

AQUATIS AQUARIUM

Transforming Visitor Engagement: Enhancing AQUATIS's AI Chatbot



SNAPSHOT

Need

- Understand the true value of a chatbot
- Transform the chatbot into a digital asset integral to the customer experience

Solution

- Understand the data collected
- Deploy the solution throughout the customer journey
- Personalize the (digital) experience

Benefits

- Full Toolkit to improve both onsite and digital customer experience
- Full analysis of chatbot data and list of development opportunities

«In terms of Chatbot datas, our partnership with EHL has enabled us to improve our understanding of Chatbot results and better translate them into actions to implement.»

Patrick Zanello
Marketing Director

BACKGROUND & CHALLENGES

In December 2023, AQUATIS applied to the Flagship Resilient Tourism coaching program to enhance an AI-powered chatbot on their website. This chatbot, developed with technology provider Edsi-TECH, aimed to assist visitors in easily finding information and highlighting content from the AQUANEWS blog. The chatbot's database was initially limited to the website's content.

Post-implementation, AQUATIS sought to understand the true value of this digital solution. Without further development, the chatbot risked being perceived as merely an add-on. The goal was to transform the chatbot into a vital digital asset integral to the customer experience by (1) increasing interactions, (2) expanding the chatbot's knowledge base and performance, and (3) personalizing the customer experience.

SOLUTION

Following a thorough analysis of the website, chatbot, and aquarium visit, the EHL team identified key areas for improvement:

- Understanding Data Collected
- Deploying the Solution Throughout the Customer Journey
- Personalizing the Experience

RESULTS

• 6-Month Analysis of Chatbot Data:

Comprehensive data analysis to understand visitor interactions and improve chatbot performance based on detected mistakes and/or wrong statements.

• Customer Experience Analysis:

Evaluation of both digital and offline customer experiences.

• Full Toolkit for Customer Experience Improvement:

Website analysis with development recommendations, chatbot development opportunities: knowledge base expansion, personalization, bug fixes, onsite experience enhancements: digital tools, use of storytelling, personalization

• Long-Term Project Development:

Collaboration with Zoosuisse for broader digital solutions implementation across multiple sites.



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