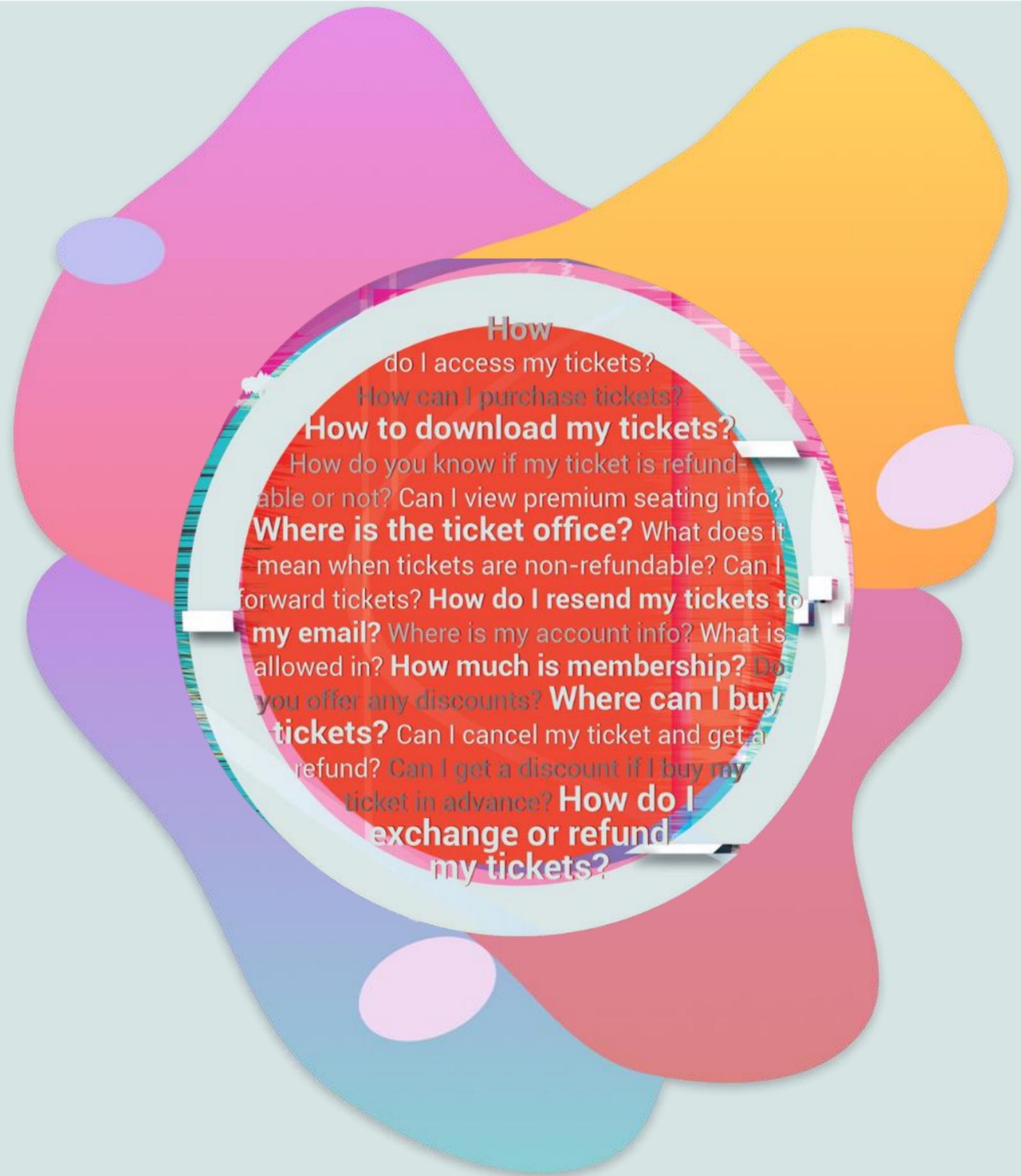


SATISFI

LABS



How do I access my tickets?
How can I purchase tickets?
How to download my tickets?
How do you know if my ticket is refundable or not? Can I view premium seating info?
Where is the ticket office? What does it mean when tickets are non-refundable? Can I forward tickets?
How do I resend my tickets to my email? Where is my account info? What is allowed in?
How much is membership? Do you offer any discounts?
Where can I buy tickets? Can I cancel my ticket and get a refund? Can I get a discount if I buy my ticket in advance?
How do I exchange or refund my tickets?

Goal:

