT-3](#) family of large [language models](#), and is fine-tuned (an approach to [transfer learning](#)<sup>[2]</sup>) with both [supervised](#) and [reinforcement learning](#) techniques.

ChatGPT was launched as a prototype on November 30, 2022, and quickly garnered attention for its detailed responses and articulate answers across many domains of knowledge. Its uneven factual accuracy was identified as a significant drawback.<sup>[3]</sup> Following the release of ChatGPT, OpenAI was reportedly valued at \$29 billion.<sup>[4]</sup>

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# Where Tech and Marketing Converge



# Digital Disruption Timeline



2004

2006

2010

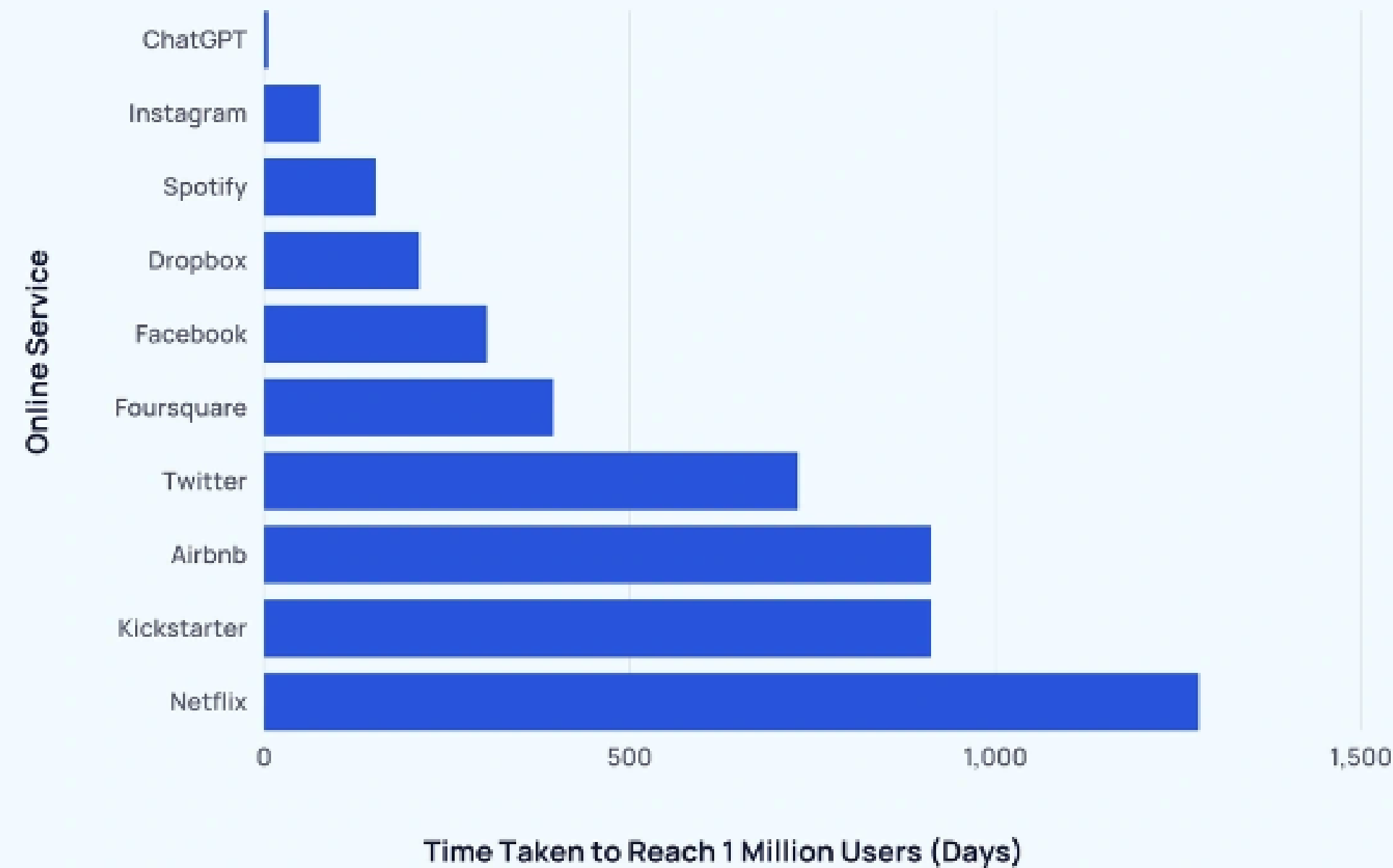
2011

2016

2022

# Adoption is Accelerating

Time taken to reach 1 million users



## ChatGPT By Age

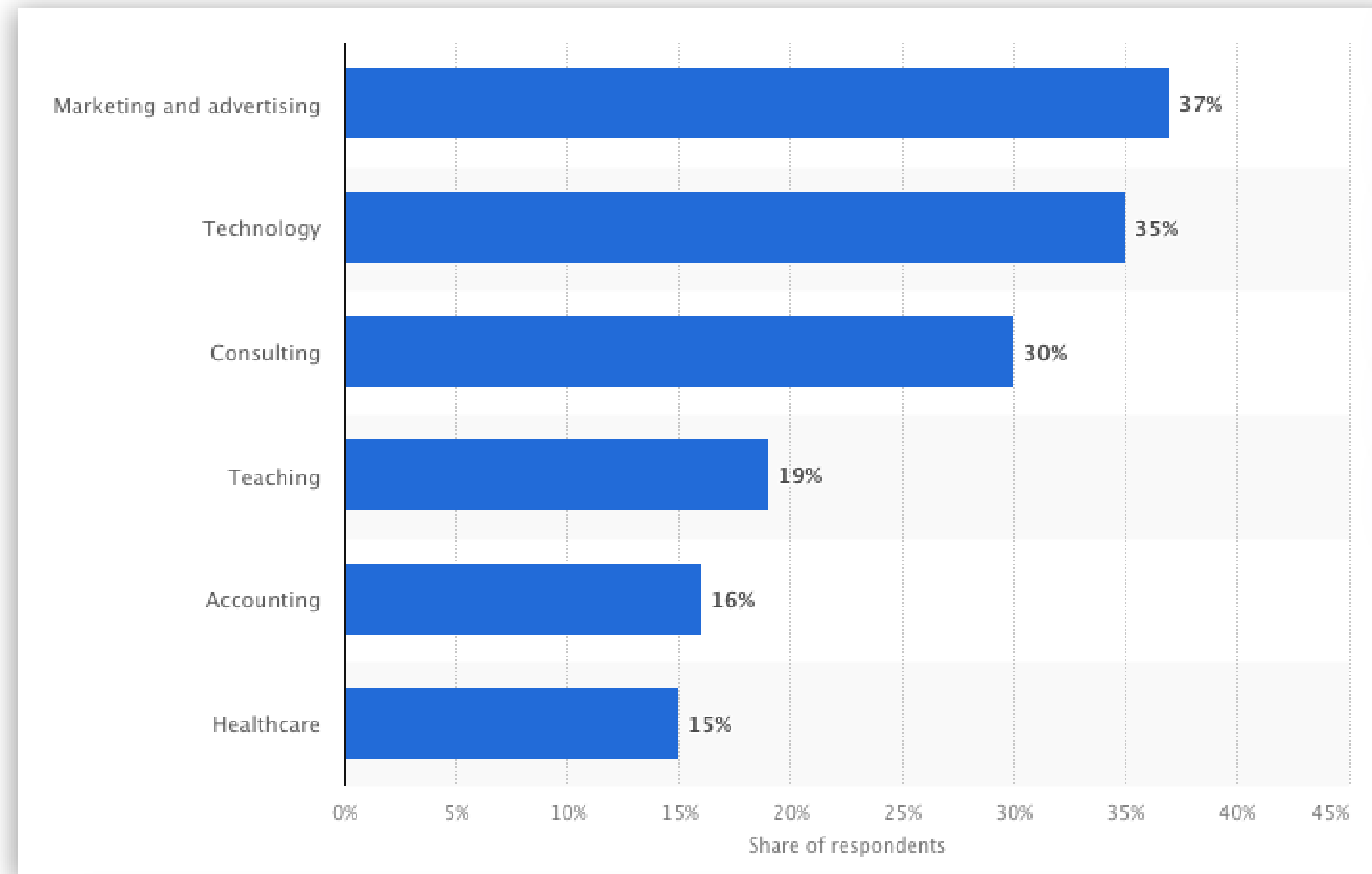
According to YouGov, **17%** of 30 to 44-year-olds have used ChatGPT since January 2023.

Similarly, **15%** of 18 to 29-year-olds have used ChatGPT to generate text.

Around 1 in 10 (**9%**) of 45 to 64-year-olds and 5% of 65+ year-olds use ChatGPT.

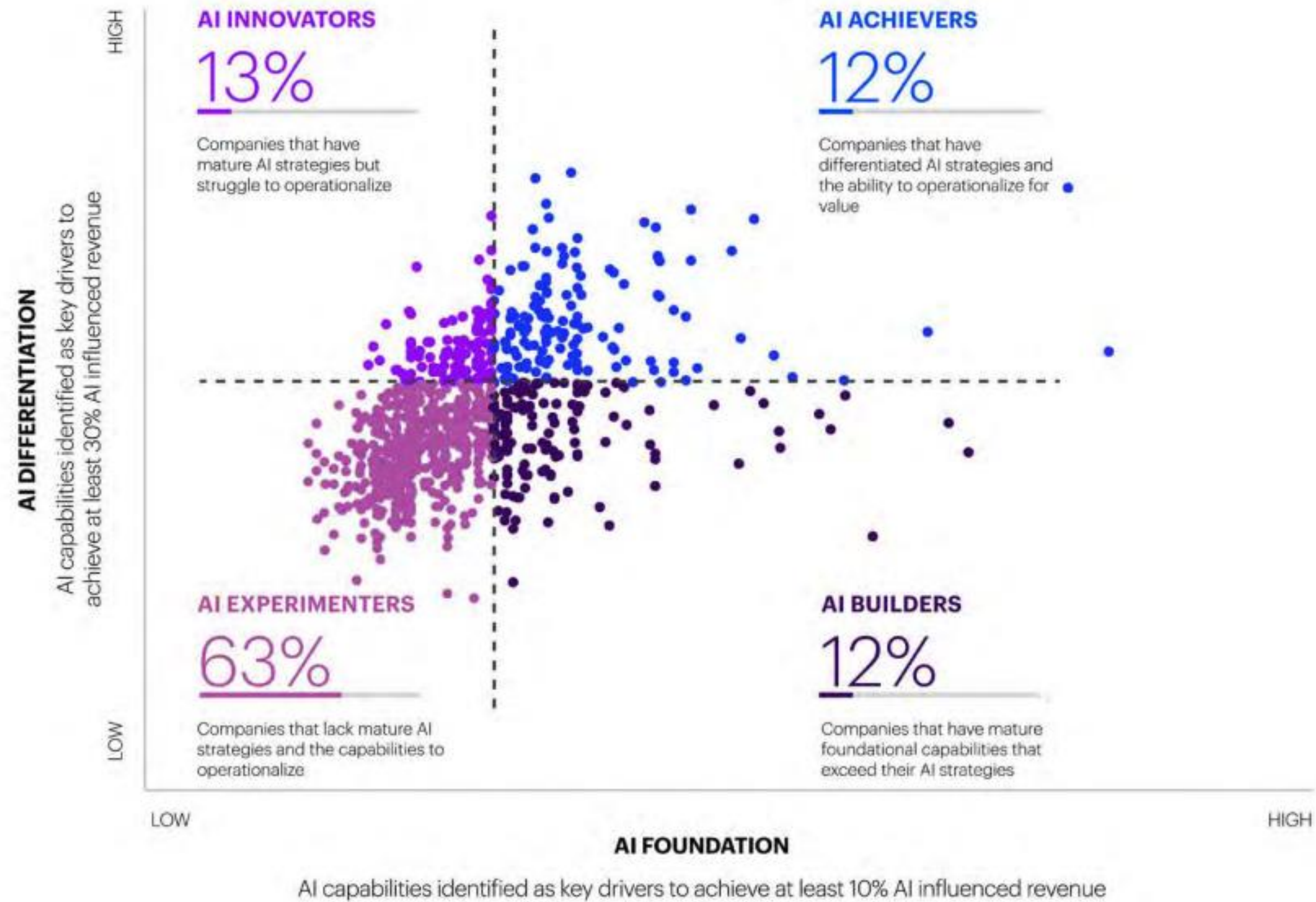


# AI Adoption is Everywhere



Rate of generative AI adoption in the workplace in the United States 2023, by industry

Figure 3: Only 12% of organizations are AI Achievers



Source: Accenture Research analysis based on a sample of 1,200 companies



## Success Factor 01

### Champion AI as a strategic priority for the entire organization, with full sponsorship from leadership

Companies can create strong AI strategies, but unless those strategies receive enthusiastic support from the CEO and the rest of the C-suite, they're likely to flounder, competing with other initiatives for attention and resources.

Achievers are more likely to have formal senior sponsorship for their AI strategies: we found that 83% of Achievers have such sponsorship, while only 67% of Builders and just 56% of Experimenters have it.

Our research also suggests that the best AI strategies tend to be bold, even when they have modest beginnings. Bold AI strategies, in turn, help spur innovation.

And for the CEOs of Achievers, creating a culture of innovation is itself a deliberate, strategic move—one that is used as a vehicle for experimentation and learning across the organization.

In fact, 48% of Achievers embed innovation in their organizational strategies, while just 33% of Experimenters do.

