

# Build Scalable, High-performance Generative AI Chatbots and Avatars for Smart Customer Engagement



Retail



Hotels



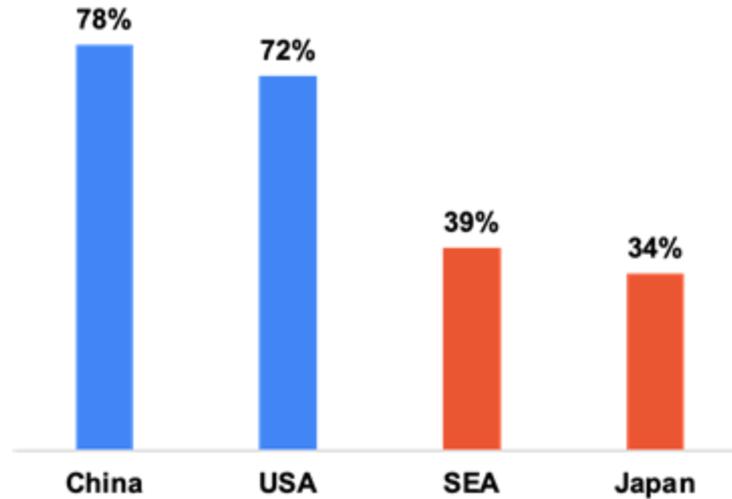
Tourism



# Problem: Bridging the lack of required technical expertise for GenAI adoption



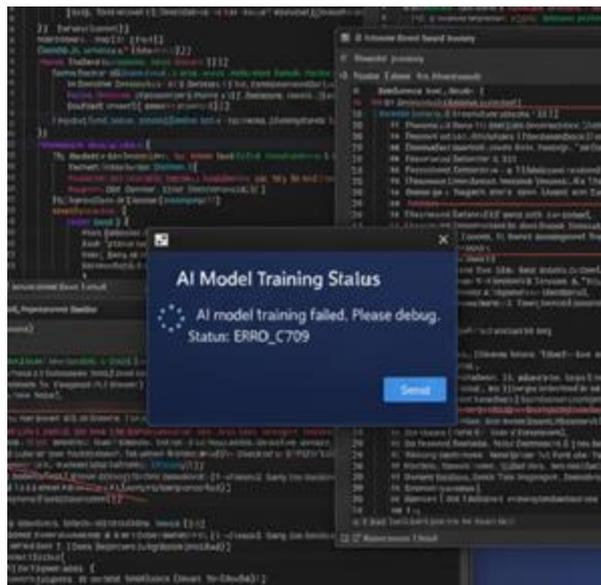
## GenAI Adoption in Customer Service



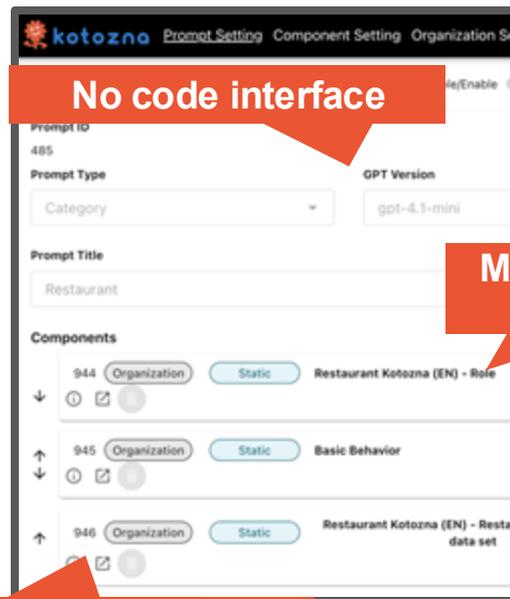
# Kotozna enables anyone to build GenAI chatbots through its no-code CMS; No technical expertise required



## Conventional Gen AI



## Gen AI with TPG



No code interface

Multi-format data input

Intuitive UI

# With TPG, businesses can quickly launch custom, high-performance chatbots and avatars, driving efficiency and cutting operational costs



