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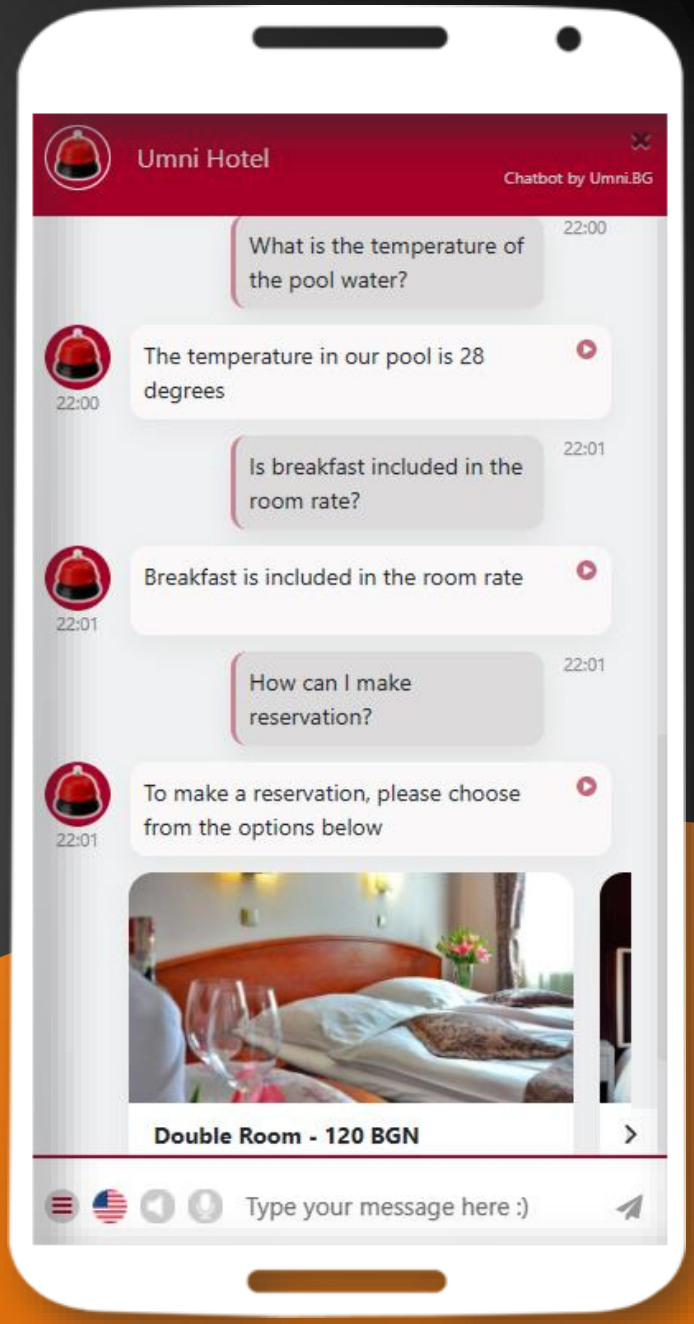
Tourism & Hospitality AI Chatbot

Your smart conversational tool to
Sell. Save. Delight – more, 24/7

Demo in Action

Book a Demo call

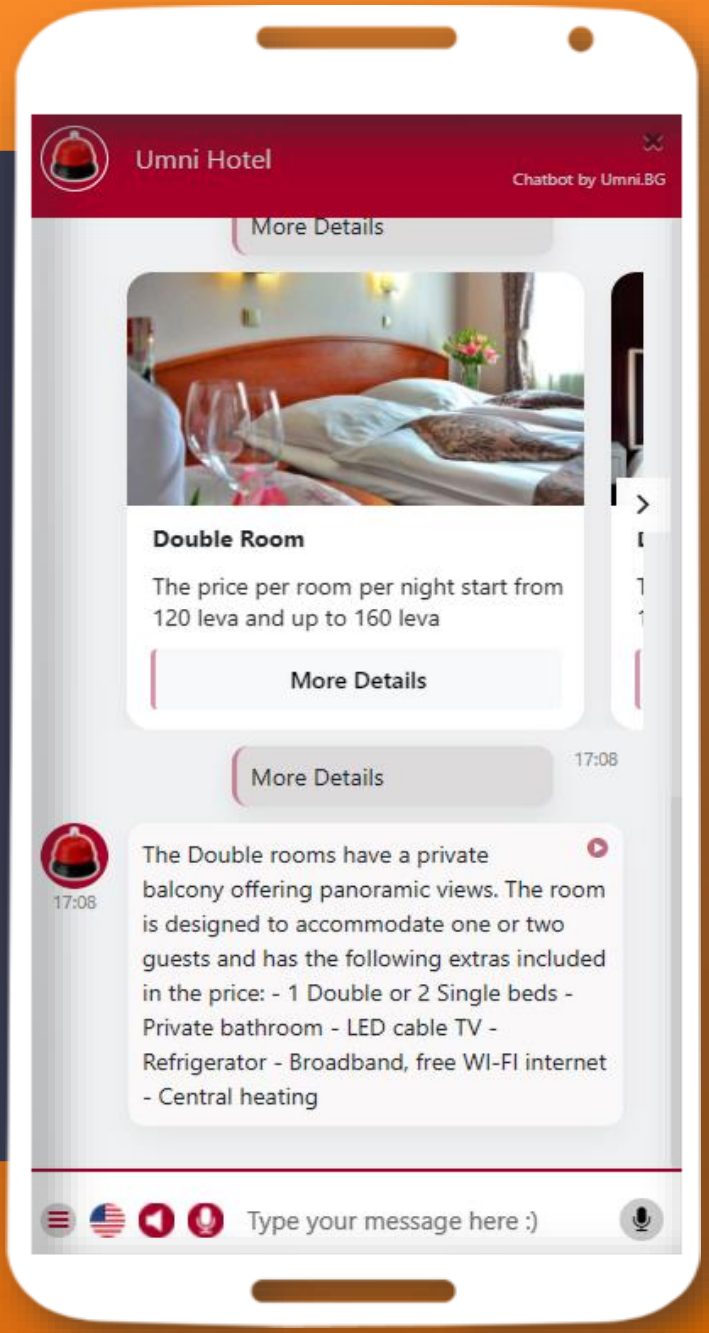


Over 20 years of experience in hospitality!
From a hotelier back to hospitality!