**"In the last five years, we started to use AI as one of our main drivers in the business. Five years ago, AI was not critical at all ... [but today] it's becoming critical. I would say, between 0 and 10, [AI] has become something like an 8."**<sup>3</sup>

CEO of a German automotive parts and equipment manufacturer



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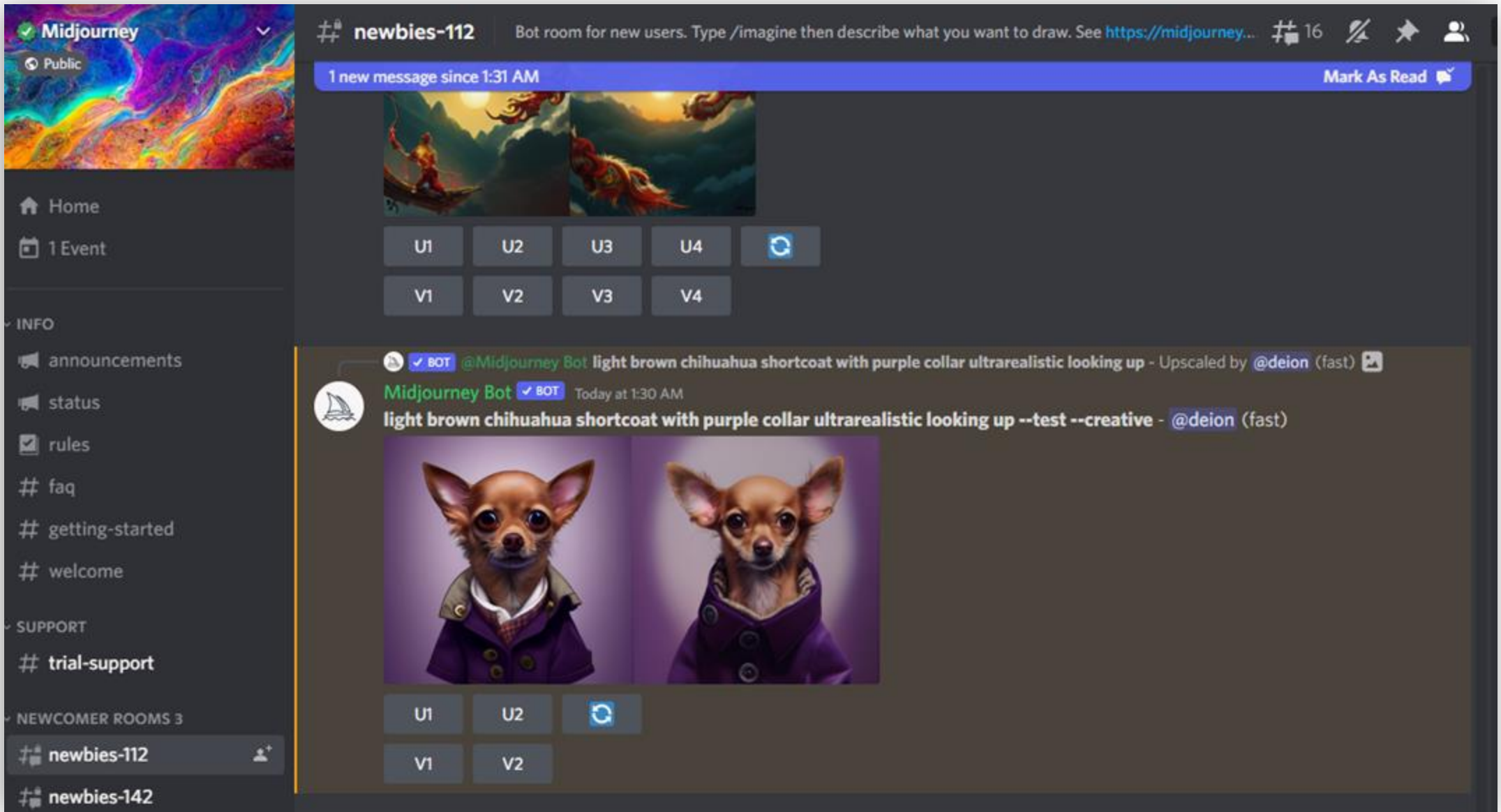
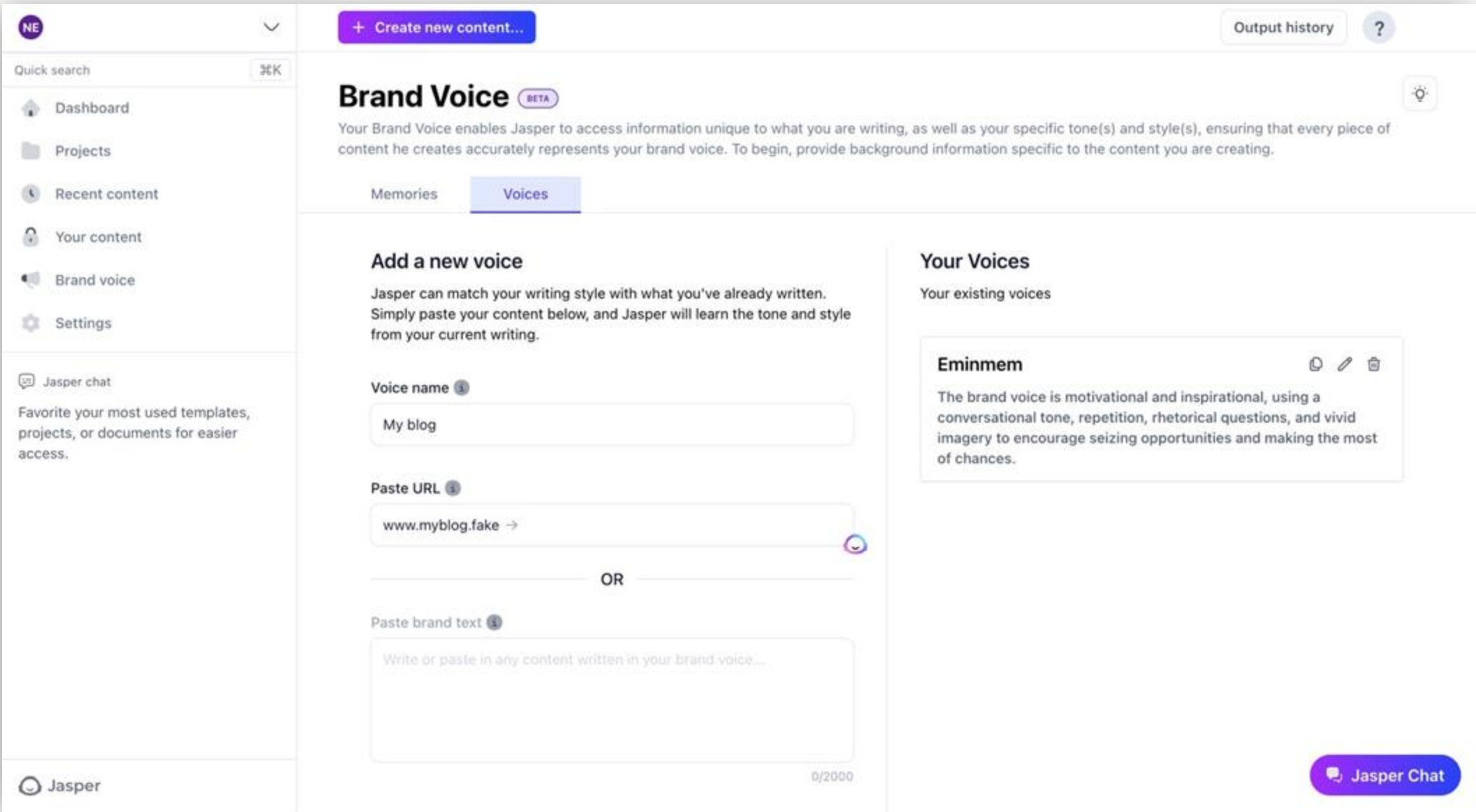
# Generative AI for Tourism



