RunSignup | TicketSignup
AI Chatbot

Early Access Program

RunSignup

AI CHATBOT

TicketSignup

AI CHATBOT

RunSignup   TicketSignup   GiveSignup

Today's **Agenda**

- Why an AI Chatbot - What does it do, why are we investing in AI for customer support, Website V2, customer stories
- DEMO
- Short term Product Roadmap
  - Frontend
  - Dashboard capabilities
- About the AI Chatbot Beta Program
- Long term Product roadmap
- FAQs
- Q & A

RunSignup TicketSignup GiveSignup

Why an AI Chatbot

What does it do, why are we investing in AI

- *Reinvest our profit to make our customers lives better*
- *Practical use of AI to help our customers*
- *Faster response times for your customers*
- *Documentation of what questions your customers have and quickly iterate on more faqs documentation*
- *RunSignup can help aggregate FAQ's to help all customers documentation*

# RunSignup | TicketSignup AI Chatbot

- Chatbot handles repetitive questions
  - Where is packet pickup?
  - Where do I park?
  - What time does the 10k start?
  - Are dogs allowed on the course?
  - What are awards?
  - Are there refunds?
  - Where's my confirmation email?
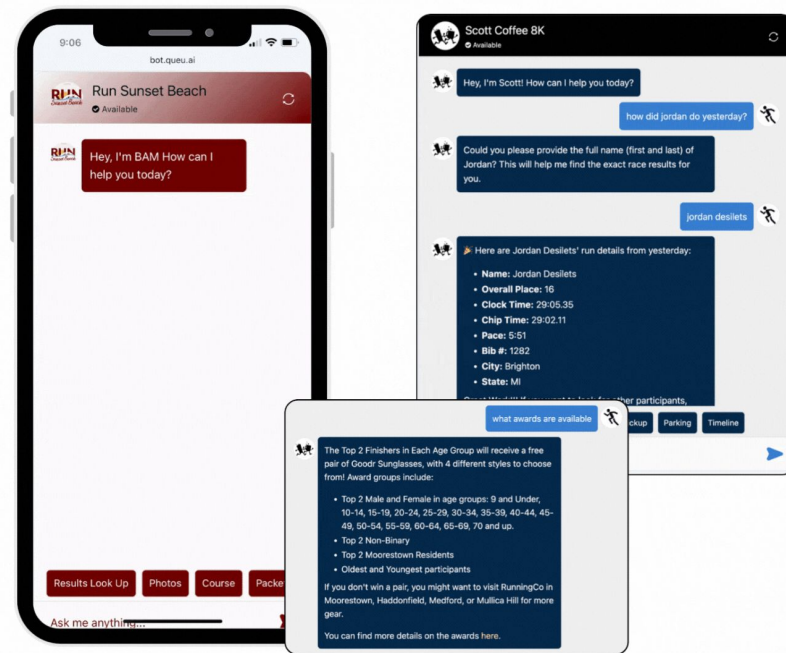
Chatbot Understands Dynamic Data

- Understanding when website updates occur and new content and/or data is available
- Event info that changes
  - "When does the price go up?"
  - "When does registration close?
  - "Am I registered for this race?"
- Results
  - "What was my time?"
  - "How did I finish compared to Daniel Beasley?"
  - "What's my bib number?"
- Photos
  - "Are there any pictures of me crossing the finish line?"