umni.bg
hotel-chatbot.com

Umni

- ✓ **A no-code** platform for creating, managing and using AI Assistant (Chatbot) by the business team for a website <u>without technical knowledge and skills</u>
- ✓ The website's chatbot is used for **marketing, sales, and customer support, for HR and other,** and allows businesses to reduce costs, optimize staff performance and increase **direct bookings** and **service inquiries**
- ✓ **First-** and **Zero party data** collection tool
- ✓ **Fast, easy and affordable tool** both in technology & financially



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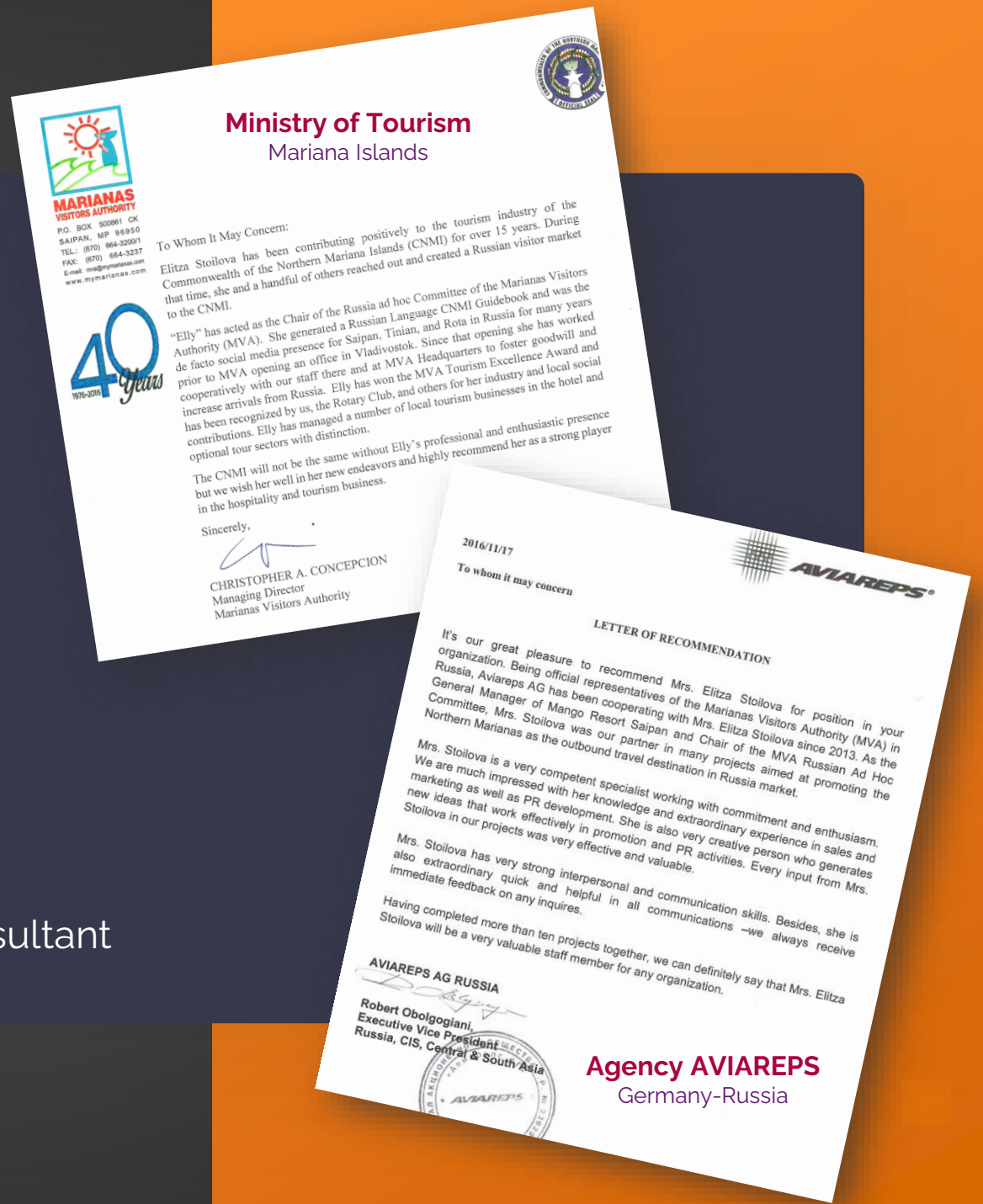
Our Expert:

Elitza STOILOVA
Co-founder & CEO, Umni

- ✓ Over **20 years** in hospitality
- ✓ General manager of hotel
- ✓ General manager of tour operator
- ✓ Twice awarded Destination marketing consultant



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40 Years 1976-2016

Ministry of Tourism
Mariana Islands

To Whom It May Concern:

Elitza Stoilova has been contributing positively to the tourism industry of the Commonwealth of the Northern Mariana Islands (CNMI) for over 15 years. During that time, she and a handful of others reached out and created a Russian visitor market to the CNMI.

"Elly" has acted as the Chair of the Russia ad hoc Committee of the Marianas Visitors Authority (MVA). She generated a Russian Language CNMI Guidebook and was the de facto social media presence for Saipan, Tinian, and Rota in Russia for many years prior to MVA opening an office in Vladivostok. Since that opening she has worked cooperatively with our staff there and at MVA Headquarters to foster goodwill and increase arrivals from Russia. Elly has won the MVA Tourism Excellence Award and has been recognized by us, the Rotary Club, and others for her industry and local social contributions. Elly has managed a number of local tourism businesses in the hotel and optional tour sectors with distinction.

The CNMI will not be the same without Elly's professional and enthusiastic presence but we wish her well in her new endeavors and highly recommend her as a strong player in the hospitality and tourism business.

Sincerely,

CHRISTOPHER A. CONCEPCION
Managing Director
Marianas Visitors Authority

2016/11/17

To whom it may concern

AVIAREPS

LETTER OF RECOMMENDATION

It's our great pleasure to recommend Mrs. Elitza Stoilova for position in your organization. Being official representatives of the Marianas Visitors Authority (MVA) in Russia, Aviareps AG has been cooperating with Mrs. Elitza Stoilova since 2013. As the General Manager of Mango Resort Saipan and Chair of the MVA Russian Ad Hoc Committee, Mrs. Stoilova was our partner in many projects aimed at promoting the Northern Marianas as the outbound travel destination in Russia market.