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



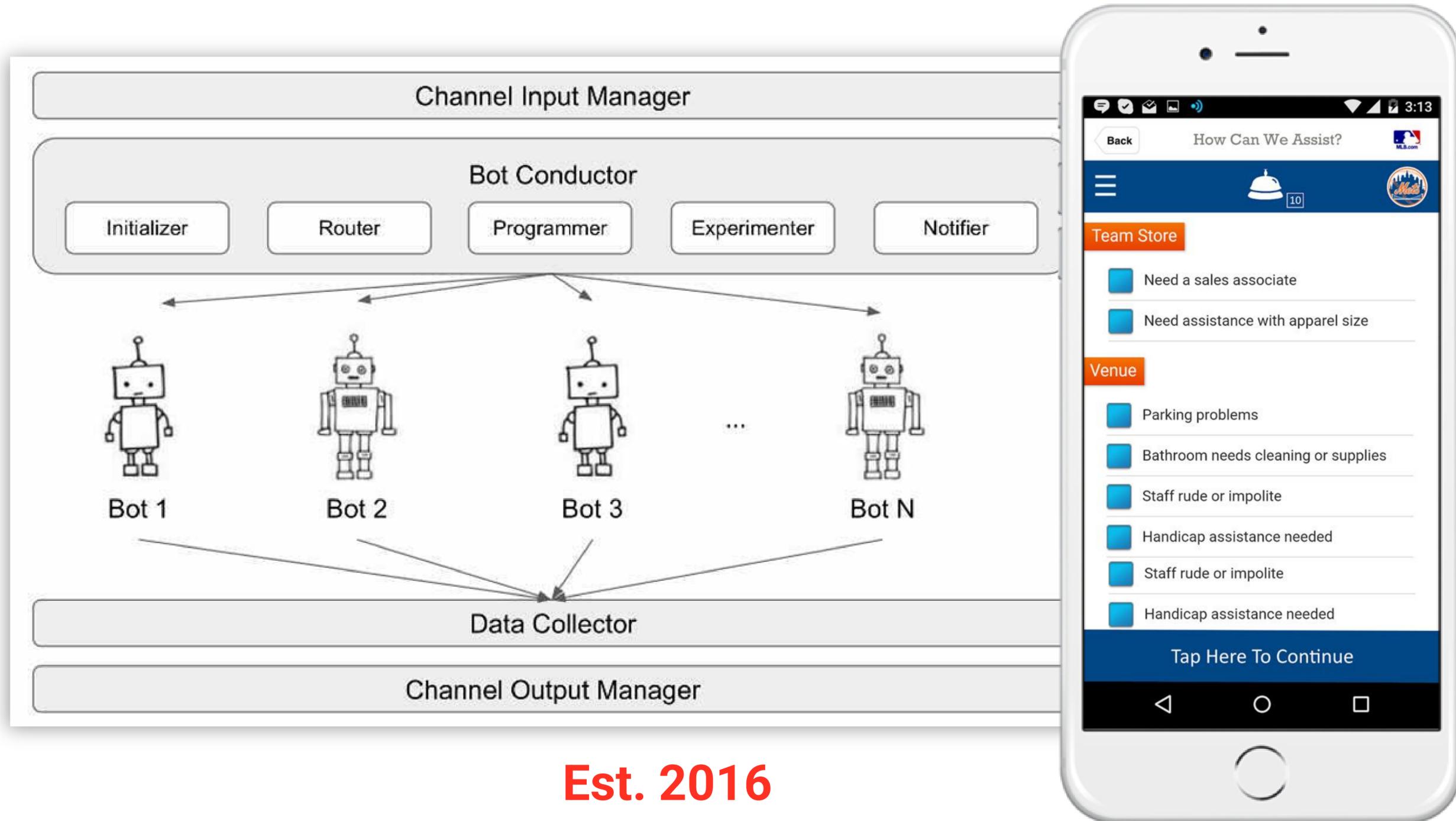
Definitions



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



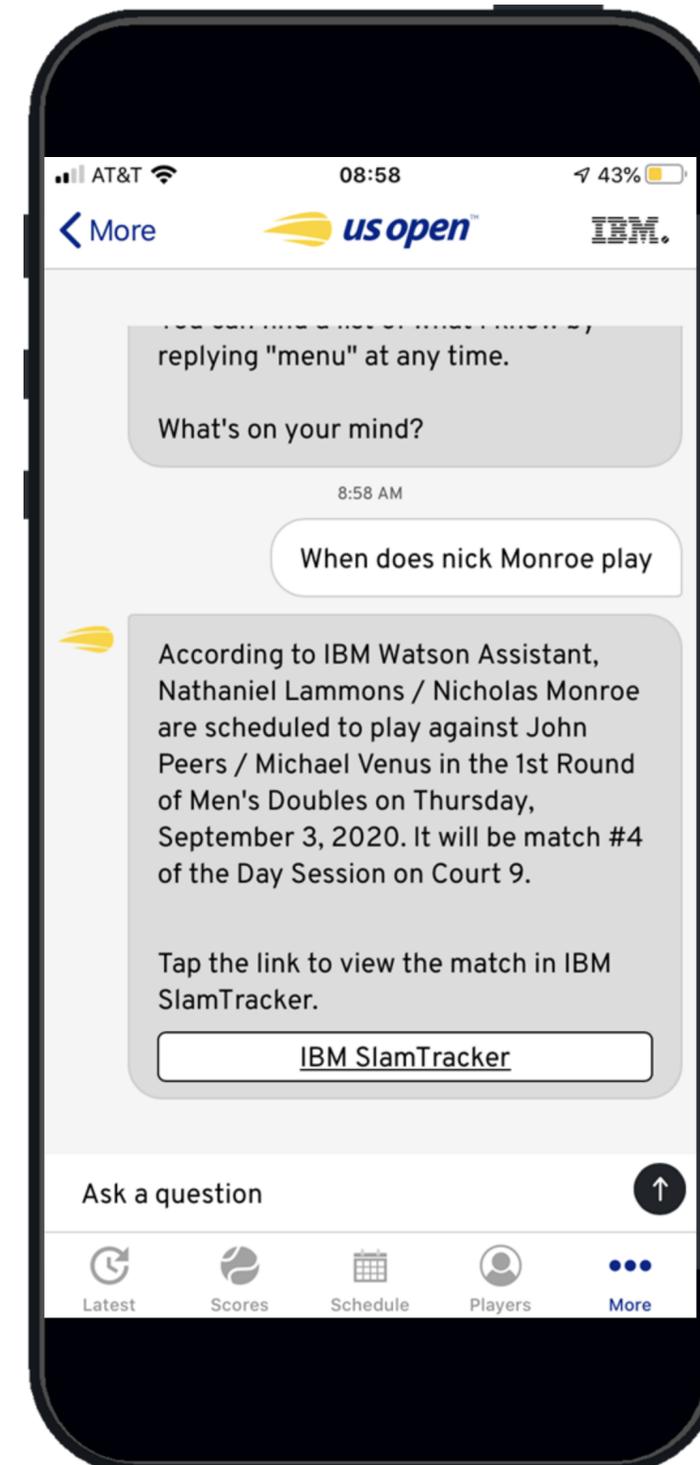
Over 450 Clients

Sports
250+

Entertainment
150+

Tourism
50+







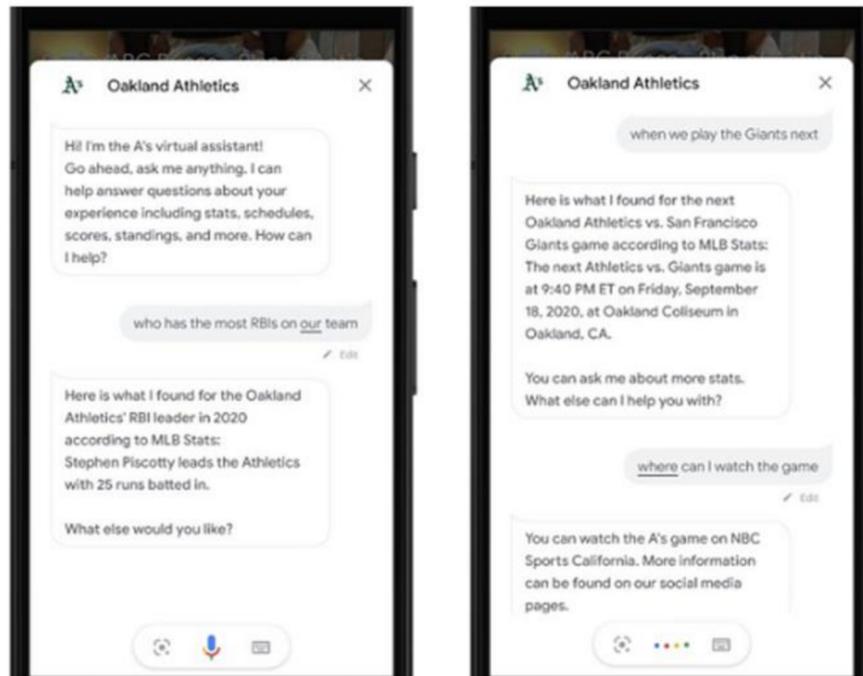
First-Ever Responsive AI Hologram Launched By VNTANA And Satisfi Labs Partnership

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



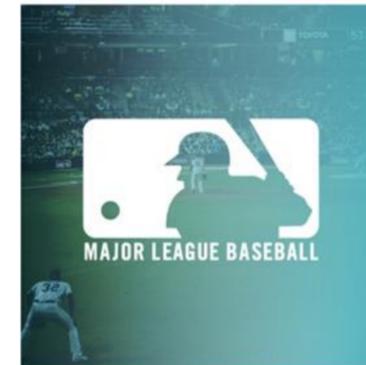
Major League Baseball and Satisfi Labs Launch Google Assistant Voice Apps for 15 MLB Teams

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

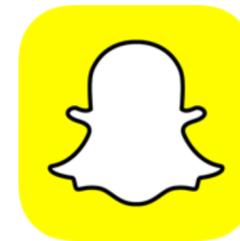
From Wikipedia, the free encyclopedia

ChatGPT (Generative Pre-trained Transformer)^[1] 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](#)^[2]) 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.^[3] Following the release of ChatGPT, OpenAI was reportedly valued at \$29 billion.^[4]

Where Tech and Marketing Converge

Digital Disruption Timeline



2004

2006

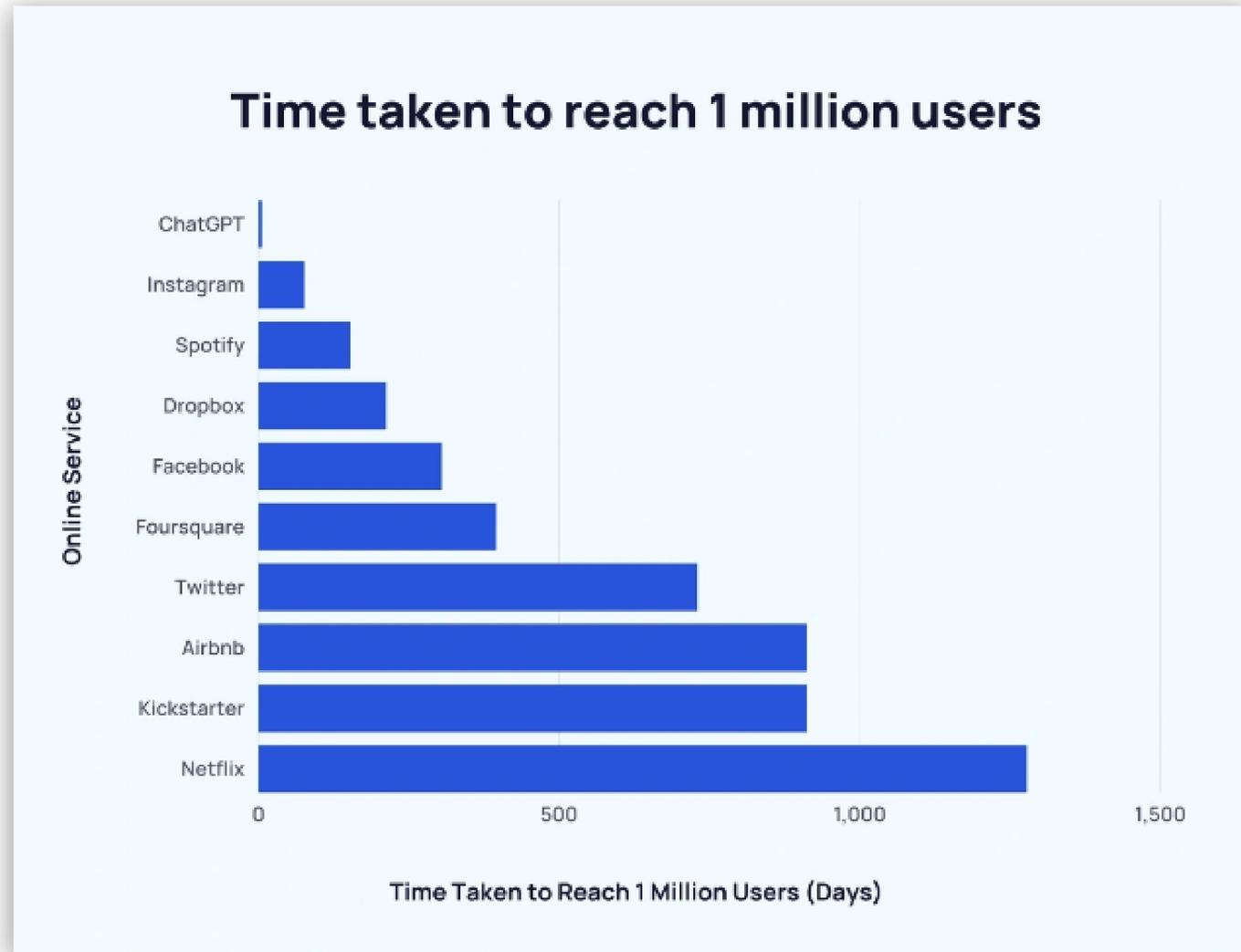
2010

2011

2016

2022

Adoption is Accelerating



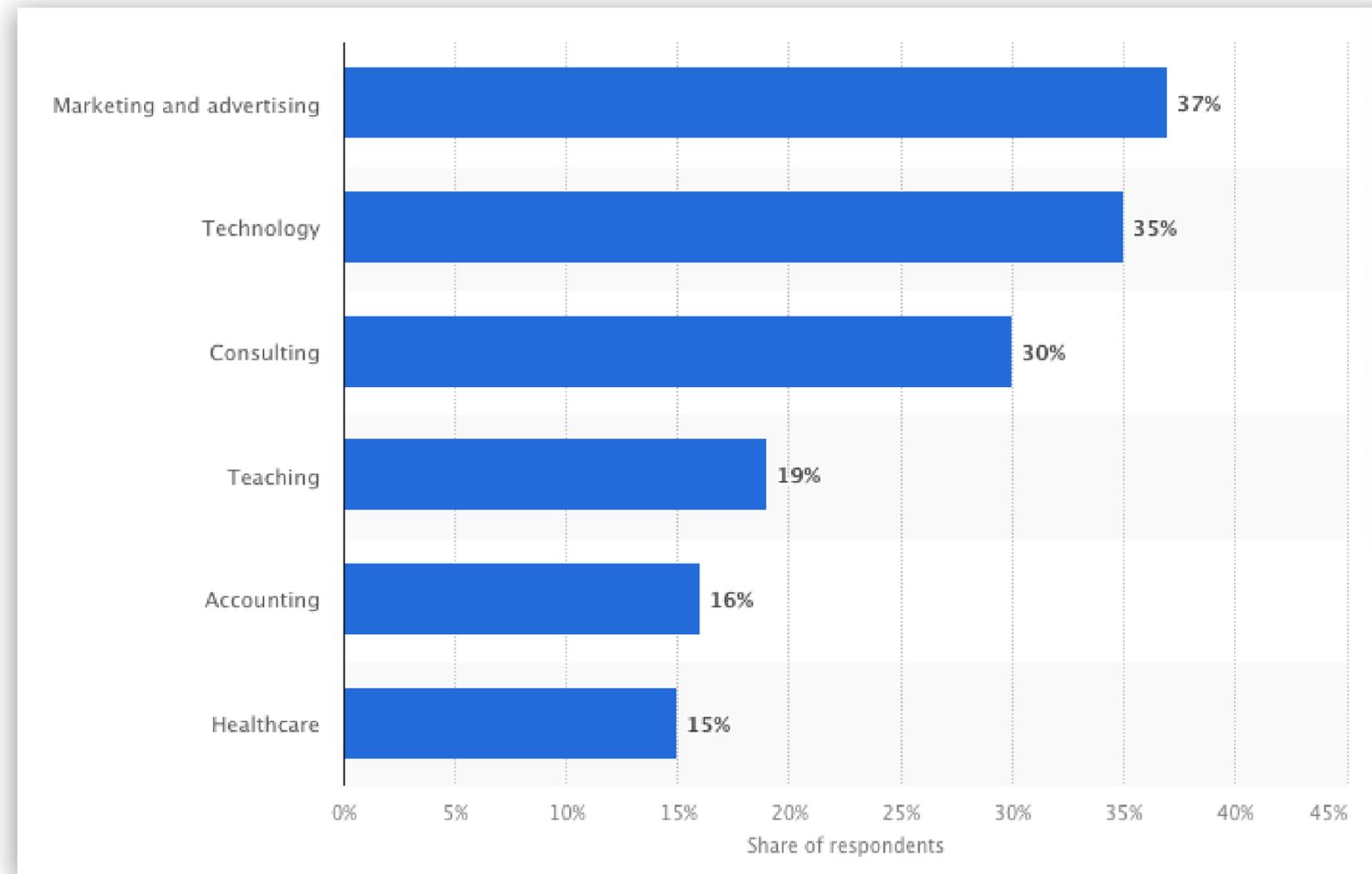
ChatGPT By Age

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.