On Website V2
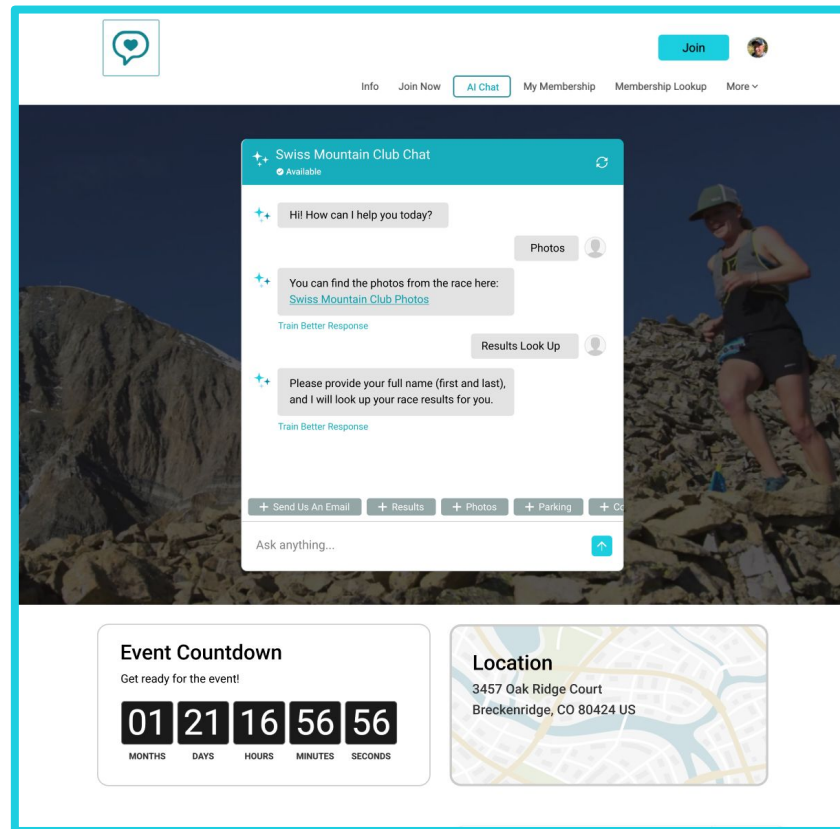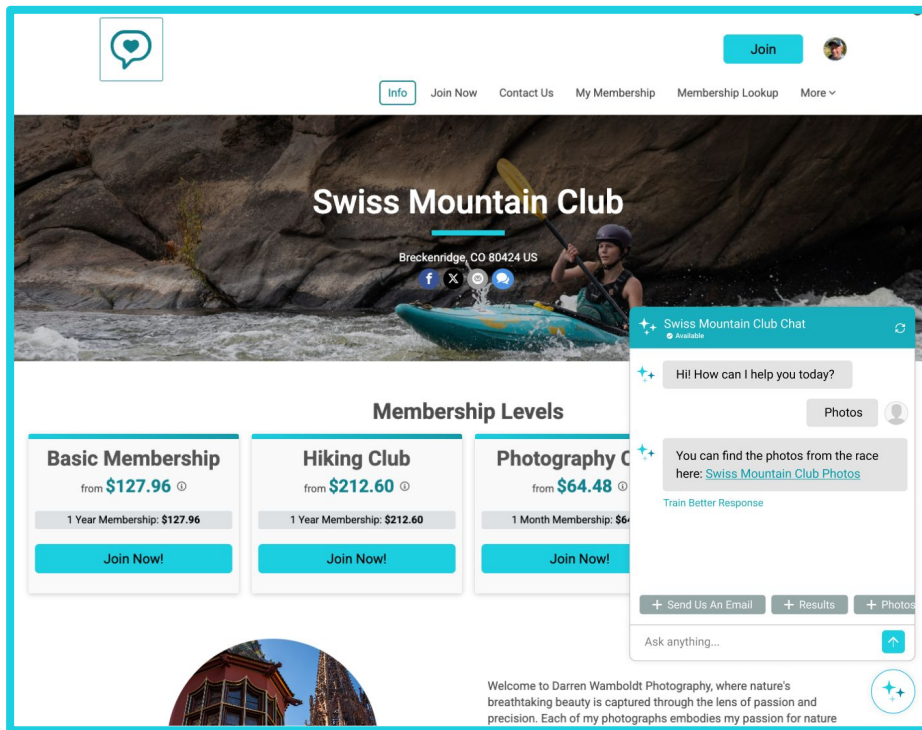
Customer Stories

"I've been working with RunSignup for nearly a decade, and their tools have always made my job as a race director and timer easier. I've already seen how powerful the AI chatbot can be in saving time and improving participant support. Combining that with RunSignup's deep understanding of the endurance space and current technology infrastructure is a game-changer, and I'm excited to see how it evolves."