Mrs. Stoilova is a very competent specialist working with commitment and enthusiasm. We are much impressed with her knowledge and extraordinary experience in sales and marketing as well as PR development. She is also very creative person who generates new ideas that work effectively in promotion and PR activities. Every input from Mrs. Stoilova in our projects was very effective and valuable.

Mrs. Stoilova has very strong interpersonal and communication skills. Besides, she is also extraordinary quick and helpful in all communications –we always receive immediate feedback on any inquires.

Having completed more than ten projects together, we can definitely say that Mrs. Elitza Stoilova will be a very valuable staff member for any organization.

AVIAREPS AG RUSSIA

Robert Obolgogiani,
Executive Vice President
Russia, CIS, Central & South Asia

Agency AVIAREPS
Germany-Russia

Over 20 years of experience in hospitality!

Umni's Recognition

UNWTO Innovation Champion 2023

Winner of a Global Startup Competition for **Innovation and Digitalization for Island Destinations** by **UNWTO**
(United Nations World Tourism Organization)

16 March'23, Las Palmas, Canary Islands

Project:
Island AI Concierge - the island tourist AI digital Assistant

Member of UNWTO Innovation Circle

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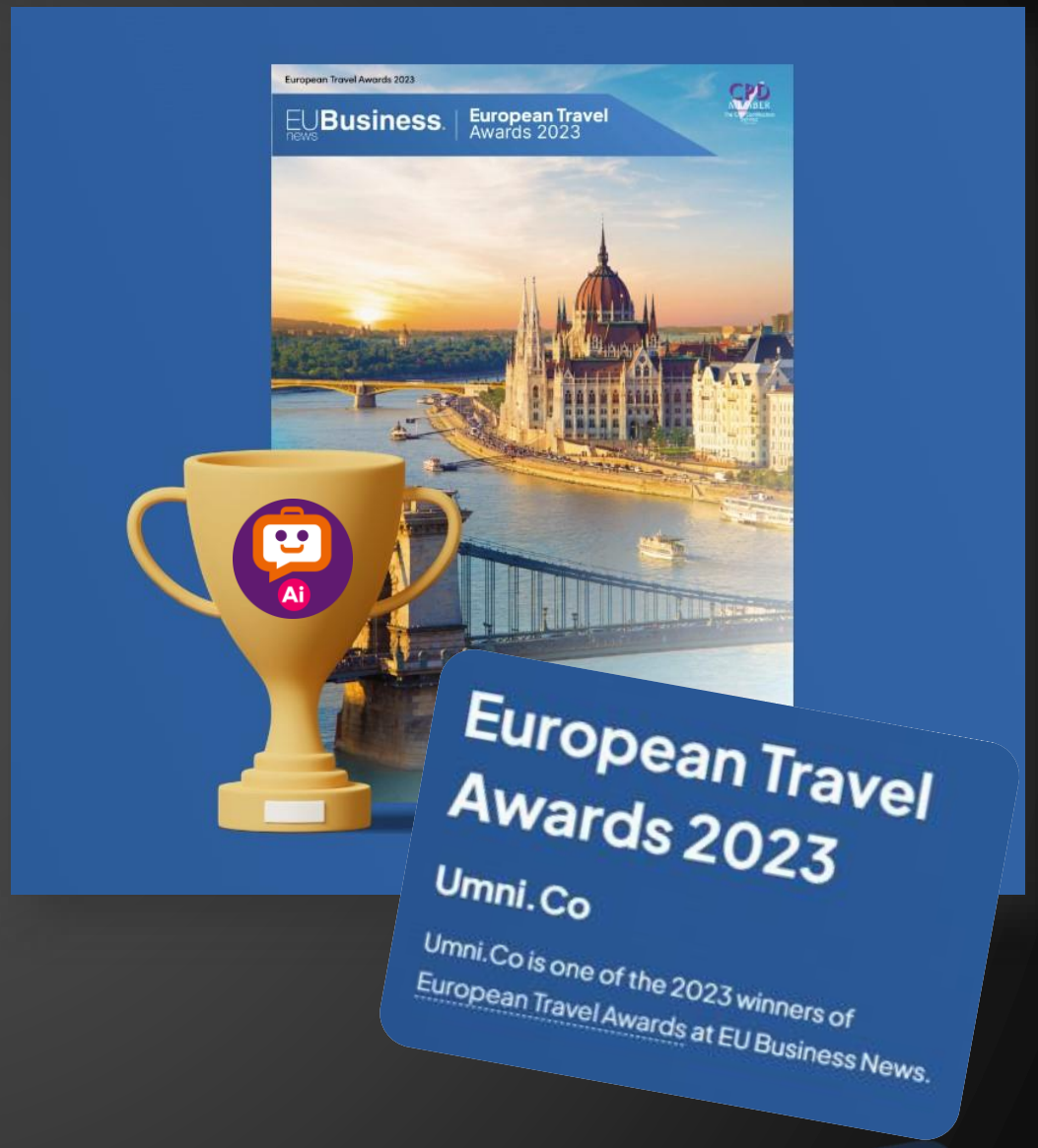
Best Hotel & Travel Communication AI Service 2023 – Bulgaria

2nd EU Business News' **European Travel Awards 2023**

July'23



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Innovation in Tourism

Special Award of the Ministry of Tourism of Bulgaria - 2023

Dec'23

- **Best Hotel and Restaurant Software of 2019**
  3rd National Conference Smartourism.bg'19
- **Top 5 innovative tourism projects**. Innovation category
  Annual Awards of the Ministry of Tourism of Bulgaria'19
- **Innovation in Tourism, 2018**
  (Balkan Tourism Industry Awards, 2018)

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Tourism Customers

- ✓ **City Tourism AI Concierge**
- ✓ **4- and 5-star hotels**
  Resorts, SPA & Medical, Casino and others
- ✓ **TEZ Tour**
  The largest tour operator in Balkans and Bulgaria
- ✓ **Small family-owned** properties
  Hotels, guesthouses
- ✓ **Apartments for rent**
- ✓ **SPA centers, wellness and other**

TEZ tour

More hotel customers here

Hello, how can I help you?

