

Starting MS-DOS...

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Tamara Bailey  
Customer Success Manager

SALES APE.AI



fitronics.

**move**

HIRE BOB.AI

**FIT:HUB**

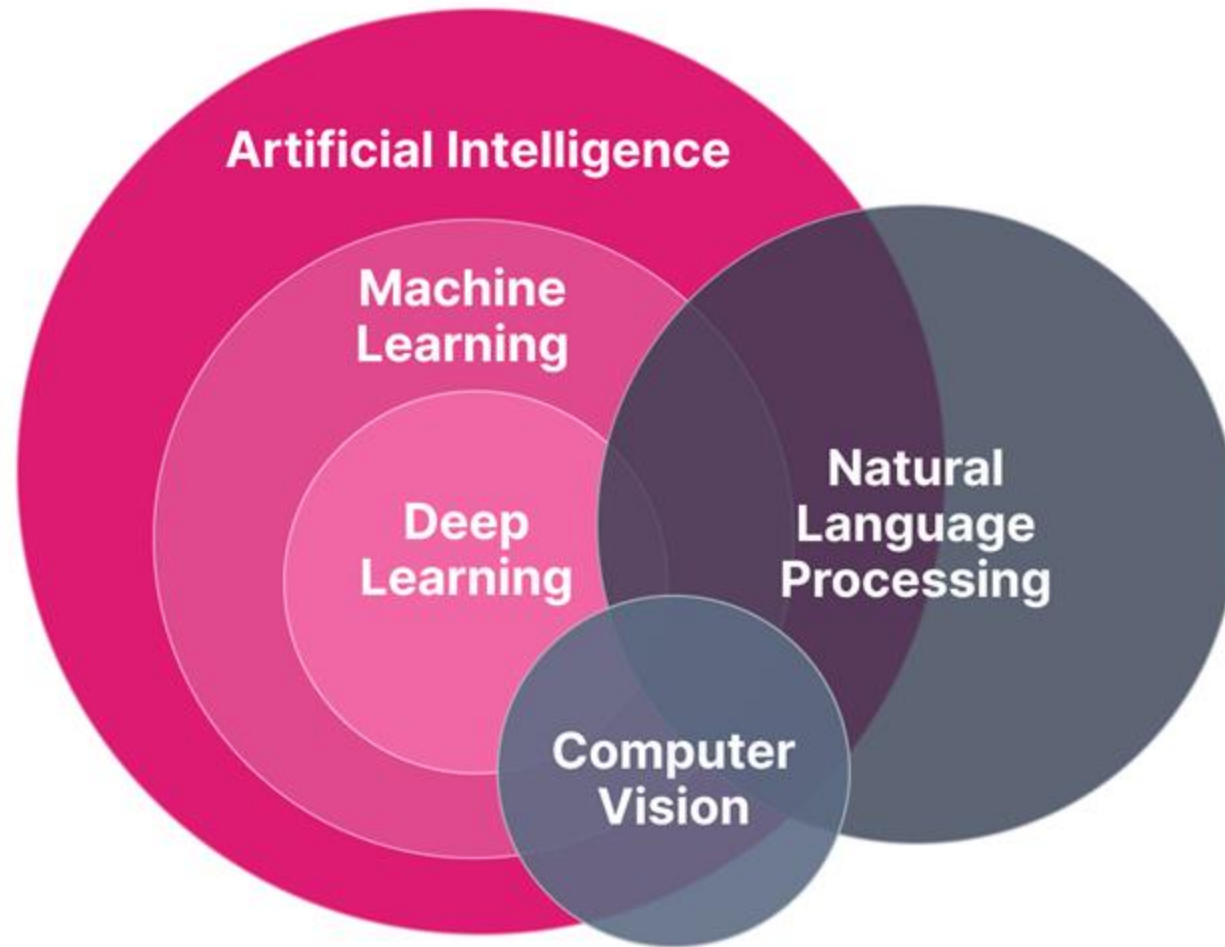
ACTIVE FOCUS

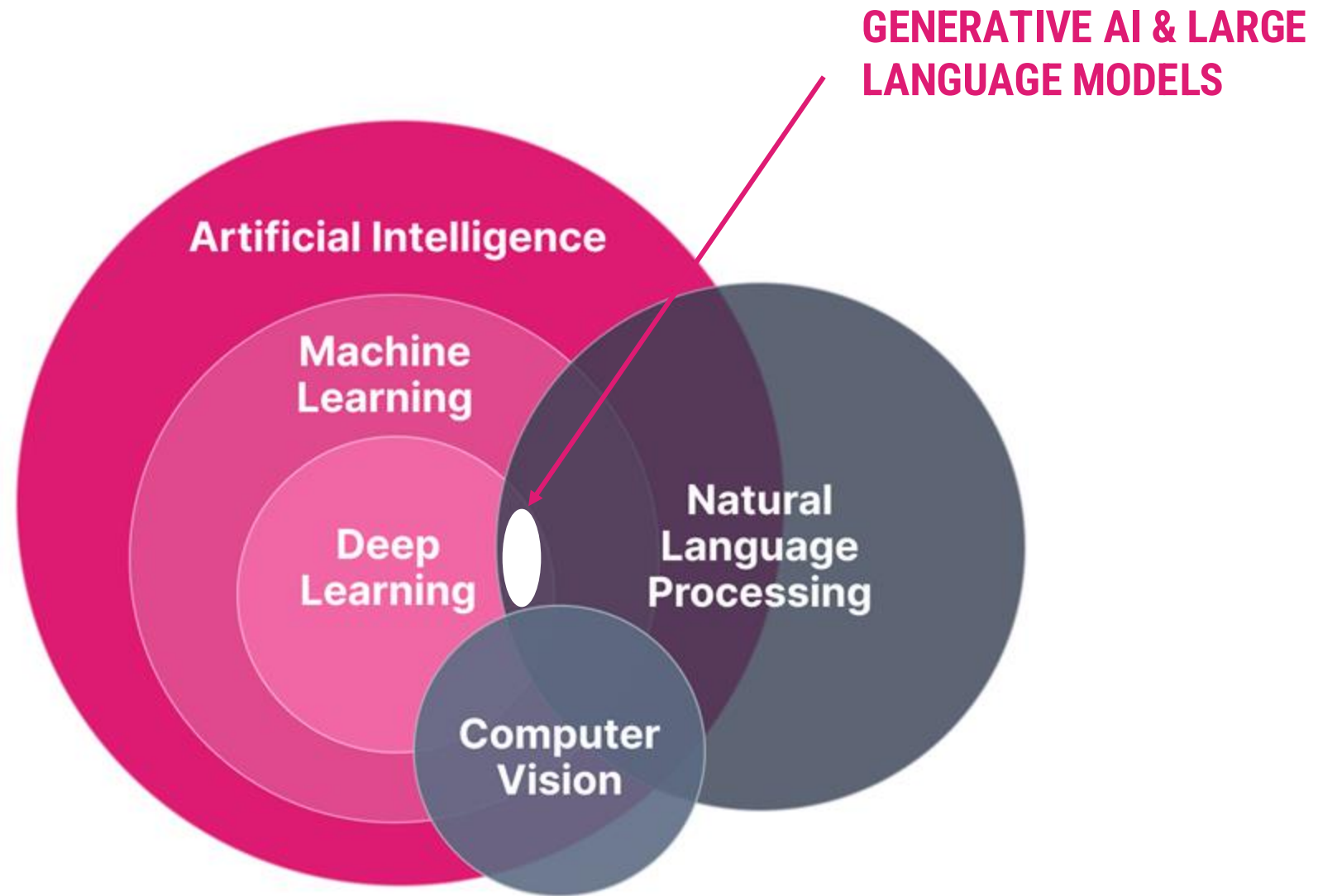
BOX12

LONGEVITY

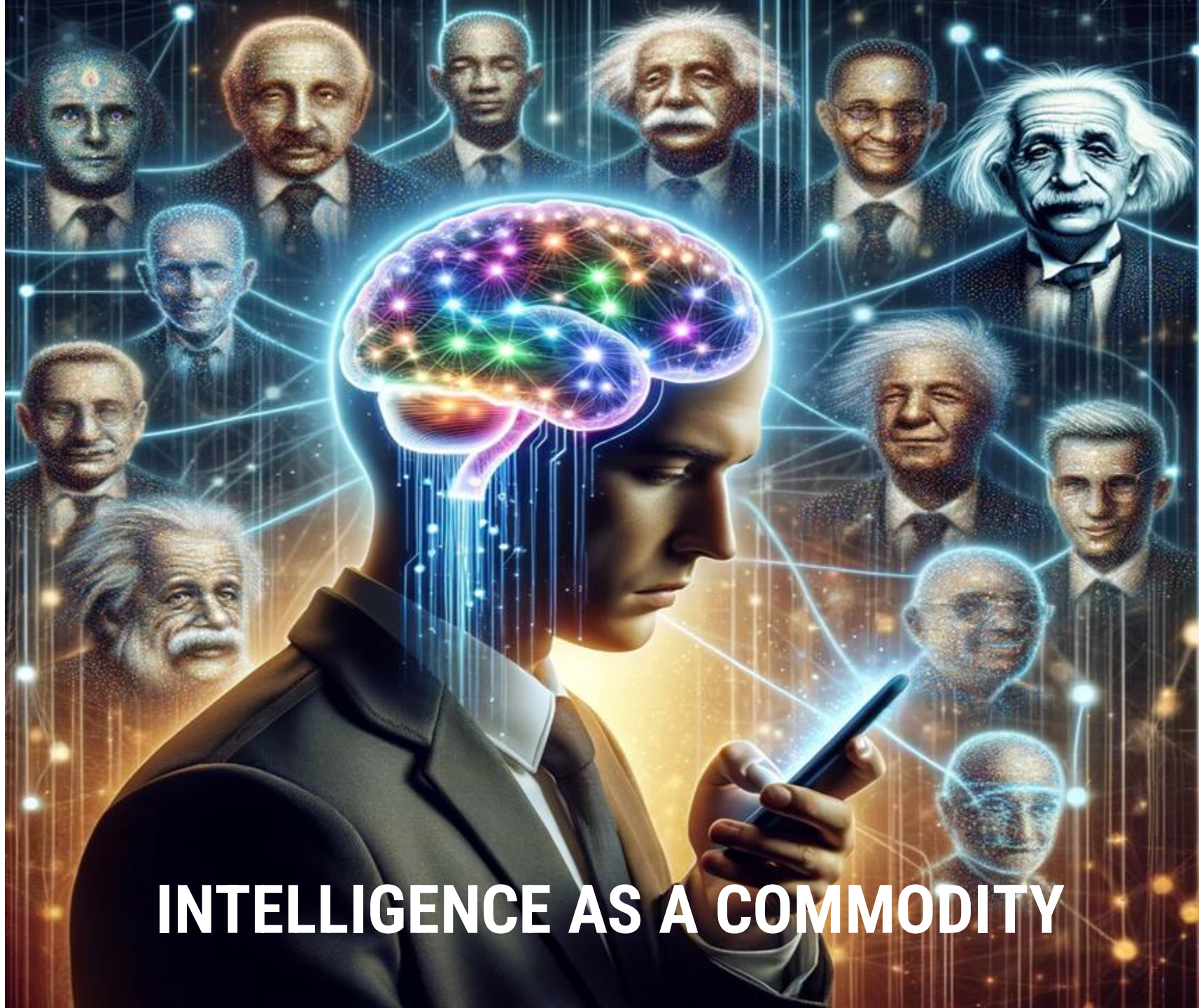