-Tony Sapp, Negative Split Productions

"We immediately noticed emails nearly came to a halt—so much so that I was worried something was broken. But it turned out the AI agent was just doing its job, answering questions like a trained team member. In the end, we saw an 80% reduction in emails, participants were getting answers faster than we ever could, and we're now saving 5–10 hours a week on support."

- David Hutnik, Coastal Race Productions
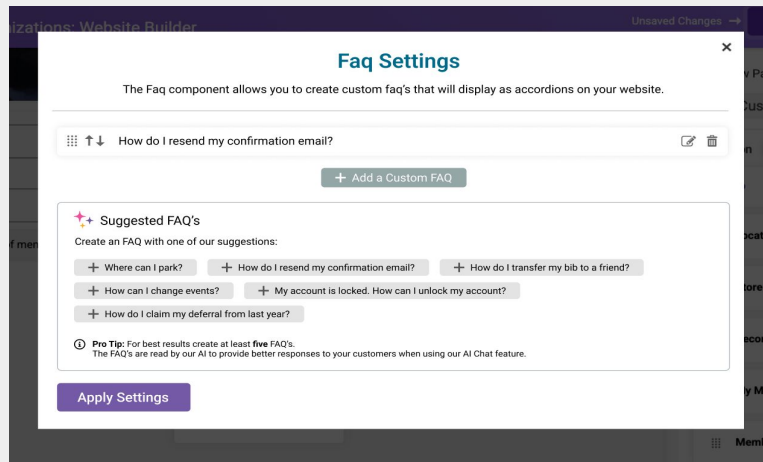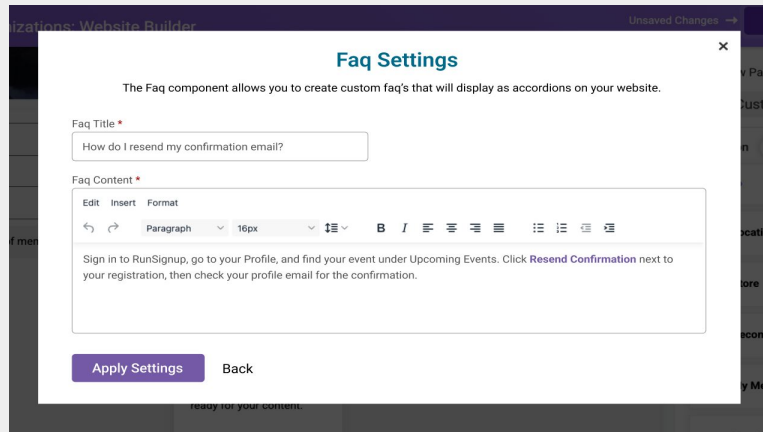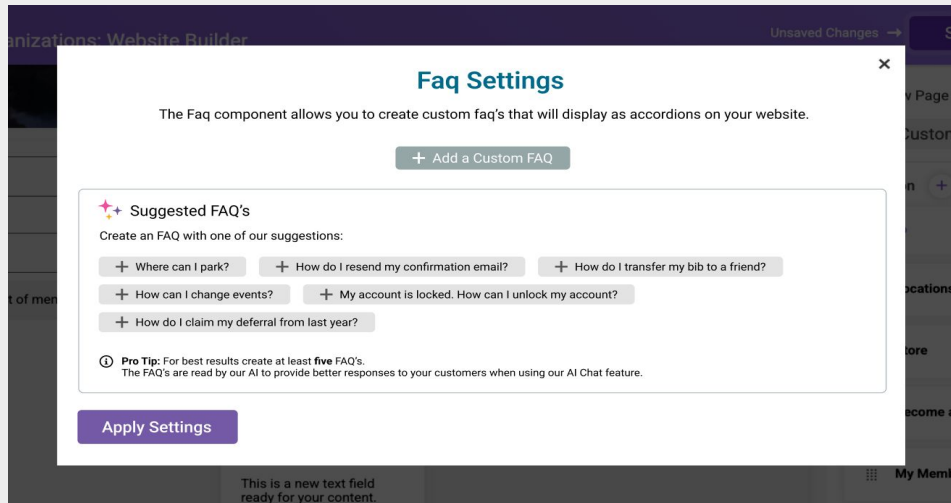
Demo
Where are we today