# Content Generation

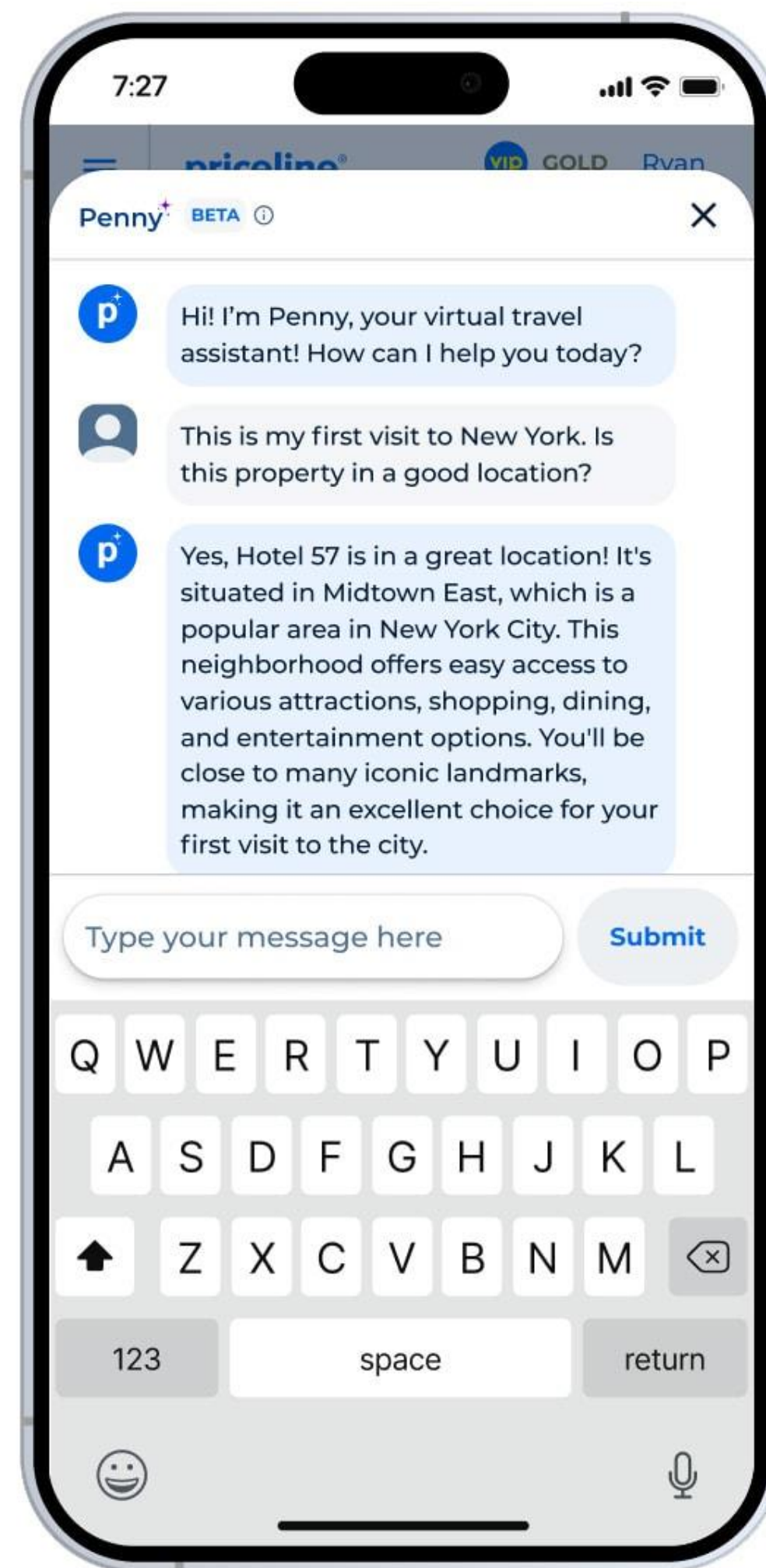
## AI Generated Blogs

## AI Generated Artwork

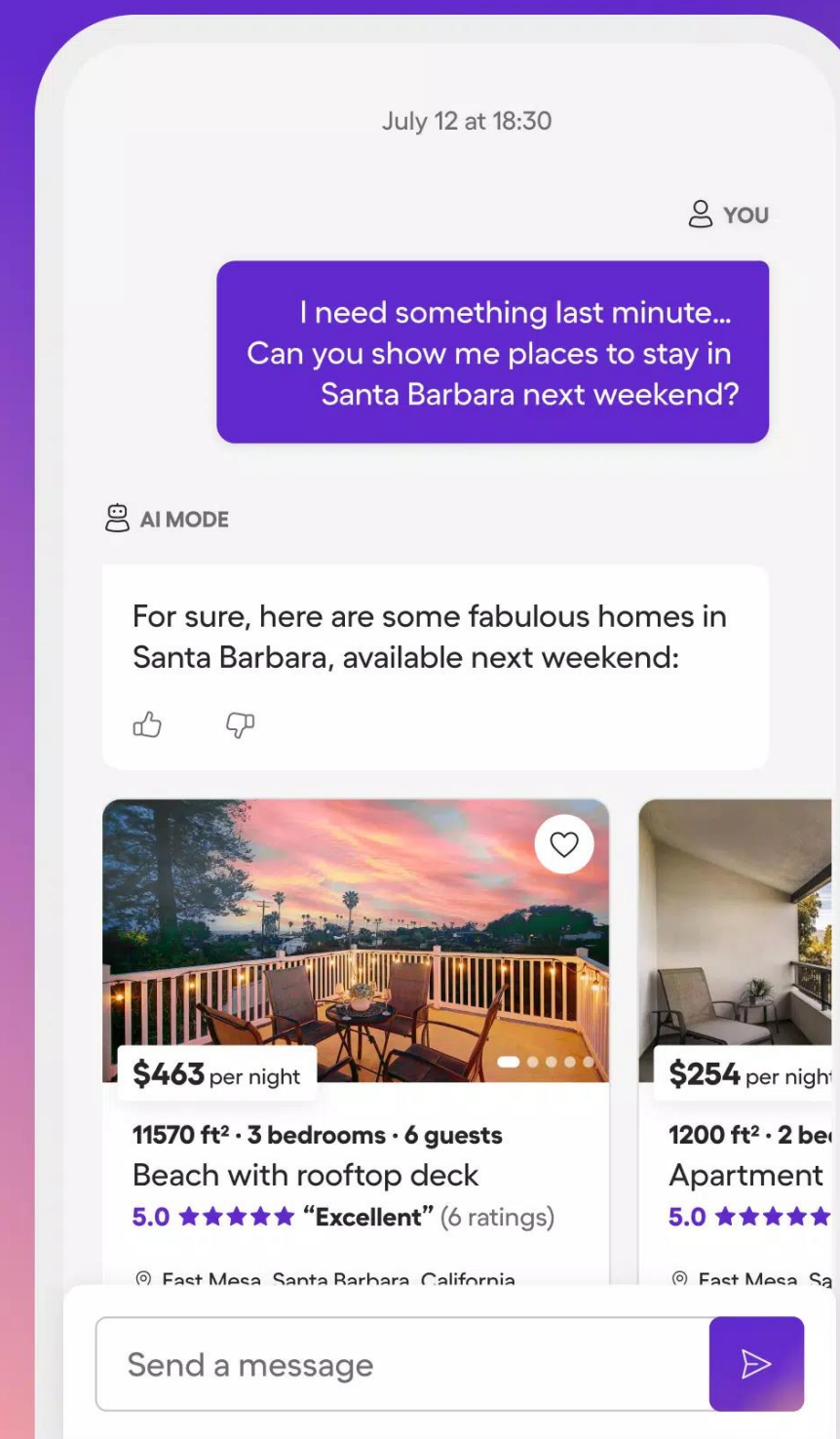


# Intelligent Booking

priceline®



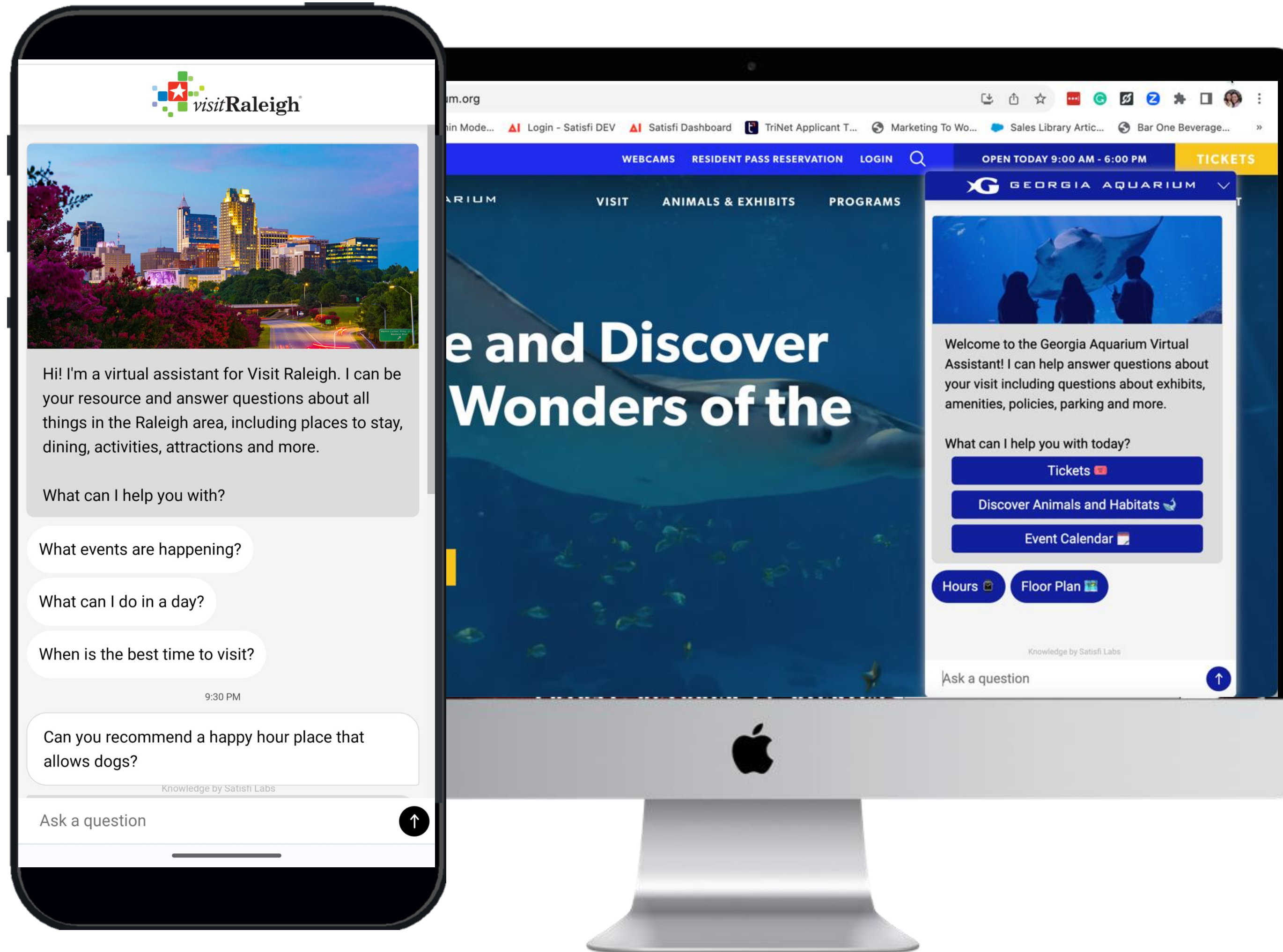
## AI Mode: AI-powered travel planner



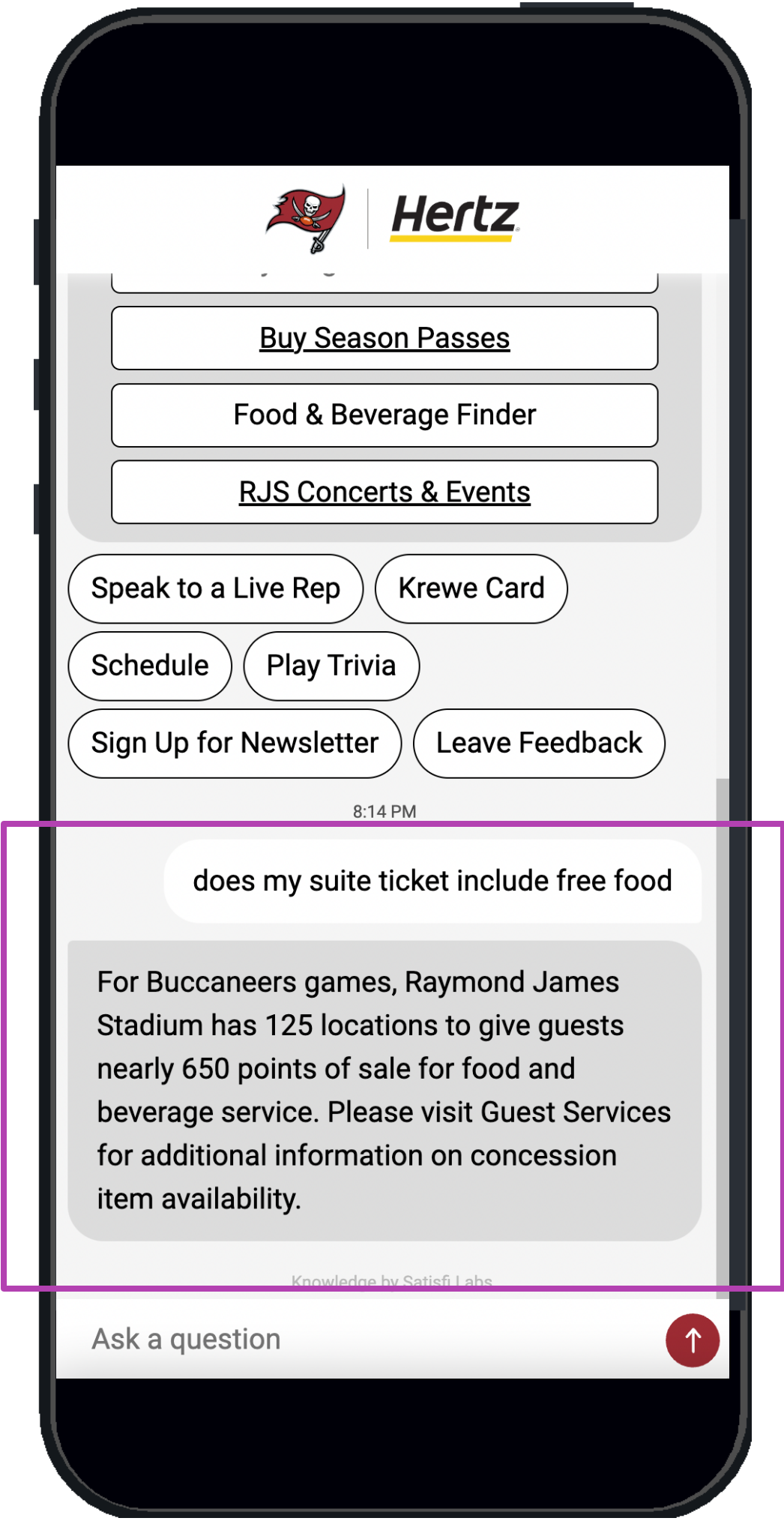
home  
to go.