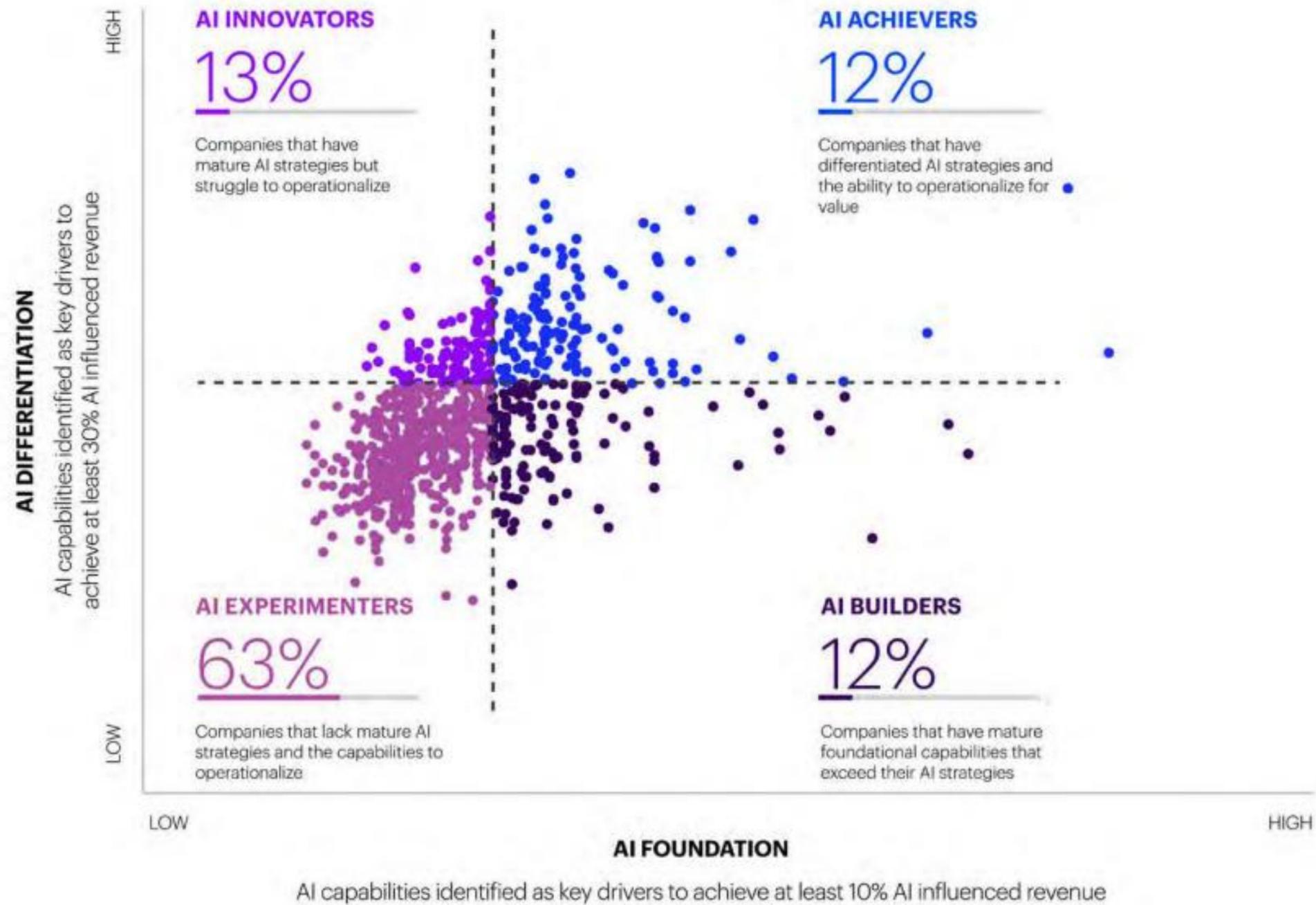
Around 1 in 10 (**9%**) of 45 to 64-year-olds and 5% of 65+ year-olds use ChatGPT.

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."³

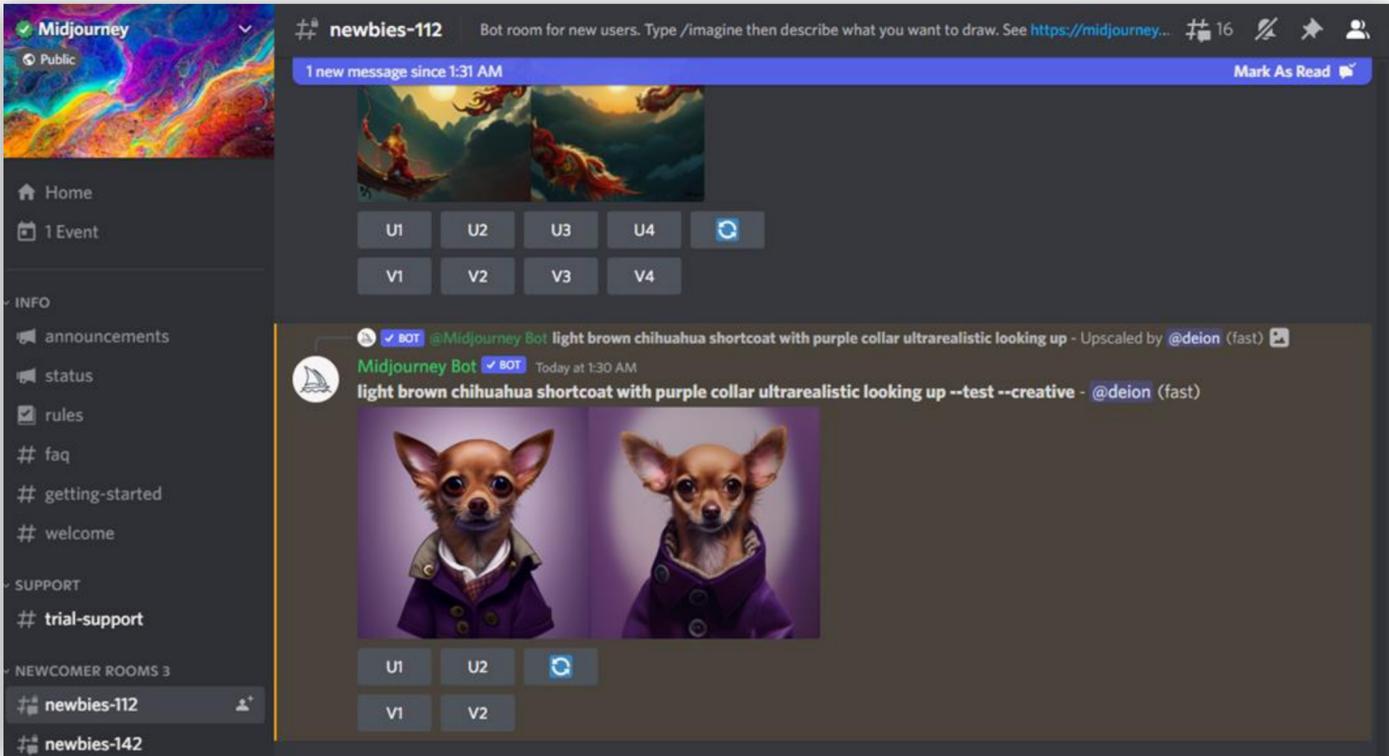
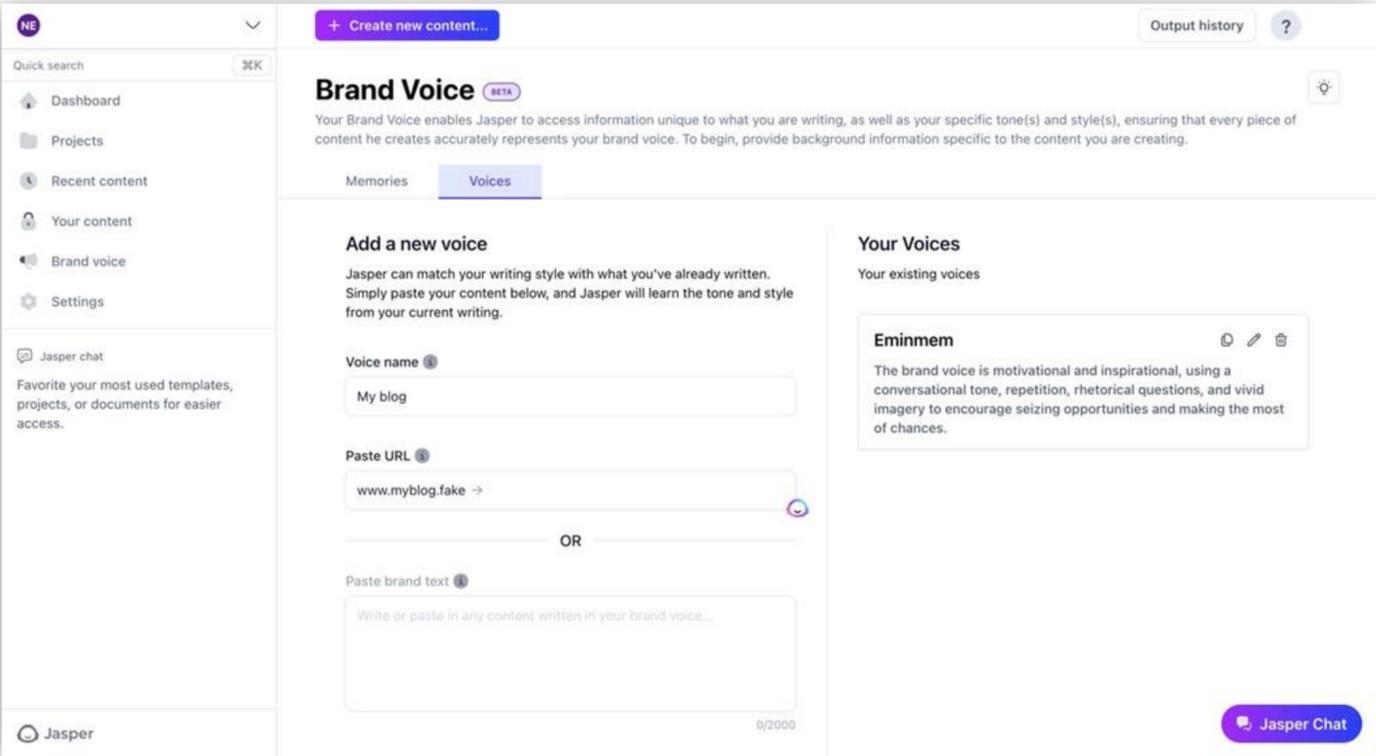
CEO of a German automotive parts and equipment manufacturer