What exactly can the chatbot do right now?
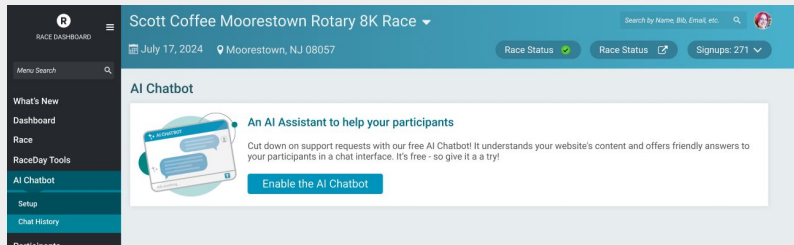
Short Term Product Roadmap

What we are working on now

TicketSignup   RunSignup

FAQ Component

Enable the AI Chatbot

- Name the bot
- **Escalation email**
- Initial Message

Enable the AI Chatbot

The power of 35,000+ events, data-driven websites, and an AI friendly API

- Conversation starters
- Prompt
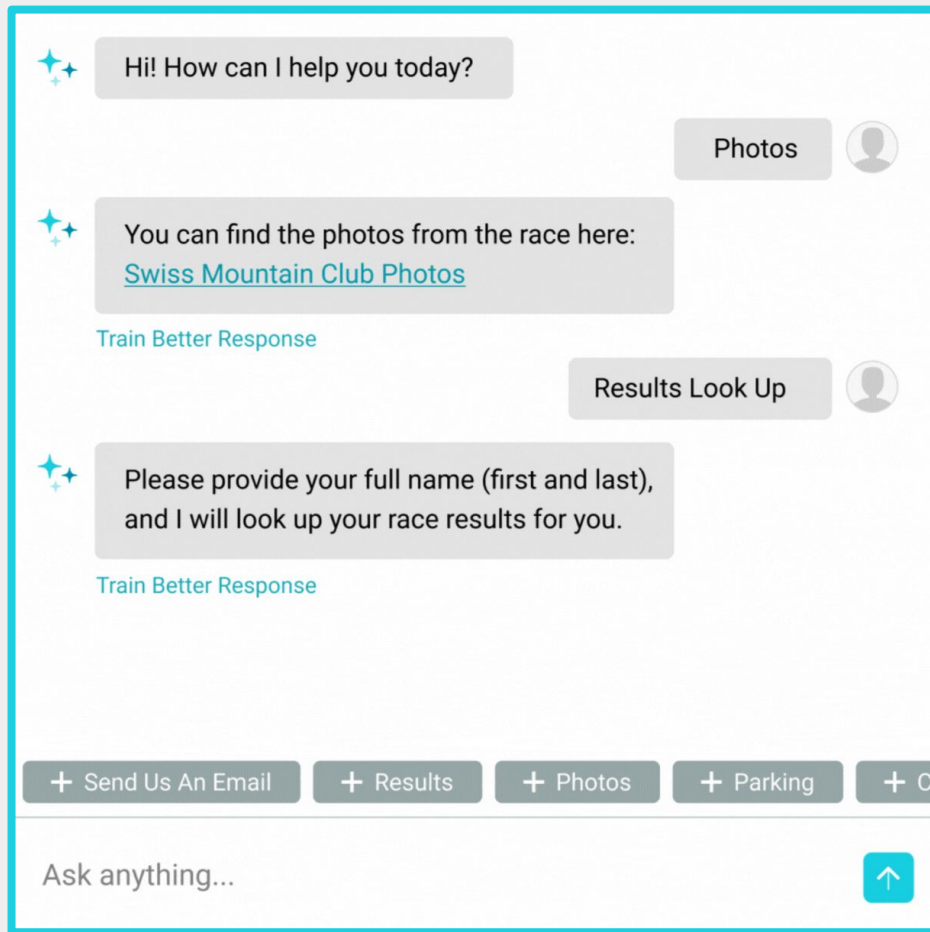
Training the AI Chatbot