- Setup within a few hours
- High accuracy
- Scalable
- Multilingual
- Customizable

# Unmatched response accuracy powered by Kotozna's unique prompt management framework (patent-pending)



98%

(49/50)

*Only client approved  
data sources*

76%

(38/50)

*Open data sources*

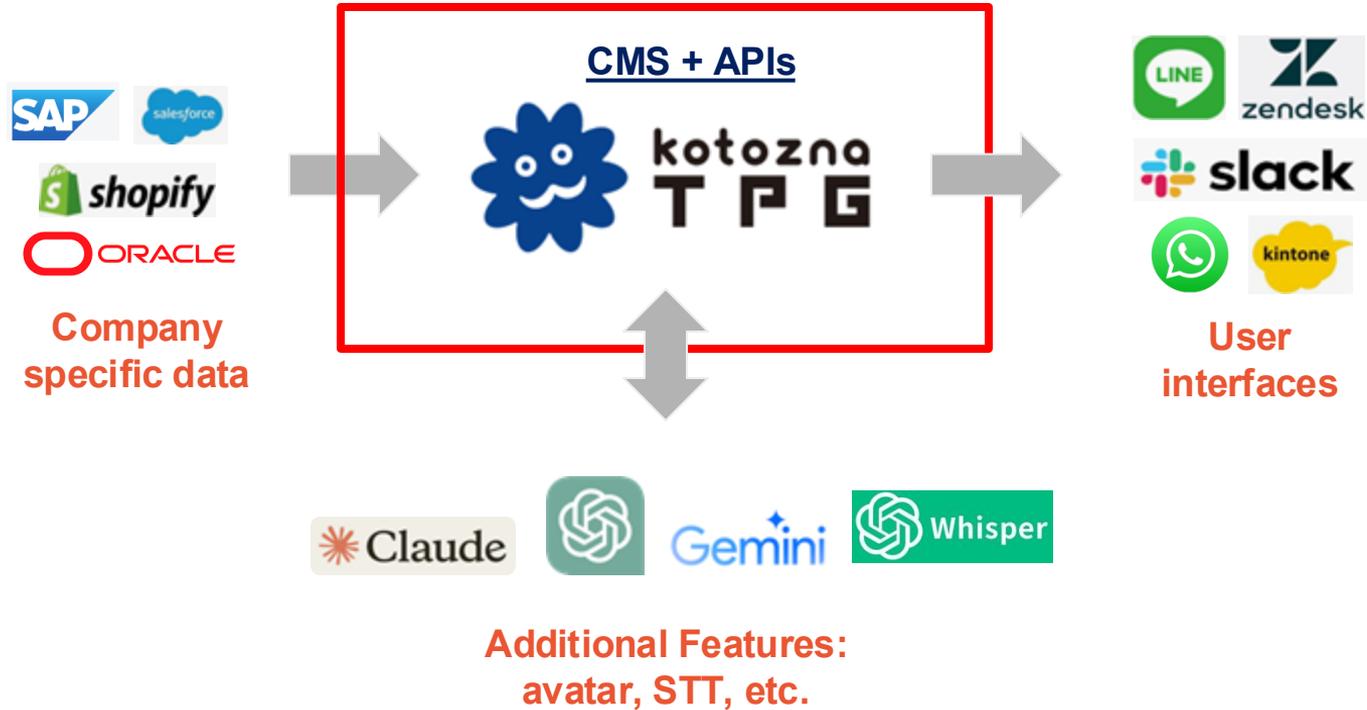
60%

(30/50)

*Open data sources*

50 questions asked for Jewel Changi to different platforms and accurate answers scored