Generative AI for Tourism

Content Generation

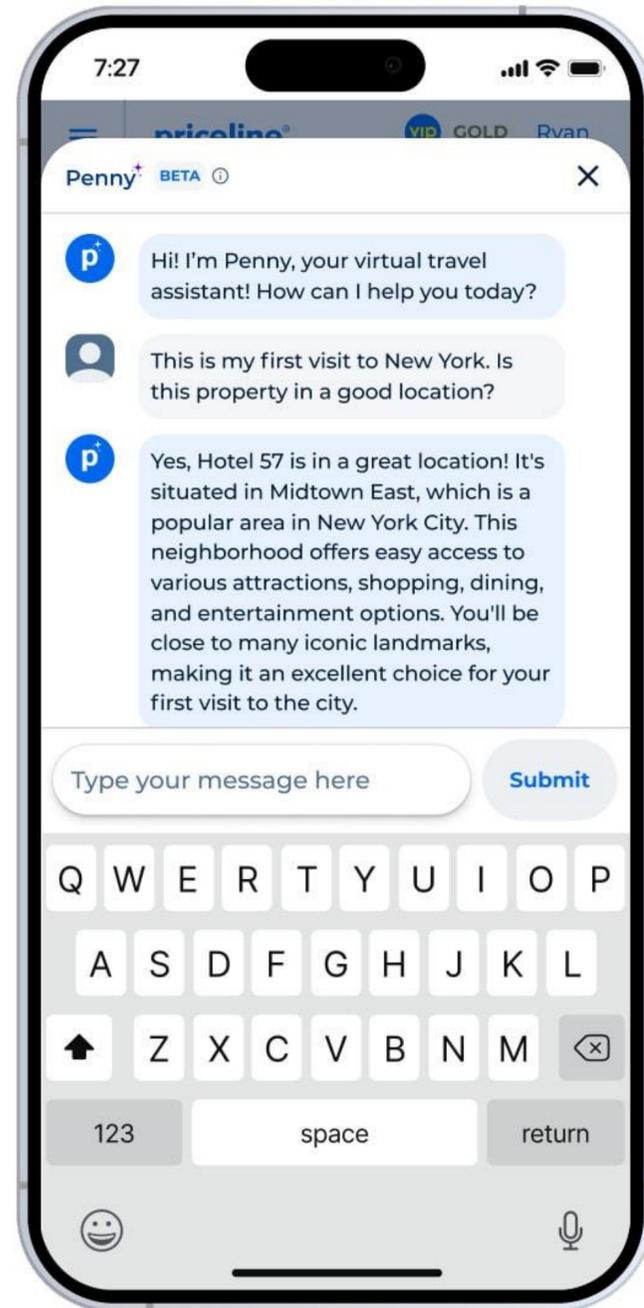
AI Generated Blogs

AI Generated Artwork

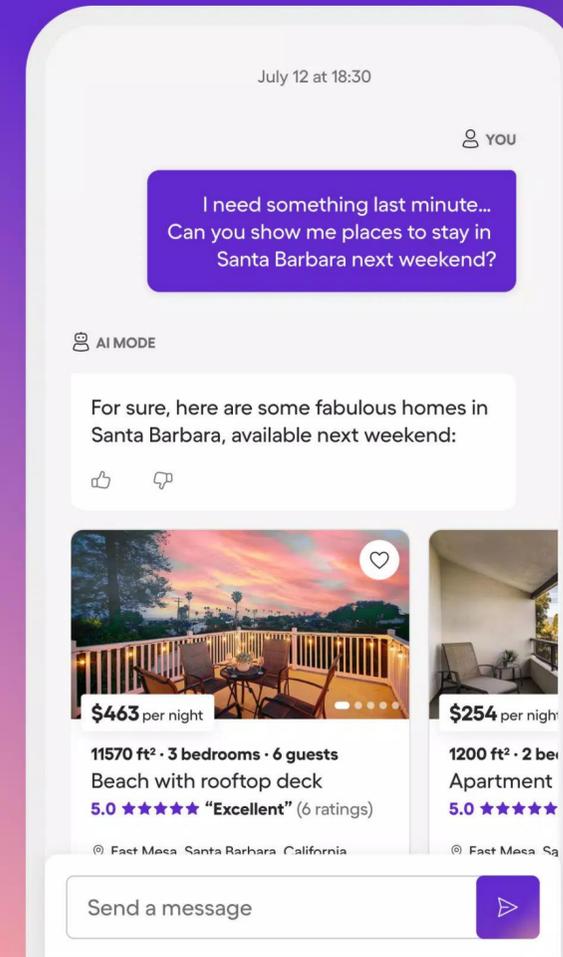


Intelligent Booking

priceline®



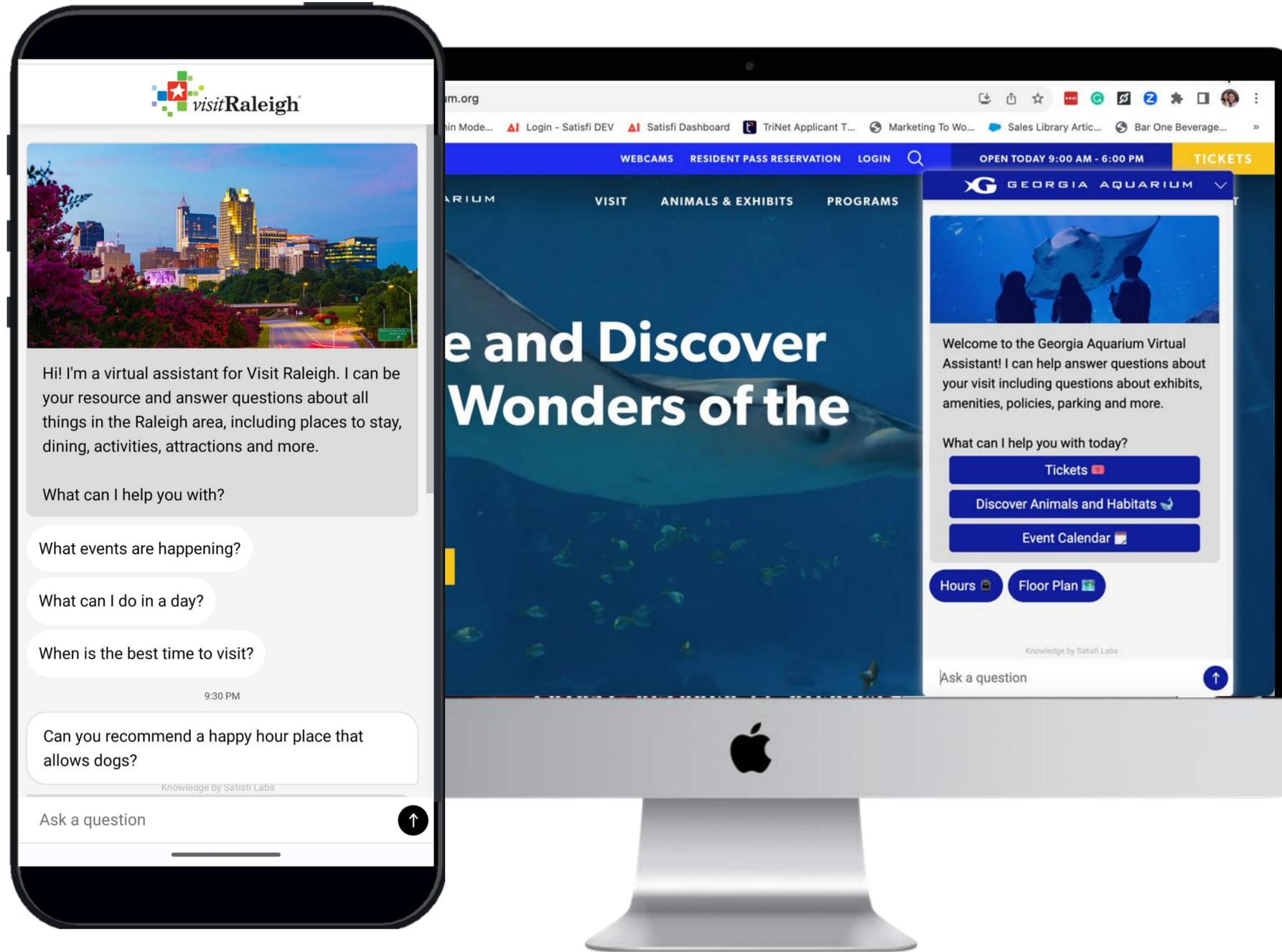
AI Mode: AI-powered travel planner



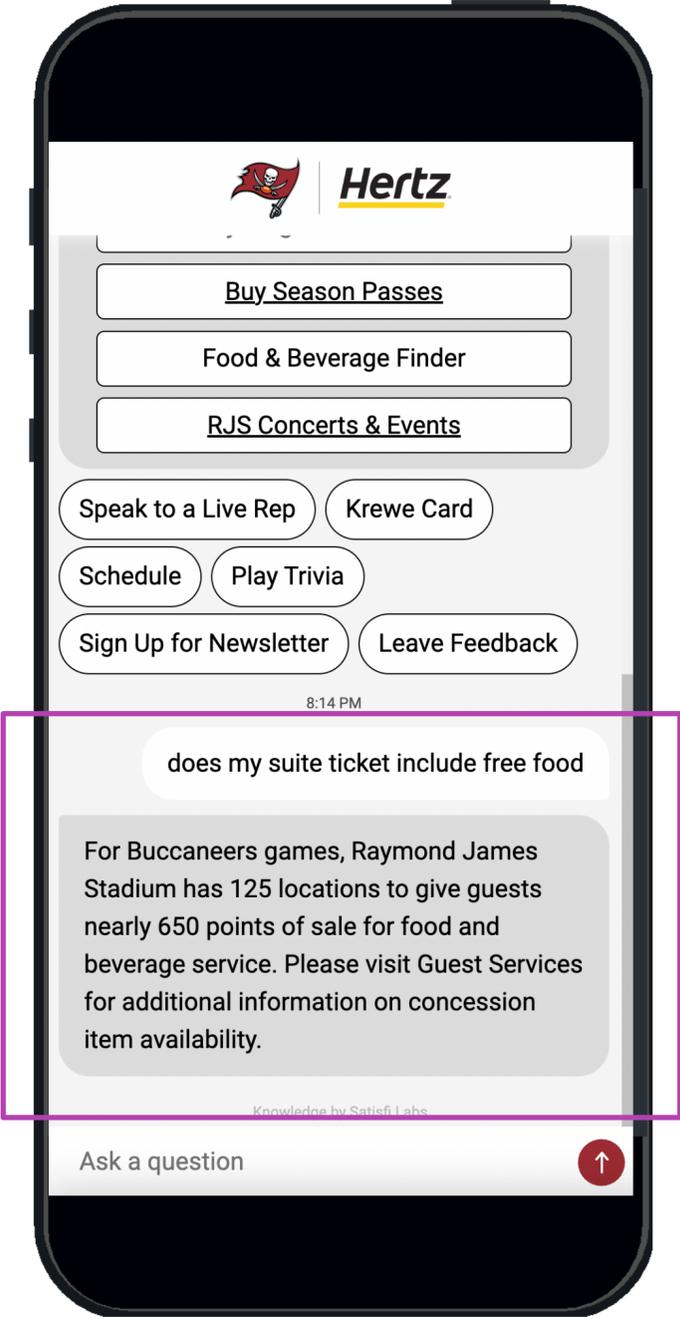
home
to go.



