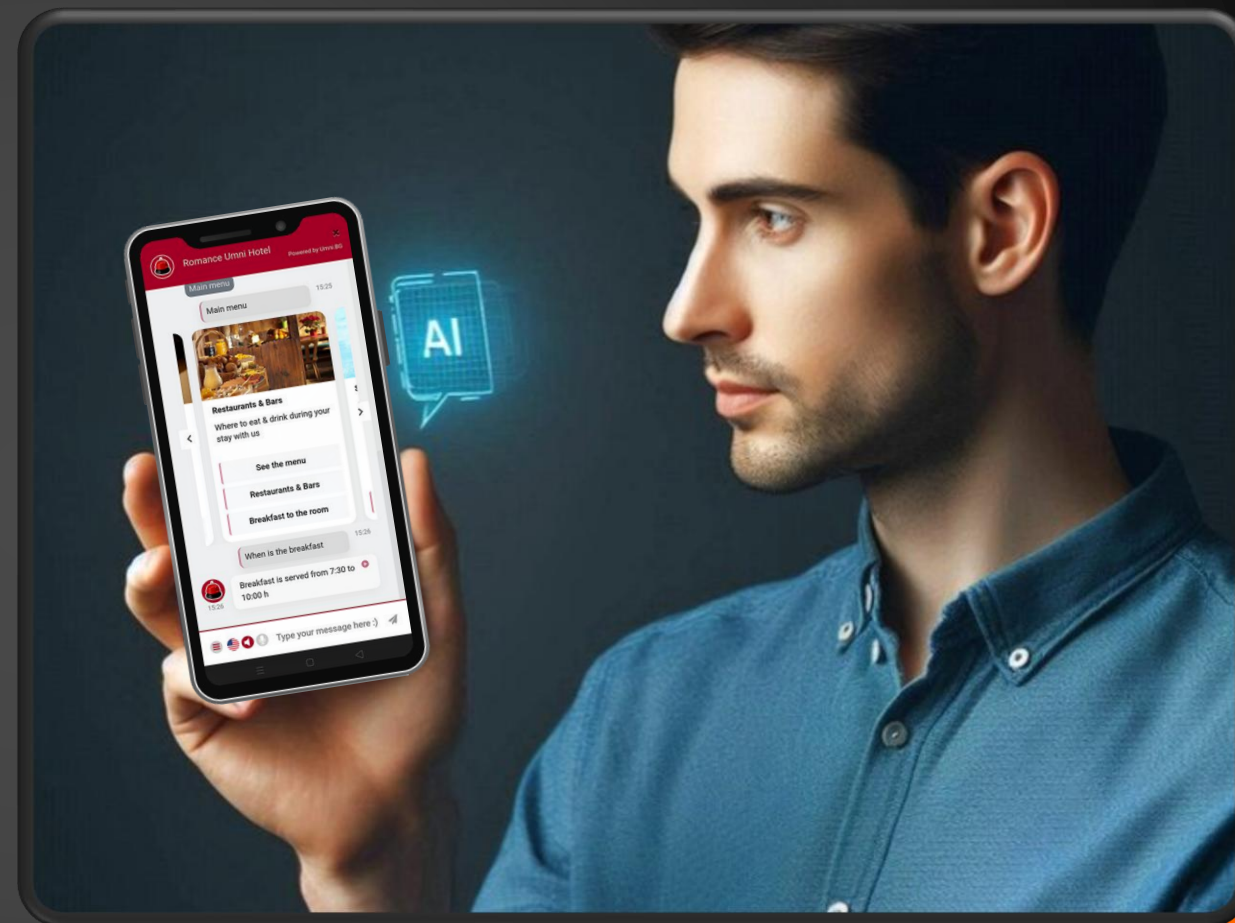


# Business AI Chatbot

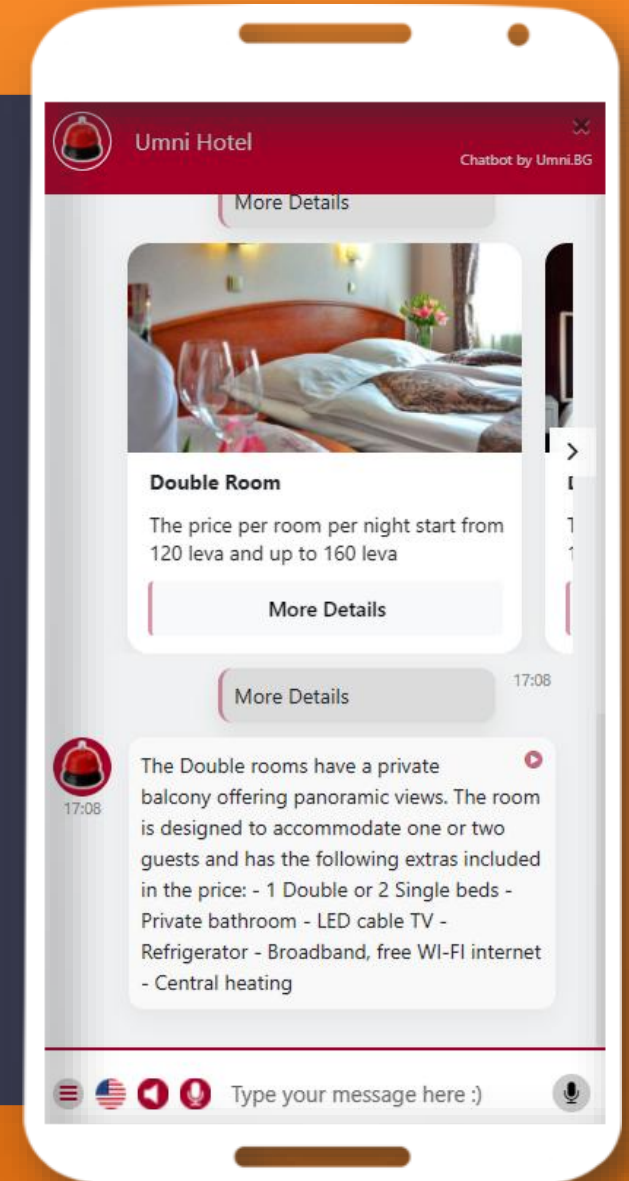
Your smart conversational tool

**Sell. Save. Delight - 24/7**



# Umni

- ✓ A **no-code** platform (**DIY**) for creating, managing and using AI Chatbot **by the business team** for a website/app without technical knowledge and skills
- ✓ The website's Chatbot is used for **marketing, sales, and customer support** and allows businesses to reduce costs, optimize staff performance and increase **direct sales** and **service inquiries**
- ✓ **First-** and **Zero party data** collection tool
- ✓ **Fast** to create, **easy** to use and **flexible** tool that provides control over clients' communication and task automation



## UNWTO Innovation Champion' 2023

-  **Winner of a Global Startup Competition, UNWTO**  
Innovation and Digitalization for Island Destinations, 2023
-  **Winner of EU Travel Awards'23**  
Best Hotel & Travel Communication AI Service 2023, BG
-  **Special Award for Innovation in Tourism'23**  
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:

