

Austrian Chatbot Hits The Slopes

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The Austrian National Tourist Office have overseen an industry-first, a Facebook Chatbot to help users find their dream ski holiday. The bot was created by chatbot specialists Chit Chat Agency.

The bot (<https://www.facebook.com/feelaustriauk>) asks users 5 questions and then displays relevant ski resorts based on the user's personal preferences. 4 chatbots have been developed for key territories including UK, Sweden, Netherlands, Belgium and Denmark.

"The bot allows us to offer very granular recommendations for each of the 576 possible unique combinations. Rather than using a chatbot to handle customer service like so many brands do, we opted to create a standalone interactive winter campaign which allows users to directly engage with us by choice rather than circumstance. It's been a pleasure working with Chit Chat," said Tanja Ferner, digital marketing manager for the Austrian National Tourist Office (UK).

"We've really enjoyed working with the Austrian National Tourist Office. The feedback received from them has been great, and we look forward to helping the millions of people who visit Austria every winter. It is a dream to work with a client who is open to new innovations," explained Ryan Dearlove, founder and director of Chit Chat Agency.

About Chit Chat Agency

Chit Chat Agency (<https://www.chitchatagency.com/>) is a leader in designing, developing and marketing chatbots across various platforms including Facebook Messenger, WhatsApp, KIK and Slack. Chit Chat offers businesses the opportunity to have one-to-one interactive conversations at scale.

If you would like more information about this topic, please call Elizabeth Knight at (+44) 020 3642 4075, or email e.knight@chitchatagency.com