ACTIVE REALITY

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









**INTELLIGENCE AS A COMMODITY**





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

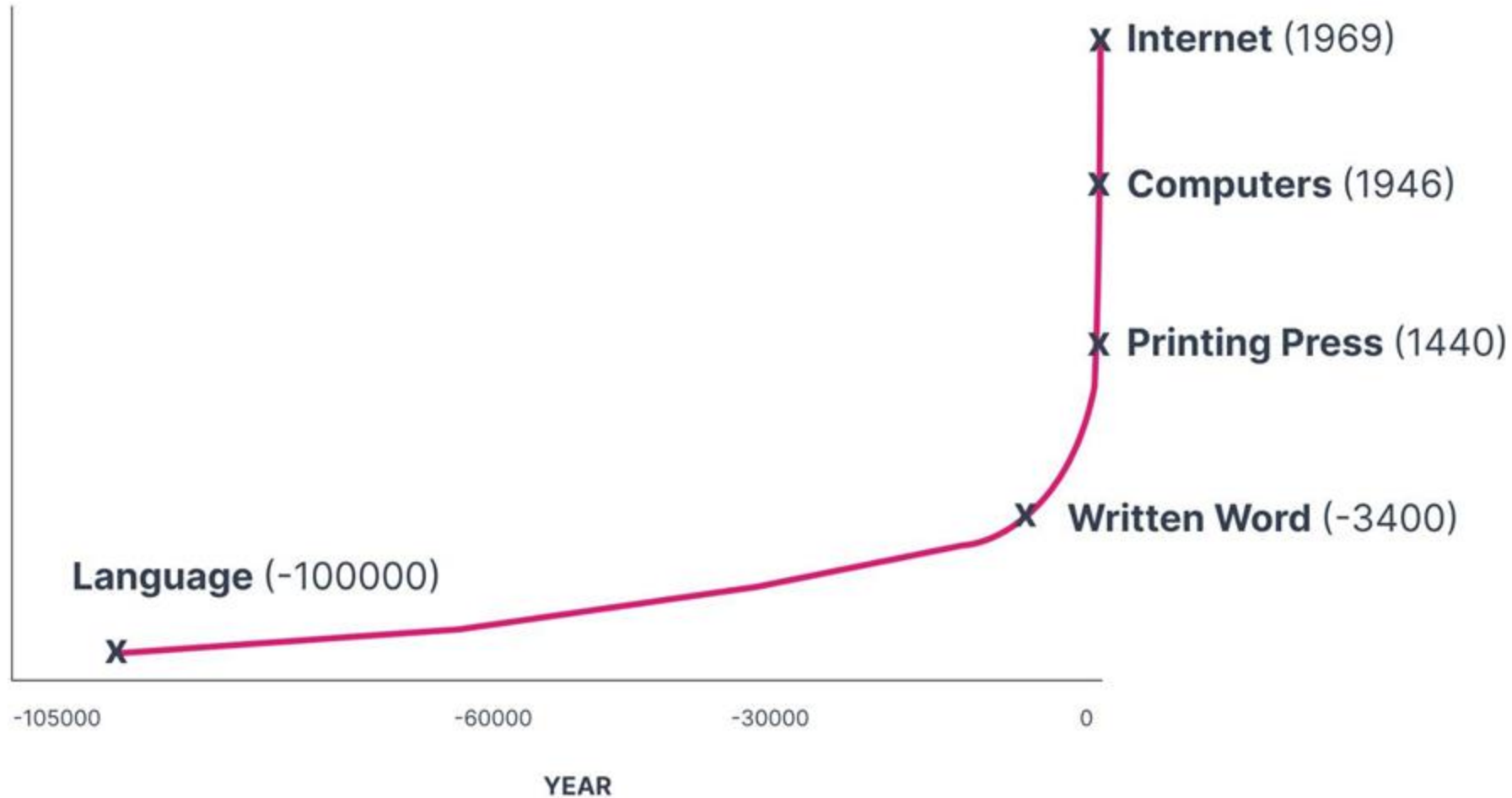
Ludwig Wittgenstein

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

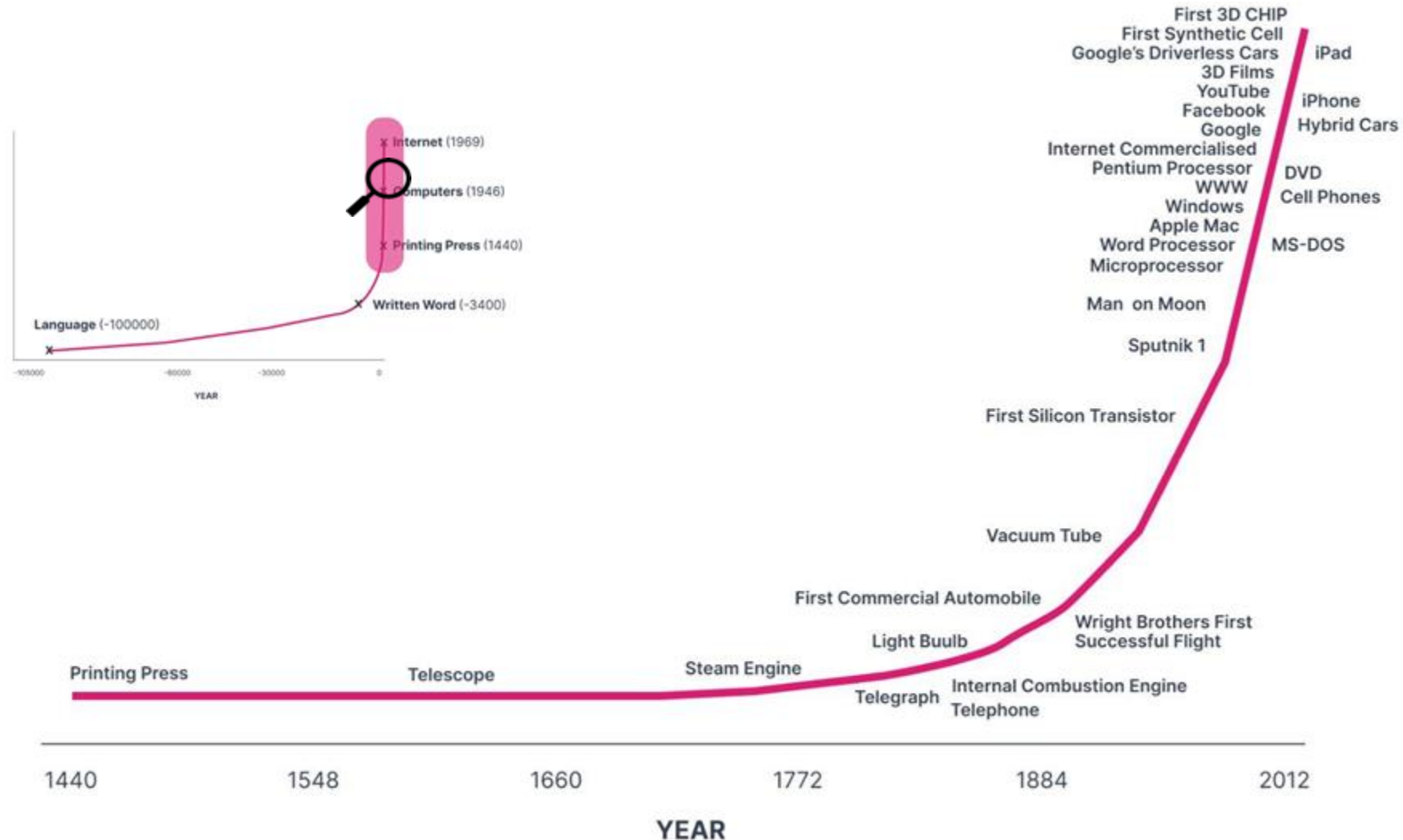
Friedrich Hayek



