



AI TIL BEDRE GÆSTESERVICE & FORSTÅELSE

*Velkommen til
første online session*

 VisitAarhus

DESTINATION  FYN

Med støtte fra:

VisitDenmark 

 DANSK
KYST & NATUR
TURISME

 Danmarks
Erhvervsfremmebestyrelse

HEJ!



A colorful, fuzzy, rainbow-colored creature with a green circular face and large, expressive eyes. It is standing on its hind legs, holding a light brown rectangular sign above its head with both hands. The sign has the word "agenda" written on it in a bold, black, sans-serif font. The creature's fur is a vibrant mix of red, orange, yellow, green, blue, and purple, giving it a rainbow-like appearance. The background is a solid, light green color.

agenda

INTRODUKTION TIL DAGENS SESSION

INSPIRATION: DET STORE OVERBLIK OVER
CHATBOTS TIL GÆSTESERVICE

SKRIDT-FOR-SKRIDT: VI BYGGER EN
CHATBOT!

NÆSTE GANG OG TAK FOR IDAG

IDAG KOMMER VI TIL AT...



Få overblik over forskellige former for chatbots til gæsteservice.



Bygge en chatbot hver især!



CHATBOTS TIL GÆSTESERVICE



WHAT IS AN AI CHATBOT?



Is ChatGPT a chatbot?

A computer program designed to simulate human-like conversation with human users, especially over the internet.



**GENERAL PURPOSE
CHATBOT**

**PURPOSE-SPECIFIC
CHATBOT**



GENERAL PURPOSE CHATBOT

AI “engine” that can **talk about almost anything**, not tied to one company or system.

Think of them as the **engine or “brain”** that can be placed inside many different products.

PURPOSE-SPECIFIC CHATBOT

Narrow, task-focused agents built to **answer specific questions or handle services** for one organisation.

Think of them as **specialised agents** designed for specific tasks





**FOR
GUEST
SERVICE**

PURPOSE-SPECIFIC CHATBOT

Narrow, task-focused agents built to **answer specific questions or handle services** for one organisation.

Think of them as **specialised agents** designed for specific tasks



24/7 INFORMATION ACCESS

SUPPORT IN MULTIPLE LANGUAGES

SAVE OPERATIONAL COSTS

**AUTOMATE BOOKINGS
AND RESERVATION**

**PERSONALISATION
& ADS**

NEW FORM OF STORYTELLING/
DIGITAL EXPERIENCE

DATA & DASHBOARD



**WHY
CHATBOT?**



HOW TO BUILD A CHATBOT

6 THINGS TO CONSIDER

1. CONVERSATIONAL MODE

Text-based chatbot
(website, social media)

Audio-based chatbot
(callbot)



2. TARGET USERS

Chatbot for customers

(Consumer, B2B client)

Chatbot for internal organisation

(whole organisation, department)



3. PURPOSE

Information source

(website, social media)

Supportive

(complaints, inquiries)

Transactional

(booking, purchase, reservation)

Interaction

(storytelling, gamification)

Others?



3. PURPOSE: EXAMPLES

Information Source

DESTINATION
VANCOUVER

I FEEL
SLOVENIA

Transactional



sunlife

Supportive



Interaction

The British
Museum


CHÂTEAU DE VERSAILLES

Others



holiday
extras

NEW
YORK
CITY
TOURISM + CONVENTIONS

4. DEPLOYMENT

Owned platforms
(website, application)

Third-party channels
(WhatsApp, Messenger,
Instagram)

Embedded/ API bots
(CRM, booking engines)



5. DATA



LAYER	PURPOSE	EXAMPLES
Static Knowledge Data	Factual, reference-based information the chatbot needs to know	FAQs, company policies, pricing tables, destination descriptions, service details
Dynamic / Live Data	Information the chatbot needs to fetch or update from systems	Booking availability, CRM info, inventory, schedules, weather, order status
Training & Conversation Data	What the chatbot needs to understand and improve over time	Past chat transcripts, user intents, conversation logs, feedback data

5. DATA

HAVE YOU HEARD OF **RAG** (**RETRIEVAL-AUGMENTED GENERATION**)?

A normal chatbot: knows what it was trained on.

