

**HIRE **BOB**.AI**



**Justin Mendleton**  
Commercial Director  
[justin@hirebob.ai](mailto:justin@hirebob.ai)

Starting MS-DOS...

C:\>\_

SALES APE.AI



fitronics.

move

HIRE BOB.AI

FIT HUB

ACTIVE FOCUS

BOX12

LONGEVITY

ACTIVE RE

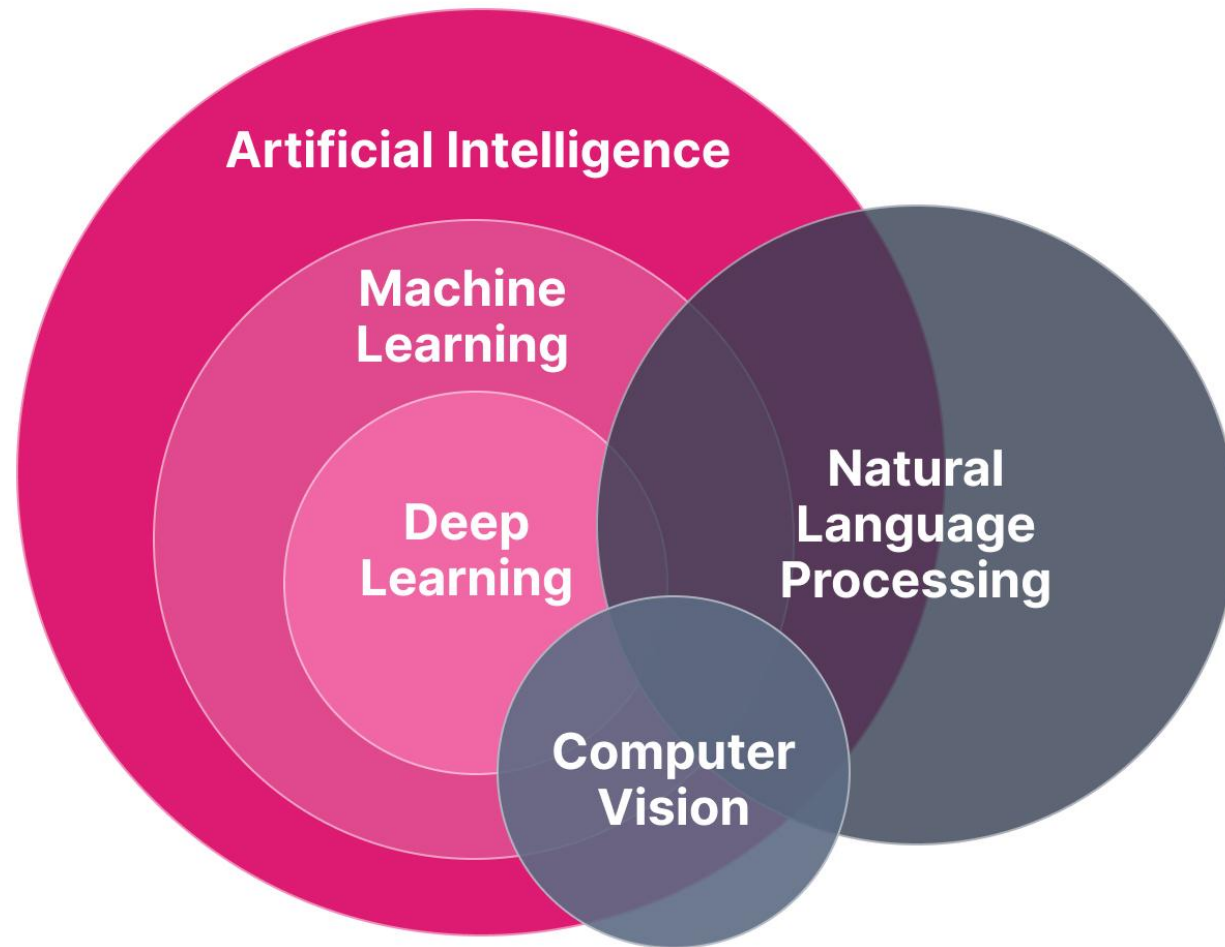
**HIRE BOB.AI**

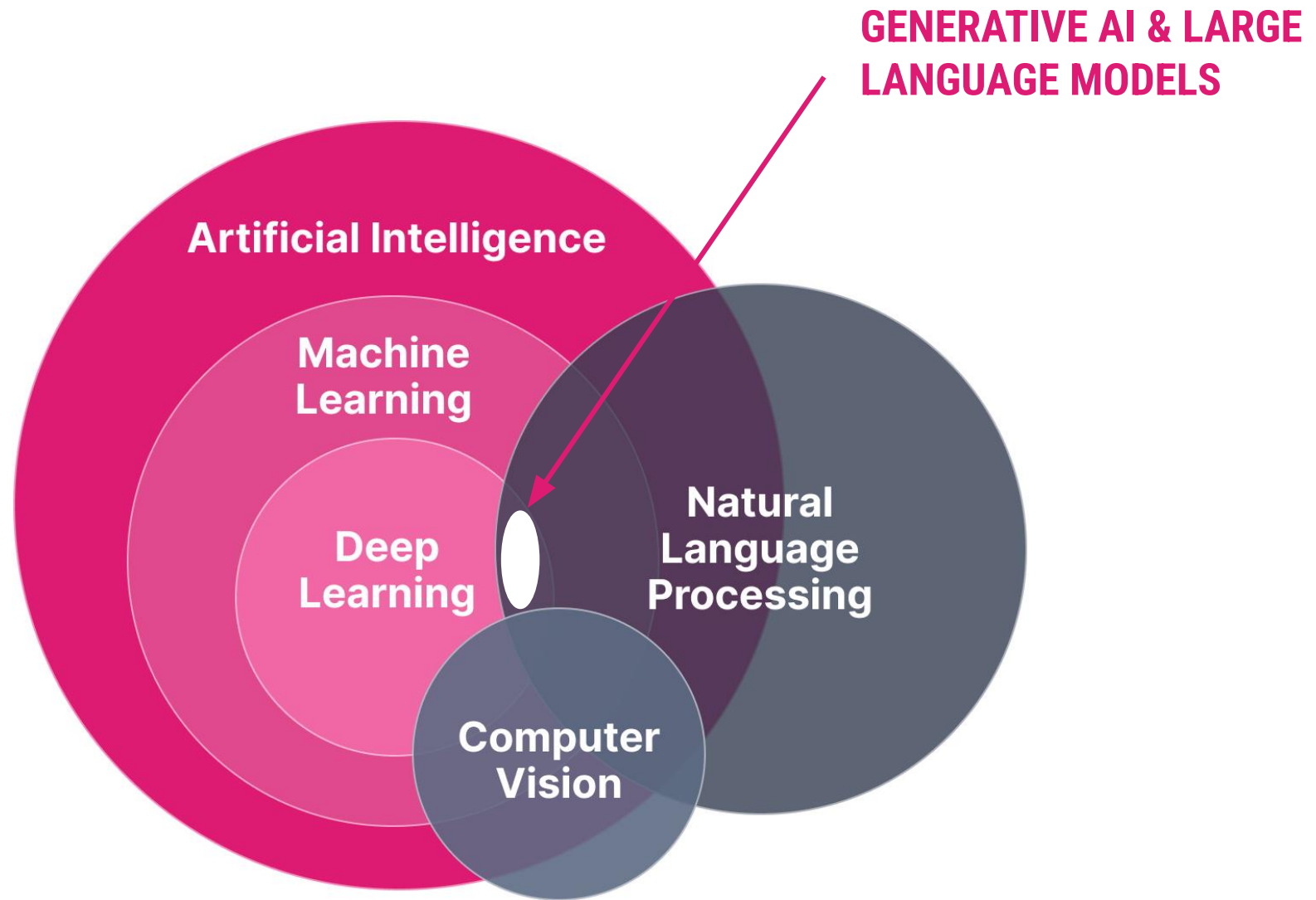
**GIVE YOUR TEAM AN  
AI SUPER-EMPLOYEE...**