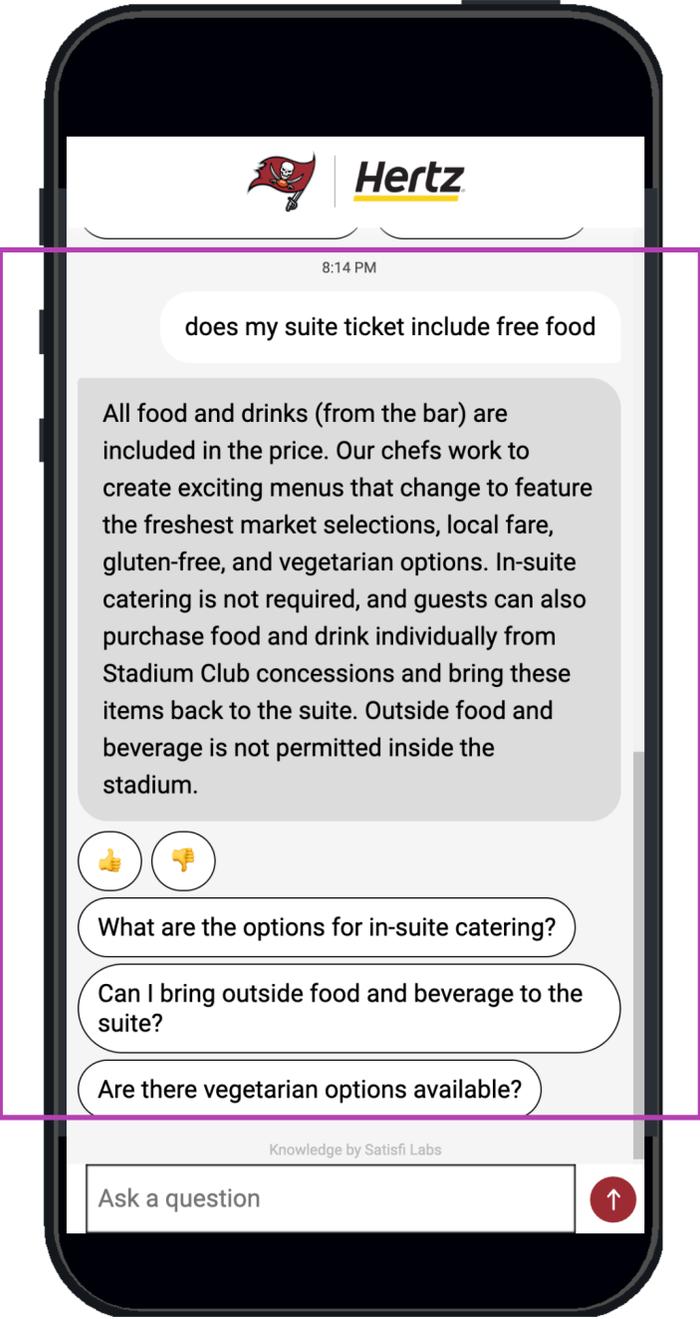
AI-powered Chat Experiences



Conversations Are More Informative with Gen AI

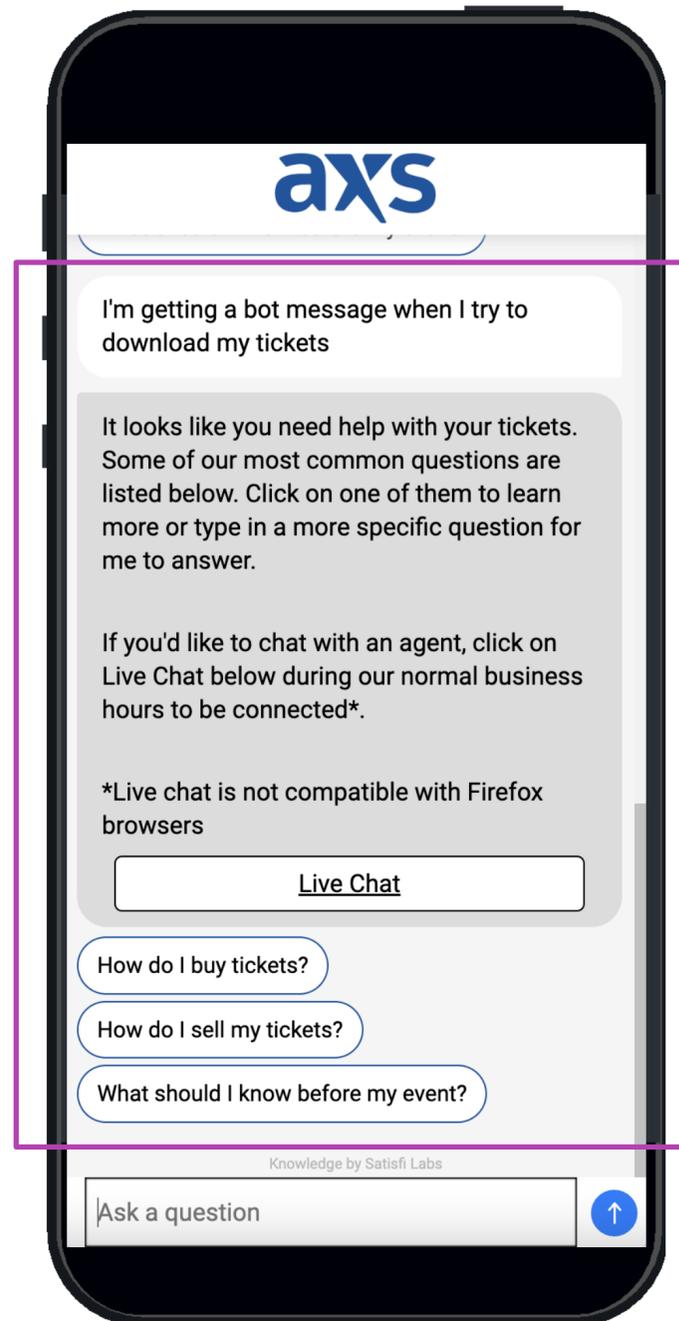


Intent mapped response

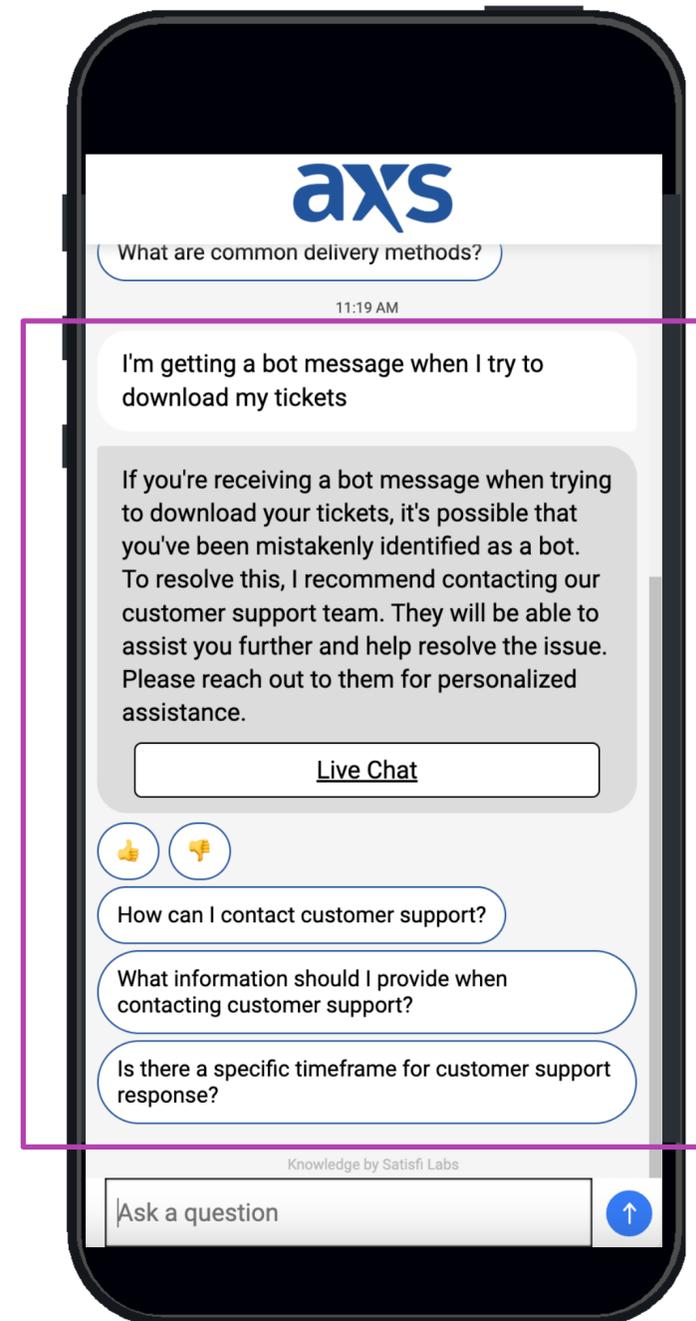


Context LLM

Conversations Are More Relevant with Gen AI

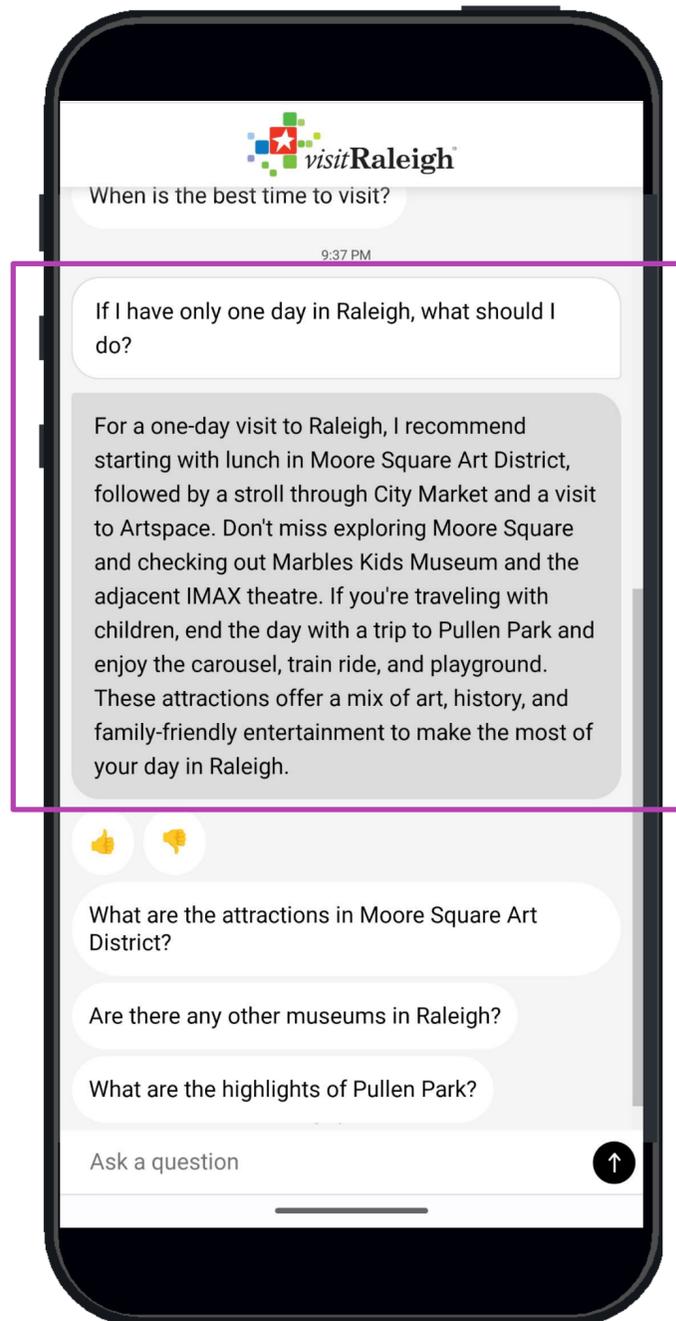


Context NLP

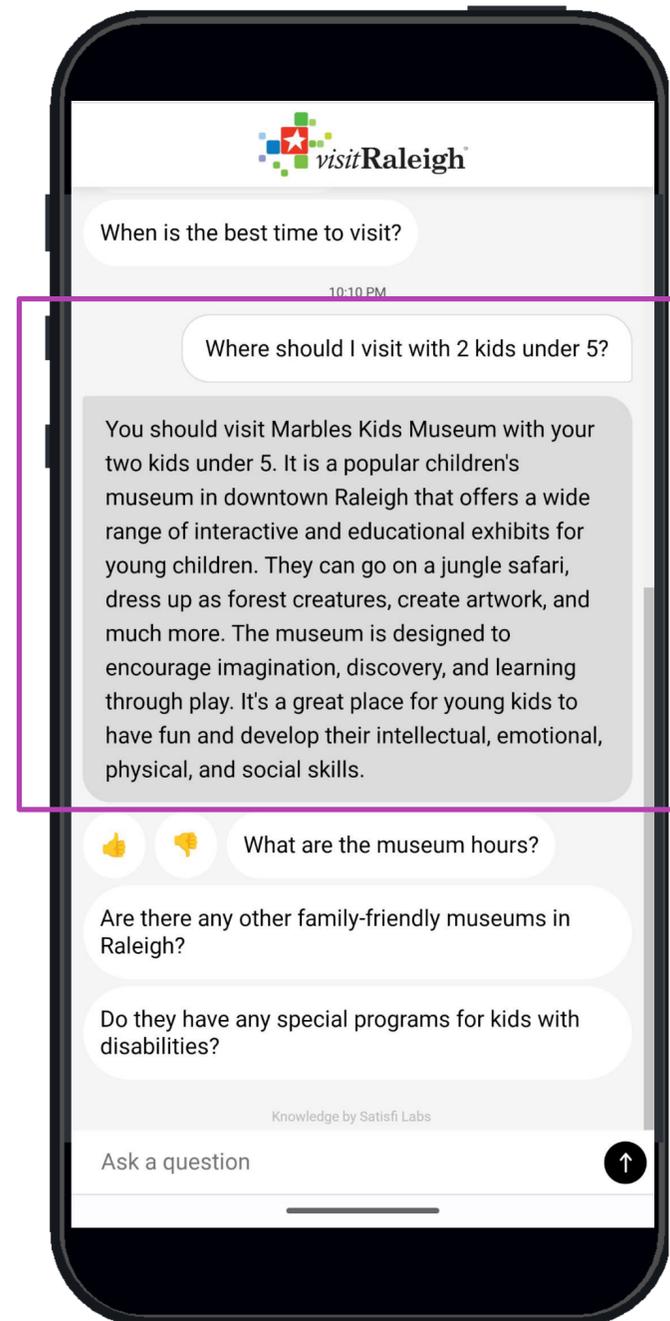


Context LLM

Conversations Are More Relevant with Gen AI



Specific



Personalized

Answer From Multiple Data Sources with Gen AI

Feeds

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visit greater palm springs

7:57 PM

where is the outlet mall?