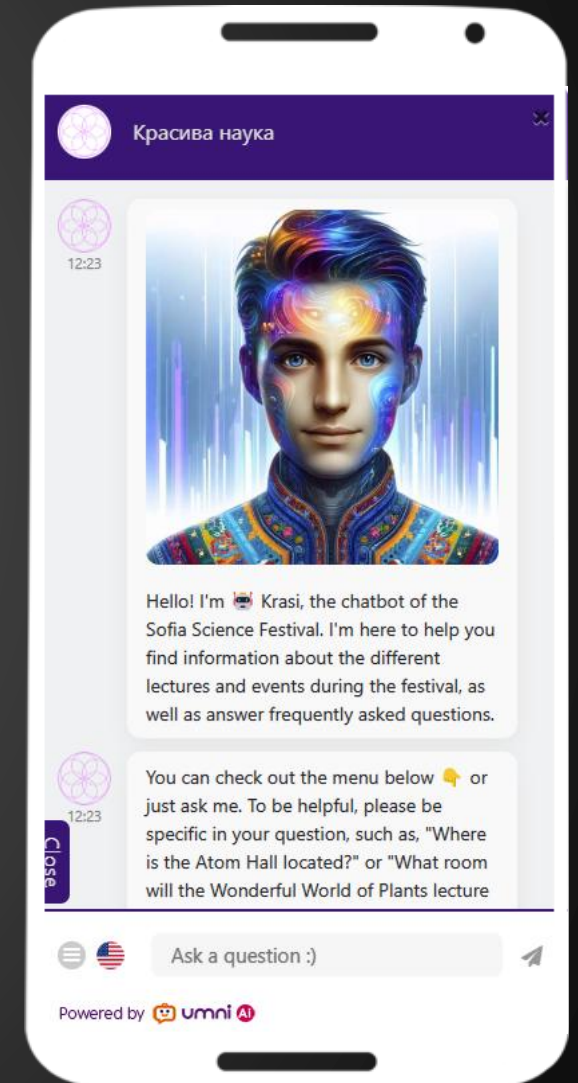
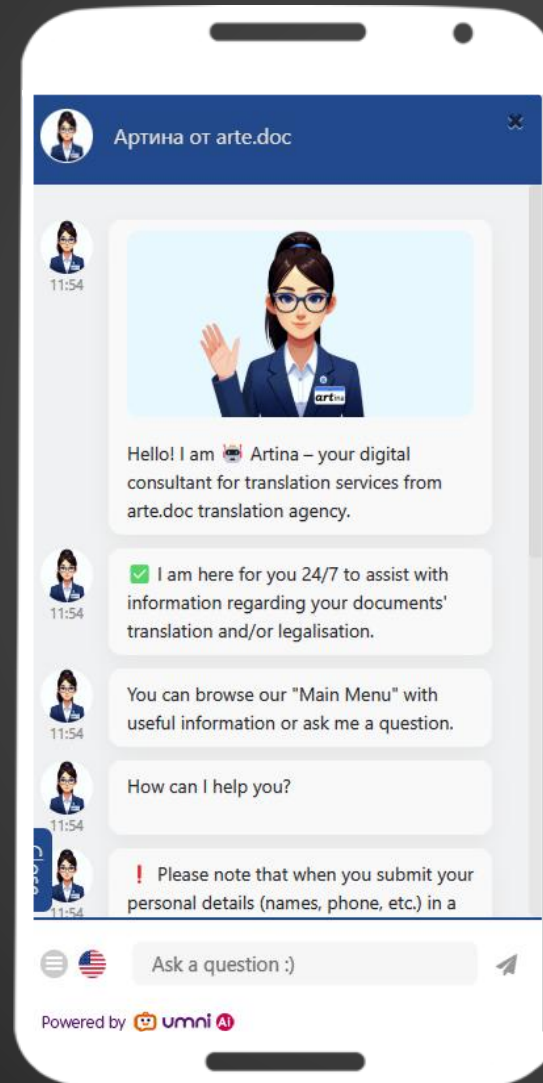
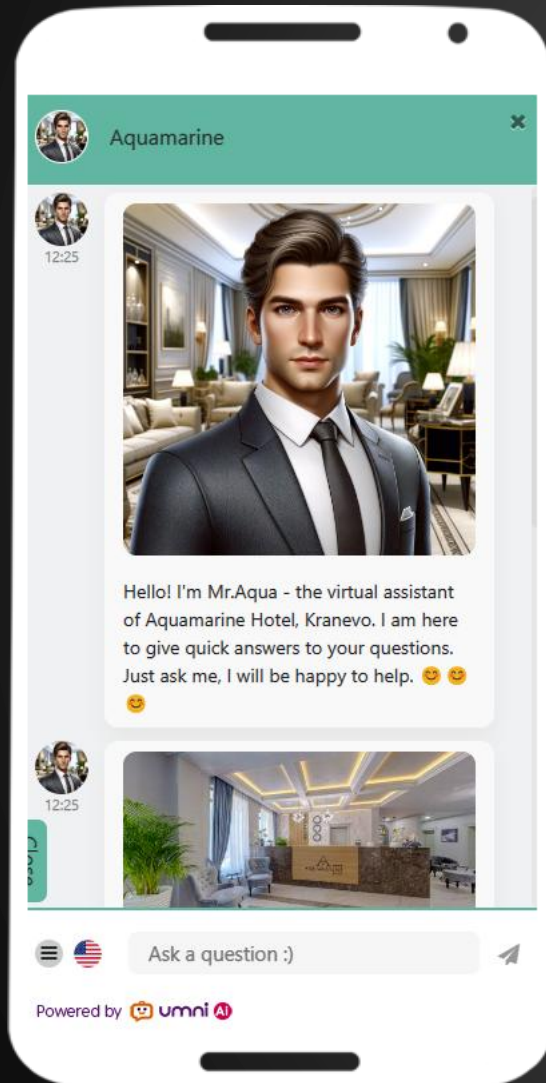
- ✓ 4- and 5-star hotels
- ✓ Universities
- ✓ Libraries
- ✓ Small accommodations
- ✓ SPA / Beauty / Wellness businesses
- ✓ Tour operator
- ✓ Non-profit organizations
- ✓ Agencies
- ✓ Online stores
- ✓ Retailers
- ✓ Other service businesses

