



# Tourism & Hospitality AI Chatbot

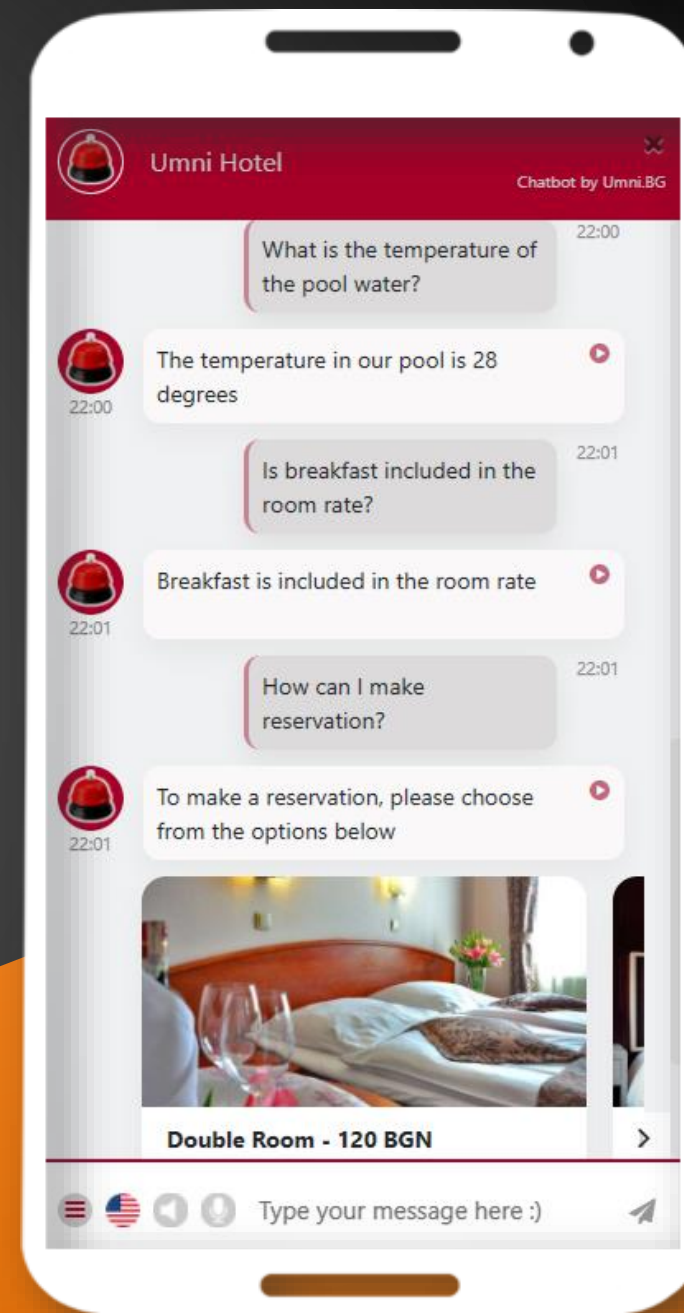
Your smart conversational tool to  
Sell. Save. Care - 24/7