The outlet malls in Greater Palm Springs are located about 25 minutes from downtown Palm Springs. The Cabazon Outlets are situated just 20 minutes west of Palm Springs on I-10, Exit 104. The Desert Hills Premium Outlets are also located 20 minutes west of Palm Springs. Both offer a wide range of stores and brands for discounted shopping.

👍 👎

What stores are at Cabazon Outlets?

What are the popular brands at Desert Hills Premium Outlets?

How far are the outlet malls from Los Angeles?

Knowledge by Satisfi Labs

Ask a question

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?

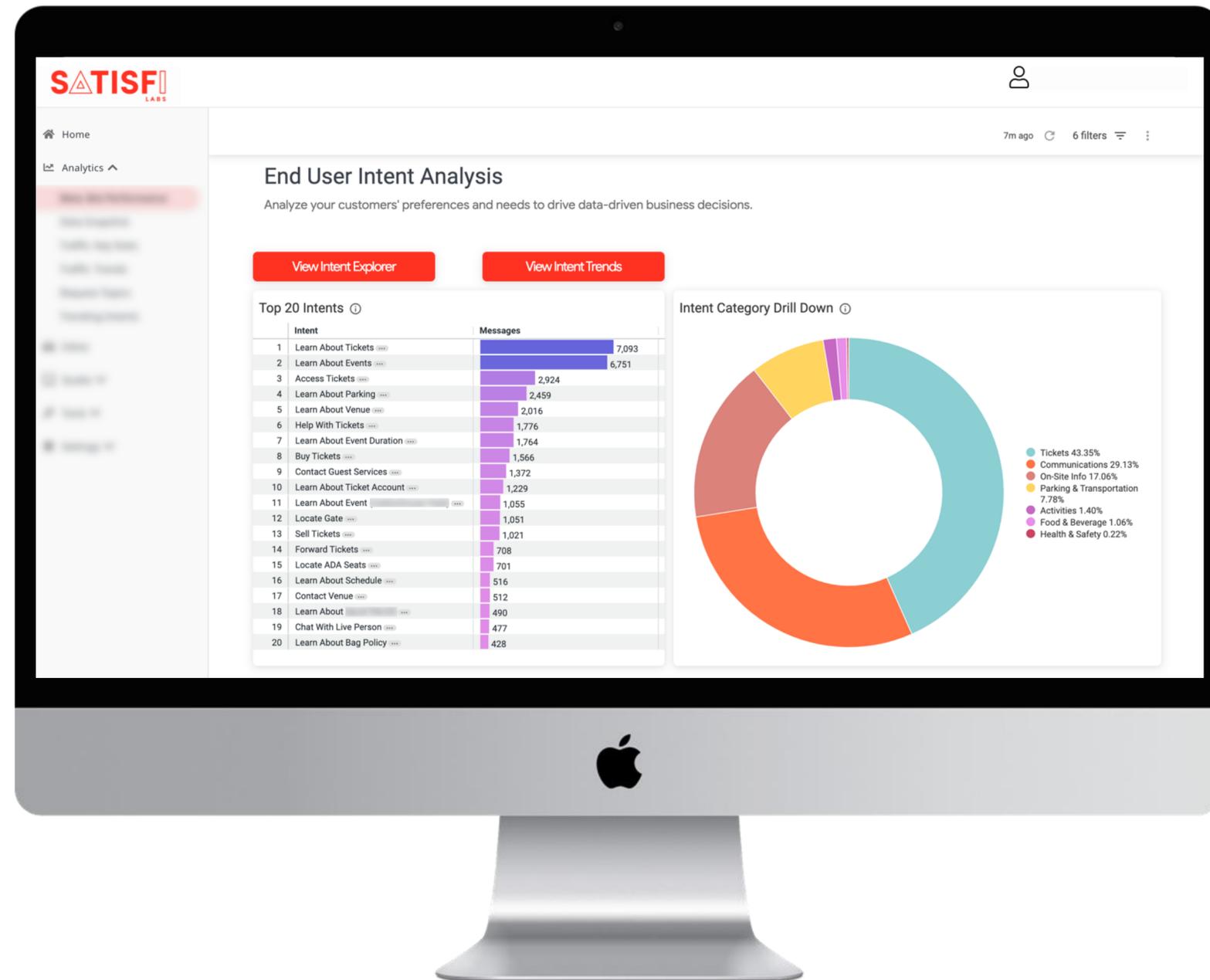
Where can I find vintage shops in Greater Palm Springs?

What are some popular shopping areas in Greater Palm Springs?

Knowledge by Satisfi Labs

Ask a question

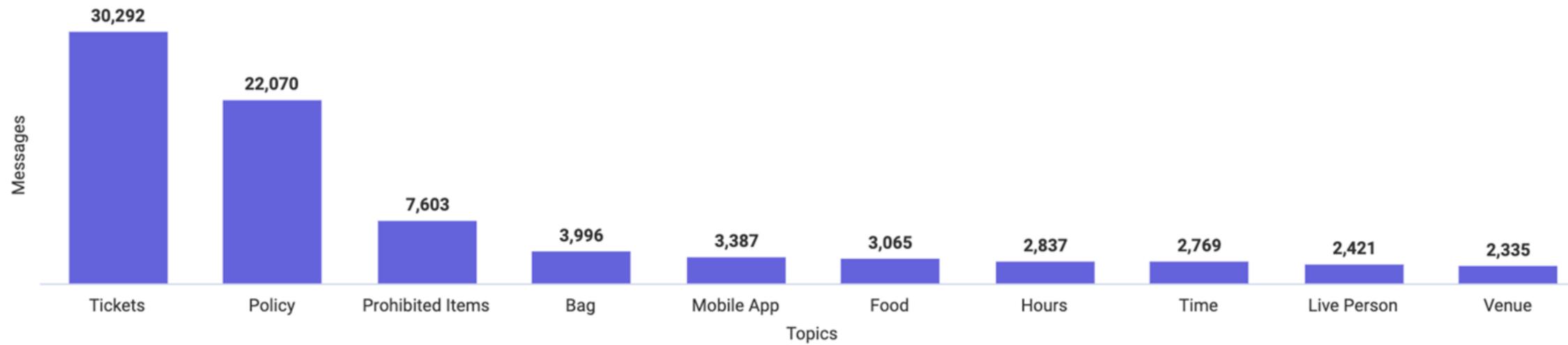
Contextual Insights



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%

Conversation Analysis

Analyze where in conversations the intent is most common, and what other intents are correlated.

2m ago

Filters

Selected Intent *

is Upgrade Tickets

Date Filter

is any time

Channel Type Filter

is any value

Page Filter

is any value

Language Filter

is any value

More • 11

2,838

Conversations

9% of Total

Intent Location In Conversations ⓘ



3

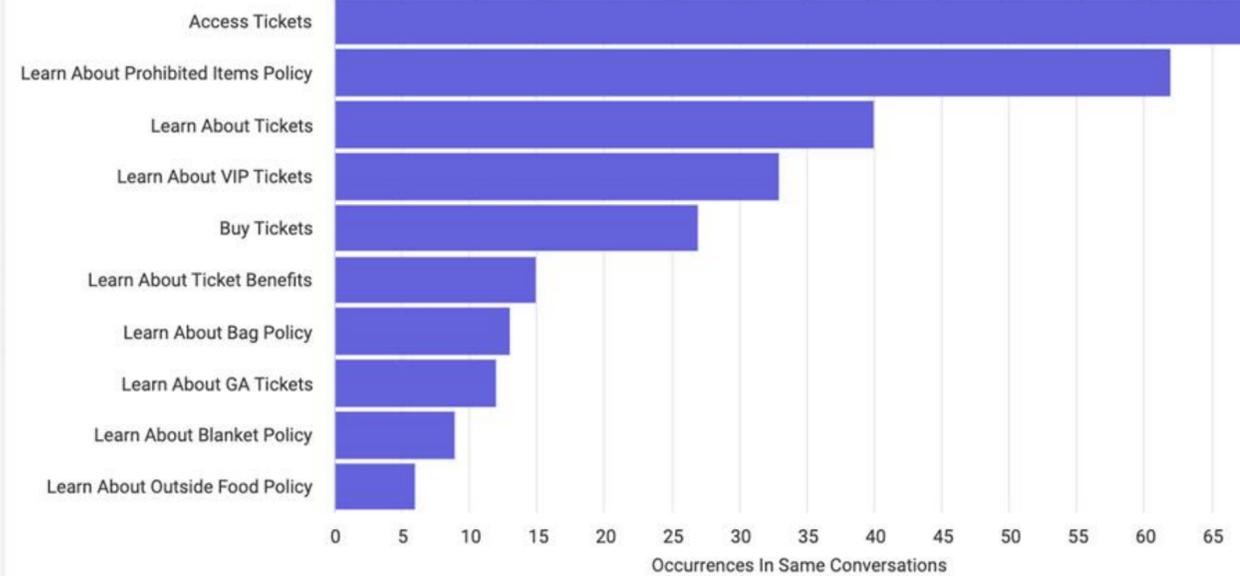
Click-Through Rate ⓘ

0% of Total

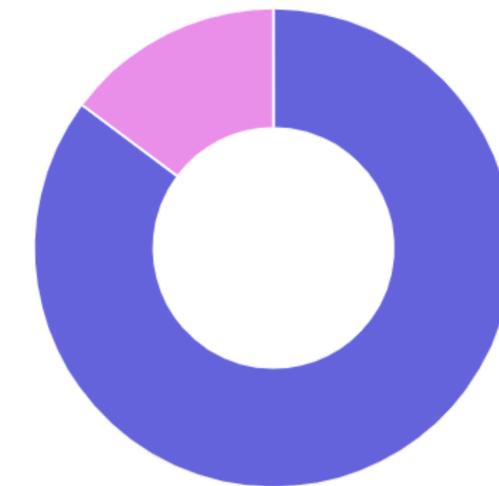
Select an option below to view the Top Related Intents.

Preceding Intents

Following Intents



Message Source ⓘ



Messages From Button 85.23%
Messages From User Input 14.77%



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

when is pink?

P!NK is performing on Saturday, June 24th and Sunday, June 25th. Gates open at 14:00 for both shows.

What time does P!NK perform?

Who else is performing on June 24th?

Are there any upgrades available for P!NK's show?

Knowledge by Satisfi Labs

VS.

when is pink

Gates open at 14:00 for P!NK's Summer Carnival. Keep an eye on the schedule tab on the app for up to date start times.

What other shows are there?

Can I bring a picnic blanket?

Is smoking allowed indoors?

what time is pink

Gates open at 14:00 for P!NK's Summer Carnival. Keep an eye on the schedule tab on the app for up to date start times.

Is there a schedule?