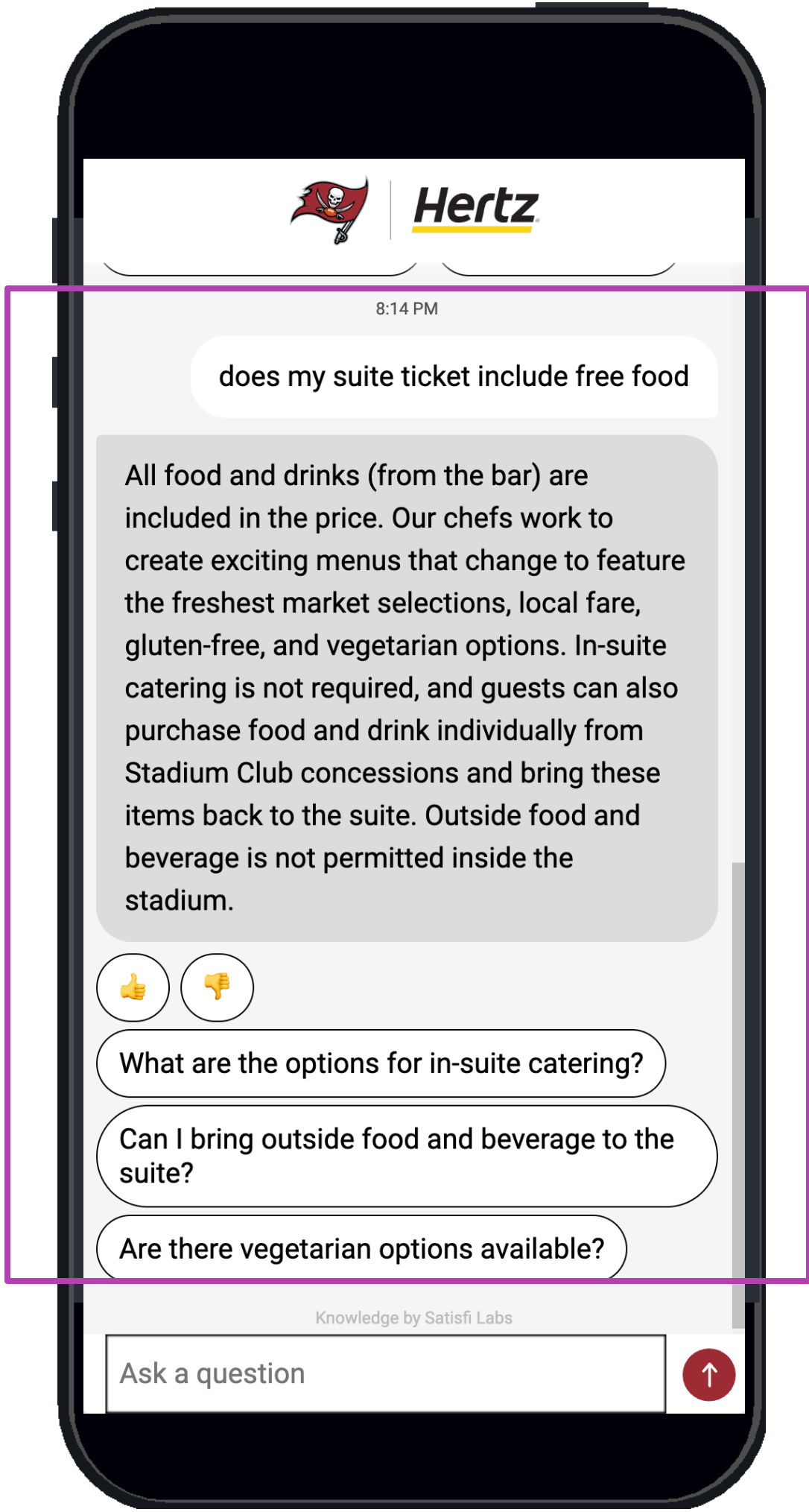
# AI-powered Chat Experiences



# Conversations Are More Informative with Gen AI



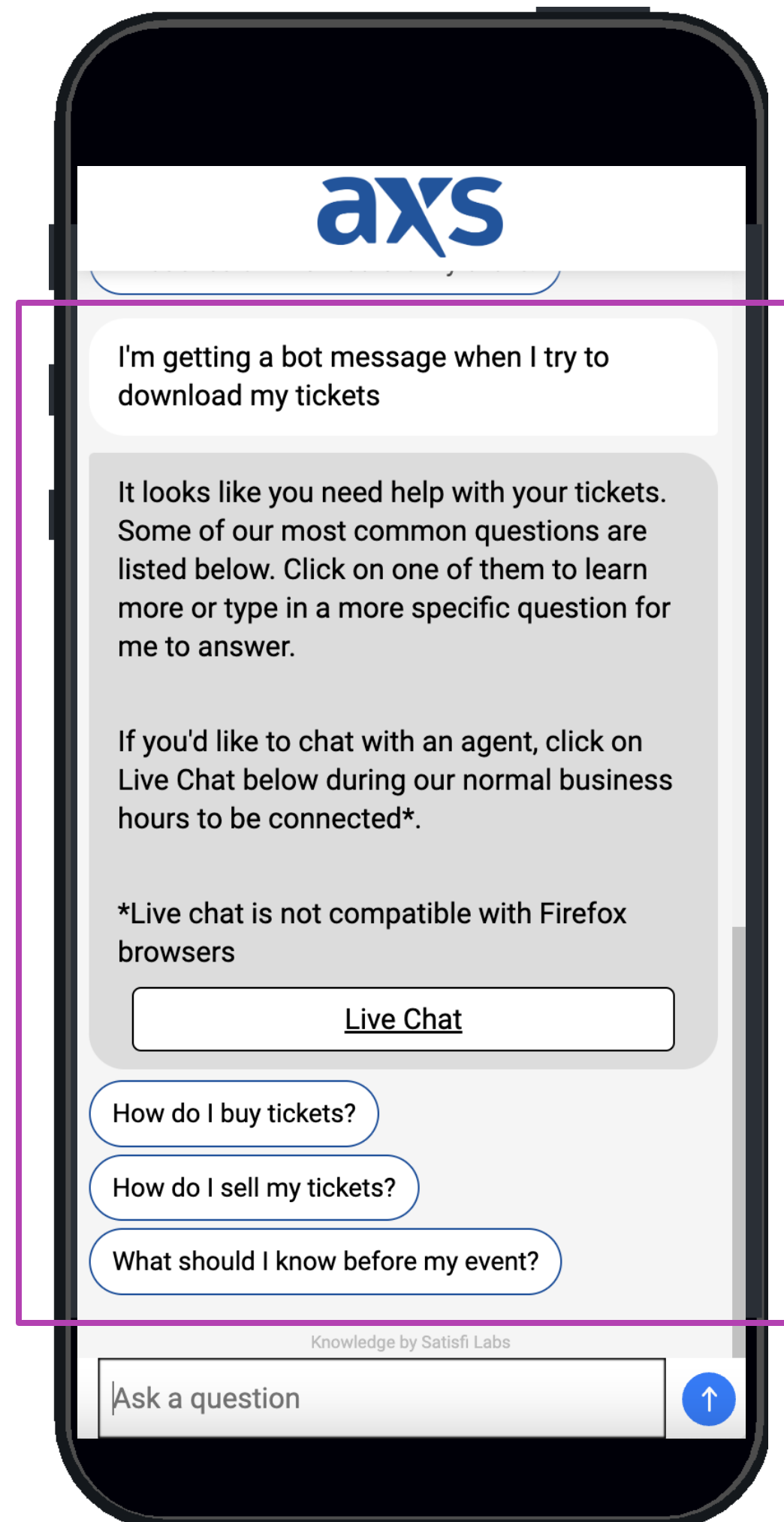
Intent mapped response



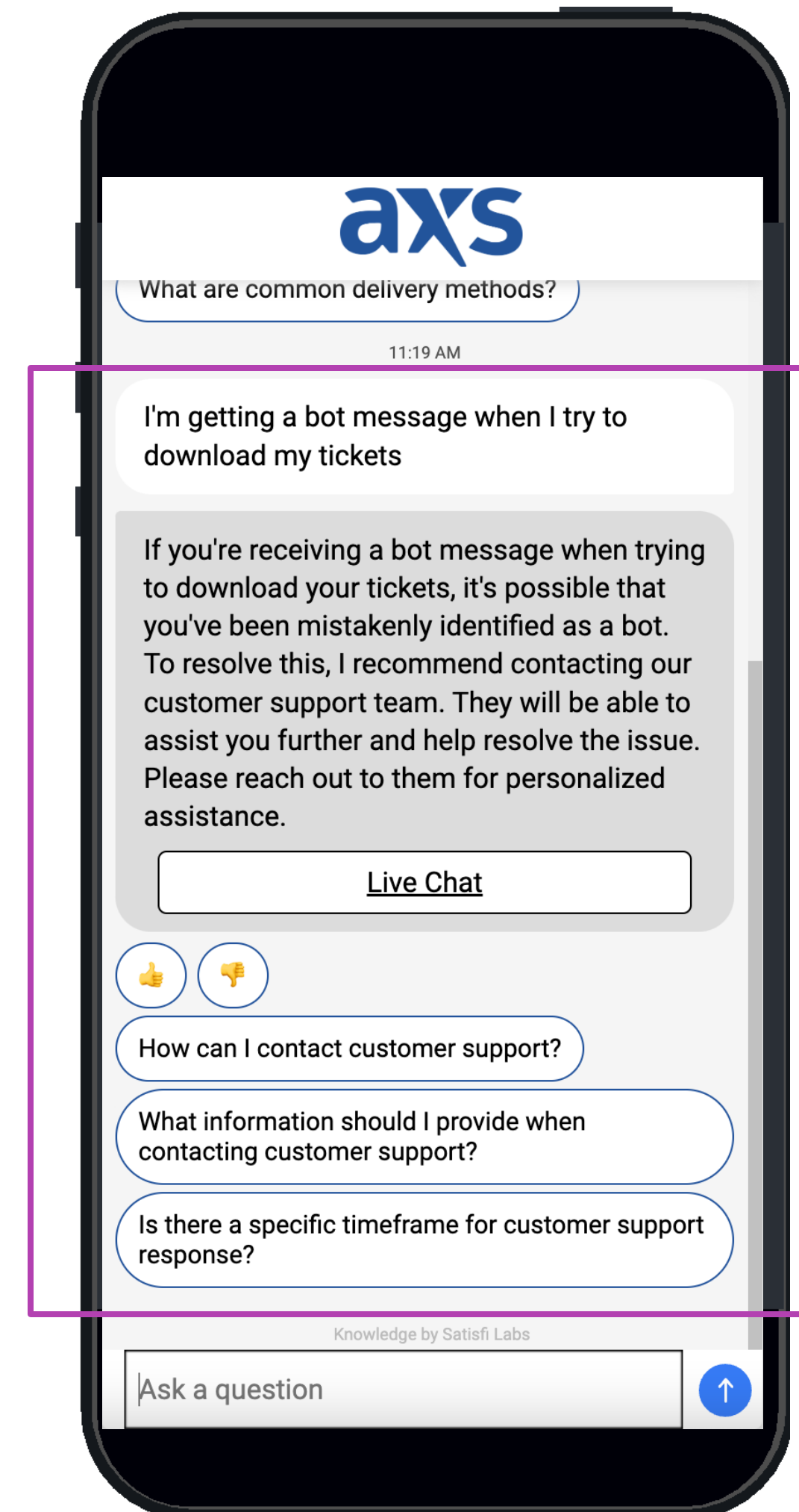
Context LLM



# Conversations Are More Relevant with Gen AI

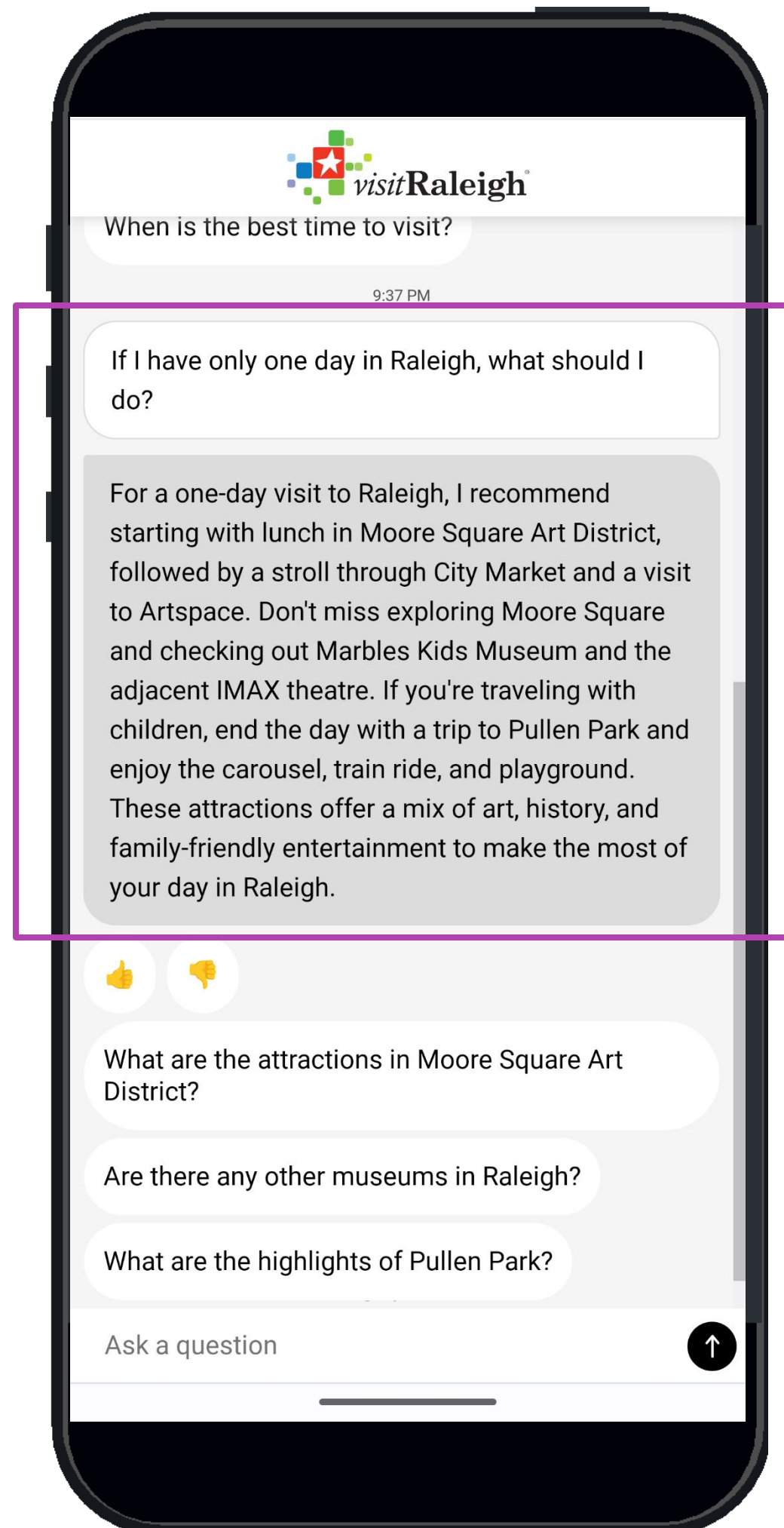


Context NLP

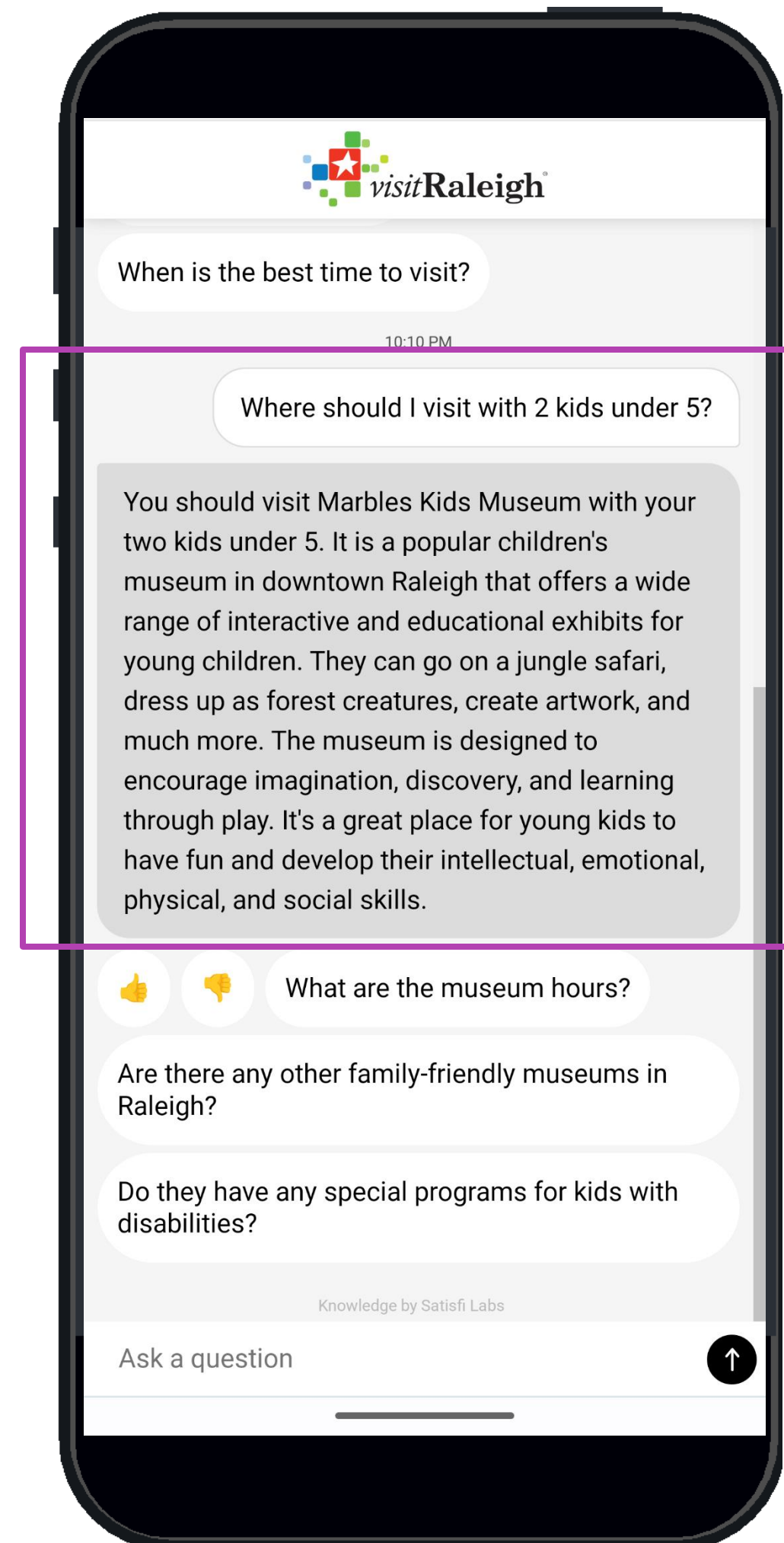


Context LLM

# Conversations Are More Relevant with Gen AI



Specific



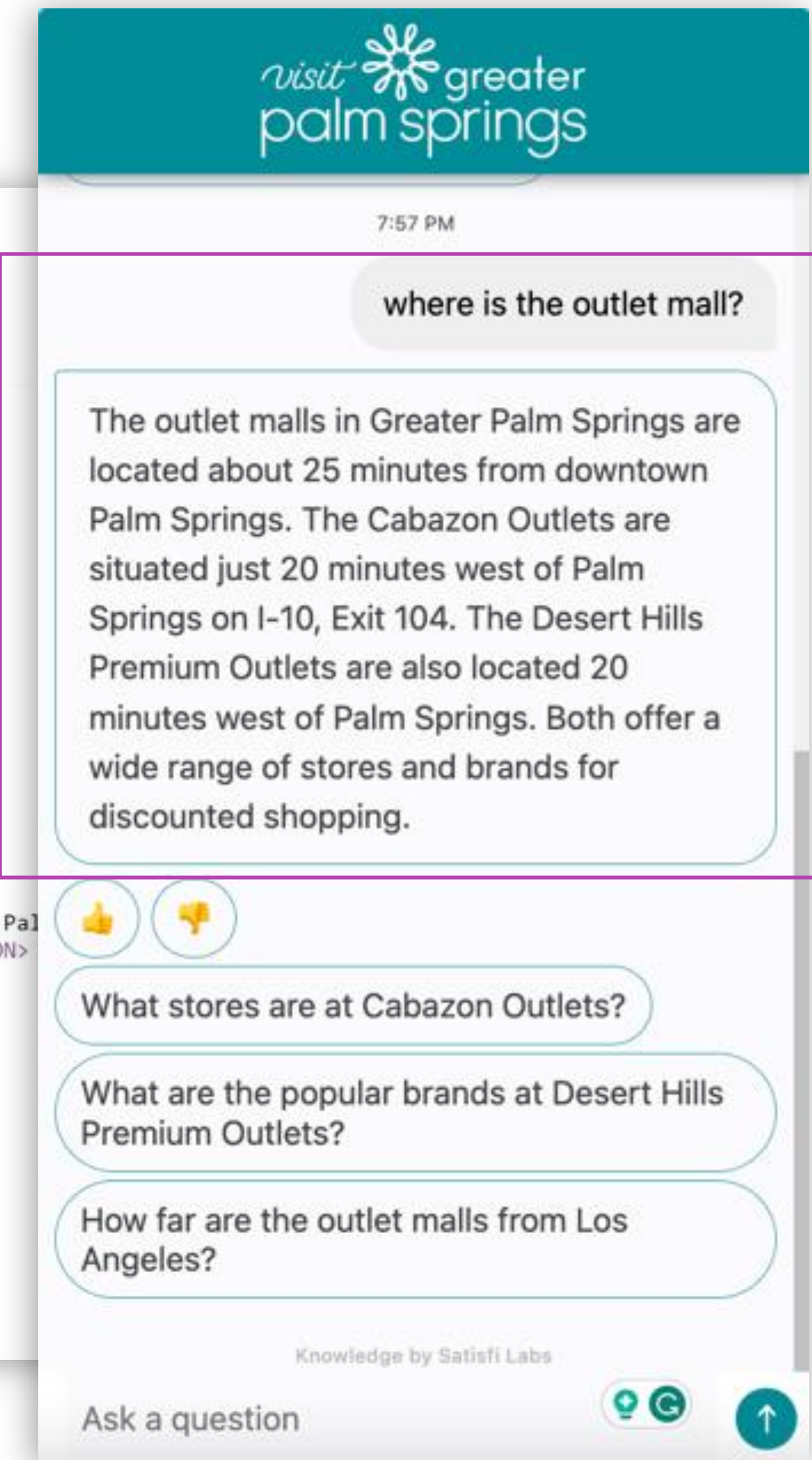
Personalized



# Answer From Multiple Data Sources with Gen AI

## Feeds

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  <ADDR3/>
  <EMAIL/>
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  <RANKNAME>Preferred</RANKNAME>
  <FAX>(951) 849-6860</FAX>
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  <ACCTSTATUS>ACTIVE</ACCTSTATUS>
  <COMPANY>Desert Hills Premium Outlets</COMPANY>
  <SUBCATID>685</SUBCATID>
  <DESCRIPTION>Offering visitors a chance to shop the finest brands including Armani, Coach, Dolce & Gabbana, Gucci and Prada at deep discounts. Located 20 minutes west of Palm Springs, an hour from Los Angeles and Orange County. Find store listings, hours, map and nearby hotel information on the official Desert Hills Premium Outlets website.</DESCRIPTION>
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# Answer From Multiple Data Sources with Gen AI

## Website Data

visitgreaterpalmsprings.com/things-to-do/shopping/outlet-malls/

### OUTLET RETAILERS

It's not every day you can shop for amazing deals while enjoying even more amazing views of jaw-dropping mountains and giant **windmills** in the distance—that's what makes the outlet malls in Greater Palm Springs such a unique shopping experience for locals and visitors alike. Located about 25 minutes from downtown Palm Springs, these outdoor retail plazas offer a perfect blend of name brands, unbelievable savings and brilliant blue skies. And with more than 100 stores to choose from, you'll be loading up the car with shopping bags in no time.