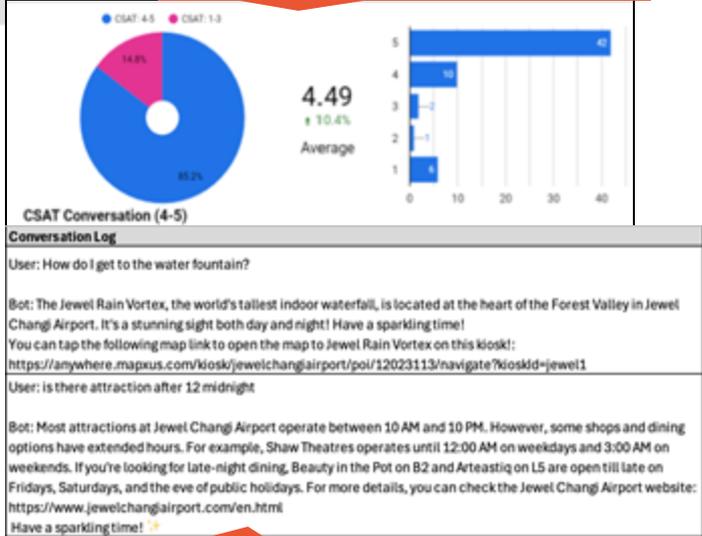
# Flexible integrations with external systems via API



# Data analytics to analyze interactions, identify red flags, and improve service delivery



## Customer Satisfaction Score



## Detailed Logs

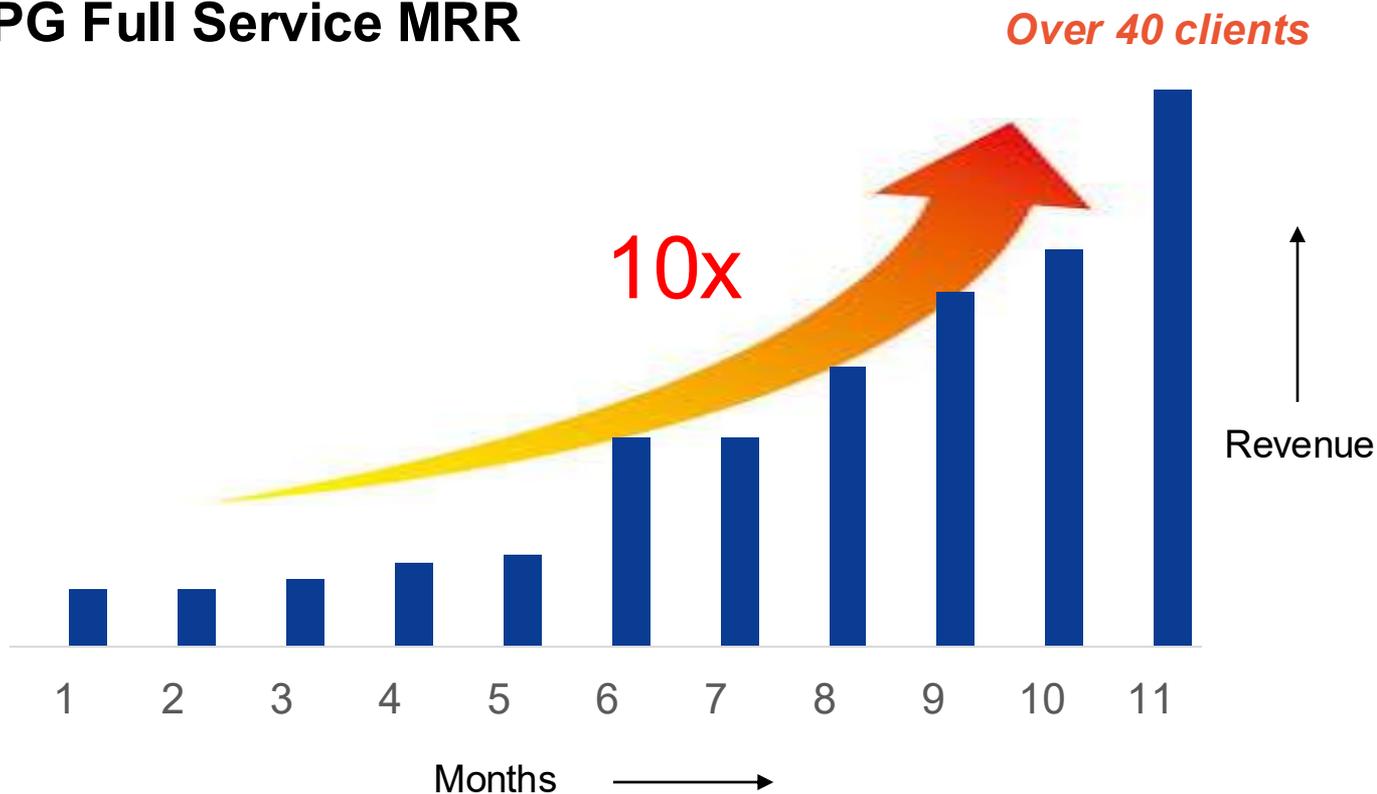
# Kotozna Generative AI Business Model: SaaS