Demo in Action

Book a Demo call

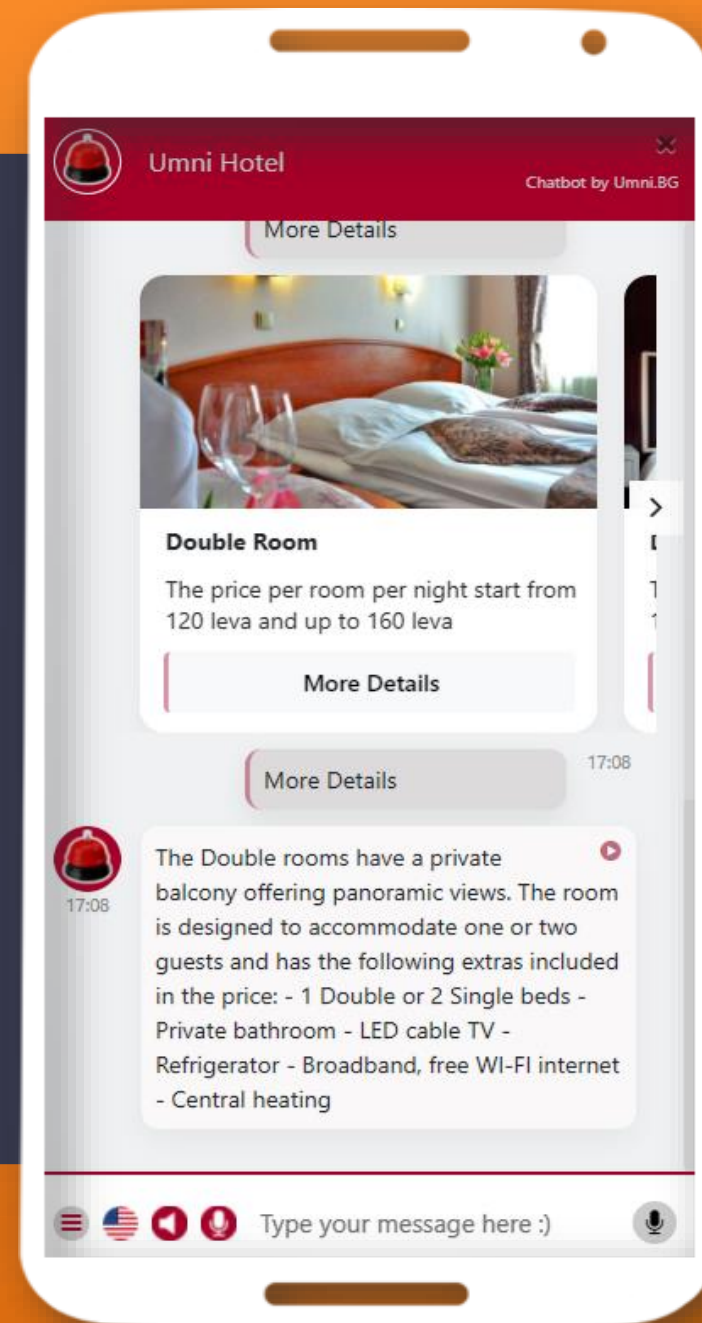
Over **20 years of experience in hospitality!**  
From a hotelier back to hospitality!

[umni.bg](https://umni.bg)  
[hotel-chatbot.com](https://hotel-chatbot.com)



# Umni

- ✓ **A no-code** platform for creating, managing and using AI Assistant (Chatbot) by the business team for a website without technical knowledge and skills
- ✓ 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



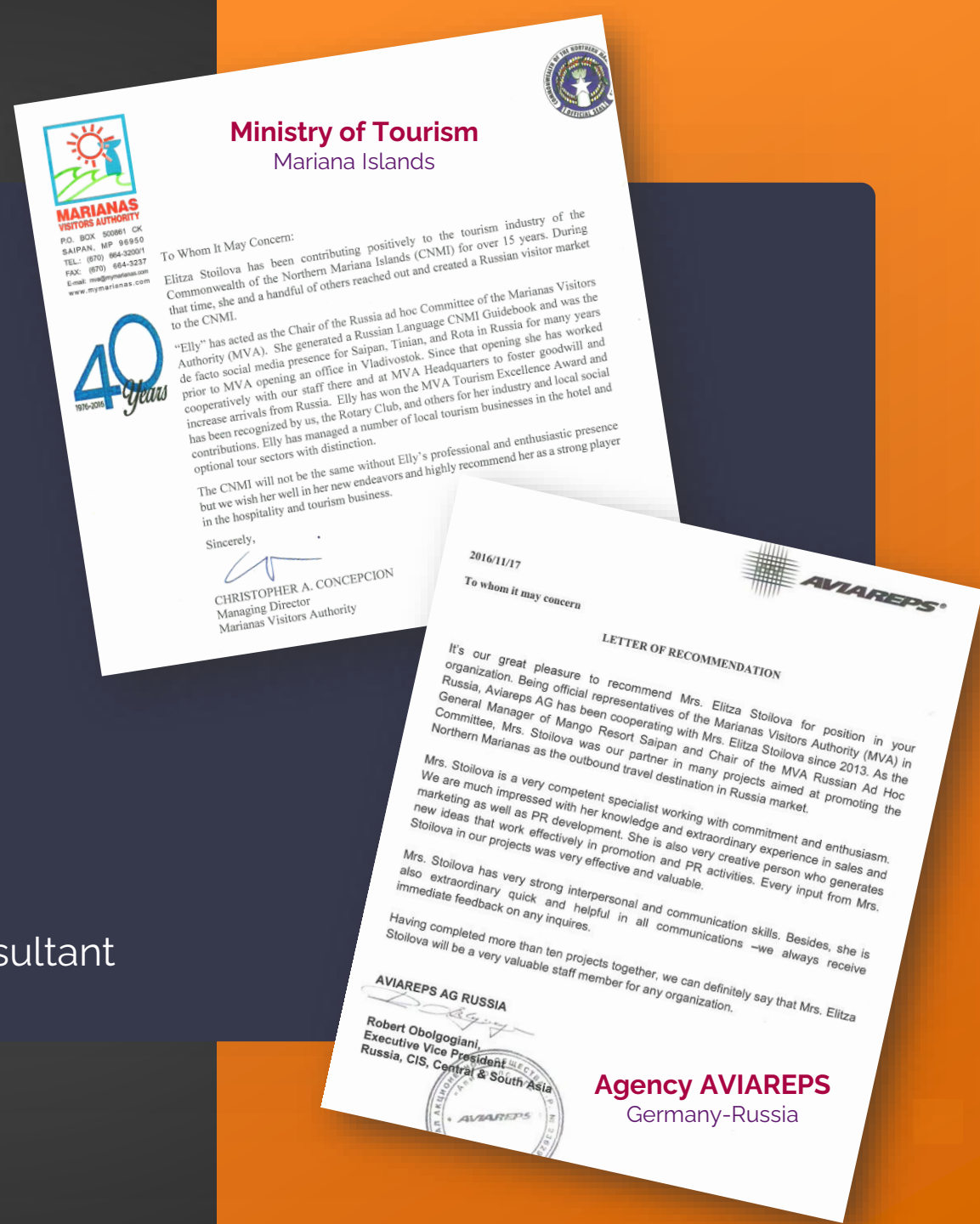
# Our Expert:



**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

Over **20 years** of experience in hospitality!



## 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**





# Best Hotel & Travel Communication AI Service 2023 – Bulgaria

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

July'23



**European Travel  
Awards 2023**  
**Umni.Co**  
Umni.Co is one of the 2023 winners of  
European Travel Awards at EU Business News.

# 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)



# Tourism Customers

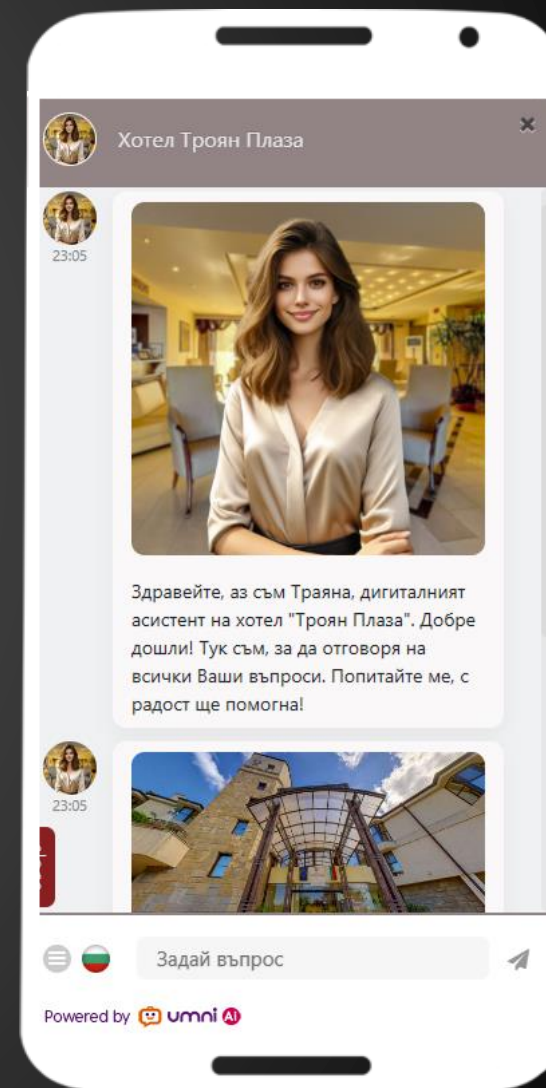
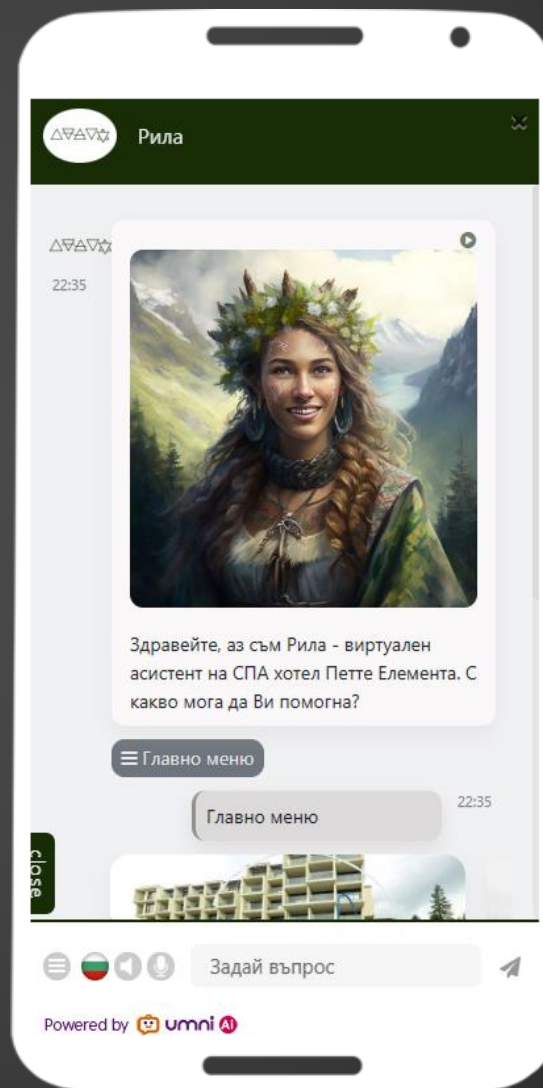
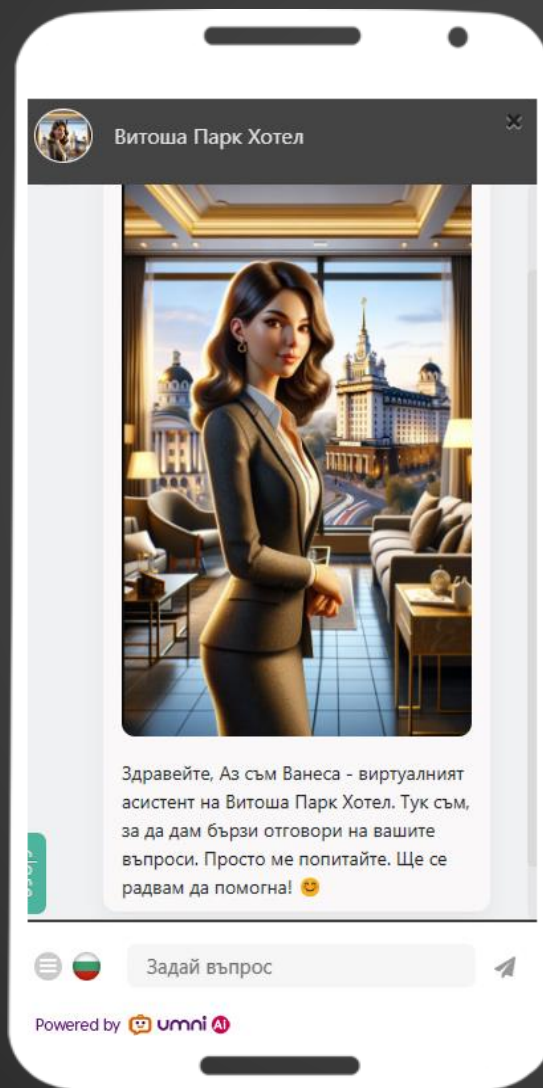
- ✓ **City Tourism AI Concierge**
- ✓ **4- and 5-star hotels**  
Resorts, SPA & Medical, Casino and others
- ✓ **TEZ Tour**  
The largest tour operator in Balkans and Bulgaria
- ✓ **Small family-owned properties**  
Hotels, guesthouses
- ✓ **Apartments for rent**
- ✓ **SPA centers, wellness and other**