Your V2 Content

Trained Dynamically on
Your Data-Driven Content

Customer Facing
ChatBot

Conversations - Chat History

RACE DASHBOARD

Menu Search

What's New
Dashboard
Race
RaceDay Tools
AI Chatbot
  Setup
  Chat History
Participants
Reports
Email Marketing
Email V2
Promotion
CRM
CRM V2 (Admin Only)
Donations
Fundraising
Store
Financial
Volunteers
Sponsors

Scott Coffee Moorestown Rotary 8K Race ▾

Search by Name, Bib, Email, etc.
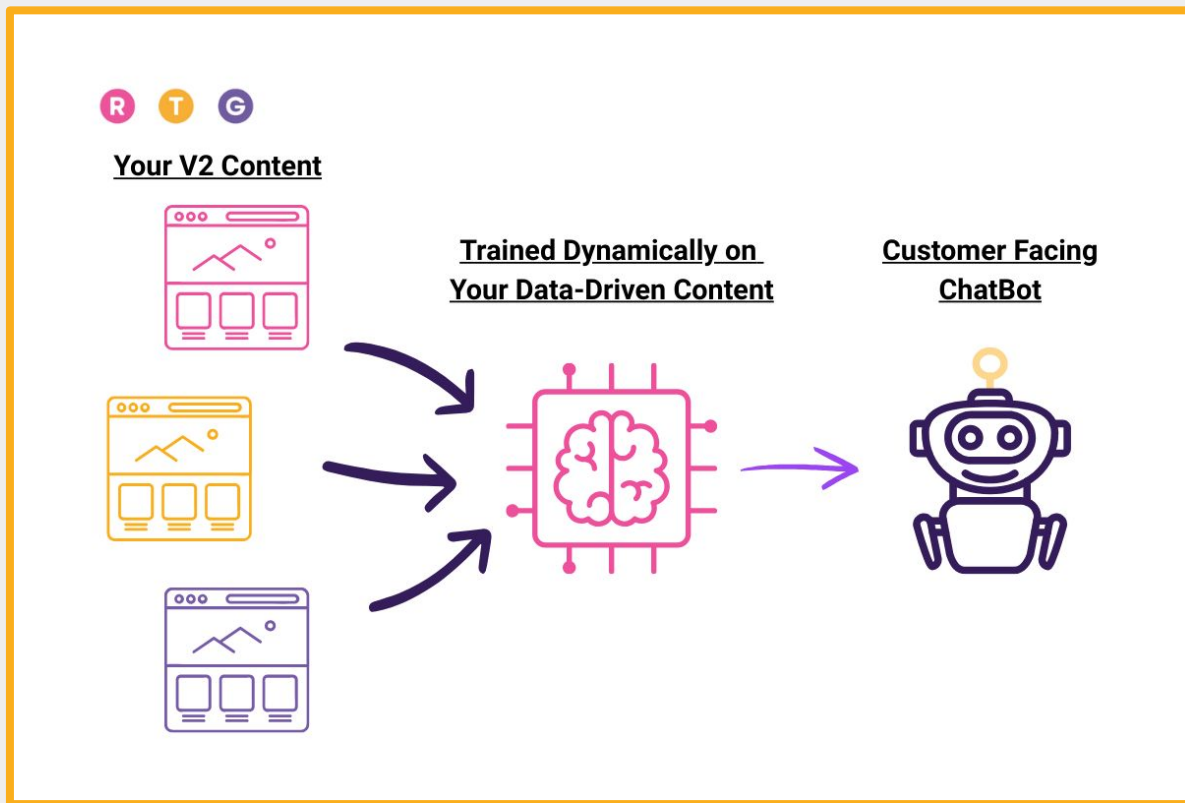
📅 July 17, 2024 📍 Moorestown, NJ 08057