	<u><i>Trial</i></u>	<u><i>Starter</i></u>	<u><i>Standard</i></u>	<u><i>Full Service</i></u>
<b>Bot Setup</b>	Self-service	Self-service	Self-service	By Kotozna
<b>Commercial Use</b>	No	Yes	Yes	Yes
<b>RAG Function</b>	No	No	No	Yes
<b>Generative API Cost</b>	Included	Not included	Not included	Included
<b>Max monthly responses</b>	---	3,000	15,000	No Limit
<b><u>Monthly Fee</u></b>	<u>Free</u>	<u>US\$65</u>	<u>US\$200</u>	<u>From US\$1000</u>
<b>Initial Setup Fee</b>	---	---	---	From US\$2000
<b>Add-Ons</b>	Not available	Not available	Available	Available

# Strong traction seen with 10x MRR growth in first 11 months

## TPG Full Service MRR



# Client Spotlight [1] – Osaka Tourism in Japan (DMO)



Scan to try!

6,000

Avg. queries per month

30%

Non-Japanese conversations

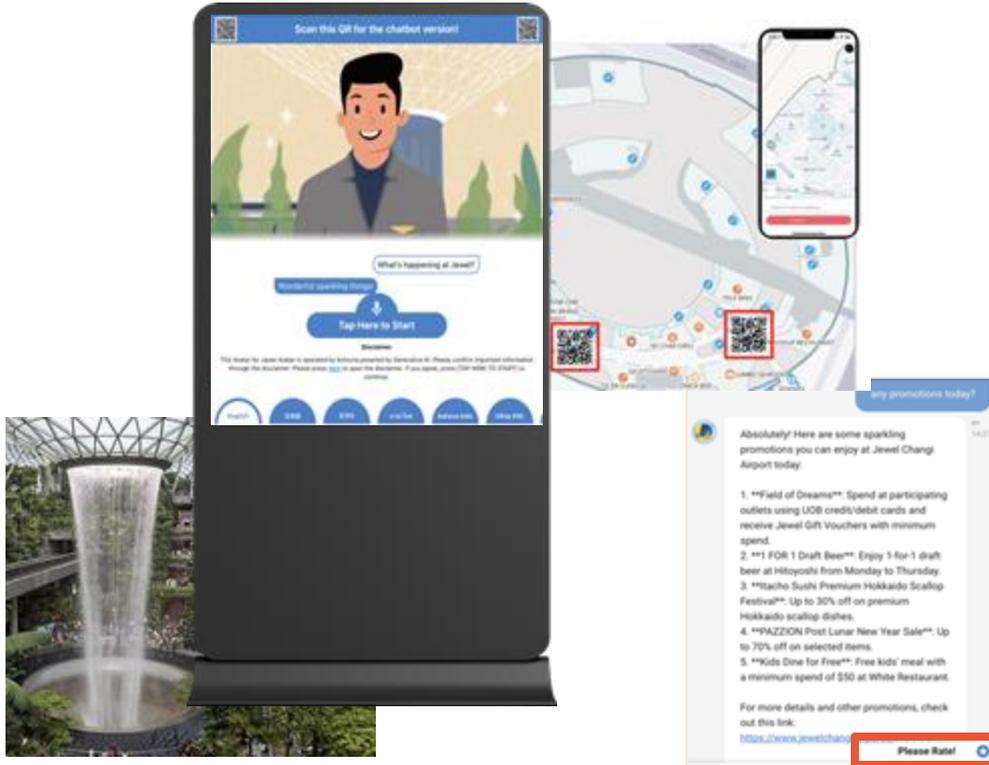
28%

Queries for itinerary and public transportation

4/5

Customer Satisfaction Score

# Client Spotlight [2] – Jewel Changi Singapore (Flagship shopping mall)



6,000