**move**

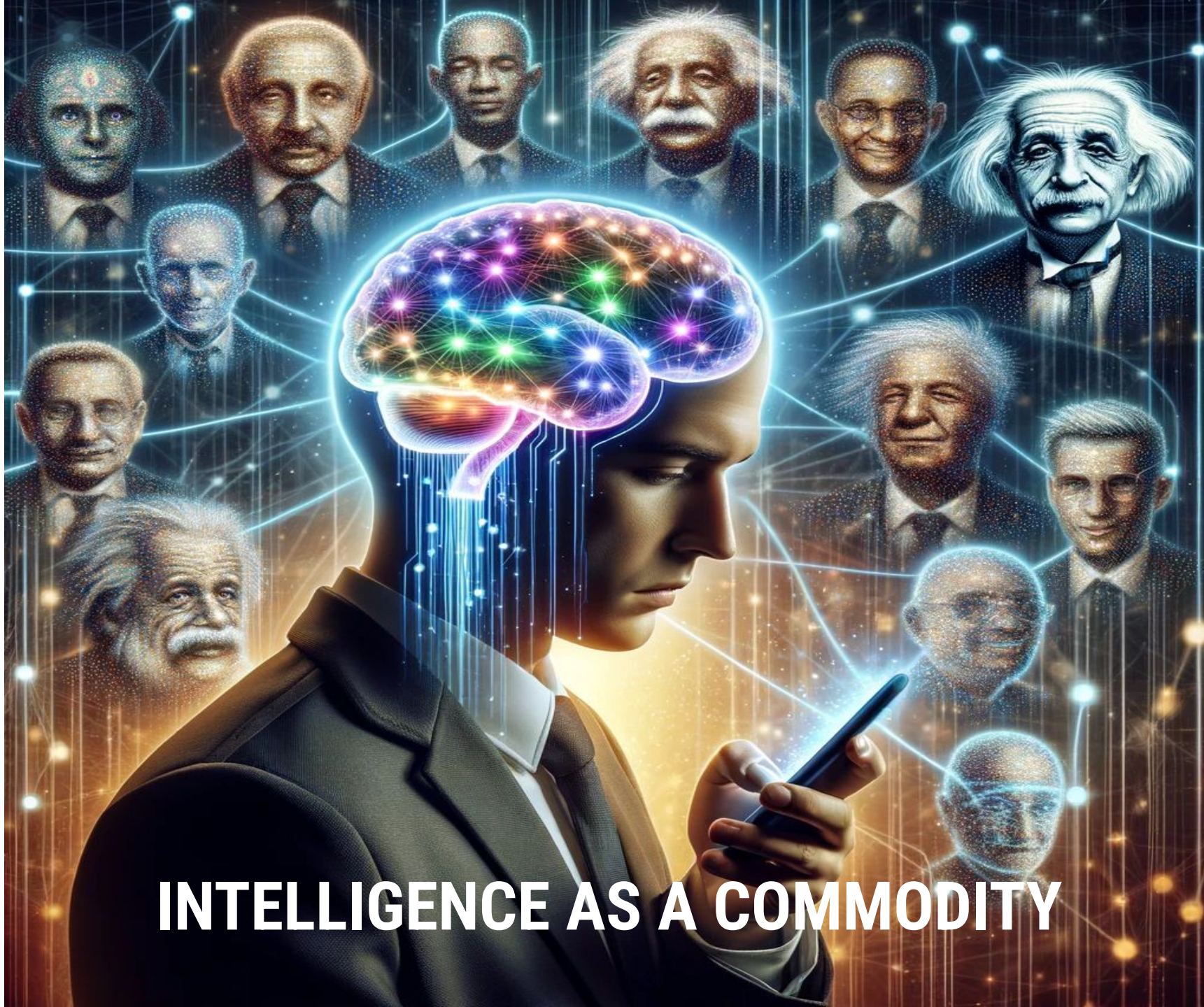
a TECHNOLOGIES company

**WHAT IS ALL THE A.I. HYPE ABOUT?**



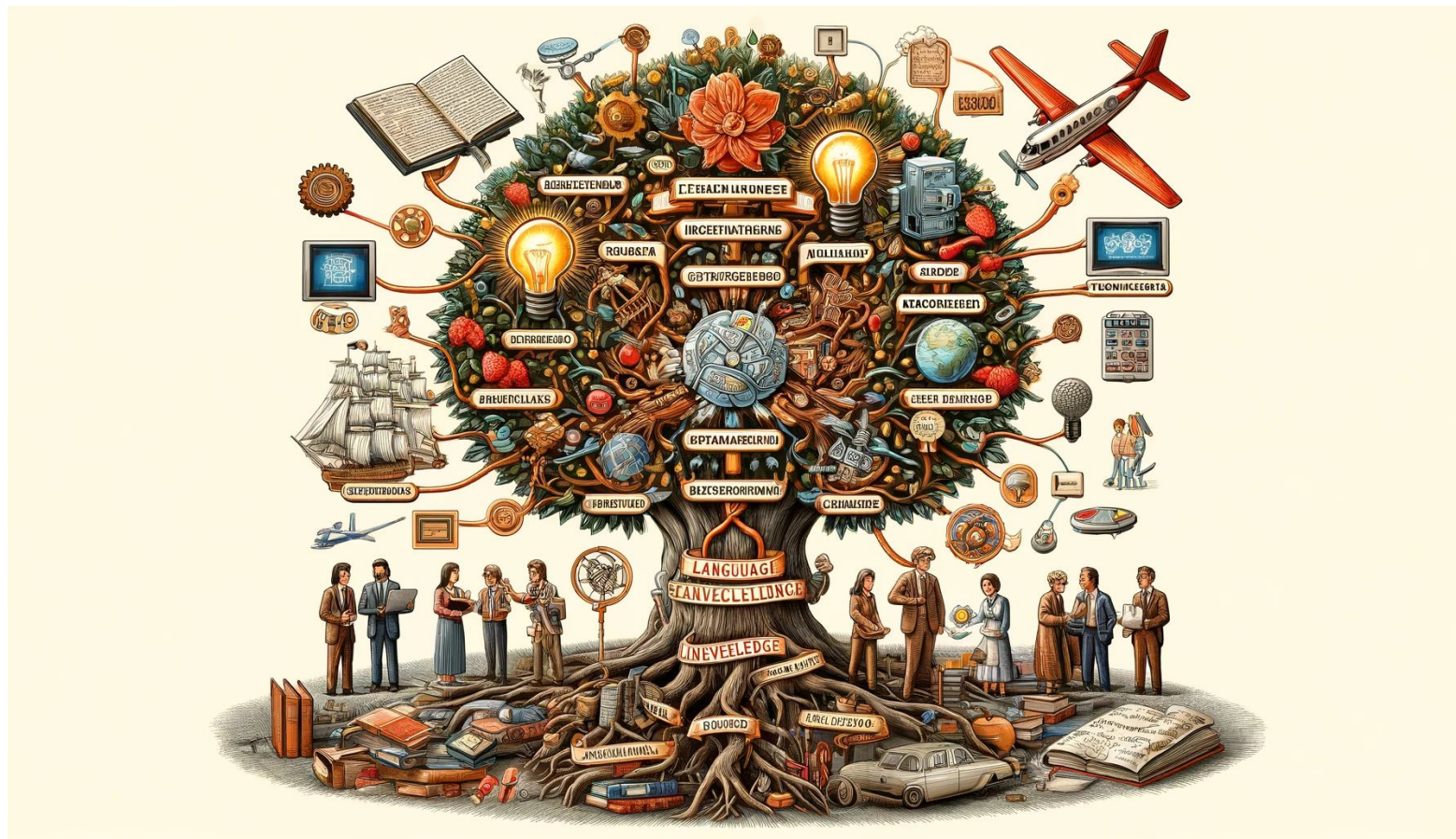






**INTELLIGENCE AS A COMMODITY**





**"The