Bulgaria | Germany | Portugal | UK  
Slovenia | USA | Hong Kong





# Hello, how can I help you?



# AI Chatbot Results in 3 Words:



Before, during and after  
the service or sale

✓ **Sell**

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

✓ **Save**

- working hours
- resources

✓ **Delight**

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

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

## Our customers **report:**

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

*success*

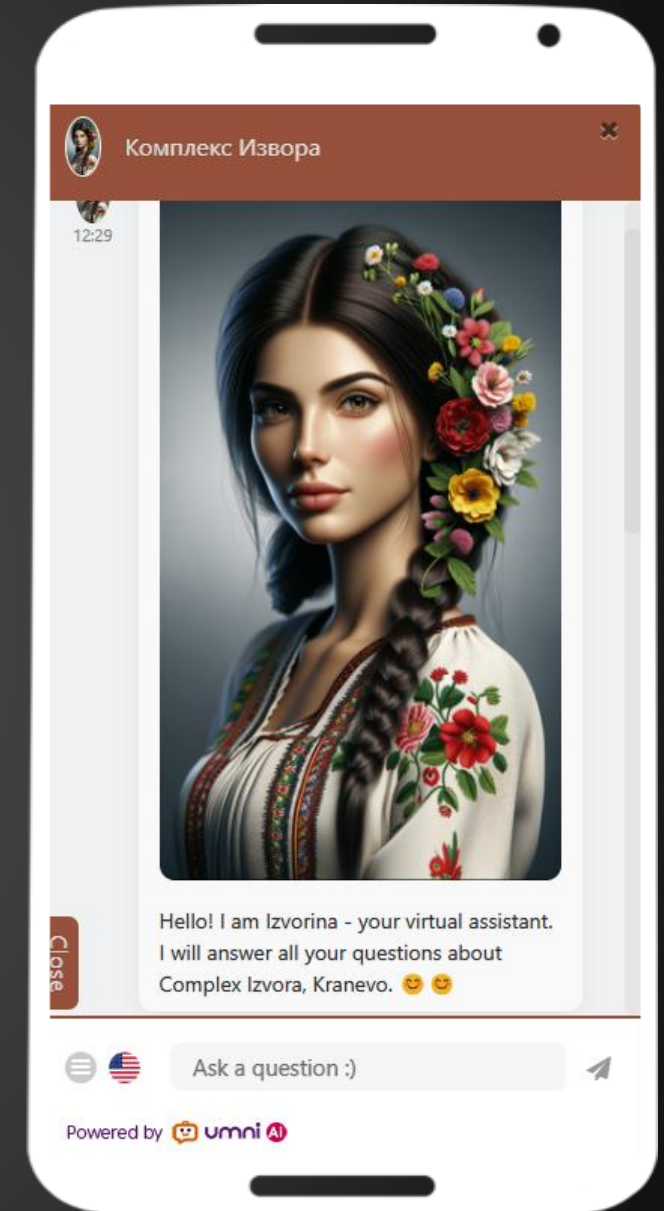
**Saving up to 7000  
working hours per  
business annually**  
(SMEs)



**Over 1 million of interactions per month.**  
**Millions of users** in the Umni chatbots since  
platform creation.

## 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 – from anywhere online and offline
- ✓ **Easy to use** – for both users and business team in charge
- ✓ Instant **multilanguage** assistance
- ✓ **Integration** to over **6500 systems** to **automate tasks**
- ✓ **Full control** over data and content by the business team
- ✓ Instant **updates** – create content **in minutes**
- ✓ **Flexible usage** – multiple use cases within 1 AI chatbot
- ✓ **Reliable support**
- ✓ **Unique expertise:** 7 years practicing AI chatbots