Avg. queries on chat+avatar per month

43%↓

Reduction in emails

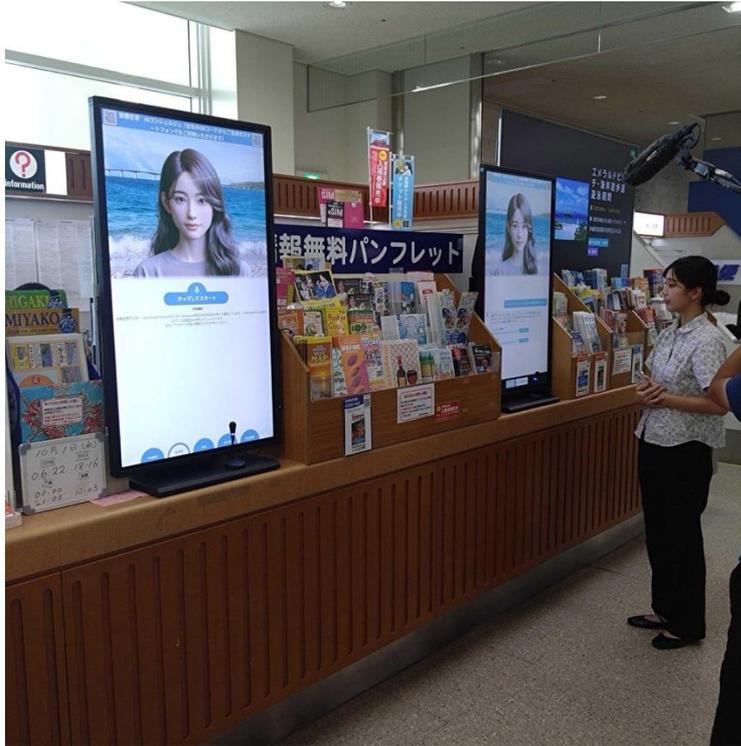
51%↓

Reduction in contact form inquiries

4.3/5

Customer Satisfaction Score

## Client Spotlight [3] – Okinawa Prefecture in Japan (Transportation)



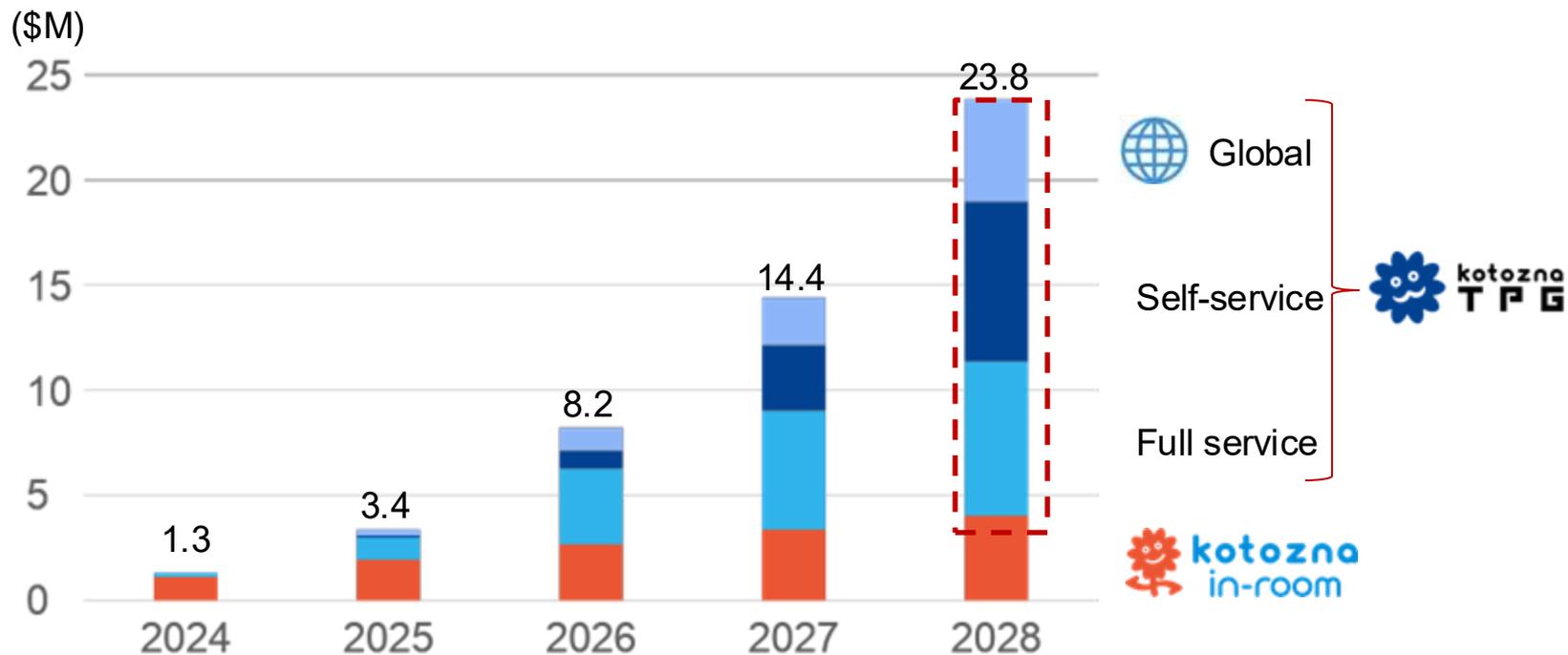
- Avatar at tourist information center at Naha Airport and bus center
- Accurate information about facilities and sightseeing along with navigation
- Non-Japanese conversations: 25% at airport and 55% at bus terminal
- Over 30% conversations for transportation assistance like bus routes, navigation, etc.

## Client Spotlight [4] – KHI Factory in Japan (Corporate/Industrial Facilities)



- Concierge installed at reception
- Confirms visitors' appointments and guide them
- Provides facility information, event details, and route guidance
- Can also be used via smartphones
- ~100 conversations per day during event period