limits of my language mean the limits of my world."**

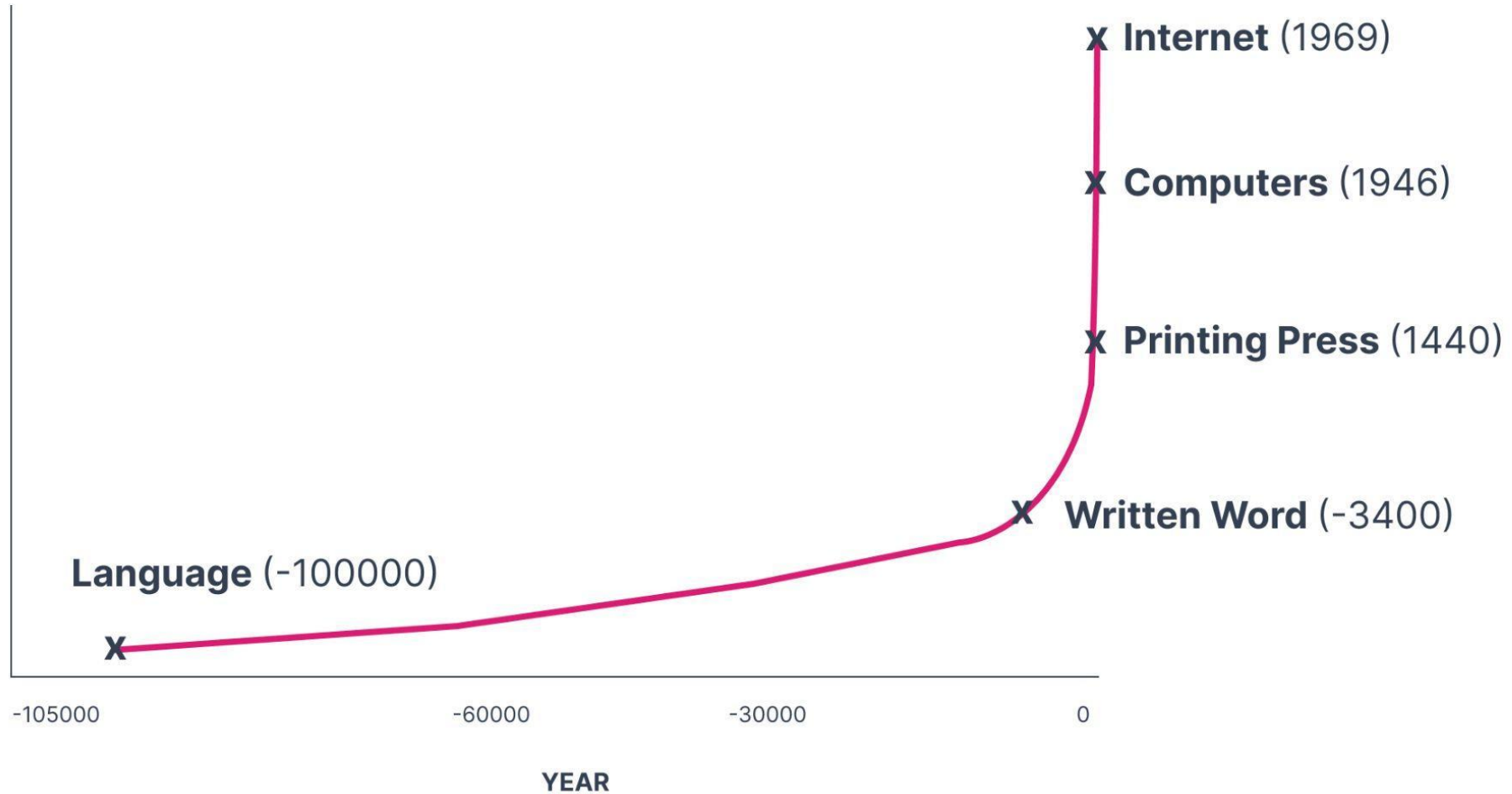
Ludwig Wittgenstein

**"The more the exchange of knowledge intensifies, the faster the rate of technological progress."