SitePal™

SitePal case studies

Virtual Meeting with Kathleen Improved Sales Productivity by 50%

Case Study #15: Loftus Photography   **May 2008**

ABOUT LOFTUS PHOTOGRAPHY

Loftus Photography specializes in Wedding & Special Event photography. The business is operated by husband and wife Dan and Dawnelle Loftus, who photograph approximately 25 weddings per year, in addition to numerous special events, engagement sessions, and family portraits.

BUSINESS CHALLENGE

Loftus Photography's main goal for their website was to reduce the time needed to consult potential clients, which had been done solely over the phone or in person. The owners concluded that the generic questions constantly asked diminished their productivity and they wanted to find a solution to regain their valuable time.

The husband and wife team first implemented short video clips on their website which gave detailed, comprehensive information. Though this method seemed to help, the work involved in creating the video clips each time the company's product offerings changed or new information needed to be conveyed negated productivity gains. Because the video productions took hours and hours to complete, Dan and Dawnelle realized that the pre-created videos were not working.

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SOLUTION

Dan came across SitePal while conducting online research for their website. When he saw the artificial intelligence feature of SitePal, Dan realized SitePal would be the perfect replacement for the company's video approach. Now, with any new information or service, he could update the content within minutes, saving hours of time.

Loftus Photography implemented "Kathleen O'Malley," a SitePal character with artificial intelligence, who communicates with potential clients.

The company placed SitePal in several locations on their site. To start with, on their general website, "Virtual Kathleen O'Malley" assists with general information as well as photography specific questions and answers, which Dan

"Kathleen O'Malley", a virtual character made from SitePal with Artificial Intelligence (A.I) feature was implemented to communicate with potential customers on the website and through personalized virtual meetings.

implemented into the SitePal artificial intelligence database so that Kathleen could respond to any relevant questions from potential clients.

Once a client submits a quote request, they can log into the communications center to have a virtual meeting with their virtual assistant, Kathleen. The SitePal character walks clients through a few slides, explaining the quote and Loftus Photography services. The meeting is personalized with a greeting of the client's first name, their wedding date and location, and other specific quote details. At the end of this meeting, Kathleen conducts a survey asking clients how well she communicated. According to the company, in over two years, on a scale of A (highest) to F (lowest), Kathleen has never received less than a B. Because of SitePal's artificial intelligence feature, the virtual meetings with clients are not only effective, but also personal.

When the wedding is done and photos are uploaded, another virtual assistant, which was created using SitePal technology, "Kiera," welcomes clients to their personal, password protected photo gallery. She also lets guests know when the gallery will expire and how they should navigate through the images.

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RESULTS

Since the "Virtual Meetings with Kathleen" were implemented, Dan and Dawnelle have seen measurable results.

"We save approximately 50% of the time (30 minutes) when potential clients come to the phone consultation knowing the details of our service from the "Virtual Meeting". We then only have to answer any remaining open questions," says Dan.

The average time for personal consultation also went down by 30%. The main purpose of personal consultation is to discuss the wedding logistics, but much of the time was taken up to explain their services and offerings. Now they can start immediately on the main topic, knowing that 90% of all questions have been already answered through "Virtual Meetings"

"SitePal has saved us time, money, and has brought uniqueness and personalization to our site which I believe sticks in the mind of our potential clients as they research many photography websites."

Dan Loftus
Owner, Loftus Photography

Virtual Kathleen saves the owners of Loftus Photography not only time but also money. With the elimination of video production (min. 40 hours per year), they have saved approximately $4,000 per year. At the price of just 399/year for a Gold package, SitePal was 10 times more affordable than the videos, and did more.

Moreover, virtual Kathleen allowed the company to be better connected with their customers. The company was able to expand their FAQ section & offerings due to Kathleen, because it was able to monitor the kinds of questions being entered into the artificial intelligence by its customers. The company has also continually received positive feedback from customers on the use of Kathleen

ABOUT ARTIFICIAL INTELLIGENCE OF SITEPAL

The SitePal Artificial Intelligence (AI) feature allows an animated character (or "Bot") to respond to user questions with context-sensitive spoken answers. For example, when a user types in a question, the Site-Pal AI engine retrieves relevant information from the knowledge base and the SitePal bot speaks the answer. The SitePal AI knowledgebase contains 23,000 pieces of unique information ready to use, but the users can further edit the knowledgebase to customize the database to their needs. The A.I feature is available in the SitePal Gold package. To learn more, visit www.SitePal.com

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