

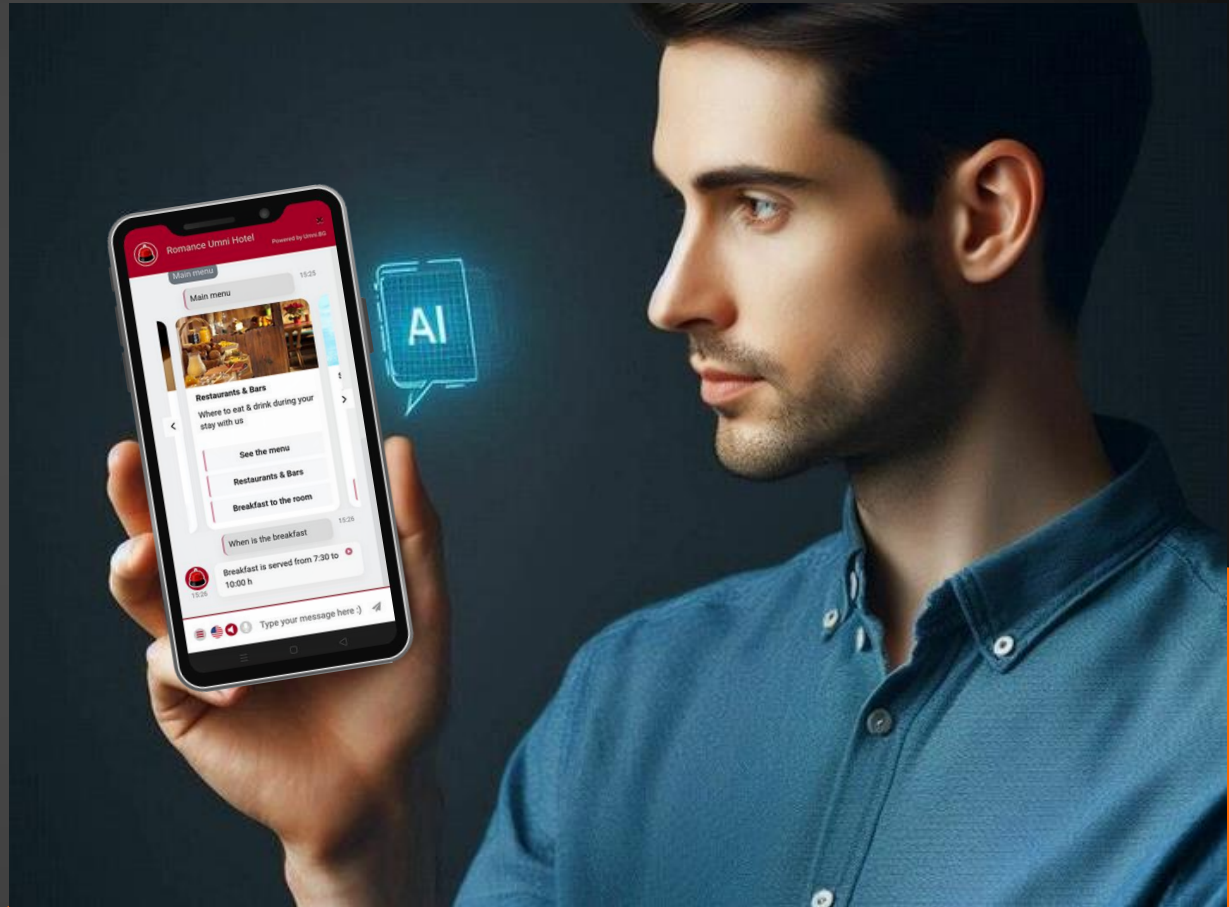


Business AI Chatbot

Your smart conversational tool

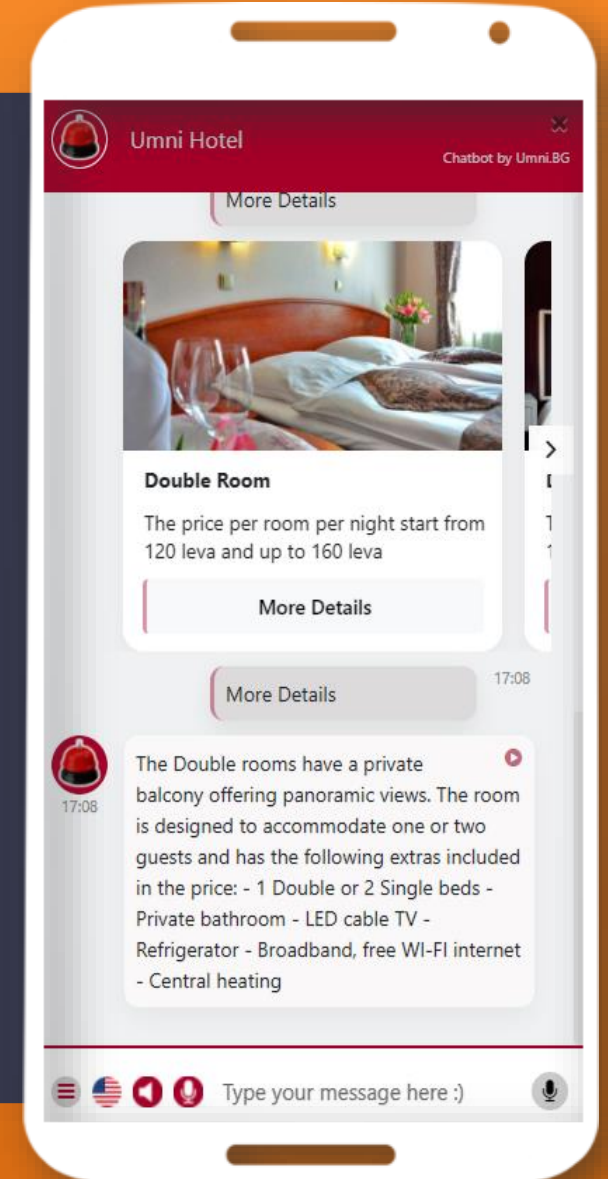
Sell. Save. Care - 24/7

Answer any question from Day 1!



Umni

- ✓ A **no-code** platform for creating, managing and using AI Assistant by the business team for a website without technical knowledge and skills
- ✓ The website's Assistant is used for **marketing, sales, and customer support** 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



UNWTO Innovation Champion' 2023

- 🌿 **Winner of a Global Startup Competition, UNWTO**
Innovation and Digitalization for Island Destinations
- 🌿 **Winner of EU Travel Awards'23**
Best Hotel & Travel Communication AI Service 2023, BG
- 🌿 **Special Award for Innovation in Tourism**
by Ministry of Tourism of Bulgaria, 2023
- 🌿 **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'2019
- 🌿 **Innovation in Tourism, 2018**
(Balkan Tourism Industry Awards, 2018)



Customers:

- ✓ Online stores
- ✓ Retailers
- ✓ Agencies
- ✓ Universities
- ✓ Libraries
- ✓ 4- and 5-star hotels
- ✓ Tour operator
- ✓ Small accommodations