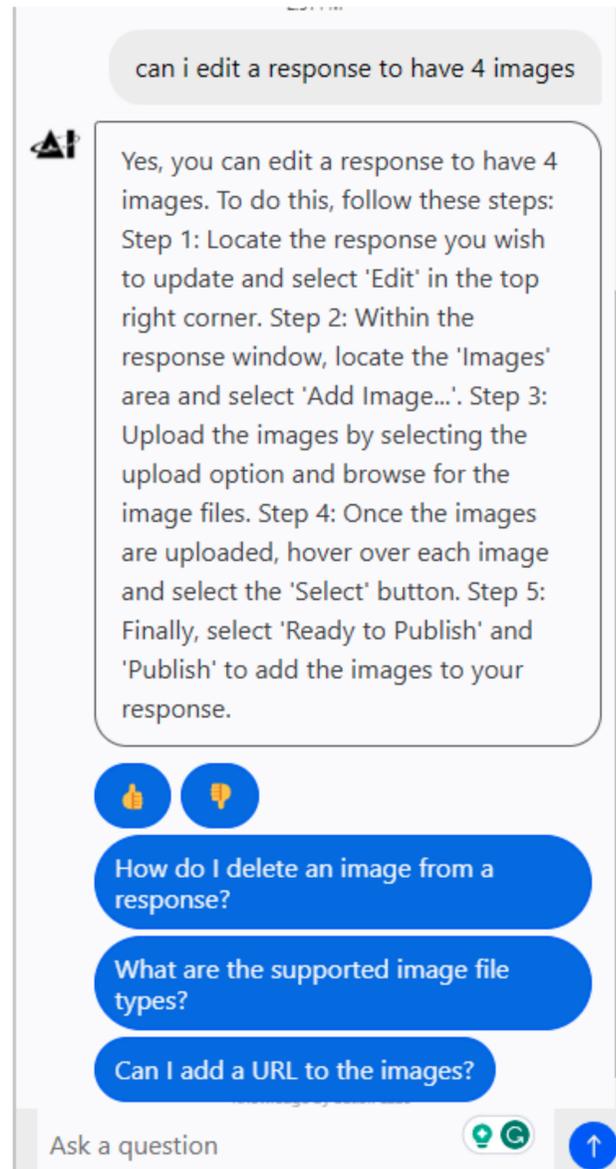
What other shows are there?

Where can I download the app?

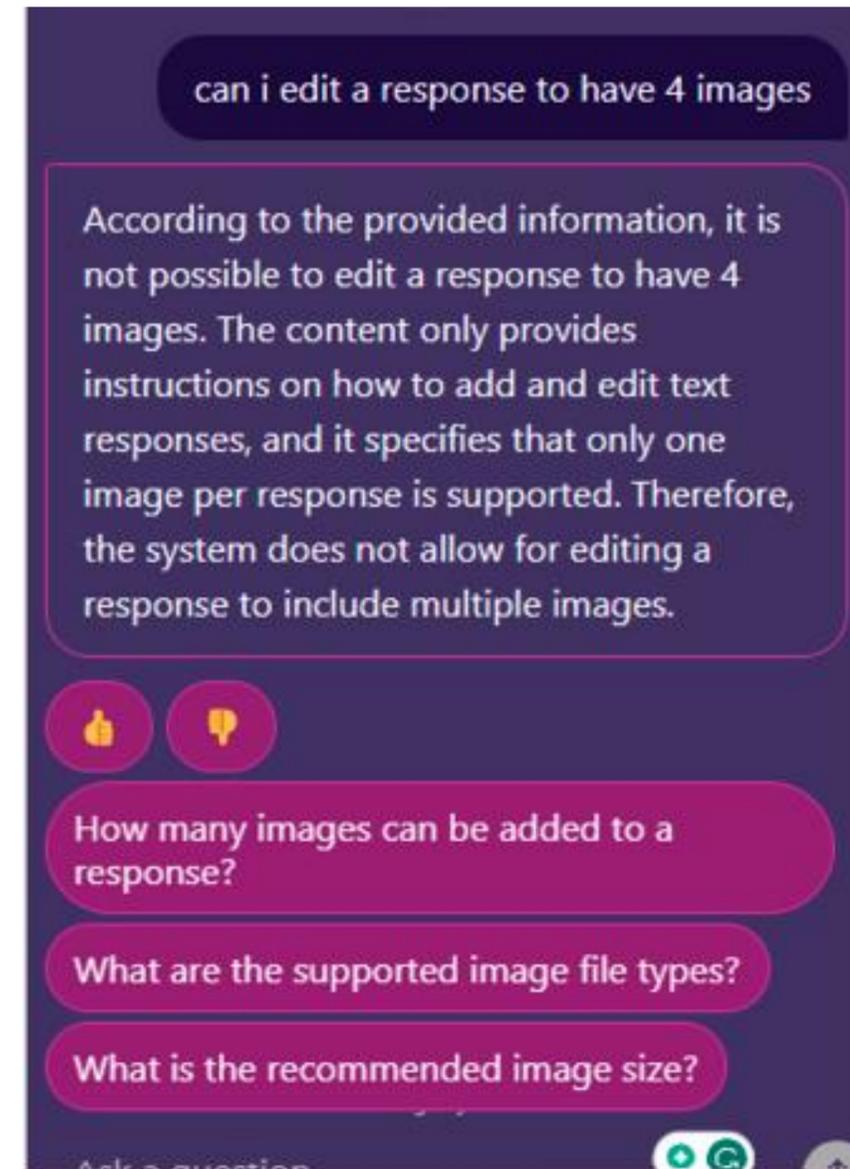
Ask a question



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.

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.

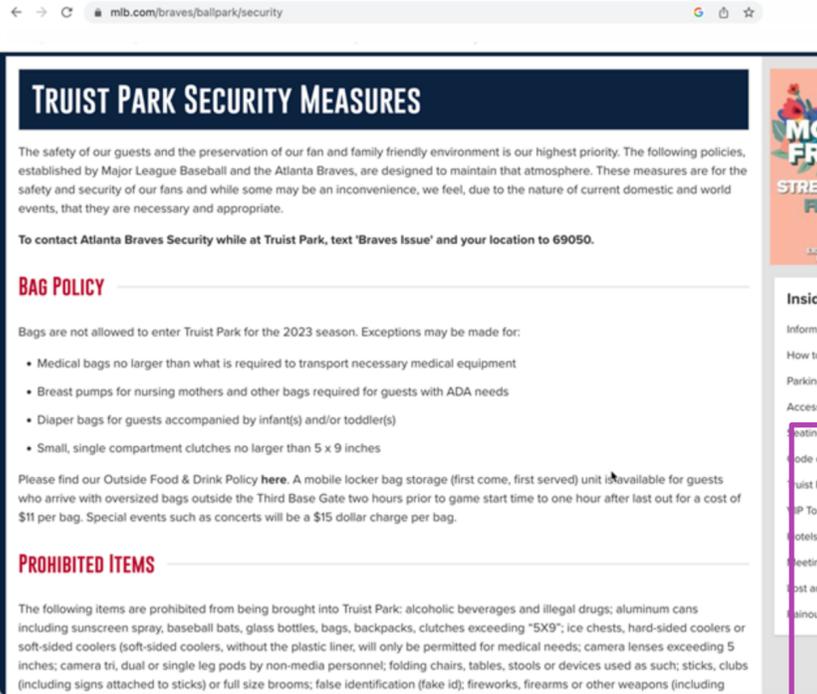
where should i get off the bus if i want to see staten island

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.

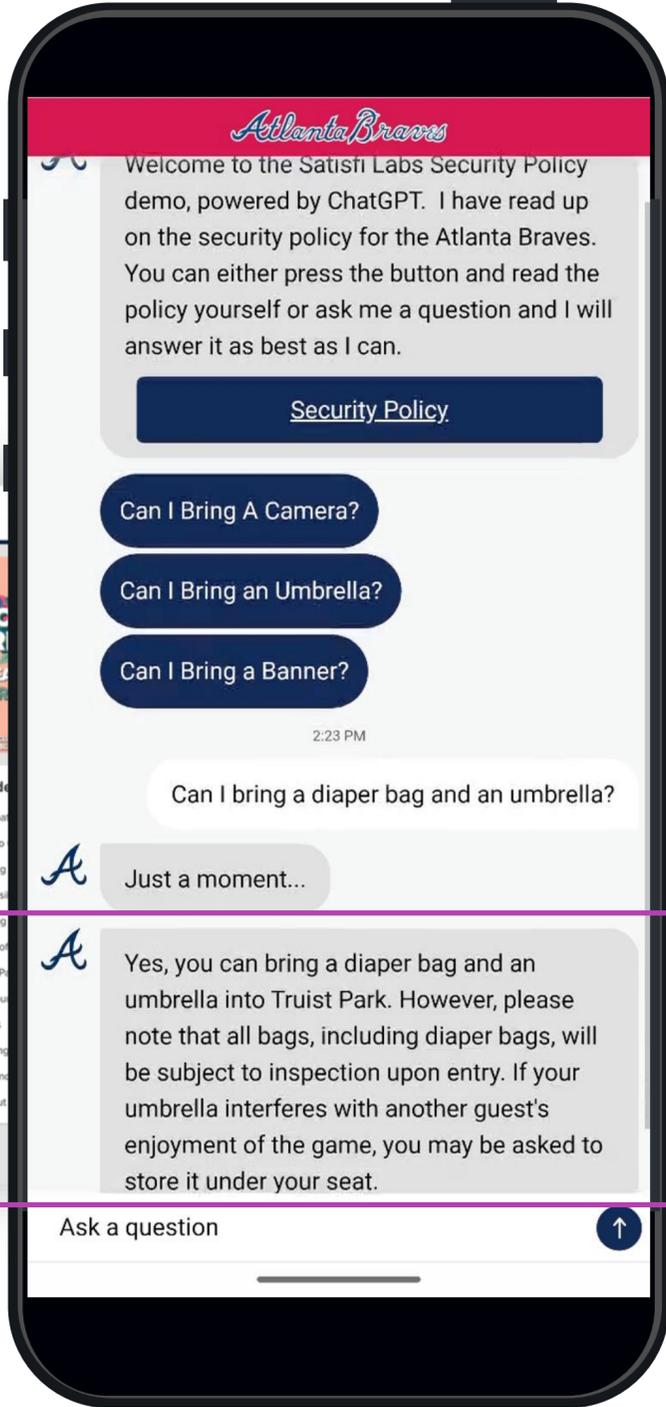
[Find a Stop](#)