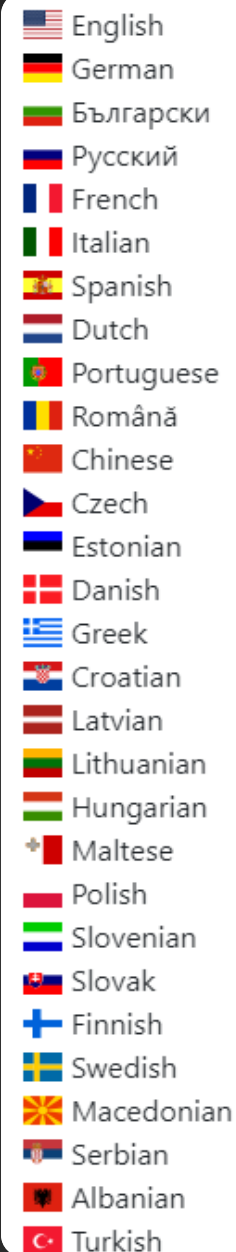






















# AI Chatbot **Benefits:**

- ✓ **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 service/purchase  
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**



	English
	German
	Български
	Русский
	French
	Italian
	Spanish
	Dutch
	Portuguese
	Română
	Chinese
	Czech
	Estonian
	Danish
	Greek
	Croatian
	Latvian
	Lithuanian
	Hungarian
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	Finnish
	Swedish
	Macedonian
	Serbian
	Albanian
	Turkish

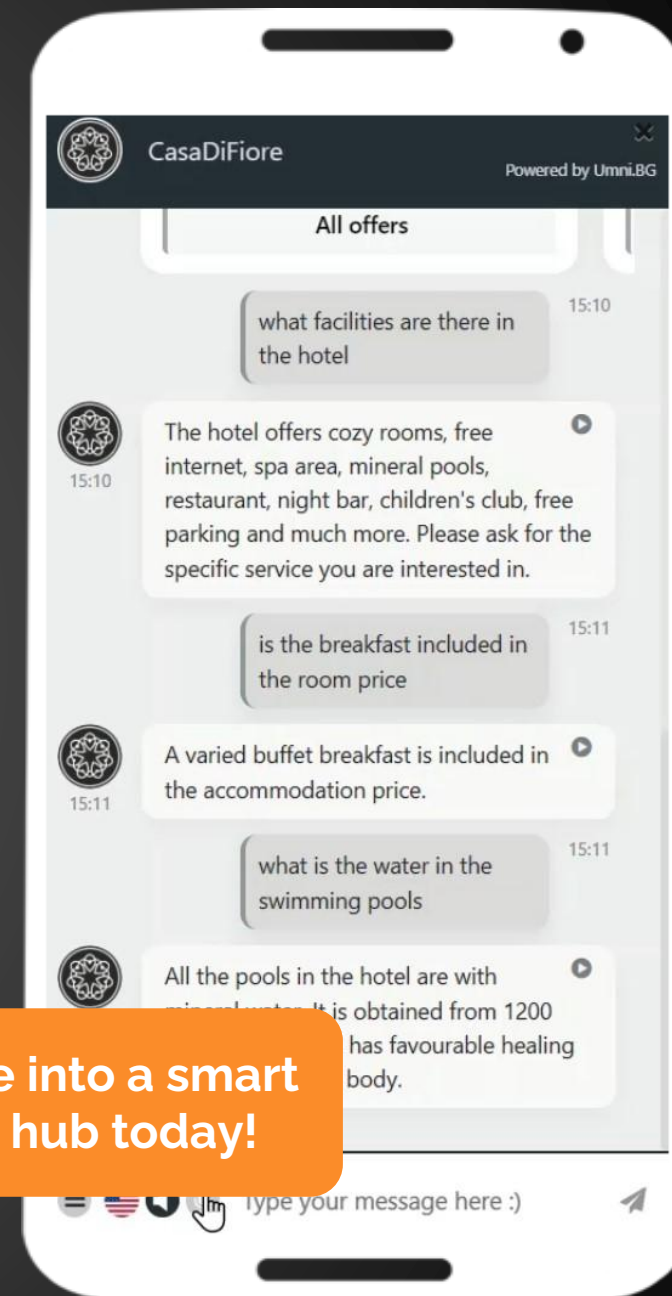


# The AI Chatbot - Details

**24/7 Assistance: Sell 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 Chatbot add-ons:**
  - monthly fee / one-time fee
- ✓ **Custom development** (if technically possible)
- ✓ **AI Chatbot creation** (upon demand, one-time fee)
- ✓ **Support and expertise - included**