- ✓ SPA / Beauty / Wellness businesses
- ✓ Non-profit organizations
- ✓ Other service businesses

Bulgaria | Germany | Portugal | UK
USA | Hong Kong



AI Assistant Results in 3 Words:



✓ **Sell**

✓ **Save**

✓ **Care**

Saving up to 7000 working hours per business annually

- personalized offers
- booking & service requests
- event registration, etc.
- working hours
- resources
- for customers **online** experience
- for customers **offline** experience
- for staff - assistant and "coach"
- for the website experience
- multilanguage assistance
- **24/7, instantly**

Our customers **report:**

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

success

**Saving up to
7000 working hours
per business
annually**

AI Assistant **Benefits:**

- ✓ **Answers questions**, extending **working hours** to **24/7**
- ✓ **Handle requests** and **bookings**
- ✓ **Trigger tasks automations** outside the Assistant
- ✓ **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**

The AI Assistant - Details

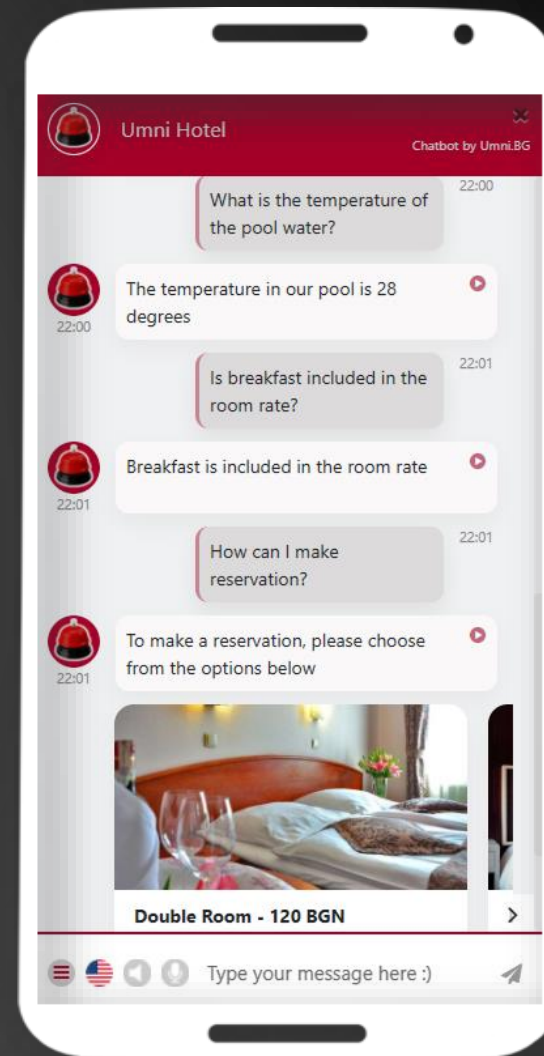
24/7 Assistance: Book more, Save more, Grow faster