#### Cabazon Outlets

Stroll the open-air breezeways of **Cabazon Outlets** and stop in at all your favorite clothing and accessories purveyors, from Adidas and Under Armour to Tommy Bahama and Guess. Snag some kitchen essentials from Le Creuset or pick out a new pair of shades from Oakley for all those sun-kissed afternoons by the pool.

#### Desert Hills Premium Outlets

Right next door, **Desert Hills Premium Outlets** is known for its mix of high-end designer stores, such as Burberry, Coach, Gucci and Prada, and everyday brands you love, like Bath & Body Works, Converse, and Bare Minerals. Shop all the deals and steals, then refuel at one of the eateries on-site. Before heading back to your hotel, be sure to make a quick pit stop at the **Cabazon Dinosaurs**, a kitschy (and Instagram famous) roadside attraction.

visit greater palm springs

How far are the outlet malls from Los Angeles?

What are the popular brands at Desert Hills Premium Outlets?

Desert Hills Premium Outlets is known for its mix of high-end designer stores, such as Burberry, Coach, Gucci, and Prada. These are just a few of the popular brands you can find at the outlets. With a wide range of stores to choose from, you're sure to find your favorite brands and score some great deals.

What is El Paseo known for?

Where can I find vintage shops in Greater Palm Springs?

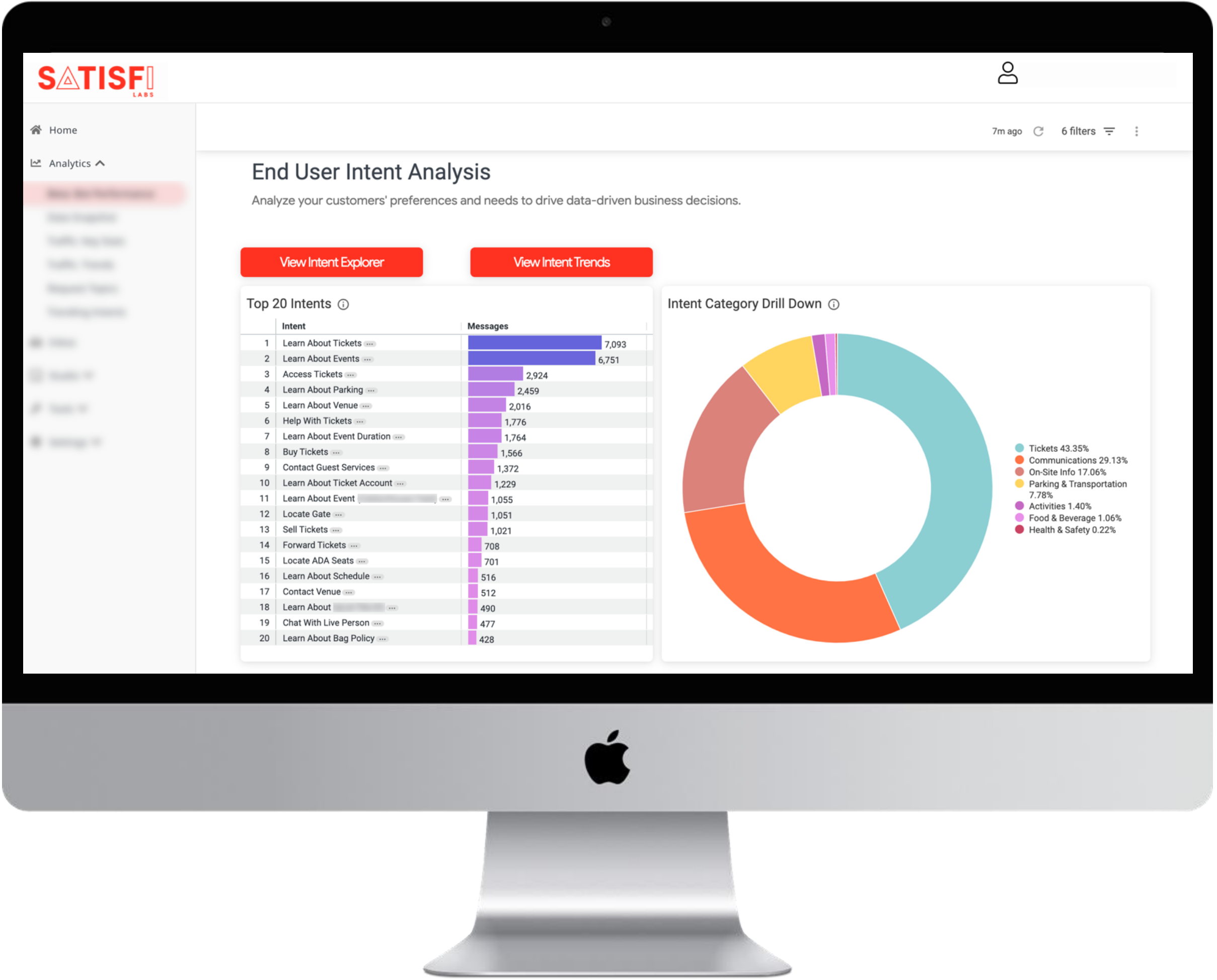
What are some popular shopping areas in Greater Palm Springs?

Knowledge by Satisfi Labs

Ask a question



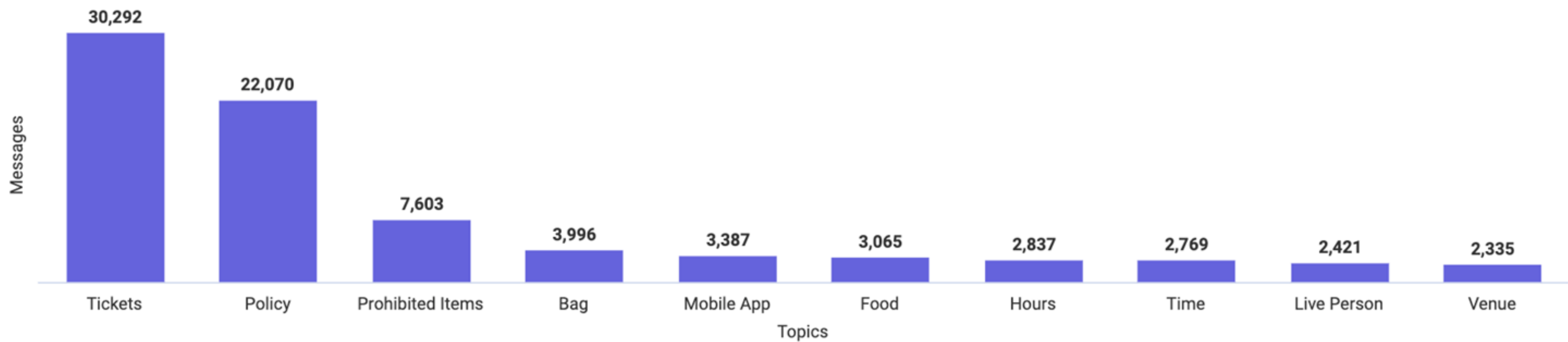
# Contextual Insights



# Intent Explorer

Use the filters to search our proprietary Intent Indexing System and gain insight into the customer preferences that impact your business.

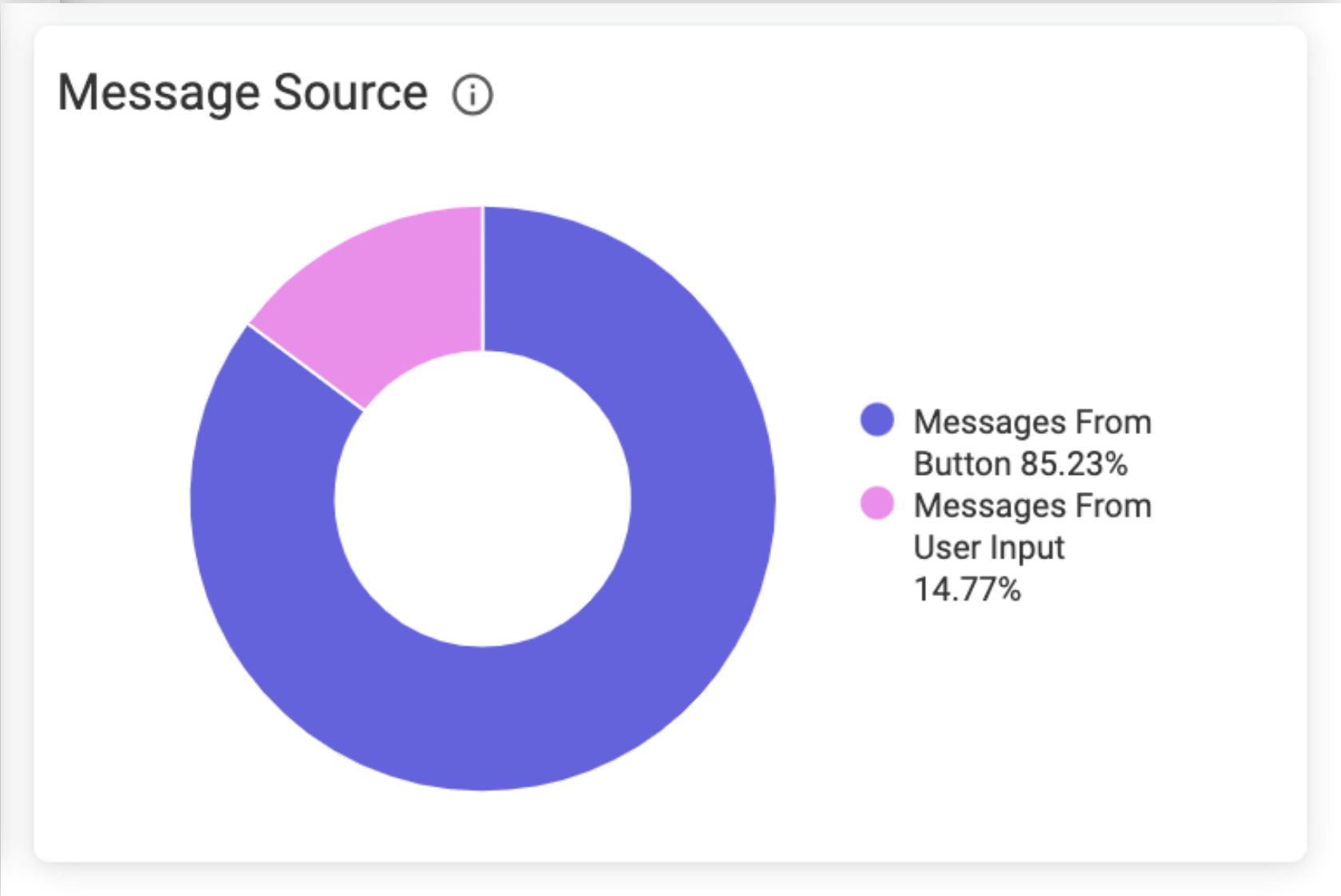
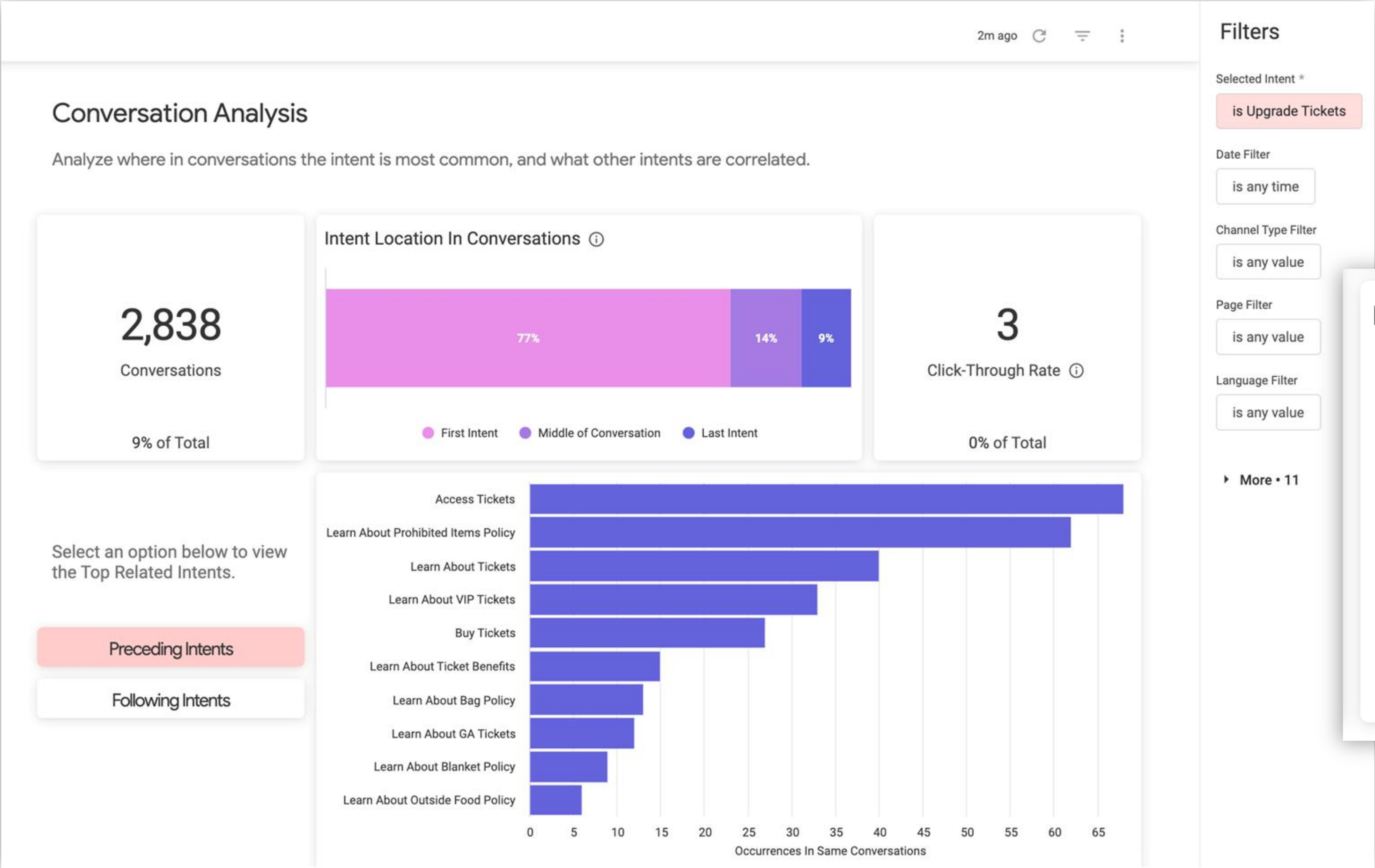
## Top 10 Topics ⓘ