# TIMELINE OF INVENTIONS IN HUMAN HISTORY



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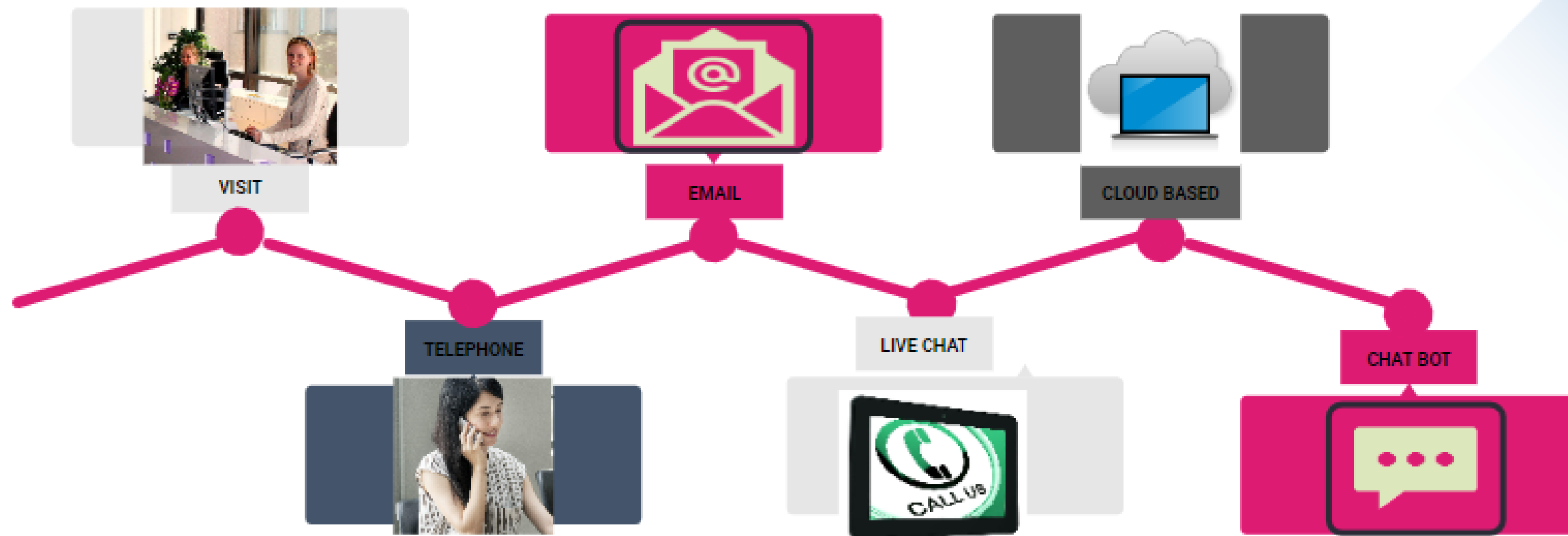
# SHIFT IN USER INTERFACE