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



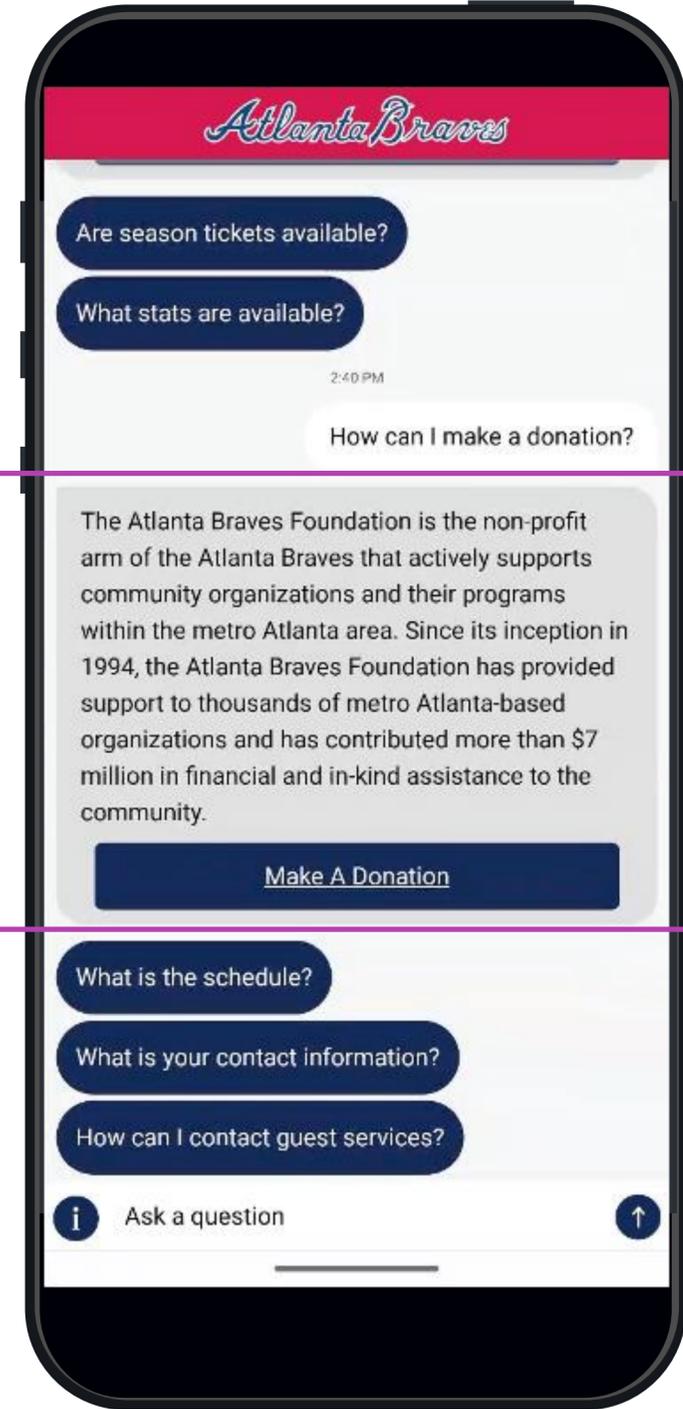
Generated answer



Prewritten Answers

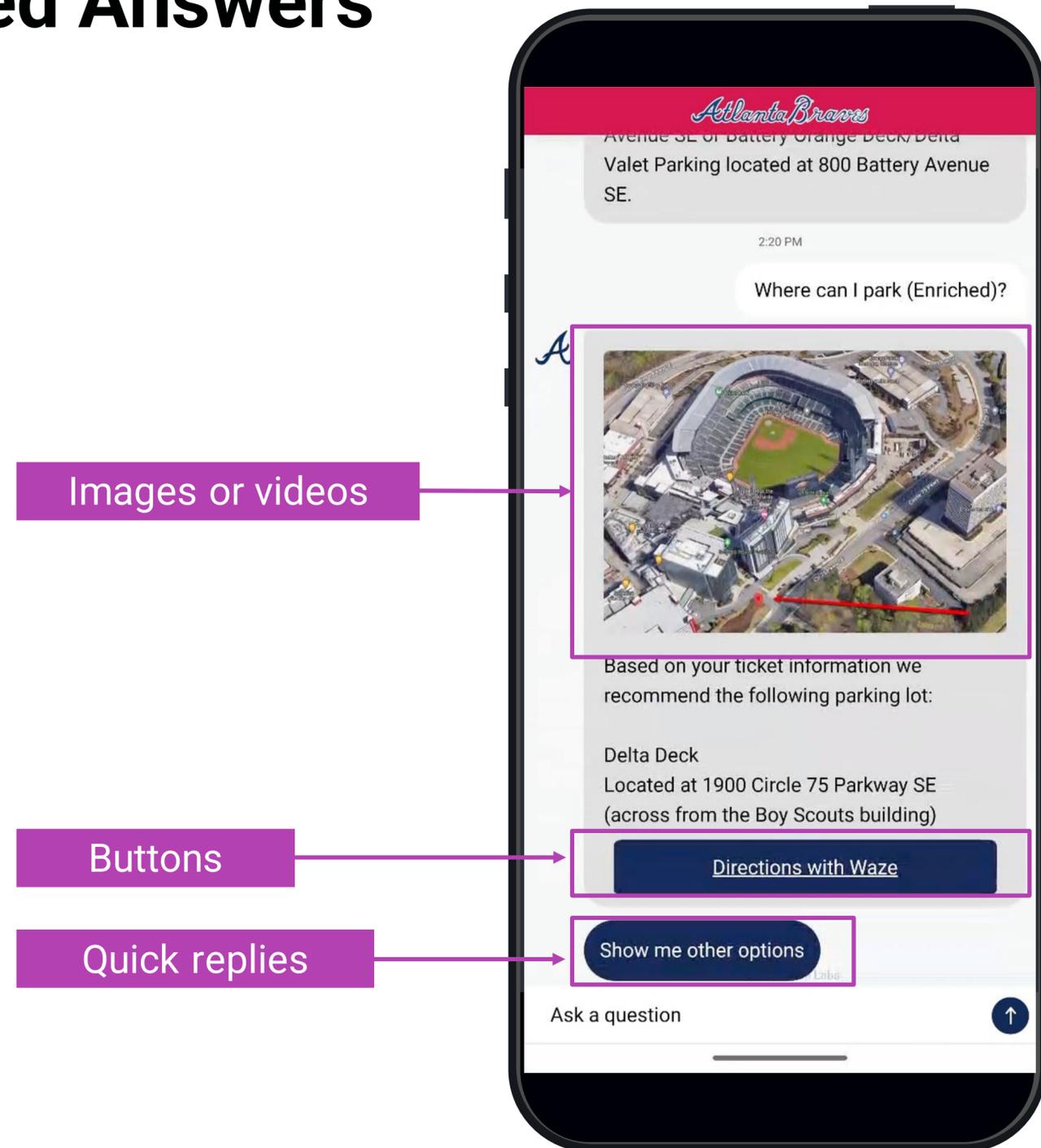
- Answers that are written in advance and surface to the user exactly as written.
- Pre-written answers take precedence over generated responses, ensuring that when highly specific information is required, the pre-written response will always override the generated one.

Prewritten answers are managed by the Context Response System



Enriched Answers

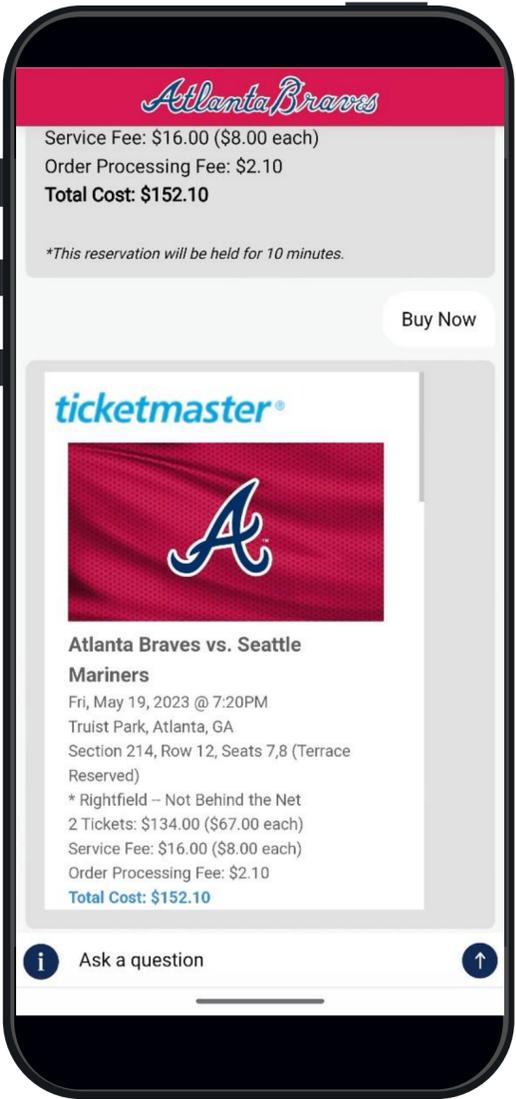
- Enrichments are actionable items that can be added to the text response, such as buttons, images, videos, and quick replies.
- Enrichment can be added to any prewritten answer.
- Generated responses can include limited automated enrichment.



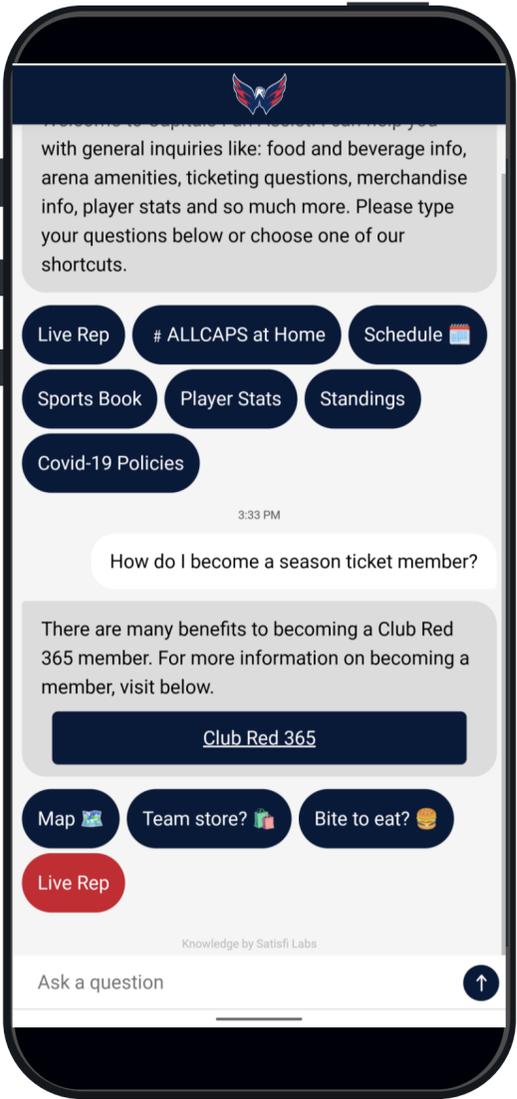
Contextual LLM Response System Handles Transactional Answers

Transactional answers are conversation flows that result in:

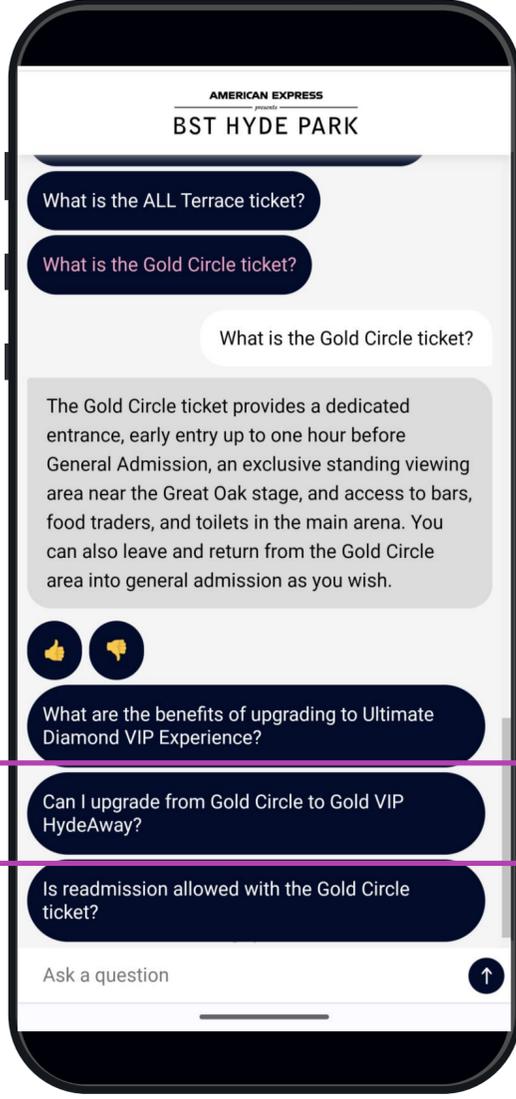
- A purchase in chat (via integration)
- Escalation to a live agent to complete
- Guiding users to purchase decision from other question



Transact tickets in chat with integrations



Escalate high value questions to a live agent



Drive non-rev questions to revenue quick reply