More hotel customers [here](#)



# Hello, how can I help you?





## AI Chatbot Results in 3 Words:



✓ **Sell**

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

✓ **Save**

- working hours
- resources

✓ **Care**

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

**Before, during and after  
the guest stay**

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

## Our customers **report:**

- ✓ Night chatting: **35% - 50%**
- ✓ Night bookings: **~ 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

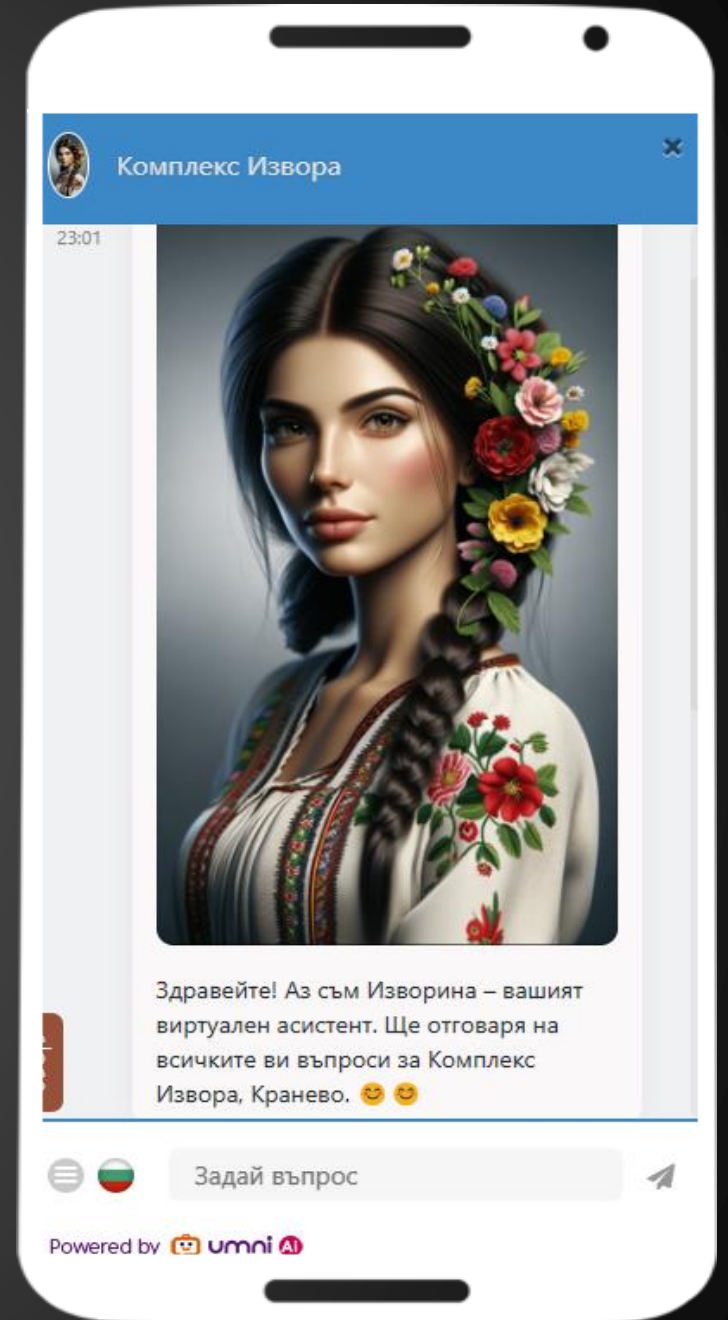
*success*

**Saving up to 7000  
working hours per  
business annually**  
(SMEs)



## AI Chatbot: fast, easy, affordable

- ✓ **A customized solution** for the website
- ✓ **Easy** - without technical knowledge and skills
- ✓ Choice of **29 languages**
- ✓ **Integration** to over **6500 systems**
- ✓ **Full control** over data and content
- ✓ Instant **updates**
- ✓ **Reliable support**
- ✓ **Unique expertise:** hospitality + AI chatbots





# 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
- ✓ **Support marketing efforts**
- ✓ **Support employees** with **information**
- ✓ **Improve website experience**
- ✓ **Improve overall customer experience**

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

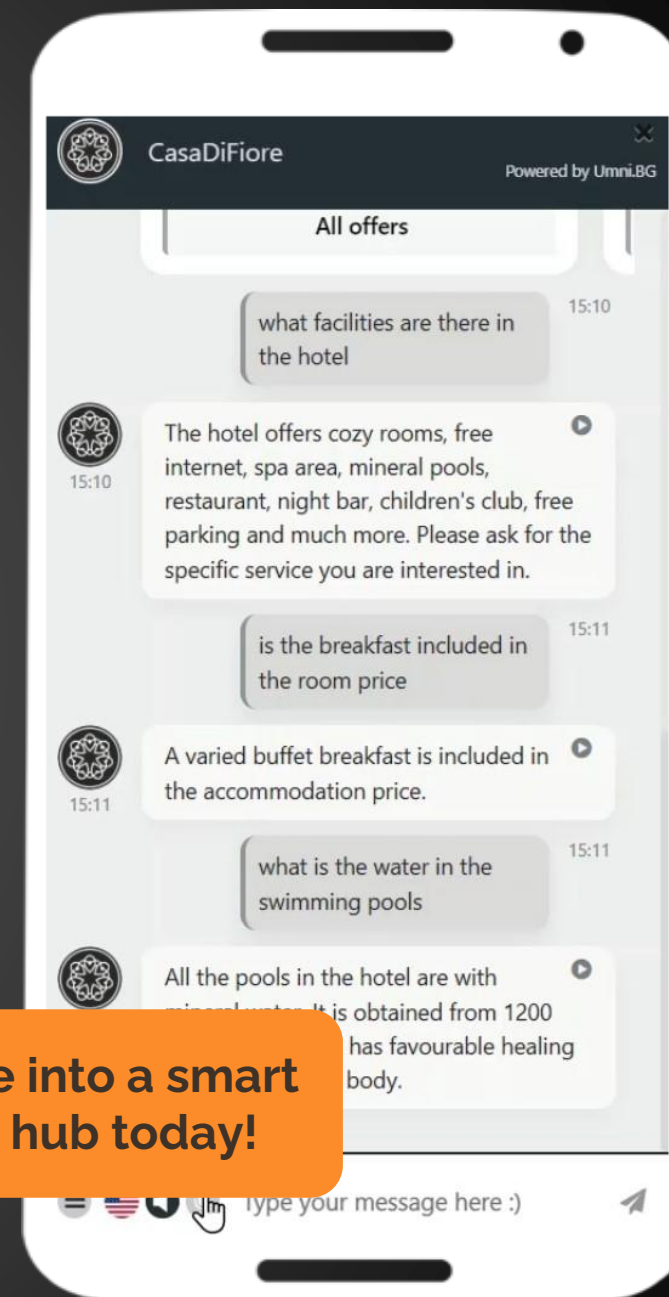


# The AI Chatbot - Details

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 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!