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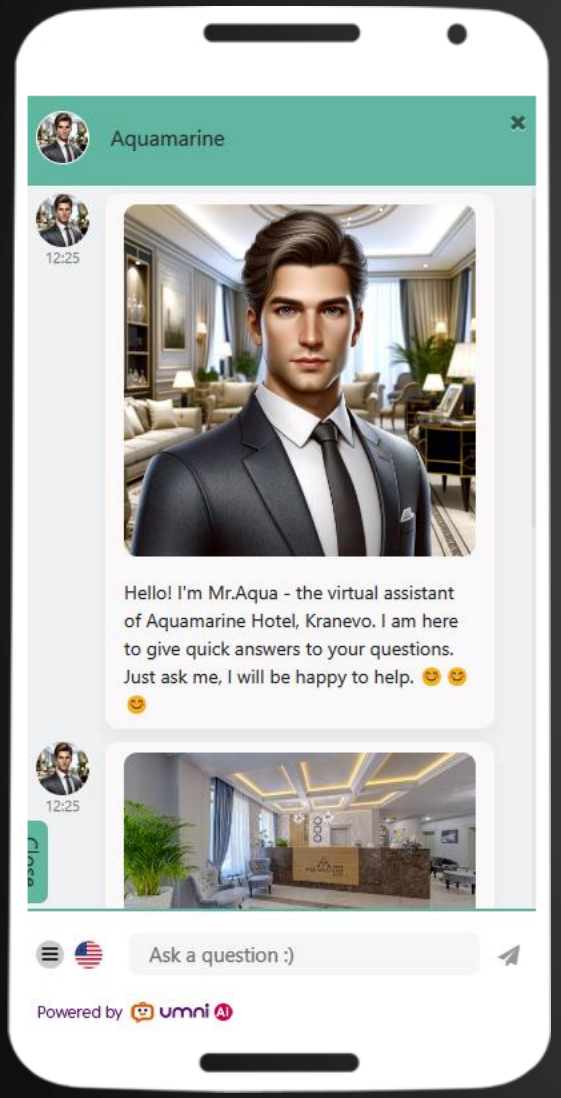