Starting MS-DOS...

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# THE EVOLUTION OF CUSTOMER EXPERIENCE







# 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 miles ahead



## BASIC AI AGENT TOOLS

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



## HIREBOB AI AGENT (THOUGHT CHAINING + RAG)

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



# AI EMPLOYEES IN YOUR ECOSYSTEM

What do AI employees need to work?



A **TRIGGER** to  
start the  
conversation



A **COMMS  
CHANNEL** to  
communicate  
over



**KNOWLEDGE** to  
have a meaningful  
conversation



A **GOAL** to nudge  
the customer  
towards



# WHERE AI EMPLOYEES WORK...



# SALES

Lead qualifying & nurturing

Booking sales calls & tours

Selling memberships

Swim course enrolment

Upselling



# SERVICE

General service handling

Fitness & nutrition advice

Swim coach

Cancellation prevention

Health pathways



TRY ME OUT!

'FLEX FITNESS' DEMO AGENT

# HIRE .AI

**Questions?**

Tamara Bailey  
Customer Success Manager

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# REAL CHAT EXAMPLES

Baby swim lesson

*October 27th 2024, 8:27:35 am*

Great, thanks for your interest in swimming lessons for your little one. So we can guide you to the most suitable lessons, I just have a few questions. How old is the baby?

Not born yet

*October 27th 2024, 8:27:52 am*

How exciting, congratulations on the upcoming addition to your family! For newborns, we offer the Adult & Baby swimming lessons, designed for babies from birth up to 1 year old. These sessions are a fantastic way to introduce your baby to water in a safe and supportive environment, with you in the water alongside them.

Would you like more information on what these lessons involve and how to sign up?

*October 27th 2024, 8:27:52 am*

# REAL CHAT EXAMPLES

Hi Sammy,

Thank you for your email.

I would like to continue my fitness journey at home for the time being.

I also work for NHS in Addenbrookes hospital (Cambridge)

I look forward to hearing from you soon.

Kind regards

Hi

Thank you for your service at the NHS, we really appreciate it. As an NHS employee, you are indeed eligible for a discount on your membership. We offer a 15% discount to all NHS staff.

If you're interested, we can adjust your membership rate to reflect this discount. This could help you continue your fitness journey with us, even while you're also working out at home.

Please let me know if you'd like to proceed with this, or if you have any other questions.

Best wishes,

# REAL CHAT EXAMPLES

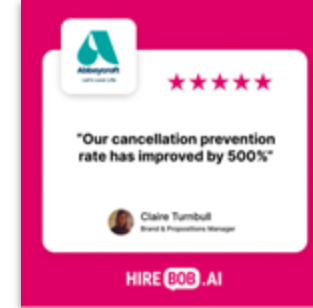
Hello Sammy,

Thank you for your quick reply , I appreciate your help.

I would like to proceed with this please.

Kind regards

[Redacted]



Hi [Redacted]

It's great to hear you want to keep your membership! We'll get the team to set this up and apply the NHS discount to your account. You should see the adjusted rate from your next payment onwards.

Thank you for choosing to stay with us at Abbeycroft. We're here to support you on your fitness journey, whether it's at our centre or at home.

Best wishes,

Sammy

Hello Sammy,

Thank you so much for your help today.

Kind regards