**

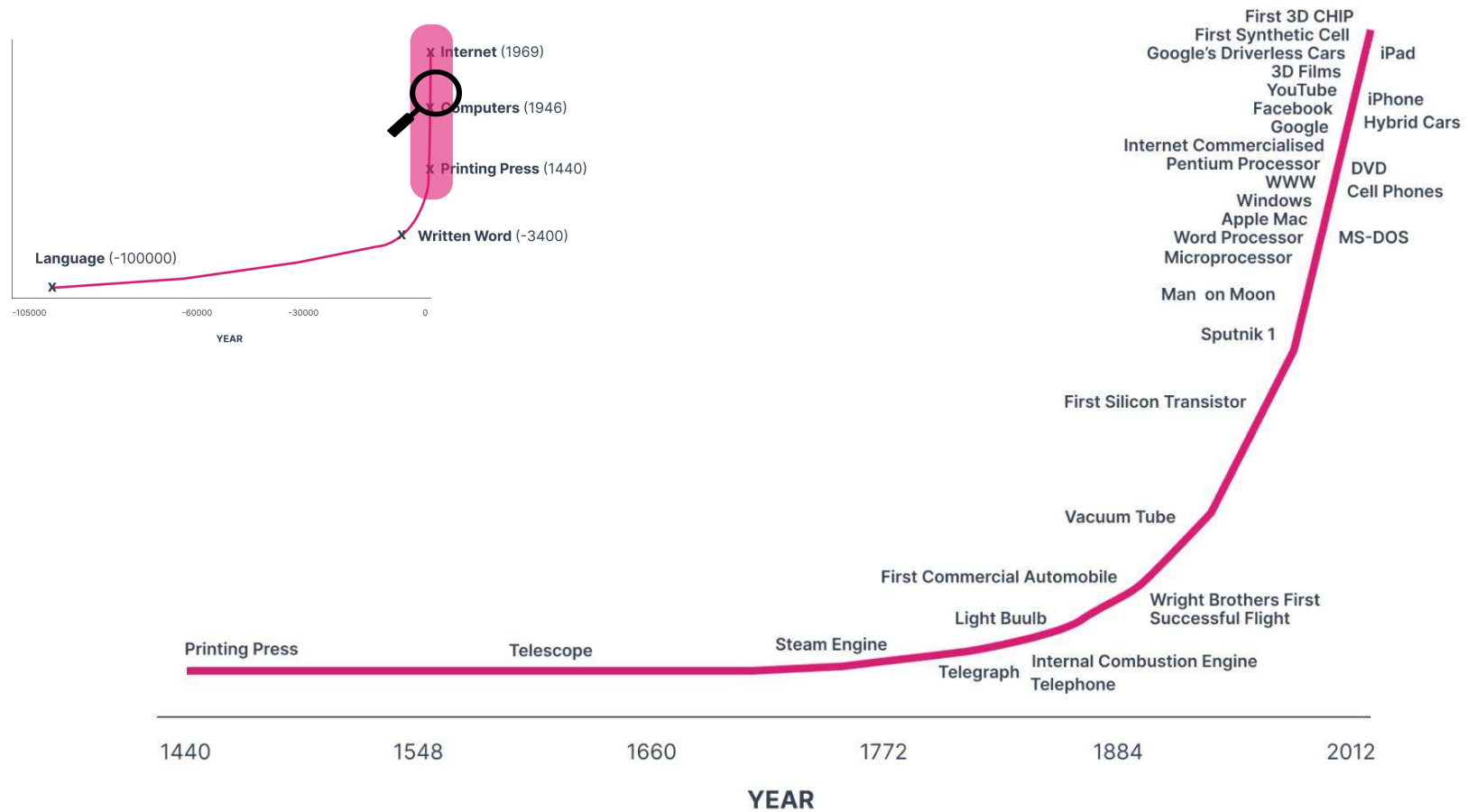
Friedrich Hayek



# TIMELINE OF INVENTIONS IN HUMAN HISTORY



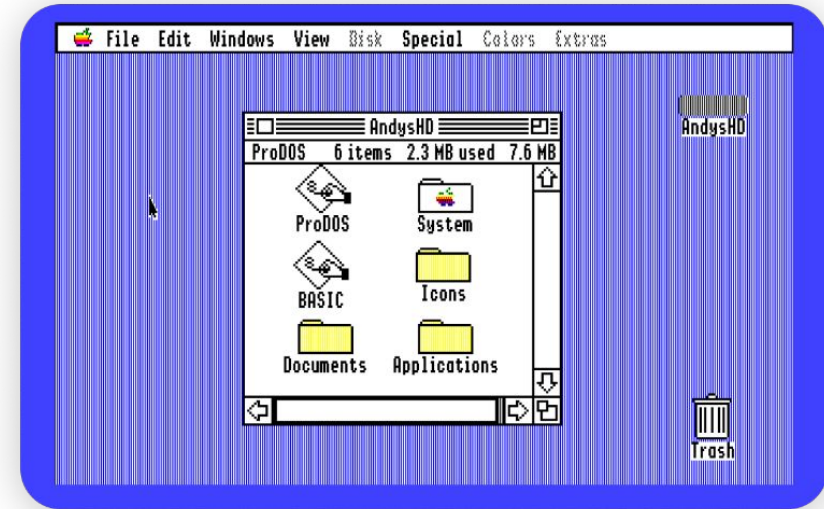
# TIMELINE OF INVENTIONS IN HUMAN HISTORY