RAG chatbot: look things up in your company's documents, website, or database before answering.

**User asks a question → Retriever searches your data →
Augmenter sends that info to the AI model →
Generator creates the final answer**



6. ARCHITECTURE

**BUILD YOUR
OWN**

**IN MARKET
SOLUTION**



6. ARCHITECTURE

TECHNICAL SKILL

RESOURCES

PRICING

COMPLEXITY



6. ARCHITECTURE (IN MARKET)

DANISH COMPANIES



OTHER COMPANIES



6. ARCHITECTURE (IN MARKET)

Provider	Pricing model (approx.)	Languages supported	Key channels & integrations	Considerations
Kindly.ai	Quote-based	100+ languages	Web chat; integrates with Zendesk, Salesforce, Dixa	No public pricing; chat focused
Karla	Tiered (1 450–5 150 kr/month)	Multilingual (GPT-4)	Web chat; optional voice; Zendesk integration	Conversation limits by Nordic focus
Zublime	Quote-based	100+ languages	Web chat; mini-CRM; order/inventory integration	Custom pricing; includes business modules
Fin (Intercom)	≈\$0.99/resolution + additional seat cost	45+ languages	Live chat, email, phone, SMS, social, Slack, WhatsApp & API	Costs scale with volume to Intercom help-desk
PolyAI	Per-minute voice billing	~45 languages	Voice via SIP/PSTN; optional chat	Voice-focused; setup
HiJiffy	Tiered (~€99–€319/month)	Basic: 3 languages; Pro: 132 languages	Web, social, messaging apps, WhatsApp, SMS, email	Setup fees per 5 properties; hospitality-specific
Tidio	Tiered (≈\$24–\$749+/month)	Lyro supports 13 core languages	Live chat, WhatsApp, Instagram, Messenger; e-commerce integrations	Lower tiers limit conversation; higher tiers expensive

6. ARCHITECTURE (BUILD YOUR OWN)



HIGH/ CODING

LOW/ NO CODE

COMPLEXITY & FUNCTIONALITY

LAD OS BYGGE EN CHATBOT
MED CHATBASE



HVAD ER CHATBASE?



HVORFOR CHATBASE?

**Byg AI-chatbots uden kode
- drevet af jeres egne data**

- Gør LLM'er (fx ChatGPT/Claude) operationelle på jeres egen viden.
- Træn på dokumenter/hjemmesider, og implementer på web, Slack, WhatsApp, WordPress m.m.
- Brug fx chatbots til kundeservice, vidensdeling eller interne assistenter.



CHATBASE

No-code: Byg chatbot på få minutter via grafisk brugerflade

Du uploader og ejer din egen vidensbase

Mulighed for at vælge model (GPT-4, Claude, Gemini)

Direkte integration til Slack, WhatsApp, WordPress, Zapier m.fl.

Chatbase kan udføre AI Actions via API'er – fx booke møder eller hente data

ANDRE VÆRKTØJER

Kræver ofte kodning eller API-opsætning

Mange løsninger trækker på åbne data eller generiske prompts

Ofte bundet til én model

De fleste bot-bygger-værktøjer kan kun svare, ikke handle

Mange kræver manuel opsætning eller tredjepartsværktøjer





CHATBASE: SKRIDT-FOR-SKRIDT

**TID TIL AT
BYGGE SELV**

SKRIDT- FOR- SKRIDT



ÅBEN CHATBASE. LOGIN.

**TILFØJ KILDER, AGENTENS UI OG
PERSONLIGHED**

OPGAVE – TEST AGENTEN

**UDFORSK KILDE FORBEDRINGER,
INTEGRATIONER, INDSTILLINGER**

**OPGAVE – CHATBOT
ASSESSMENT**

DEPLOY

NÆSTE GANG: DEN 3. NOVEMBER 360 GRADERS CHATGPT



IDAG FIK I...



Et overblik over forskellige former for chatbots til gæsteservice



Bygget en chatbot selv!





TAK FOR I DAG!

 VisitAarhus

DESTINATION  FYN

Med støtte fra:

VisitDenmark 

 DANSK
KYST & NATUR
TURISME

 Danmarks
Erhvervsfremmebestyrelse