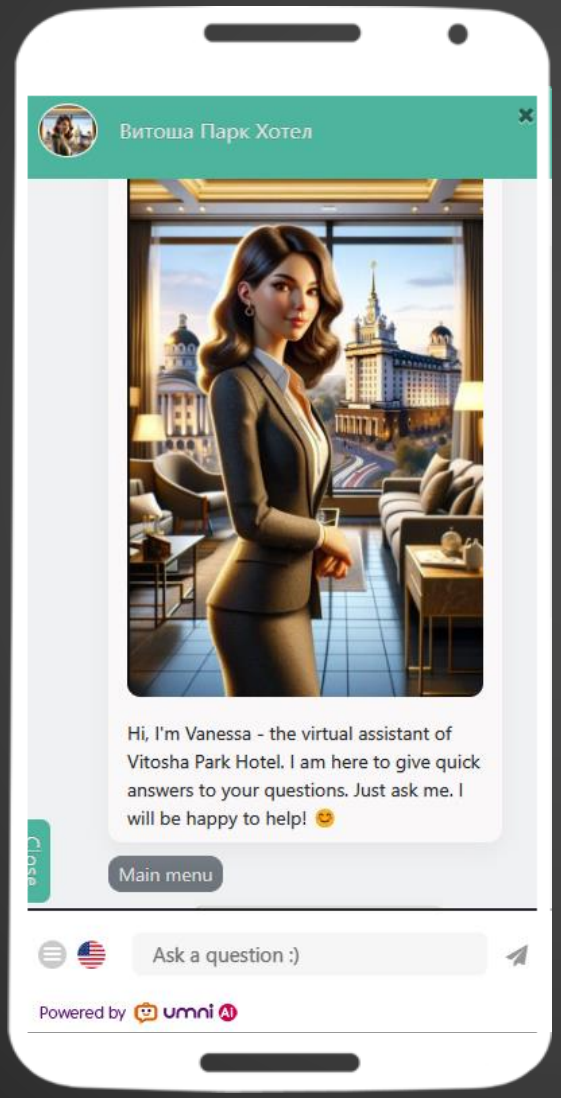

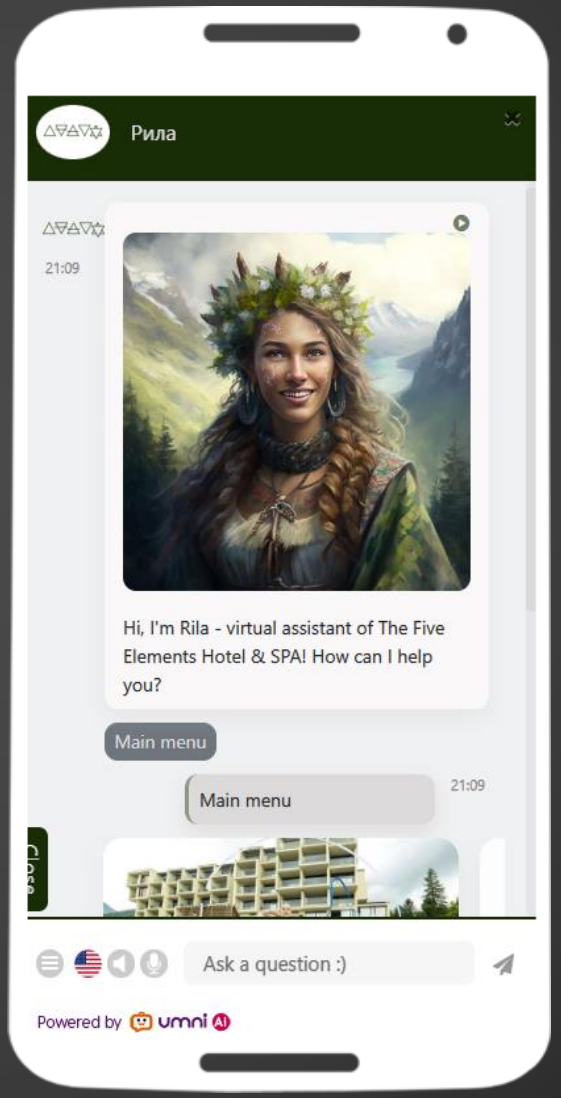

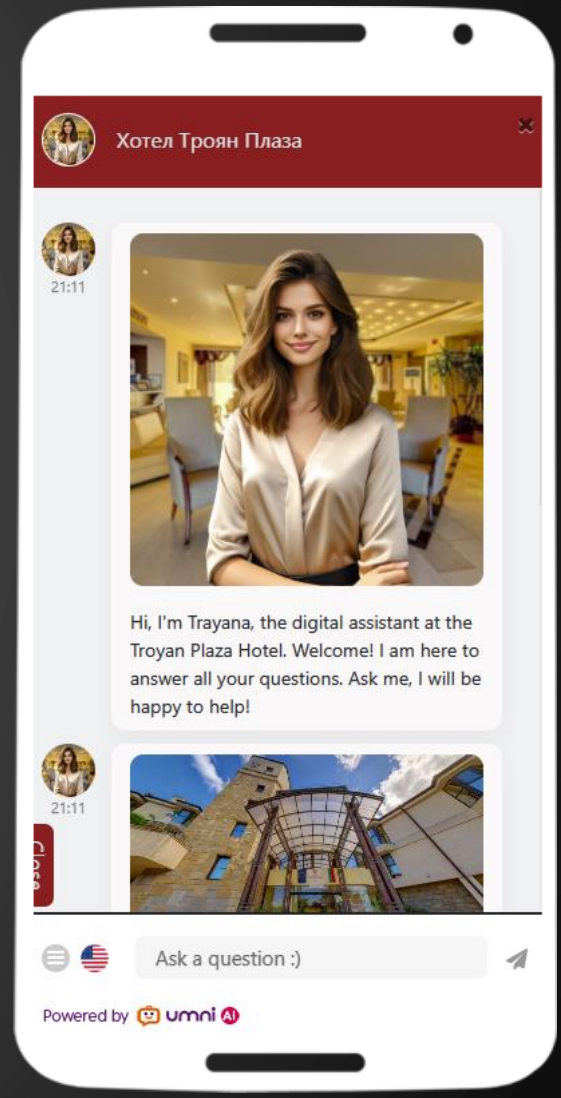

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AI Chatbot Results in 3 Words:

Customized AI chatbot, personalized assistance: Before, during and after the guest stay

✓ Sell

- personalized offers
- booking & service requests
- event registration, etc.

✓ Save

- working hours
- resources

✓ Delight

- customers **online** experience
- customers **offline** experience
- staff - assistant and "coach“
- website experience
- multilanguage assistance *
- **24/7, instantly**
- **unlimited conversations with unlimited users**

* **28 European languages** (including CEE) + **Chinese**
Other languages are upon demand

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Our customers report:

- ✓ **Night chatting:** 35% - 52%
- ✓ **Night bookings:** up to 40%
- ✓ **Bookings:** up to 50% of all
- ✓ **Conversion:** ~30%
- ✓ **Repeaters:** up to 70%
- ✓ **FAQ:** up to 95%
- ✓ **11 interactions**/user
- ✓ **Savings:** 5-12 min/user

success

Saving up to 7000 working hours per business annually

(SMEs)

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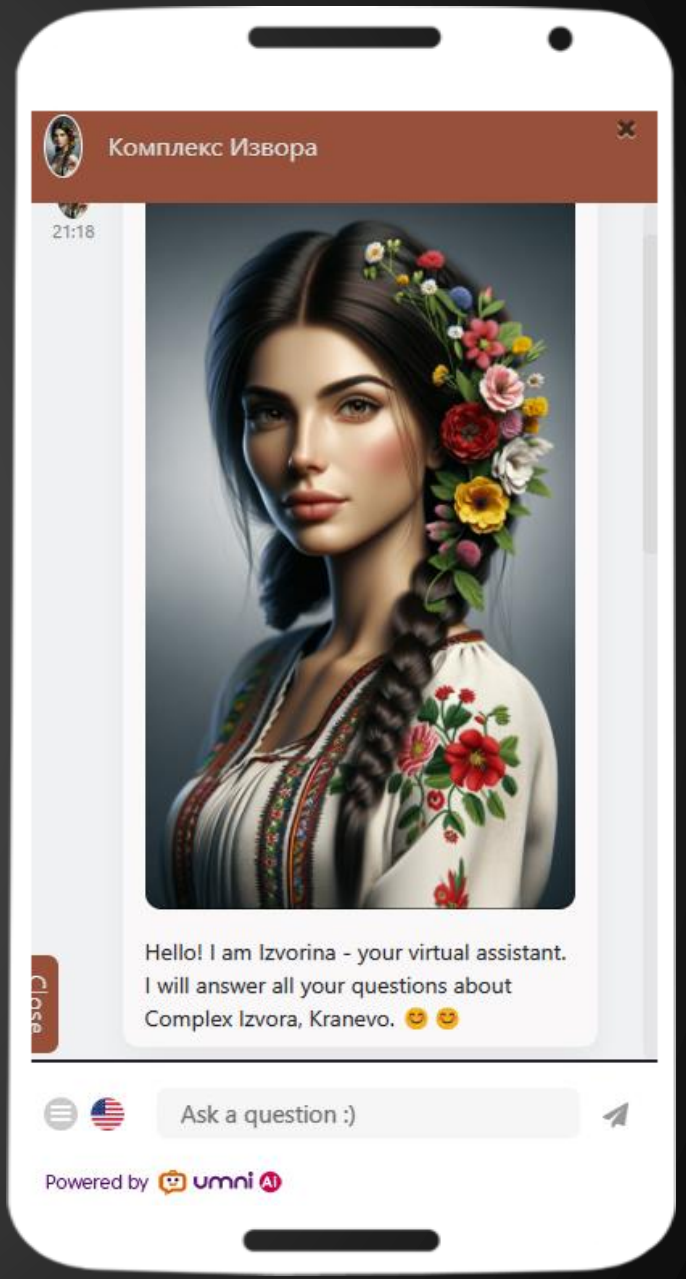
AI Chatbot: Fast, Easy, Flexible

- ✓ **A customized solution** enhancing the website/mobile app
- ✓ **1-click** and **Zero-click** accessibility by users for instant support and actions
- ✓ **Easy to use** – for both guests and the hotel team in charge
- ✓ Instant **multilanguage** assistance
- ✓ **Integration** to over **6500 systems** to **automate tasks**
- ✓ **Full control** over data and content by the hotel team
- ✓ Instant **updates** – create content in minutes
- ✓ **Flexible usage** – multiple use cases within 1 AI chatbot
- ✓ **Reliable support**
- ✓ **Unique expertise:** hospitality + AI chatbots