Race Status ✅   Race Status 🔗   Signups: 271 ▾

Chat History

Date Range: 10/02/2026 📅 11 : 59 PM ▾ to 10/02/2026 📅 11 : 59 PM ▾

SESSION ID	TIMESTAMP	IP	LOCATION	PAGE	DURATION	USER MESSAGES	BOT MESSAGES	TOPIC	RESOLUTION	MODEL	USER RATING	ACTIONS
session002	20250508 1:15 PM EST	10.1.10.130	Denver, CO, USA	Office	3m 45s	2	4	Inquiries	Pending	GPT-4.5	👍	View Chat
session003	20250509 9:00 AM EST	10.1.10.131	Denver, CO, USA	Work	8m 20s	3	5	Feedback	Closed	GPT-4.5	👍	View Chat
session004	20250510 2:45 PM EST	10.1.10.132	Austin, TX, USA	Home	4m 55s	1	3	Support	Resolved	GPT-4.5	👍	View Chat
session005	20250511 11:00 AM EST	10.1.10.133	Miami, FL, USA	Home	7m 10s	4	2	Billing	Escalated	GPT-4.5	👍	View Chat
session006	20250512 10:30 AM EST	10.1.10.134	Seattle, WA, USA	Office	6m 15s	5	6	Technical Issues	Resolved	GPT-4.5	👍	View Chat
session007	20250513 3:00 PM EST	10.1.10.135	Boston, MA, USA	Home	2m 30s	0	7	General Inquiry	Resolved	GPT-4.5	👍	View Chat

1 2 3 4 5 6 7 8 9 10 11 Next » Last »

Conversations - Individual Chat Info

Scott Coffee Moorestown Rotary 8K Race
Chat History

Exit

Chat Info

Session ID	Timestamp	IP	Location:	Duration:	User Messages:	Bot Messages:	Topic:	Resolution:	Model	User Rating:
987340	20250513 3:00 PM EST	10.1.10.135	Boston, MA, USA	2m 30s	5	7	General Inquiry	Resolved	GPT4-5	👍

Chat History:

Hi, how can I help you?

Where can I park?

Parking is available at two locations. At the Red Barn building (Google Map) and the Memorial High School (Google Map).

Improve Answer

How much does it cost to park?

Parking is free. It is first come first serve. Overflow parking is available on the streets around the venue.