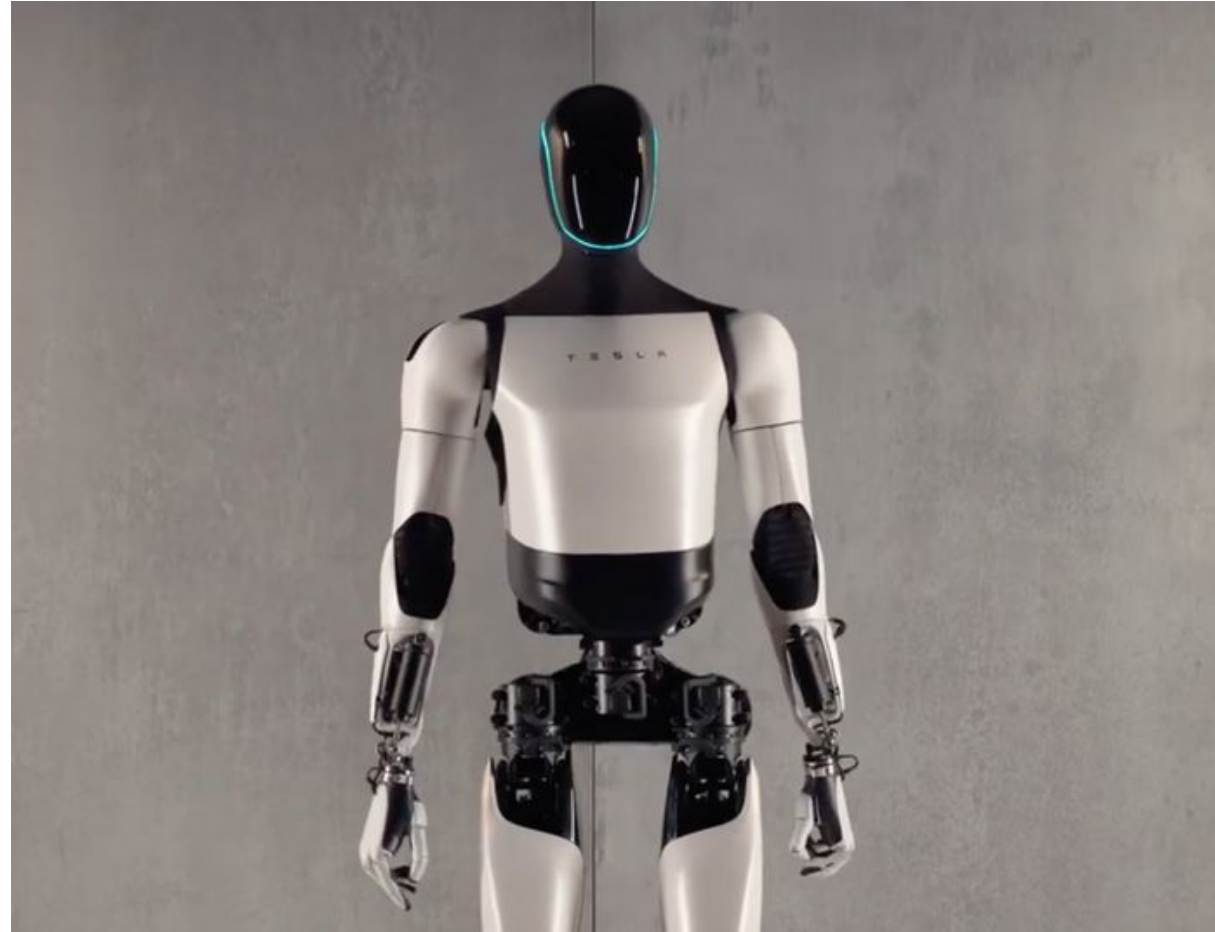
# SHIFT IN USER INTERFACE

Starting MS-DOS...

C:\>\_



# SHIFT IN USER INTERFACE



**NATURAL LANGUAGE HUMANOID**





**DIGITAL AI EMPLOYEES**

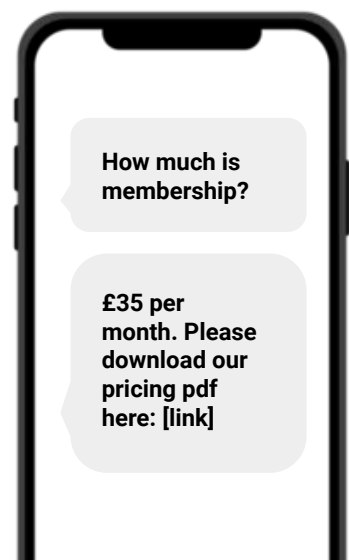
# **HOW AI EMPLOYEES WORK...**

# HOW AI EMPLOYEES WORK

Having a 'human like' conversation requires a chain of thought on every interaction, that's where HireBOB is more advanced than any other solution



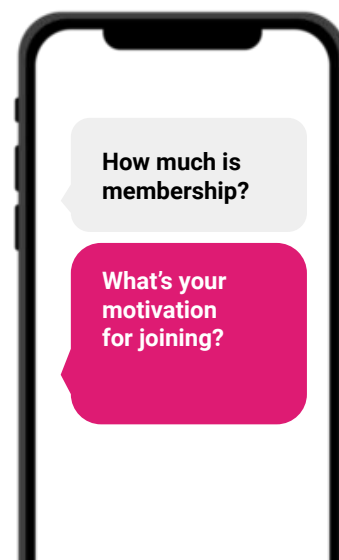
## BASIC AI AGENT TOOLS



- **RECEIVE** the input
- **ATTACH** some guidance
- **GENERATE** a basic response



## HIREBOB AI EMPLOYEE



- **COMPREHEND** the context
- **REFLECT** on the conversation
- **DECIDE** what to do next
- **REFERENCE** everything you know
- **GENERATE** the best response

**WHERE AI EMPLOYEES WORK...**



# WHERE AI EMPLOYEES WORK

Sales or Service...where is the largest problem to solve or opportunity to leverage?

## SALES

Lead qualification and nurturing

Booking tours / sales calls

Online joining

Abandoned cart

Swim enrolment

Upselling products and services, renewals



**"SIGNIFICANTLY BOOSTED  
OUR SALES CONVERSION"**



**Daniel Palfi**  
Senior Marketing Executive, Barnsley Premier Leisure



**"WE'RE NOT JUST PLAYING WITH TECH FOR THE  
SAKE OF TECH, THIS IS TECH THAT ACTUALLY  
WORKS AND PRODUCES REAL RESULTS"**



**Tim Quirke**  
Business Development Manager, Active Leeds

# WHERE AI EMPLOYEES WORK

Sales or Service...where is the largest problem to solve or opportunity to leverage?