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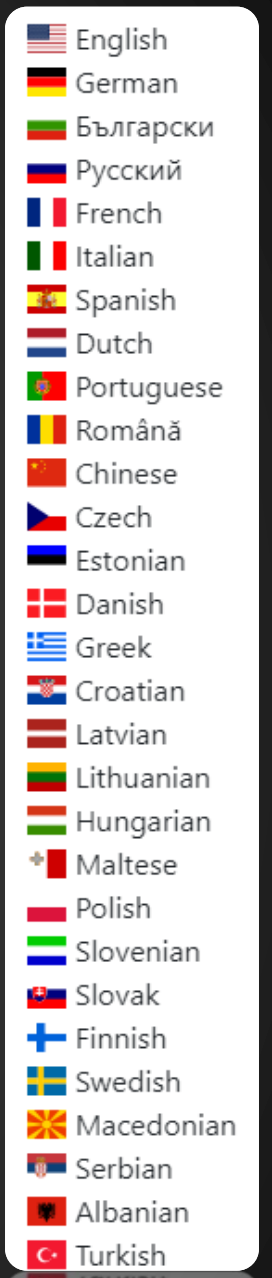
AI Chatbot **Benefits:**

- ✓ **Answers questions,** extending **working hours** to **24/7**
- ✓ **Handle requests** and **bookings**
- ✓ **Trigger tasks automations** outside the Chatbot
- ✓ **Encourage direct bookings** and **upsells**
- ✓ **Makes customer communication more efficient:**
  before, during and after the customer trip/stay
  with access from anywhere online and offline
  – 1-click or Zero-click experience
- ✓ **Support marketing efforts** (social media, e-mail marketing, collaterals, Smart TV, etc.)
- ✓ **Support employees** with **information**
- ✓ **Improve** website **experience**
- ✓ **Improve** overall **customer experience**

* **28 European languages** (including CEE) + **Chinese**
Other languages are **upon demand**



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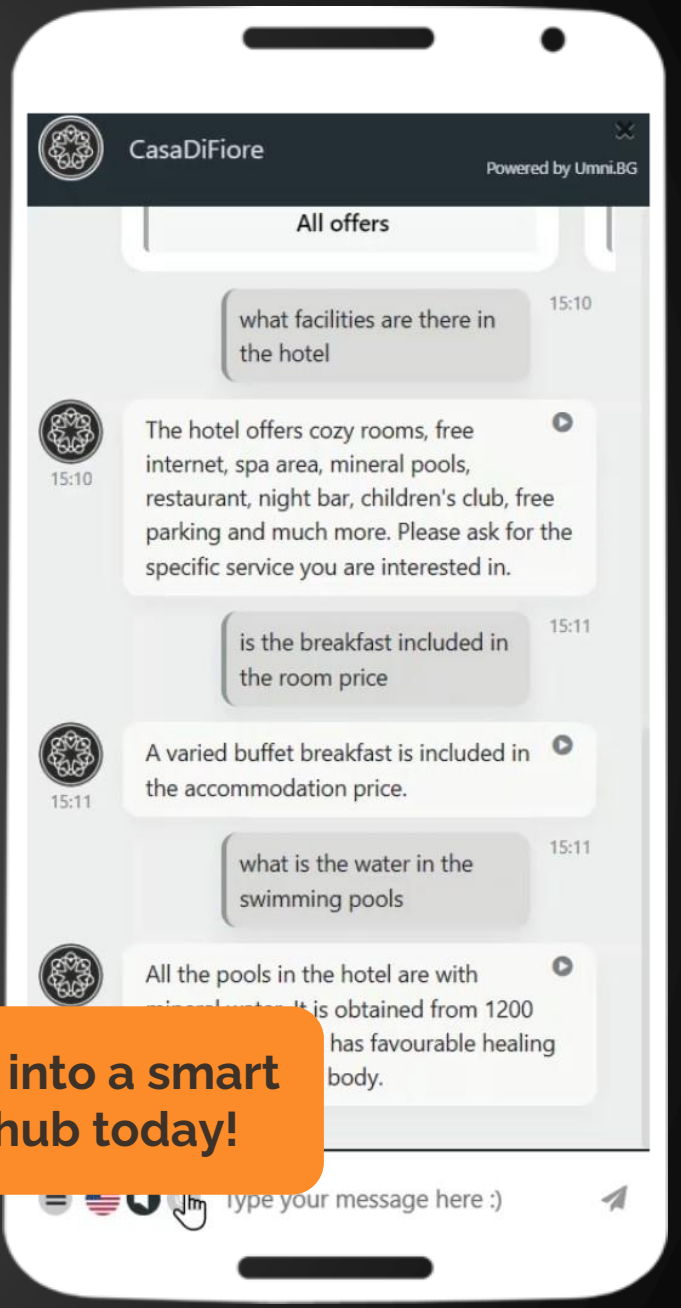
The AI Chatbot - Details

24/7 Assistance: Book more, Save more, Grow faster

- ✓ **24/7 instant Q&A** in up to **10 languages** (choice from **29**)
- ✓ Business specific **curated AI module**
- ✓ **Booking & Service** request forms -> tasks automation
- ✓ **Direct links** and **QR code** to access the chatbot forms or info sections from **anywhere** online and offline
- ✓ **Statistics** on customer behavior, customers chat review and more
- ✓ **Chatbot Booking module** for service reservations and product orders
- ✓ **Digital menu** (add-on)
- ✓ **Integrations**
- ✓ **AI content translation** for multi-language AI Chatbot

The **AI module** is powered by **NLP and GPT** for fast and easy creation, curated database and personalized response to customers



Turn your website into a smart communication hub today!

Answers most questions from Day 1!

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Umni Platform Highlights:

- ✓ **Easy AI module creation and maintenance**
- ✓ **Dynamic Content Creation and Management**
- ✓ **B2B, B2C and B2E – in 1 chatbot: Secret Content**
- ✓ **AI Content translation**
- ✓ **Direct Interaction Enhancements**
  Links and QR-codes to content, Question-triggered actions
- ✓ **Supports 28 European languages + Chinese**
- ✓ **Customization and personalization**
- ✓ **No Additional Cost for Additional Languages**
- ✓ **No-code experience** – easy to learn and use
- ✓ **Integrations**
- ✓ **Easy implementation**

After planning and preparing the content for the Chatbot, the actual AI Chatbot creation takes from couple hours!

Every chatbot' element takes 1-2 min to create!

You can have the AI chatbot in a week ready to serve!