## Messages Per Intent ⓘ

	Intent	Messages	% of Total Intents	End Users	% of Total End Users
1	Learn About Prohibited Items Policy ...	7,603	9.83%	5,727	9.46%
2	Access Tickets ...	6,337	8.19%	5,031	8.31%
3	Learn About Bag Policy ...	3,942	5.10%	2,562	4.23%
4	Buy Tickets ...	3,645	4.71%	3,128	5.17%
5	Learn About Mobile App ...	3,228	4.17%	2,922	4.83%
6	Upgrade Tickets ...	3,154	4.08%	2,605	4.30%
7	Chat With Live Person ...	2,421	3.13%	1,969	3.25%
8	Learn About Time ...	2,313	2.99%	1,838	3.04%
9	Forward Tickets ...	2,297	2.97%	1,186	1.96%







**We Have the Answers.**





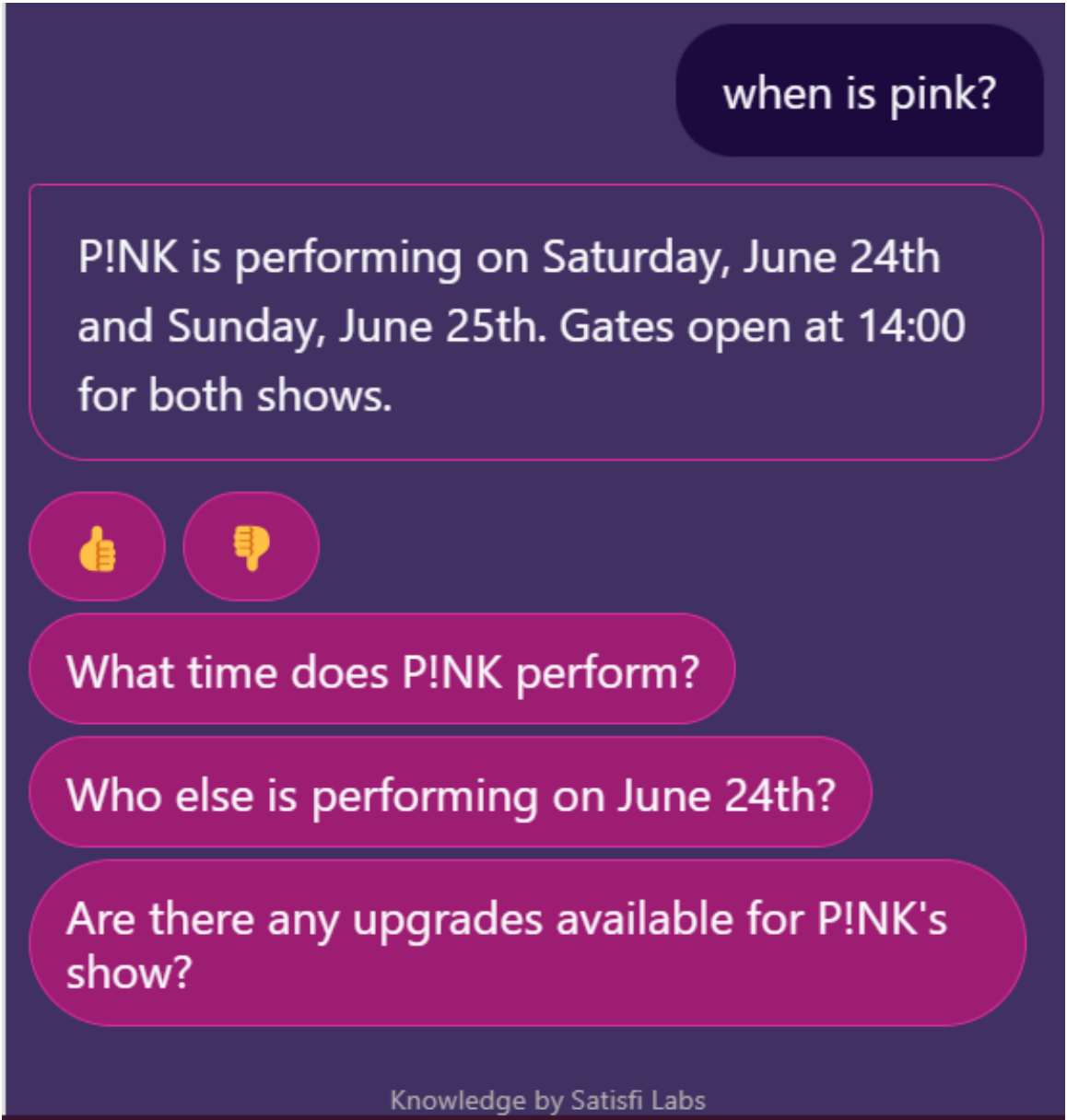
openai.com



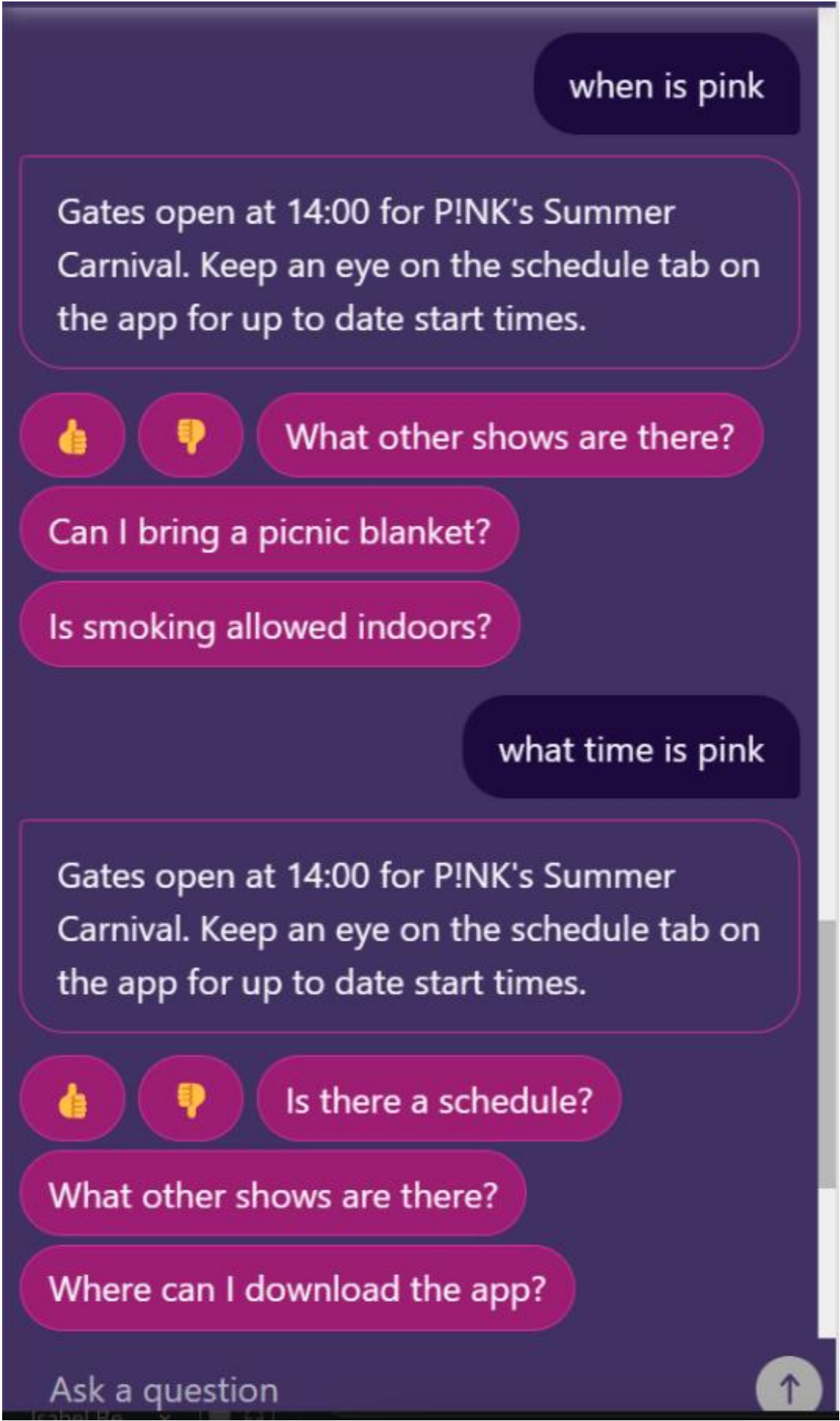
## Limitations

- ChatGPT sometimes writes plausible-sounding but incorrect or nonsensical answers. Fixing this issue is challenging, as: (1) during RL training, there's currently no source of truth; (2) training the model to be more cautious causes it to decline questions that it can answer correctly; and (3) supervised training misleads the model because the ideal answer depends on what the model knows, rather than what the human demonstrator knows.

# Learnings: Promote

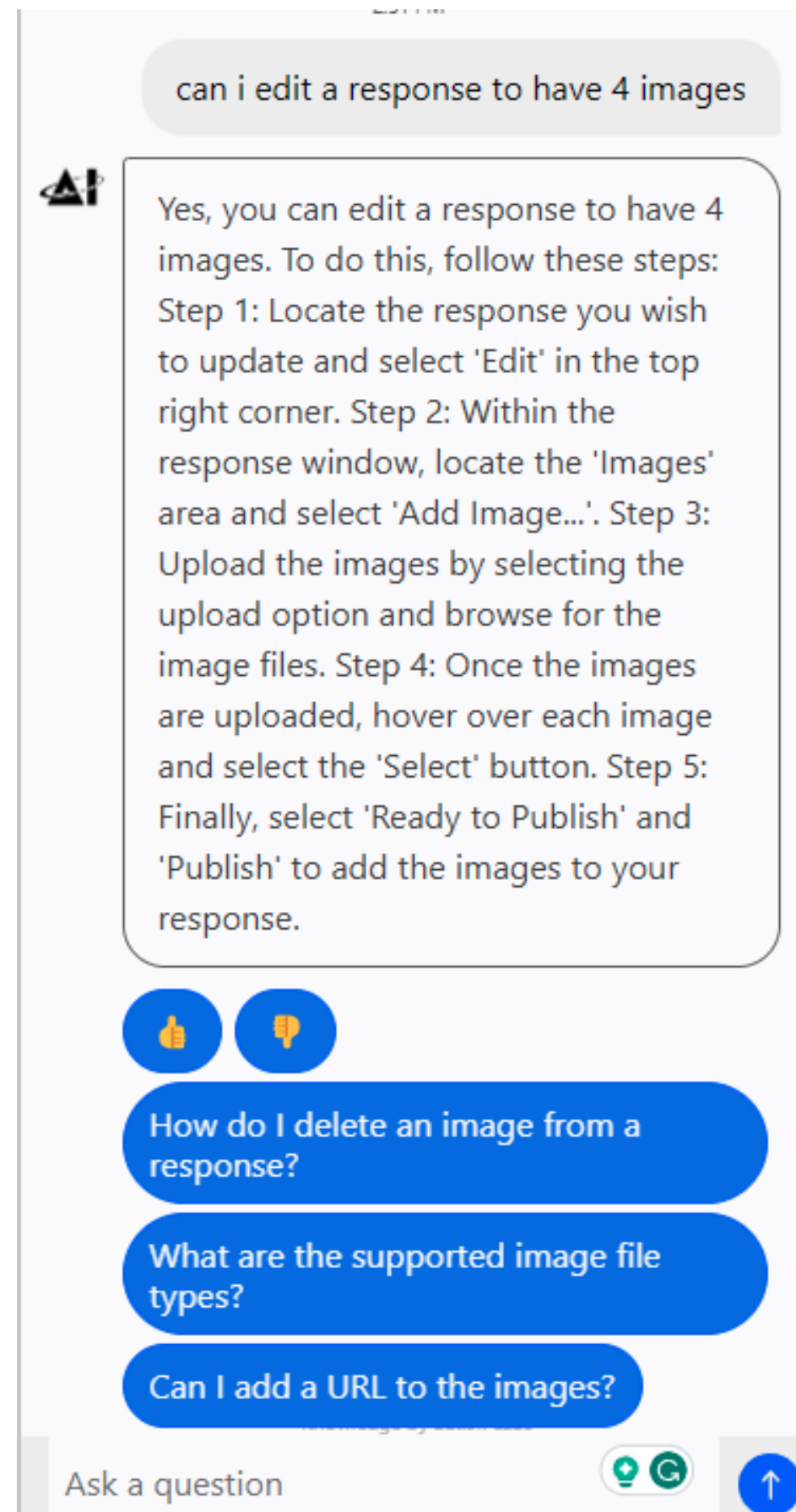


VS.

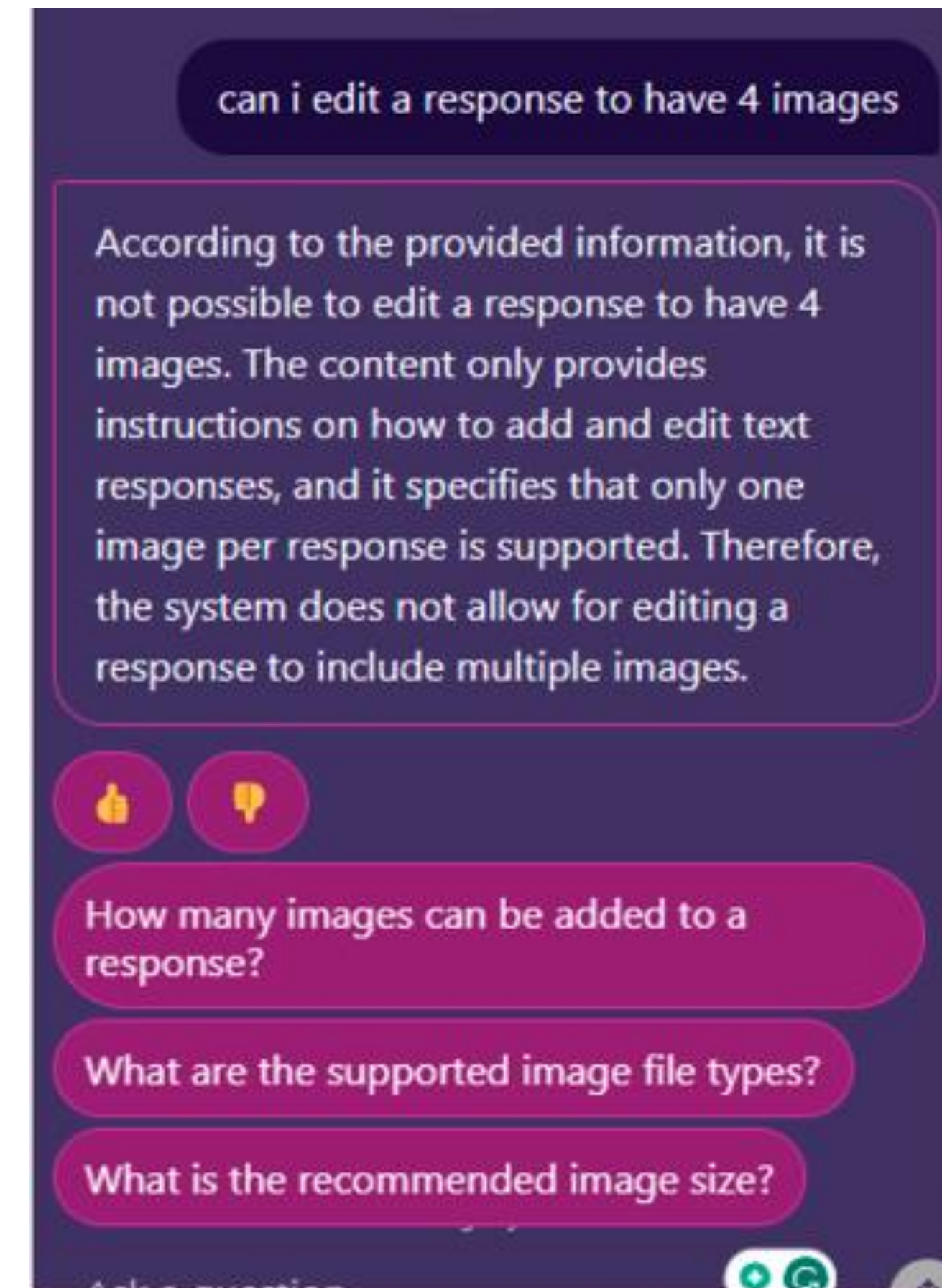




# Learnings: Contain






VS.