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

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

Master AI Assistant (template) to scale:

for chains, franchises,
businesses with multiple
locations and others



After planning and preparing
info for the Assistant, the
**actual AI Assistant creation
takes couple hours!**

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

Umni **Business Model:**

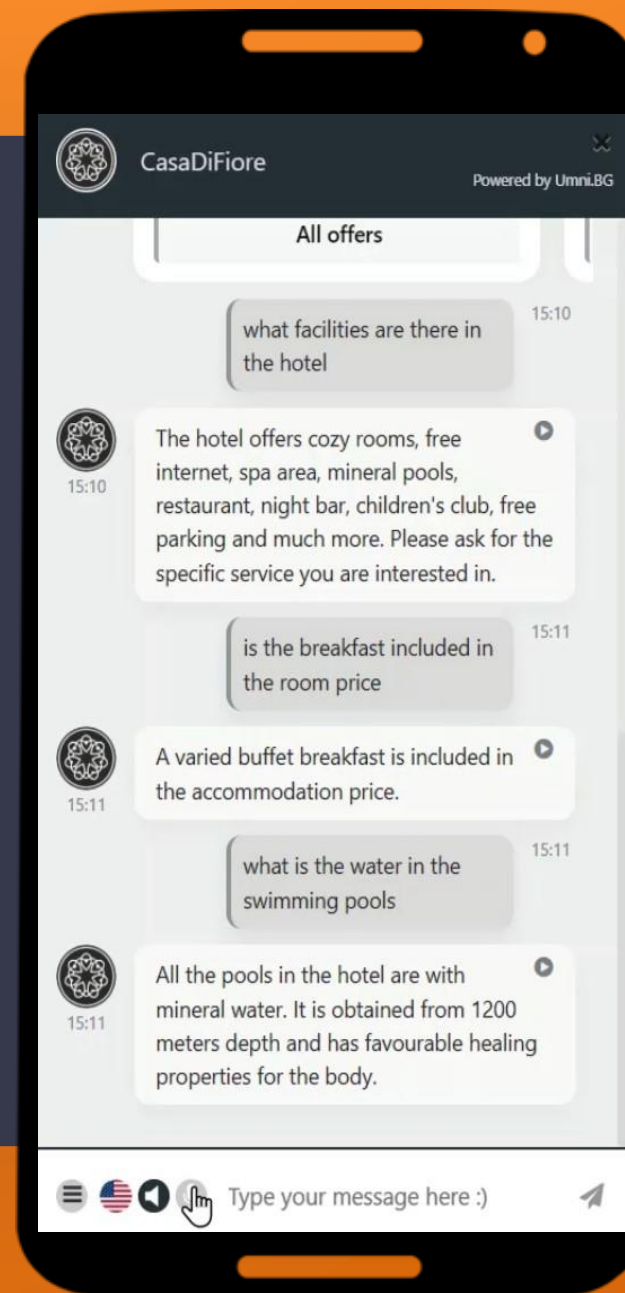
- ✓ **Software as a Service:**
 - monthly fee / discounted annual fee
 - **NO** implementation fee
 - Long term commitment **bonuses**
- ✓ **AI Assistant add-ons:**
 - monthly fee / one-time fee
- ✓ **Custom development** (if technically possible)
- ✓ **AI Assistant creation** (upon demand, one-time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

grow
with Umni 

Special bonuses:

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

Valid until 31.12.24





Umni Platform - as simple as filling forms

Free consultation and training

The image displays the Umni Platform interface, which is designed for managing and creating content for a website or application. The interface is divided into several sections:

- Management Console:** A sidebar on the left containing navigation links for various features like "New", "Answered", "Topic Popularity", "Request a Topic", "Section Selector", "Contact", "Events or Promo", "Main Carousel", "Carousels", "Welcome", "Forms", "Widget", "Support center", "Tickets", and "Knowledgebase".
- Carousel Card Editor:** A central window titled "Carousel Card" for editing content. It includes fields for "Active" (Yes/No), "Language" (English), "Order" (1), "Category" (Around Hotel, Covid 19, настанаване, Bars, Mineral Pool, Kids, EVENTS, Contacts), "Category Explanation", "Allow Redirect" (None), "Book button" (No/Yes), "Book Button Title", "Title" (AQUATONIC INDOOR SWIMMING POOL), "Subtitle" (Warm aquatonic pool with hydromassage beds and a wide variety of water effects), "Upload Image", "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", and "Button Link".
- Dashboard:** A section on the right showing various metrics and statistics, including "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%), and "ENTRY SOURCE" (Widget - 15803).
- Account Performance Chart:** A bar chart titled "Account" showing performance metrics for the period of April 2024. The chart displays "Search Average %", "Clicks Average %", "All Average %", "All", "Search", and "Clicks" across the days of the month.



Sell. Save. Care - 24/7

We will be delighted to be your partners!



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