Umni Business Model:

- ✓ **Software as a Service:**
  - monthly fee / discounted annual fee
  - **NO** implementation fee
  - Long term commitment **bonuses**
- ✓ **AI Assistant add-ons:**
  - monthly fee /one-time fee
- ✓ **Custom development** (if technically possible)
- ✓ **AI Chatbot creation** (upon demand, one-time fee)
- ✓ **Support and hospitality expertise - included**

grow with Umni

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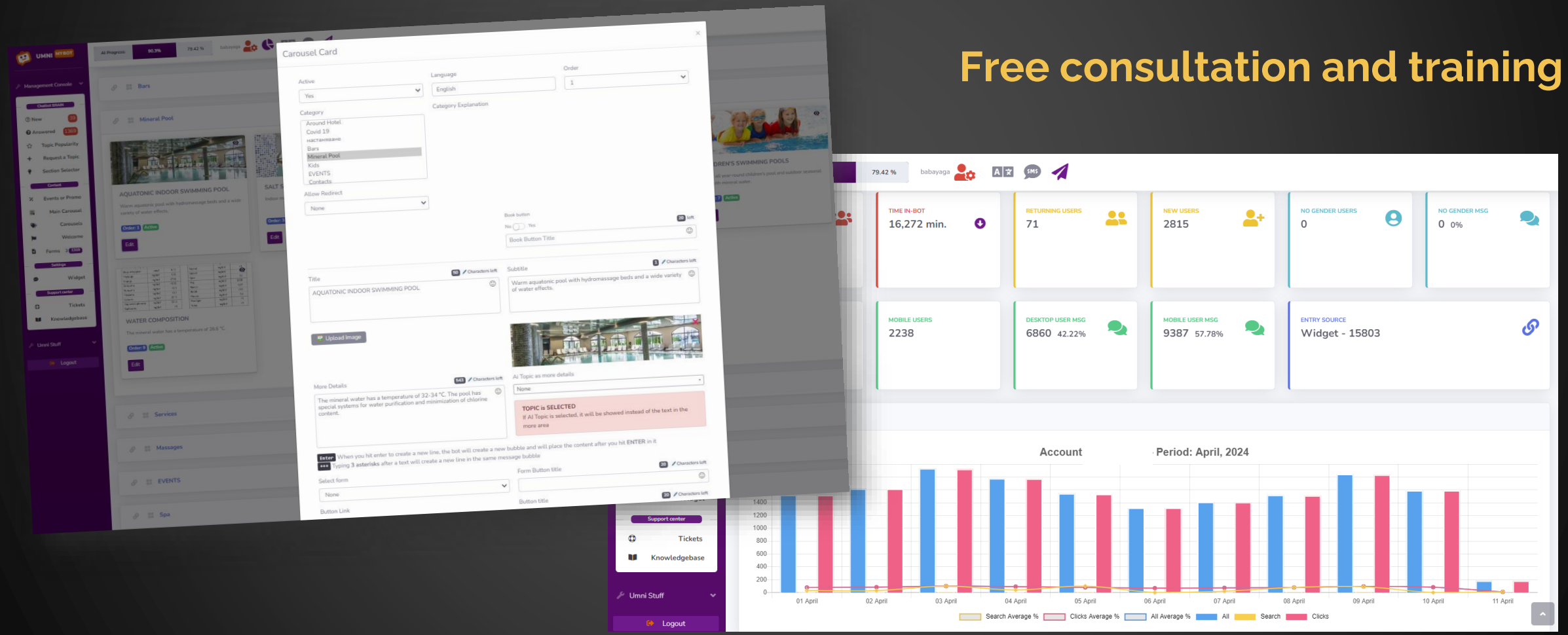
Umni Platform - as simple as filling forms

Free consultation and training



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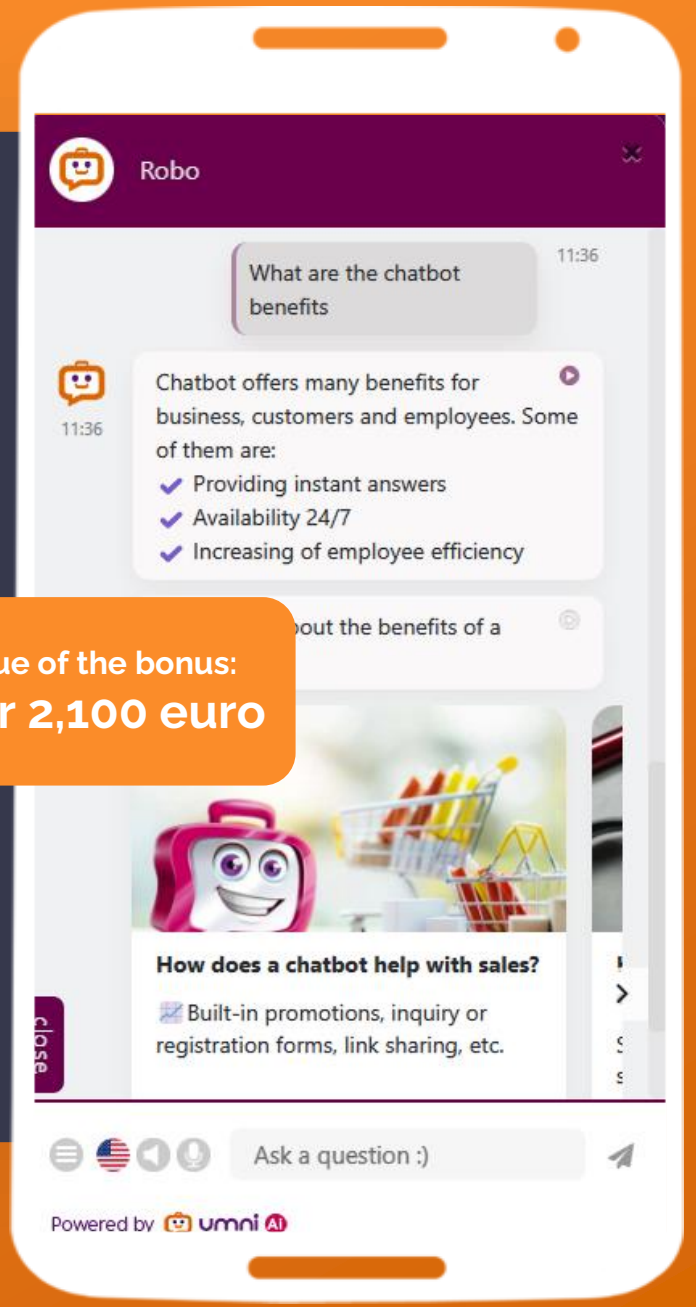
Special bonuses:

- ✓ **One-month Free Trial** (instead of 14 days)
- ✓ **One-time annual payment**
  - **1 additional month free** (pay for 12, get 13)
- ✓ **2-years commitment with advanced payment**
  - **free creation of starting AI Chatbot' content package** up to 5 info sections, up to 3 forms and 10 themes in the AI module
  - **free branding of the Chatbot' icon on the website**

Value of the bonus:
over 2,100 euro



Valid until **31.12.24**

Transform your operations with AI chatbot

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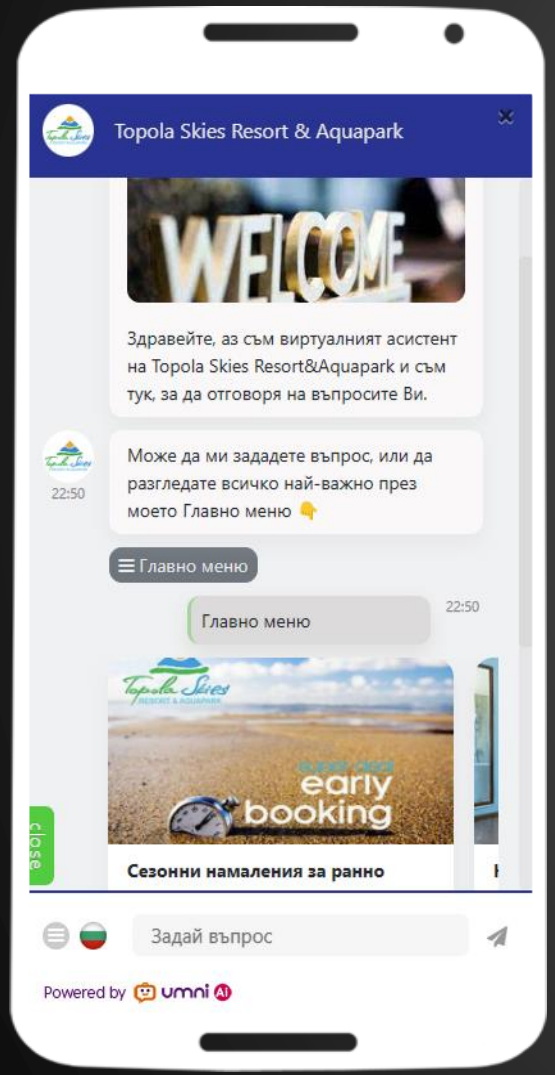

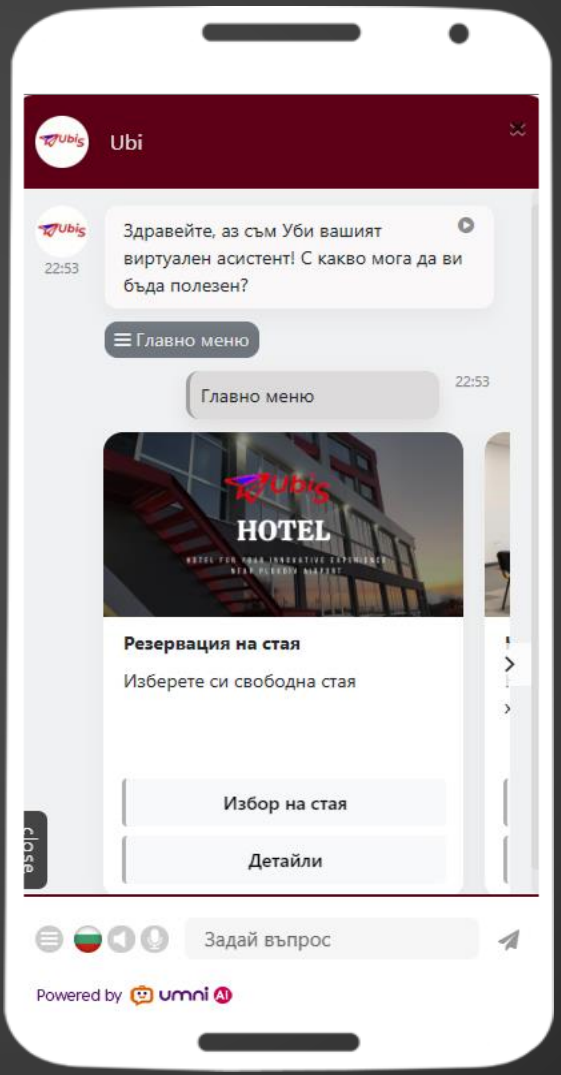

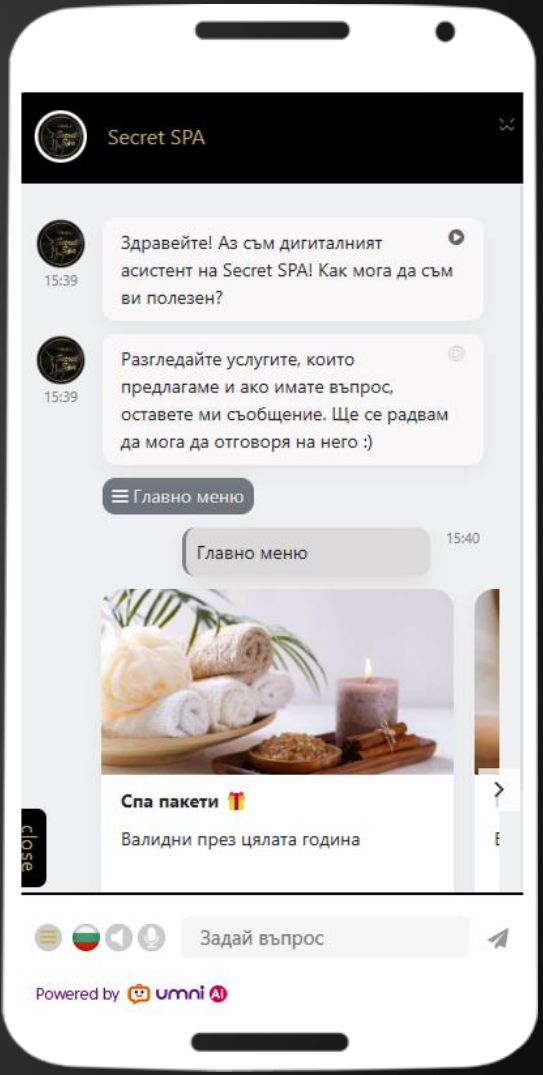

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Book a Demo call

Sell. Save. Care - 24/7

We will be delighted to be your partners!

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