## SERVICE 😊

General enquiry handling

Cancellation prevention

Fitness / nutrition support

Health referral



*"THE FINANCIAL BENEFIT SPEAKS FOR ITSELF,  
HAVING IMPROVED OUR CANCELLATION SALVAGE  
RATE BY 500%"*



**Claire Turnbull**  
Brand & Propositions Manager, Abbeycroft Leisure



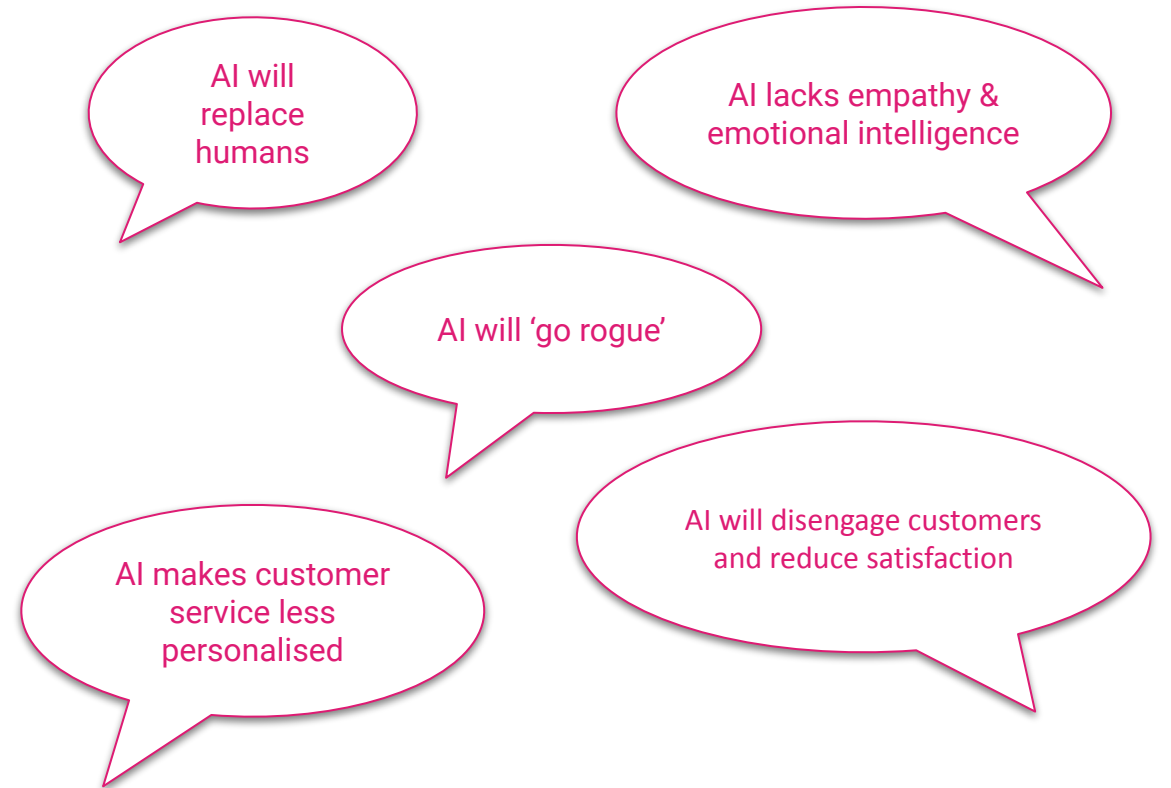
*"HIREBOB.AI HAS ELEVATED OUR SERVICE LEVEL  
AND PROVIDED A NEW LEVEL OF SUPPORT THAT  
OTHERWISE WOULD NOT HAVE BEEN  
ACHIEVABLE"*



**Anthony Heskins**  
National Sales & New Openings Manager, Village

# FOCUS ON CUSTOMER EXPERIENCE

- ★ **Fast Response**
- ★ **Clarity and consistency**
- ★ **Empathy and understanding**
- ★ **Personalised and relevant support**
- ★ **Omnichannel communication**
- ★ **Access to information**



# SWIM ENROLMENT EXAMPLE

AI employee for swimming enrolment

The chat interface shows a conversation between a user and an AI employee named Bob. The chat is dated June 22nd 2024.

**Panel 1:**

- User: Swimming lessons  
June 22nd 2024, 10:07:33 am
- Bob: Great, thanks for your interest in swimming lessons! Are these lessons for you or for a child?  
June 22nd 2024, 10:07:33 am
- User: My children  
June 22nd 2024, 10:07:46 am
- Bob: Fantastic! It's wonderful you're considering swimming lessons for your children. Could you tell me how old they are?  
June 22nd 2024, 10:07:46 am
- User: 8 and 4  
June 22nd 2024, 10:07:57 am

**Panel 2:**

- Bob: Perfect, thanks for sharing! Let's start with your 8-year-old. Can they swim already? If so, how many metres can they confidently swim?  
June 22nd 2024, 10:07:57 am
- User: Yes he can swim, he's currently working towards 25m  
June 22nd 2024, 10:08:25 am
- Bob: That's great progress! Can you tell me what swimming techniques he can confidently do out of: breaststroke, front crawl, front crawl with breathing to the side, backstroke legs, full backstroke, fly legs, full butterfly, or a somersault in the water?  
June 22nd 2024, 10:08:25 am