# Learnings: Tame

how to set myself busy?

 To set yourself as busy, you can update your online status in the Bridge dashboard. Simply go to Dashboard > Bridge > Online Status and select the 'Busy' option. This will indicate to other agents and users that you are currently unavailable for new conversations. Remember to update your status back to 'Available' when you are ready to receive new conversations. You can also set an automated schedule using business hours or escalate requests whenever an agent is logged in. For more details, refer to the provided information.



 

VS.

10:28 AM

how to set myself busy?

The provided content does not mention how to set oneself as busy.

  How to manage notifications?

How to escalate requests?

How to turn off the assistant?



## Learnings: XX

where should i get off the bus if i want to see staten island

To see Staten Island, you can get off the bus at the Staten Island Ferry Terminal. From there, you can take the Staten Island Ferry for a scenic ride and enjoy views of the Statue of Liberty and the Manhattan skyline.

[Find a Stop](#)

VS.

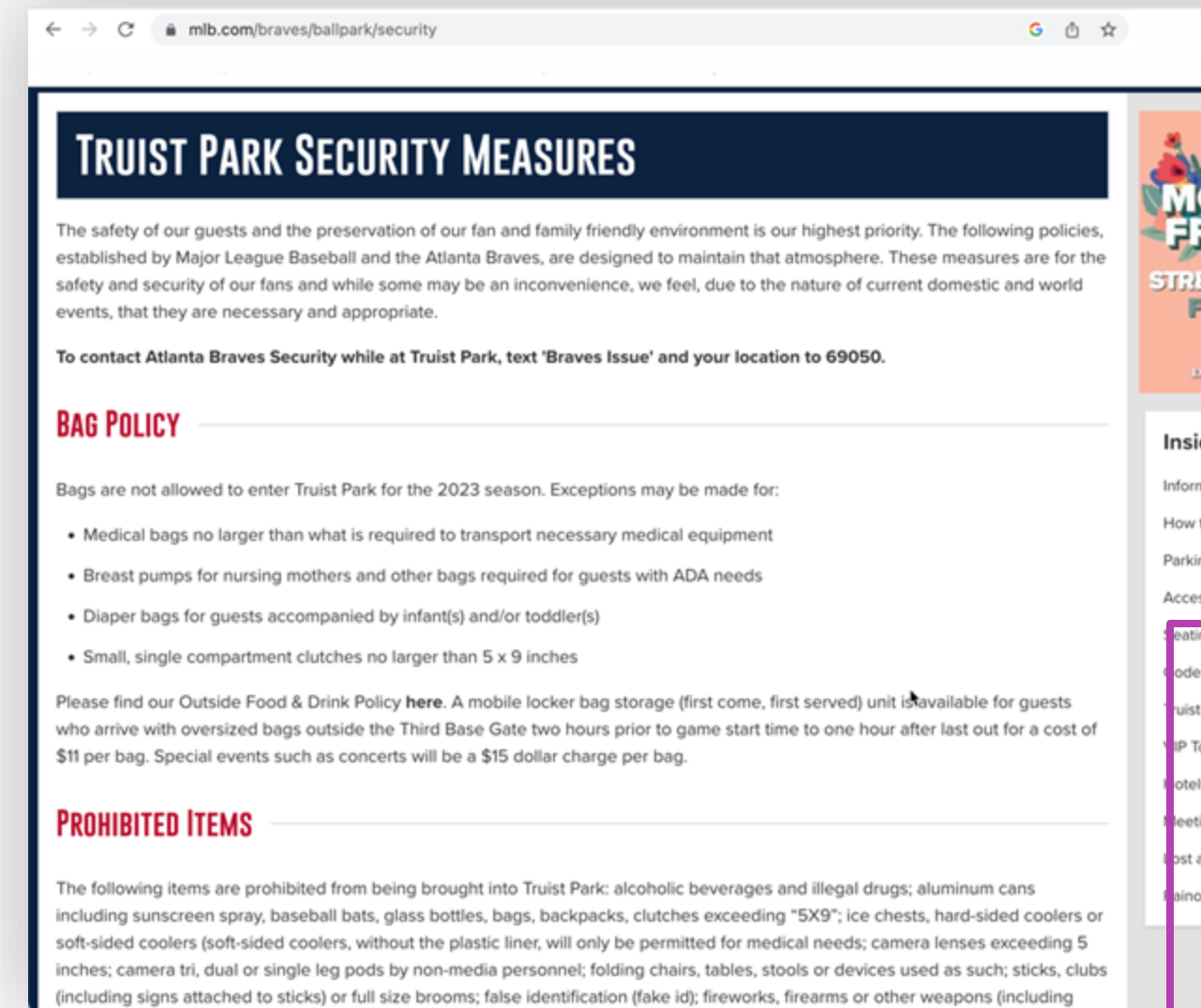
where should i get off the bus if i want to see staten island

The provided information does not mention specific bus stops for seeing Staten Island. Please refer to the routes & maps information provided by Big Bus Tours New York to plan your desired stops.

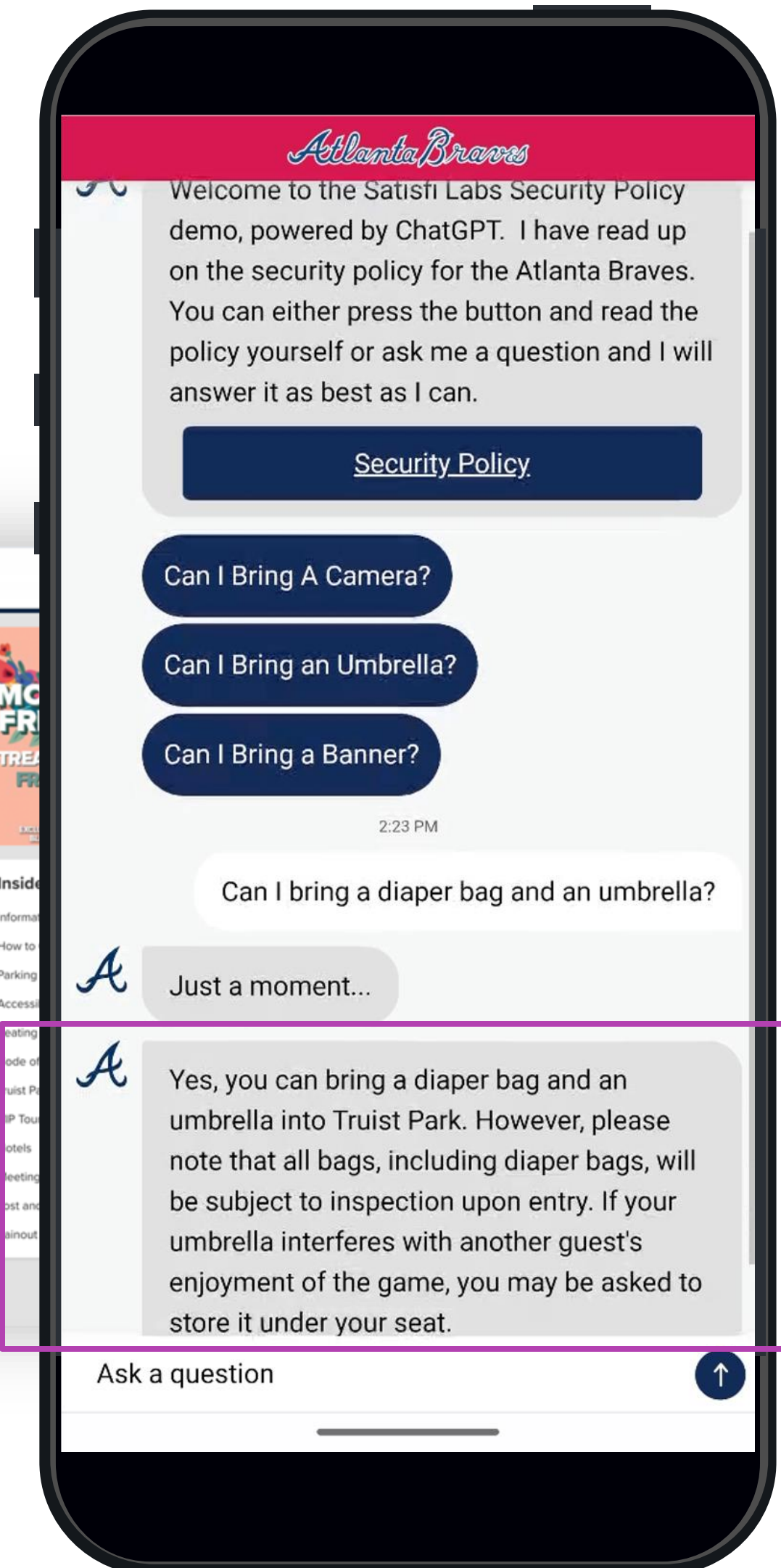
[Find a Stop](#)

# Generated Answers

- Answers that are generated by LLM model using website and documented source data.
- Website scraped data is pulled into the dashboard on a predetermined basis.
- Each response is pre-moderated for offensive language and hallucinations.