## Business Plan: Expansion via channel partnerships



Conventional solution: multilingual digital concierge for hotels in Japan

# Experienced and diverse team



**Genri Goto**  
Founder/CEO

Serial entrepreneur, IPO  
(TSE)



**Atsushi Ueda**  
CSO



**Apurva Jindal**  
CGBO



**Elizabeth Johnson**  
CPO



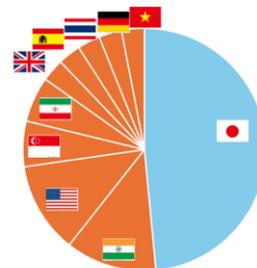
**Jun Azegami**  
CFO



**Konomi Takaoka**  
CCSO



**Kousuke Ishikawa**  
CTO



Thank you



[www.kotozna.com](http://www.kotozna.com)

## Our Value

### Innovation

常に最先端の技術を活用し

### Inclusion

全ての人に分け隔てない世界を実現するため

### Integrity

一貫して行動することを指針としています

# Existing solution Kotozna In-room is successfully launched in 600+ hotels



**600+**

*Live clients in 3 countries*

**20%**

*Foreign guests served*

**750**

*Avg. # of QR scans per month per client*

**80%**

*Y-o-Y Growth in no. of clients*

## Key Clients



## Demo Videos

JEWEL Avatar  
English

<https://bit.ly/3JPQmje>



JEWEL Chatbot  
English

<https://bit.ly/4m704LA>



BANK Avatar  
Japanese

<https://bit.ly/4phIAio>