**Panel 3:**

- Bob: Brilliant! Based on what you've told me, it sounds like your 8-year-old would fit well into our Stage 5 swimming lessons. Here's a quick overview of the criteria for Stage 5:
  - Age: 4-7 and 8+
  - Ability: Confident swimmer and confident in deep water
  - Distance: Can swim 10-20 metres with correct technique, cannot swim more than 25 metres
  - Technique: Can confidently swim Front crawl, backstroke, breaststroke, AND fly legsGiven his current abilities, do you feel this would be a suitable stage for him?  
June 22nd 2024, 10:09:35 am
- User: Yes  
June 22nd 2024, 10:10:01 am

Each message bubble includes a 'P' icon and a 'Train ?' button. The AI's responses are enclosed in a pink border, and the chat interface includes a 'Copy Share Link' option at the top of the second panel.






# SWIM ENROLMENT EXAMPLE

AI employee for swimming enrolment

Brilliant! For your 8-year-old, you can sign up for Stage 5 swimming lessons right here: [Sign Up Online](#).

Now, let's find the best fit for your 4-year-old. Can they swim at all? If yes, how many metres can they confidently swim?

June 22nd 2024, 10:10:01 am


  

Yes but with a belt and arm rings

June 22nd 2024, 10:10:35 am

Thanks for letting me know! It sounds like your 4-year-old would be starting their swimming journey, so they might fit into our Foundation Class or Stage 1, depending on their comfort and ability in the water without floatation aids.




The Foundation Class is designed for ages 4-7, focusing on non-swimmers or complete beginners. It's a great starting point for building confidence and basic skills in the water.



Stage 1 is for beginners who are a bit more comfortable in the water, aimed at ages 4-7, focusing on developing basic swimming techniques and confidence swimming a short distance without aids.

Given they're currently using a belt and arm rings, would you like to start with the Foundation Class to build their confidence and skills in the water?

June 22nd 2024, 10:10:35 am


  



Yes

June 22nd 2024, 10:10:56 am


Fantastic choice! The Foundation Class is a wonderful way to introduce your 4-year-old to swimming, focusing on fun, confidence-building, and the basics of swimming. You can sign up for the Foundation Lessons right here: [Foundation Lessons](#).

If you have any more questions or need further assistance, feel free to ask. Is there anything else I can help you with today?






**"We are already starting to see a great impact just days after launch."**

**Daniel Gammons**  
Business Director


# CANCELLATION PREVENTION

AI employee for dealing with membership cancellation requests



I'd like to cancel my membership at Haverhill for reason: Lack of use. Paul

July 13th 2024, 7:24:20 am



Hi Paul,

I've noted your request to cancel your membership at Haverhill due to lack of use. Your account will be cancelled as per your instruction.


Before we finalise everything, could I ask what's been keeping you from making the most of your membership? It's really important to us to understand our members' experiences.

Best wishes,

Sammy  
Customer Service Team  
Abbeycroft

Powered by HireBOB.AI

July 13th 2024, 7:24:20 am




Thank you.

As much as I liked the classes I did, generally weekends and sometimes during the week, post Christmas I really struggled to get booked into them. They were always full. I think a real time great online offering would help.

At the same time I have changed jobs at work and this has meant I'm away from home more and struggle with time.

Thanks,

Paul



Hi Paul,

Thank you for sharing your concerns with us. It sounds like you've had a bit of a challenge with booking classes and your new job has impacted your availability. We understand how important flexibility is for our members.

Given your feedback about the class bookings and interest in a great online offering, have you considered trying Abbeycroft @ Home? It's our online membership that gives you access to Abbeycroft & Les Mills classes online. This could be a perfect fit for your busy schedule, and as a gesture, we'd like to offer you one free month of Abbeycroft @ Home to see if it suits your needs better.


Would you be interested in giving this a try before deciding to cancel your membership?

Best wishes,

Sammy

# CANCELLATION PREVENTION

AI employee for dealing with membership cancellation requests



Now that does sound interesting. Yes please.

Will that still cancel my centre membership but move me to the at home in case I want to continue with that please?

Hopefully there is yoga!


Thanks,

Paul

> On 13 Jul 2024, at 07:29, Sammy wrote:  
>  
> Abbeycroft @ Home

July 13th 2024, 7:33:30 am

Great! We'll get the team to set this up and reach out when it's been added to your account. Your centre membership will be transitioned to Abbeycroft @ Home, allowing you to explore our online offerings, including yoga, at your convenience. If you decide to continue with Abbeycroft @ Home, there's no need to worry about your centre membership; it will be considered cancelled as you move forward with the online option.




We're thrilled you're interested in giving Abbeycroft @ Home a try. There's a fantastic selection of classes waiting for you, including yoga, so you're in for a treat!

Best wishes,

Sammy  
Customer Service Team  
Abbeycroft

Powered by HireBOB.AI


July 13th 2024, 7:33:30 am



Abbeycroft  
Let's Love Life

★★★★★

**"Improved our cancellation salvage rate by 500%"**



Claire Turnbull  
Brand & Propositions Manager

HIRE **BOB**.AI



**try out our 'BOB  
FITNESS' AI employees**

HIRE **BOB**.AI



**HIRE BOB.AI**



**Justin Mendleton**  
Commercial Director  
[justin@hirebob.ai](mailto:justin@hirebob.ai)