Source data: website page



Generated answer

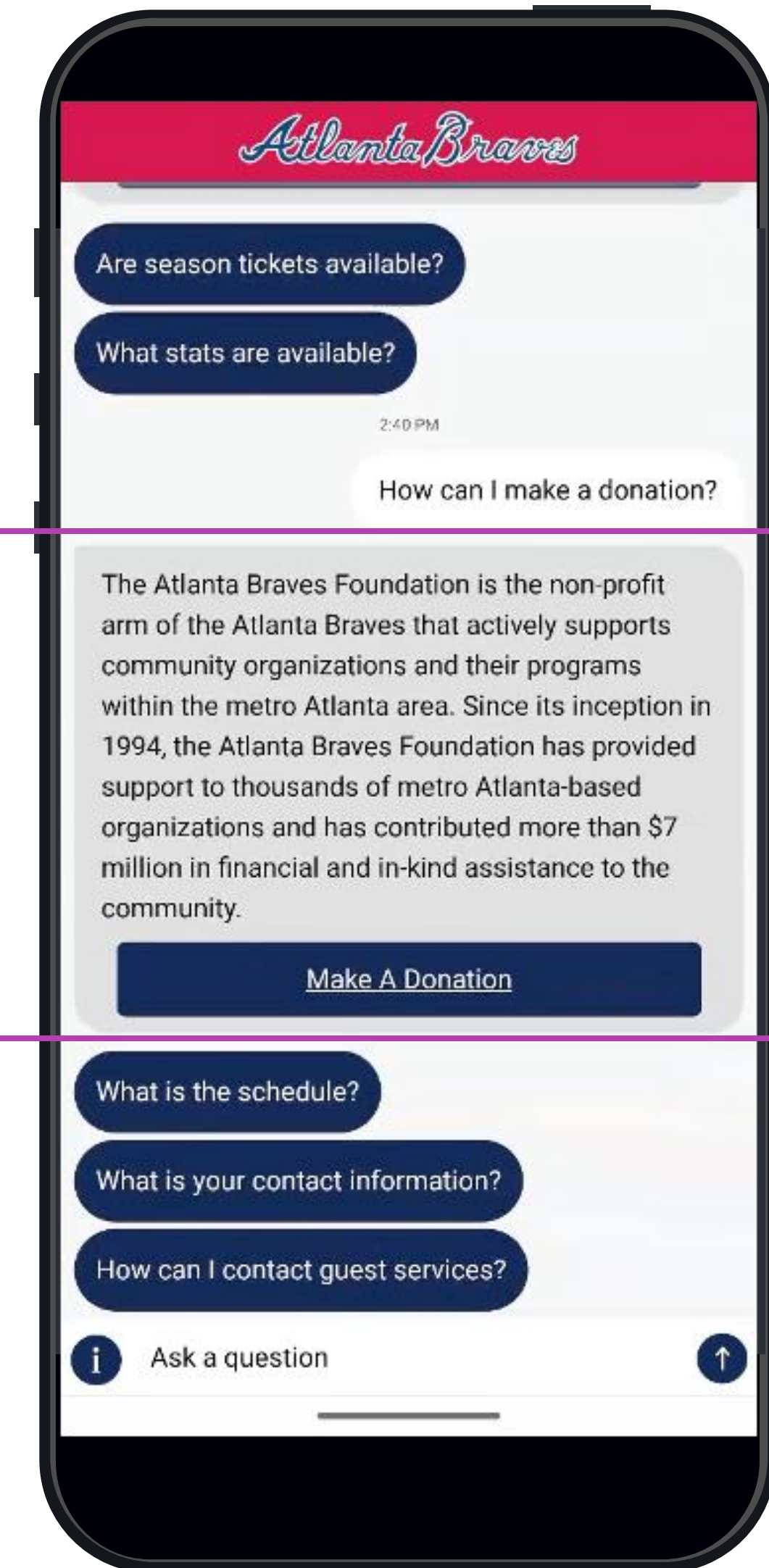




# Prewritten Answers

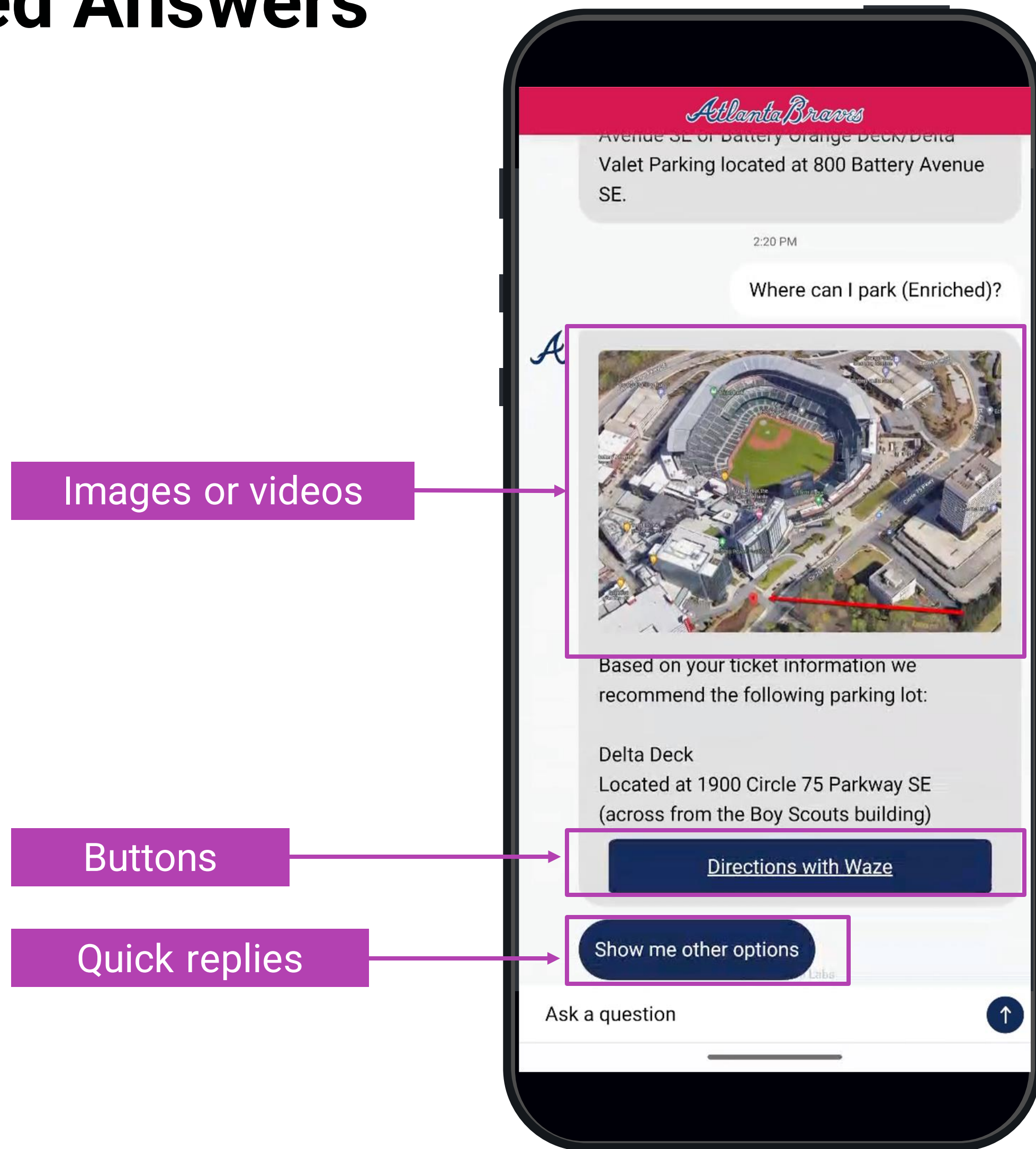
- Answers that are written in advance and surface to the user exactly as written.
- Pre-written answers take precedence over generated responses, ensuring that when highly specific information is required, the pre-written response will always override the generated one.

Prewritten answers are managed by the Context Response System



# Enriched Answers

- Enrichments are actionable items that can be added to the text response, such as buttons, images, videos, and quick replies.
- Enrichment can be added to any prewritten answer.
- Generated responses can include limited automated enrichment.

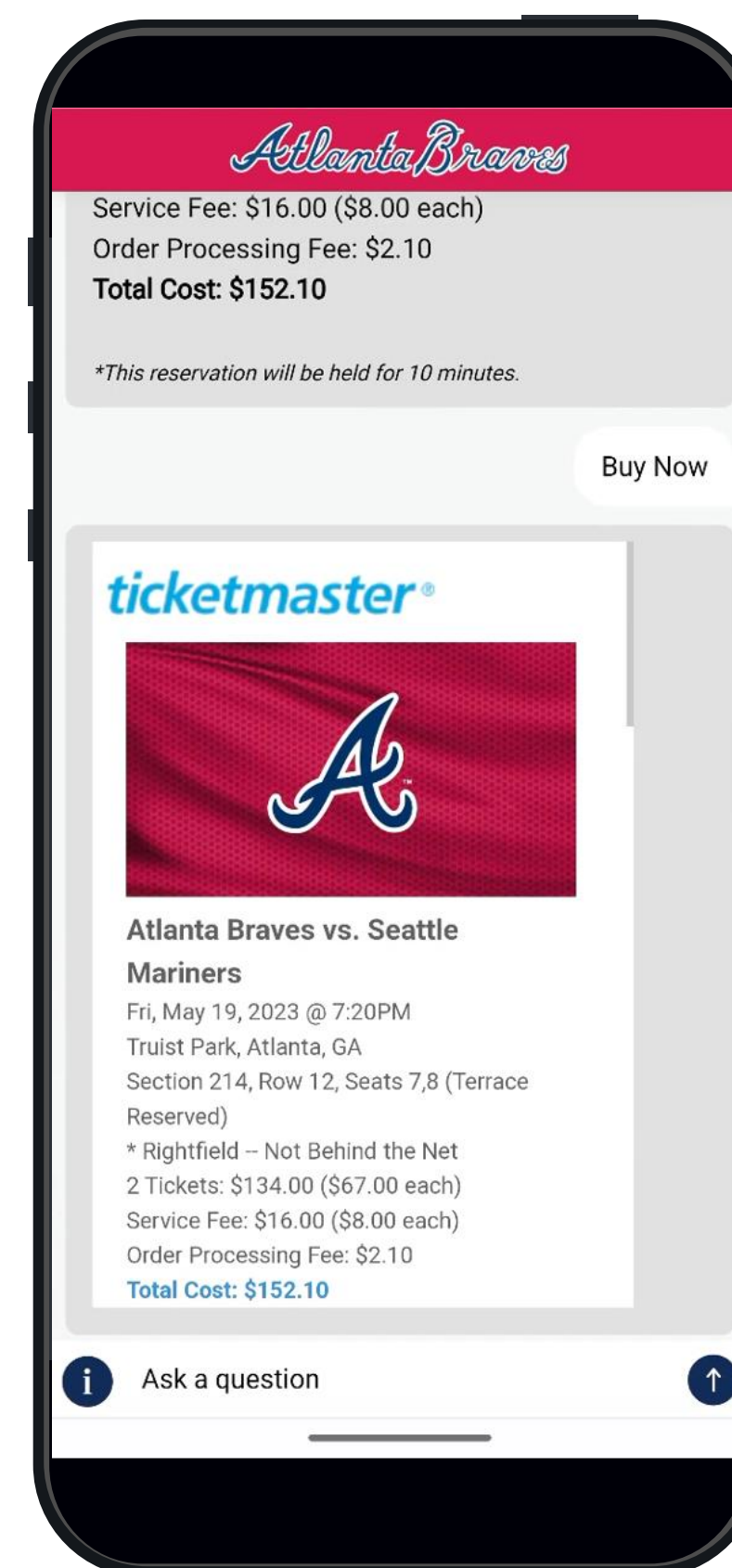




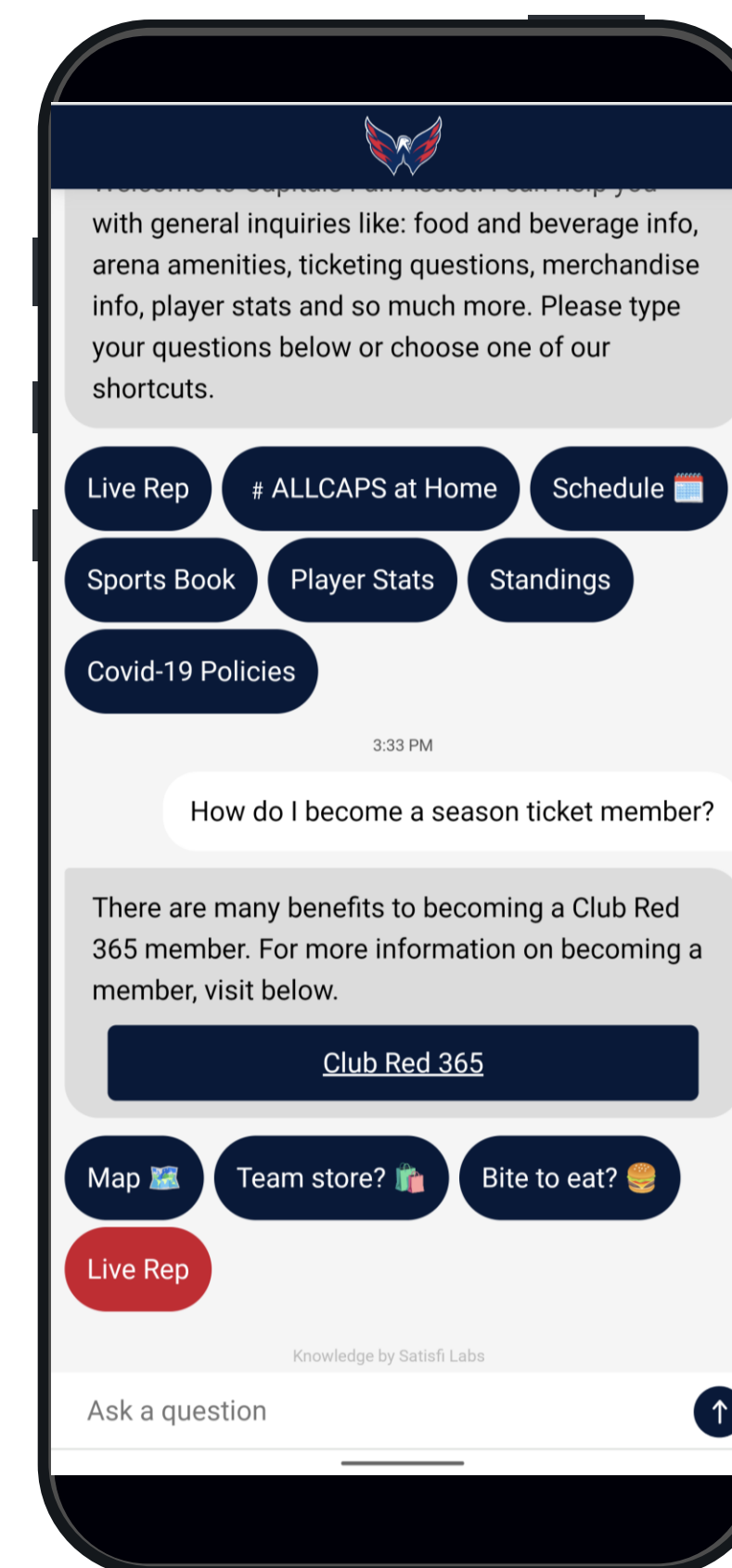
# Contextual LLM Response System Handles Transactional Answers

Transactional answers are conversation flows that result in:

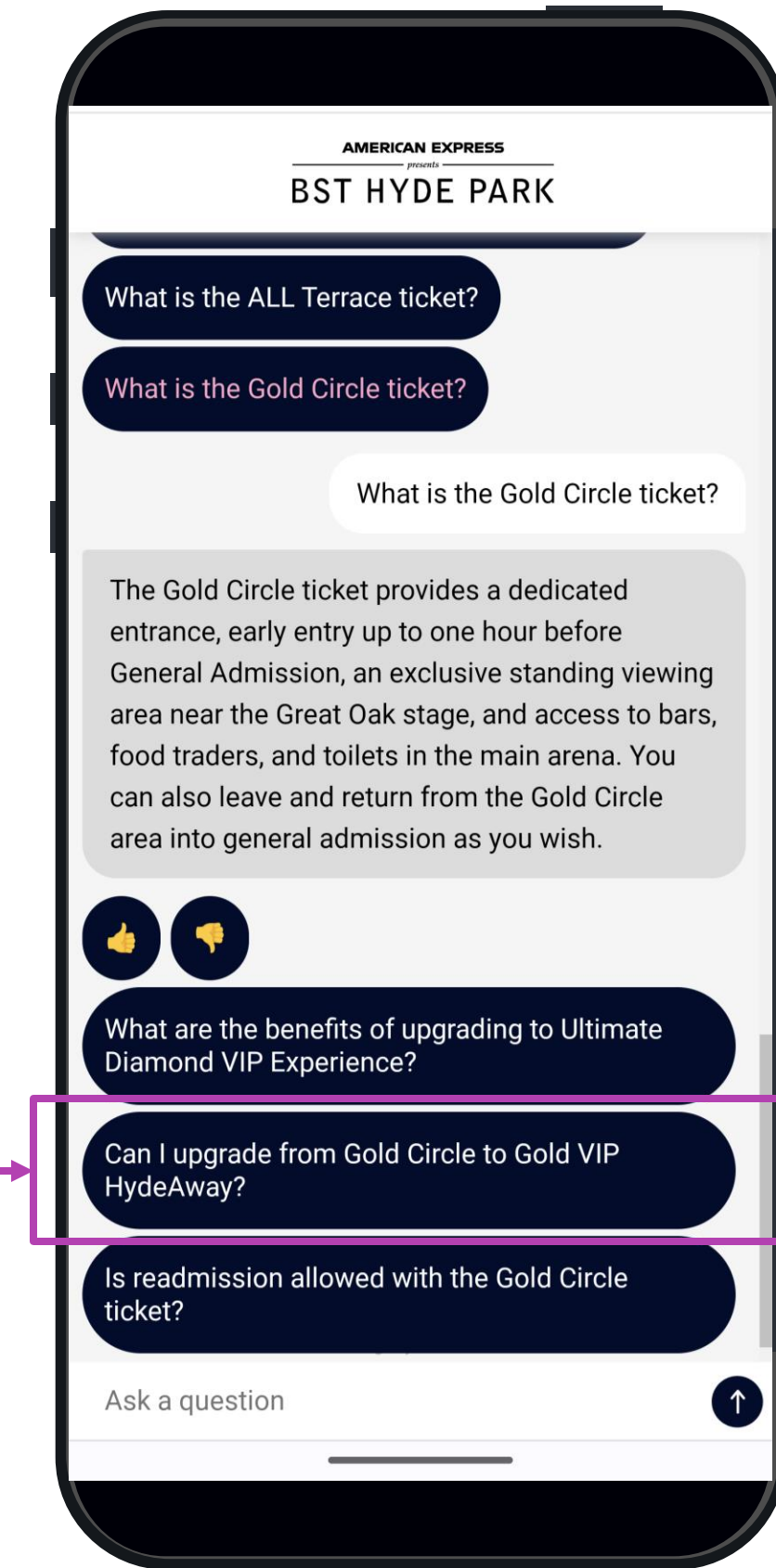
- A purchase in chat (via integration)
- Escalation to a live agent to complete
- Guiding users to purchase decision from other question



Transact tickets in chat with integrations



Escalate high value questions to a live agent



Drive non-rev questions to revenue quick reply