*grow*  
with Umni 





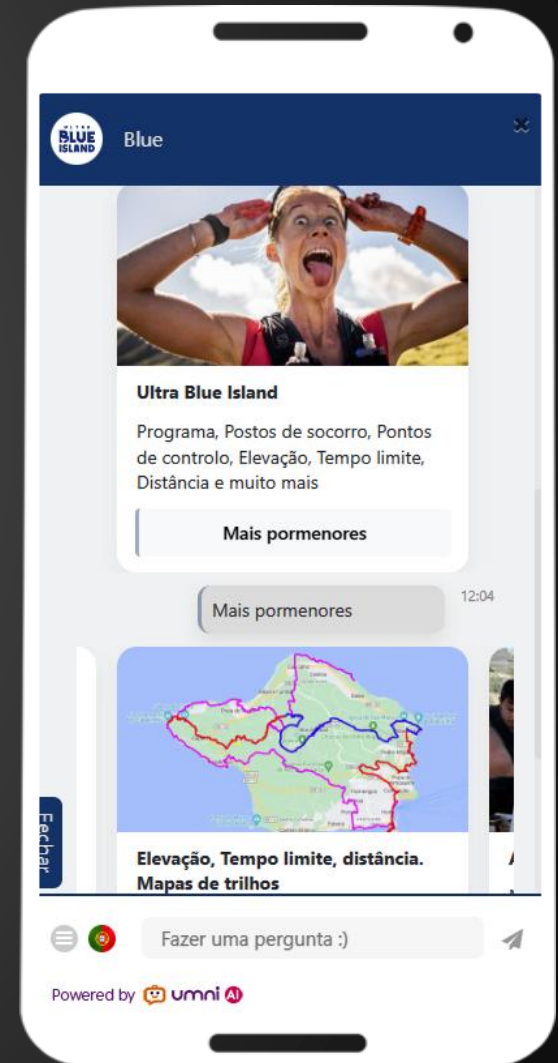
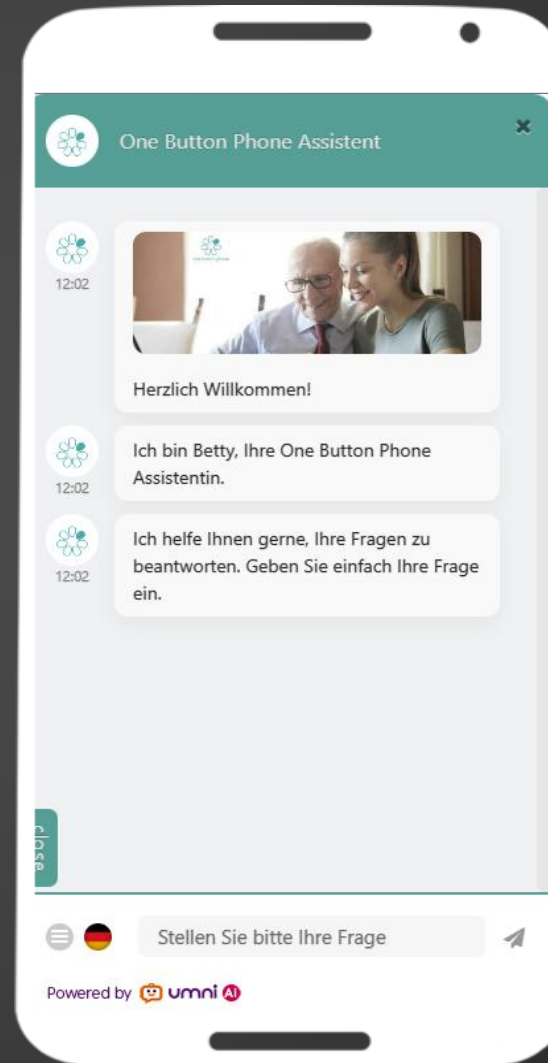
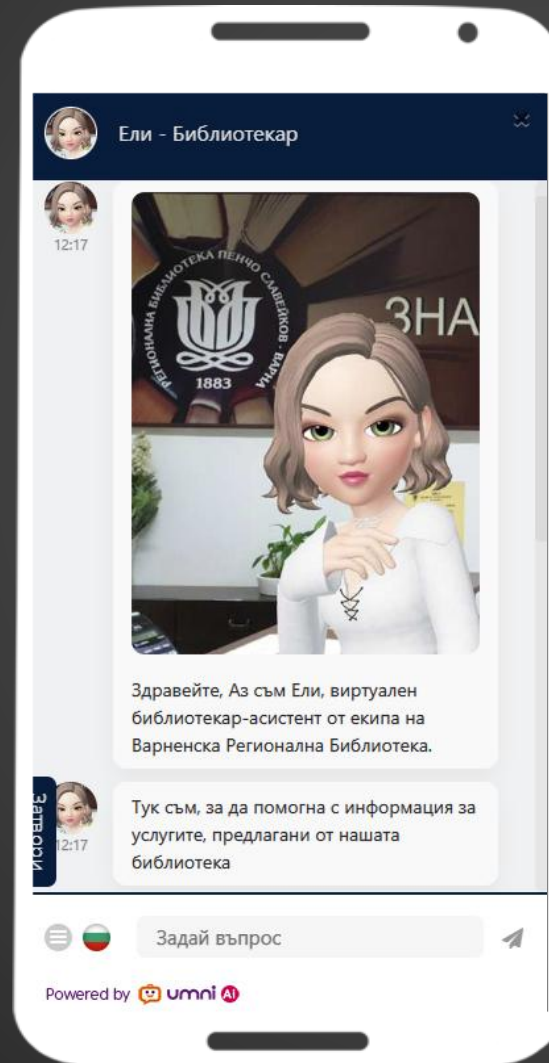
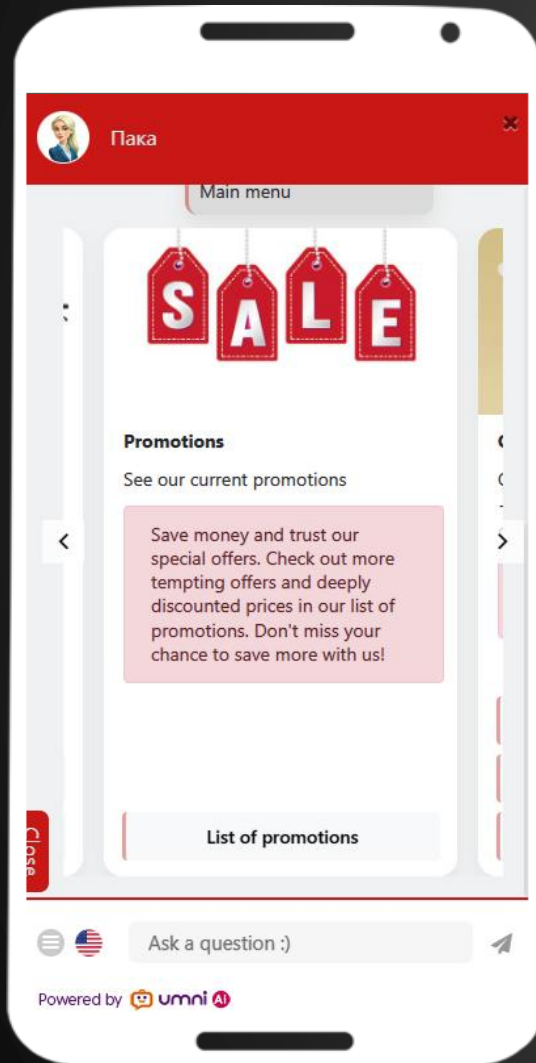
# Umni Platform - as simple as filling forms

Free consultation and training

The image displays the Umni Platform interface, which is designed for 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", "Settings", "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 over a "Period: April, 2024". The chart displays metrics for "Search Average %", "Clicks Average %", "All Average %", "All", "Search", and "Clicks" across the days of the month.

# Transform your operations with AI chatbot





## Sell. Save. Delight - 24/7

We will be happy to be your partners!



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