# 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 Assistant creation takes couple hours!**

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

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



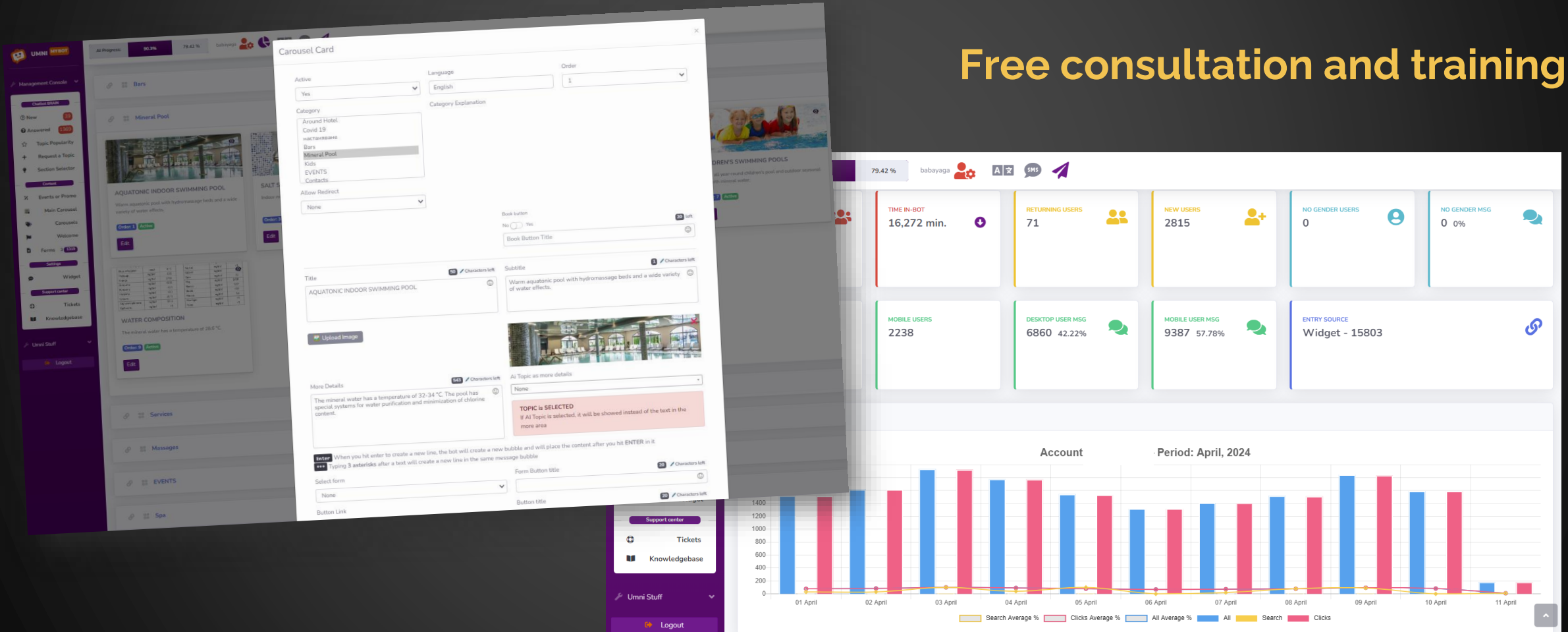
## Umni **Business Model:**

- ✓ **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 

# Umni Platform - as simple as filling forms

Free consultation and training



The image displays the Umni Platform interface, which is designed for easy configuration and monitoring. It features a management console on the left, a central configuration area for 'Carousel Card' widgets, and a dashboard on the right with various analytics and a bar chart.

