



MEDIA RELEASE

6 JULY 2020

**CHAT2CONCIERGE RECEIVES FUNDING FROM THE QUEENSLAND GOVERNMENT
TO BOOST TOURISM**

Cairns-based technology business Chat2Concierge has received the support of the Queensland State Department of Development, Tourism and Innovation after being awarded significant funding as part of Advance Queensland's Ignite program.

Ignite is designed to support high-growth potential Queensland businesses to undertake projects that will strengthen key industries in Queensland, compete in domestic and global markets, and create new jobs. Chat2Concierge is the only successful recipient with a project to assist the tourism industry, with their 'Queensland Tourism Boost' initiative.

"It could not come at a more critical time for the tourism industry", says Chat2Concierge Chief Operating Officer, Karen Lloyd-Collins.

Karen believes their competitive edge and key to success is the combination of purpose-built software with AI technology that serves as a platform for their customer service team to engage with website visitors in the moment they are motivated to book or buy.

"We create a client-specific knowledge base that our service team use to interact quickly, effectively, and accurately with the client's website visitors", says Karen.

"The end result is an online customer service solution that we know helps businesses increase revenue, attract more enquiries, and gain more direct sales."

Karen is confident tourism businesses will see significant benefits almost immediately. "The first step for all travellers is to explore their options online (particularly with Covid restrictions in place) and quite often this is outside business hours. However, our team are there 24/7 answering enquiries and capturing direct bookings for our clients. During business hours, our services also free up a our client's staff to attend other business needs. It also sends a clear 'we are open and ready to welcome you' message to customers."

Additional Search Engine Optimisation benefits are achieved by increasing a website visitor's length of visitation (some clients have seen an increase of 26% of visitor's time on their website), thereby pushing a website up a search engine like Google's rankings and ultimately increasing website traffic and online sales.

"As well as attracting domestic bookings now, our service will empower our clients to be one of the first to attract those early bookings and enquiries from our international visitors once our international borders open again."

Linchpin Great Barrier Reef tour operator, Passions of Paradise has been using Chat2Concierge since 2017 and in December 2019 had over 100% growth in online enquiries compared to 2017 and 2018. Even when the industry began suffering in January 2020, they recorded 30% growth compared to both of the prior years.

As a business that considers outstanding customer service essential to their success, Passions of Paradise Managing Director and Founder, Alan Wallish says they work closely with Chat2Concierge to ensure that online responses are always up to date and accurate.

"The service has saved so much time spent on the phones, answering social media enquiries, and responding to emails, freeing up our staff to focus on delivering the Passions of Paradise experience," says Alan.

"We have found that if online questions are answered instantly in the moment people are looking, then it is so much easier to get the booking ."

"Chat2Concierge is converting 80-90% of our online conversations and with the team providing 24-hour service we are attracting more domestic and international direct bookings", states Alan.

Karen advises that a different approach is essential to servicing and growing online visitation. "Online customers are used to getting information fast at a time convenient for them, which is a real challenge for businesses trying to efficiently manage their labour costs and this is where we offer a cost-effective alternative."

The Ignite funding, supplemented by additional investment from Chat2Concierge will enable businesses to quickly trial the service with implementation taking only five days.

A six-month package is offered that includes the first two months for free with staged payments rising incrementally each month to \$199 in month six.

Karen said, "We are very grateful to the Queensland Government for their assistance, which we are confident will benefit tourism operators in the region in the short and long term."

ENDS

SUPPLEMENTARY INFORMATION

Chat2Concierge is a division of Chat2 with a head office based in Cairns, Queensland.

The Recovery Offer includes:

- 24/7 coverage - 365 days of the year with our online Chat2 Engagement team;
- Software and upgrades of Chat2
- Full setup of the software
- Knowledge Base creation and continued update of responses as things change.
- Up to 200 chats a month

\$199/month (normally \$399) from month 6, with incremental staged payments as outlined below.

month 1 and 2 - free - no cost

month 3 - 25% = \$50

month 4 - 50% = \$100

month 5 - 75% = \$150

month 6 - 100% = \$199/month