**Carousel Card Configuration Form:**

- Active:** Yes
- Language:** English
- Order:** 1
- Category:** Around Hotel, Covid 19, hachamaine, Bars, Mineral Pool, Kids, EVENTS, Contacts
- Category Explanation:**
- Allow Redirect:** None
- Book button:** No (selected), Yes
- Book Button Title:**
- Title:** AQUATONIC INDOOR SWIMMING POOL
- Subtitle:** Warm aquatonic pool with hydromassage beds and a wide variety of water effects.
- Image:** [Image of an indoor swimming pool]
- More Details:** The mineral water has a temperature of 32-34 °C. The pool has special systems for water purification and minimization of chlorine content.
- Form Button title:**
- Button title:**
- Button Link:**

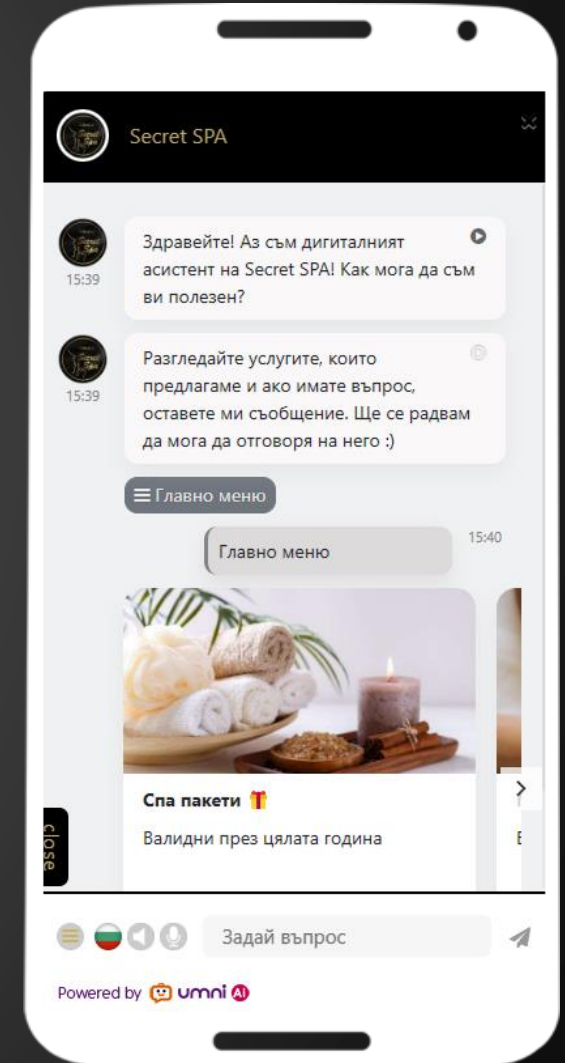
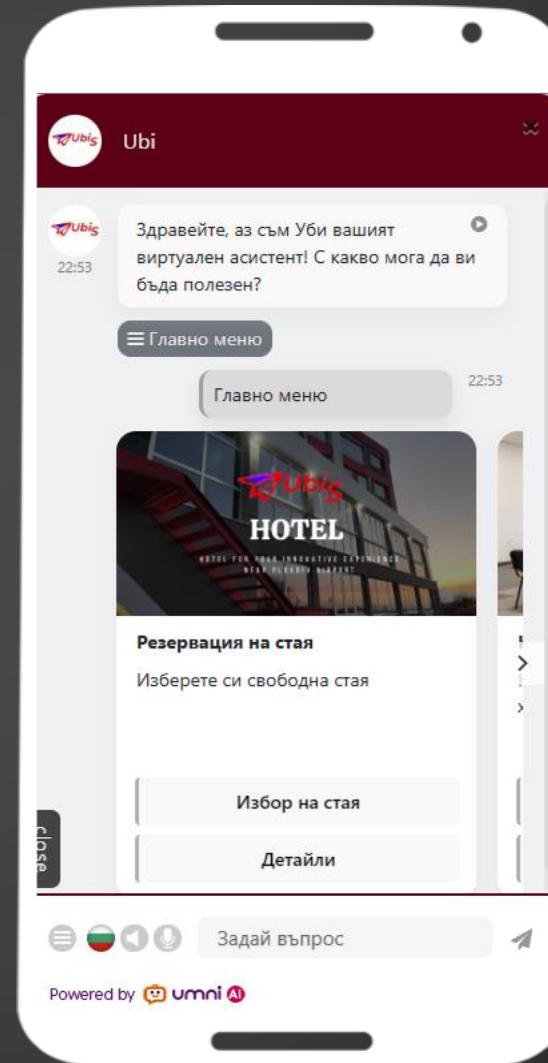
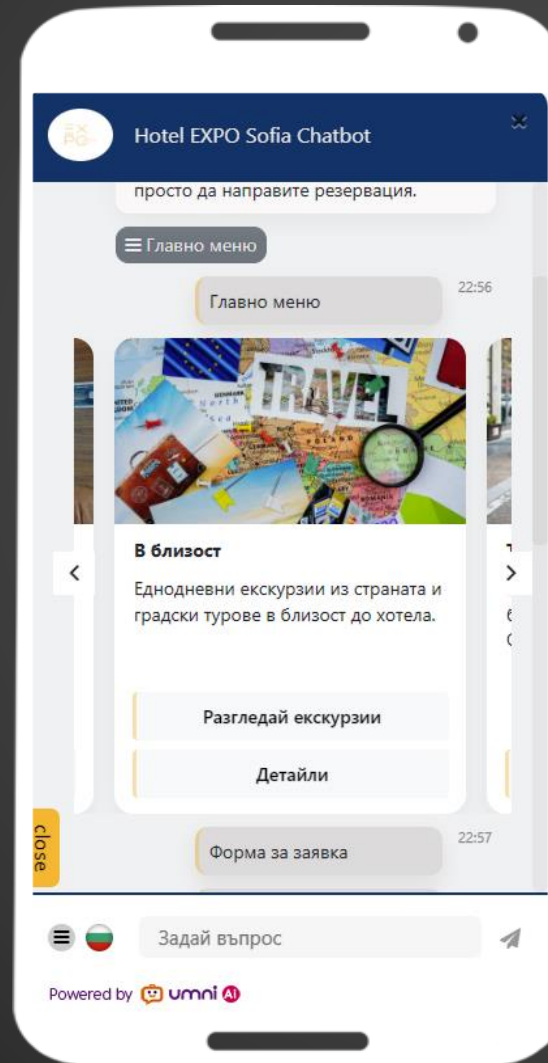
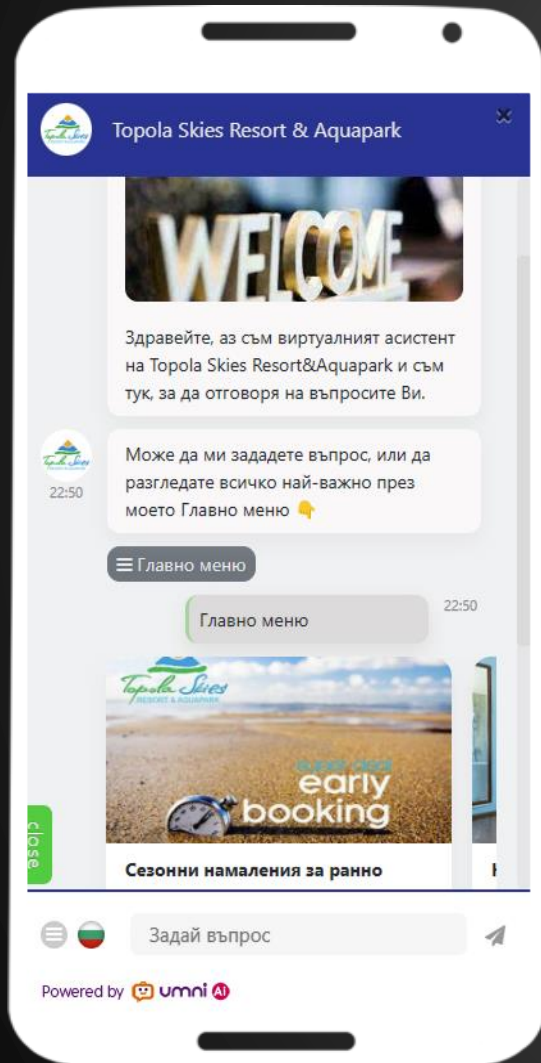
**Dashboard Analytics (Period: April, 2024):**

- TIME IN-BOT:** 16,272 min.
- RETURNING USERS:** 71
- NEW USERS:** 2815
- NO GENDER USERS:** 0
- NO GENDER MSG:** 0 0%
- MOBILE USERS:** 2238
- DESKTOP USER MSG:** 6860 42.22%
- MOBILE USER MSG:** 9387 57.78%
- ENTRY SOURCE:** Widget - 15803

**Bar Chart Data (Account - Period: April, 2024):**

Date	Search Average %	Clicks Average %	All Average %	All	Search	Clicks
01 April	~10	~10	~10	~1400	~1400	~1400
02 April	~10	~10	~10	~1400	~1400	~1400
03 April	~10	~10	~10	~1400	~1400	~1400
04 April	~10	~10	~10	~1400	~1400	~1400
05 April	~10	~10	~10	~1400	~1400	~1400
06 April	~10	~10	~10	~1400	~1400	~1400
07 April	~10	~10	~10	~1400	~1400	~1400
08 April	~10	~10	~10	~1400	~1400	~1400
09 April	~10	~10	~10	~1400	~1400	~1400
10 April	~10	~10	~10	~1400	~1400	~1400
11 April	~10	~10	~10	~1400	~1400	~1400

# Transform your operations with AI chatbot







# Sell. Save. Care - 24/7

We will be delighted to be your partners!



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