Improve Answer

Conversations - Individual Chat Improve Answer

Analytics
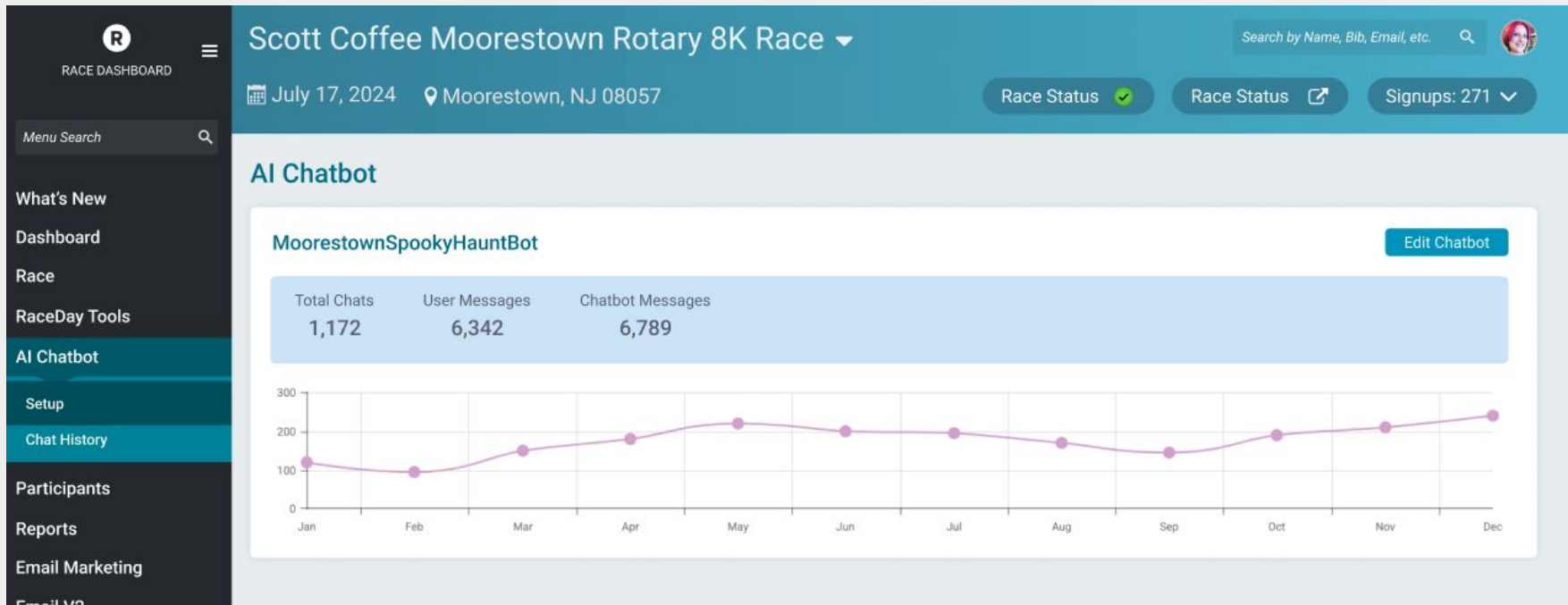
Long Term Product Roadmap

Where we see this in the future

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Long Term Customer Service Agent

- Deliver customer service directly
  - Can you transfer my bib to my friend?
  - Move my registration from the full to the half.
  - I need to defer my registration to next year.
  - I need to change my shirt size.
  - I can't make the event. What are my options?

- AI Agent for Event Directors (dashboard)

Current World
Transactional Static

AI World
Interactive Dynamic

Participants

Google Search

Ticket Buyers

Event Websites

RunSignup Platform

RunSignup AI MCP Service

API Applications

Event Directors

Event Dashboards

RunSignup AI Chatbot

RunSignup AI for Vibe Coding

Custom AI Agents

ChatGPT Search

Public ChatGPT

Participants

Ticket Buyers

Event Directors

AI Chatbot
Beta Program

How to join

AI Chatbot Beta Program

- Initially hand selected beta users
  - Must use Website V2
  - If timed, must use RSU for results
- July or August

- Development focus is to enable for every event.
  - Races
  - Then Tickets
  - Then Memberships

https://runsignup.com/TicketEvent/RunSignupAIChatbotWaitlist

FAQs

Top questions answered

RunSignup TicketSignup

How much does the AI Chatbot Cost?

The RunSignup Chatbot is **FREE**.

Do I need to do anything to get it?

No upgrade is required.
The AI Chatbot is available at no extra cost—there's **no special tier or pricing plan** needed.

The only requirements are:

- You must be using a **Website V2**

- You need to have a **FAQ section** set up

If you're still using **Website V1, you'll need to **upgrade to Website V2** in order to enable the AI Chatbot.

I have my own [Wordpress, Squarespace,etc.] website. Can I use the AI Chatbot for that?

The **RunSignup | TicketSignup AI Chatbot** is only available for **Websites V2**.

- It **cannot be embedded** into external sites.
- It will not be trained on your external website.
- You must have content on Website V2. FAQ component is required.

Chatbot system page for Website V2

- Unique link
- Add the unique link to a stylized button/menu item on your own website to direct customers to the AI Chatbot.
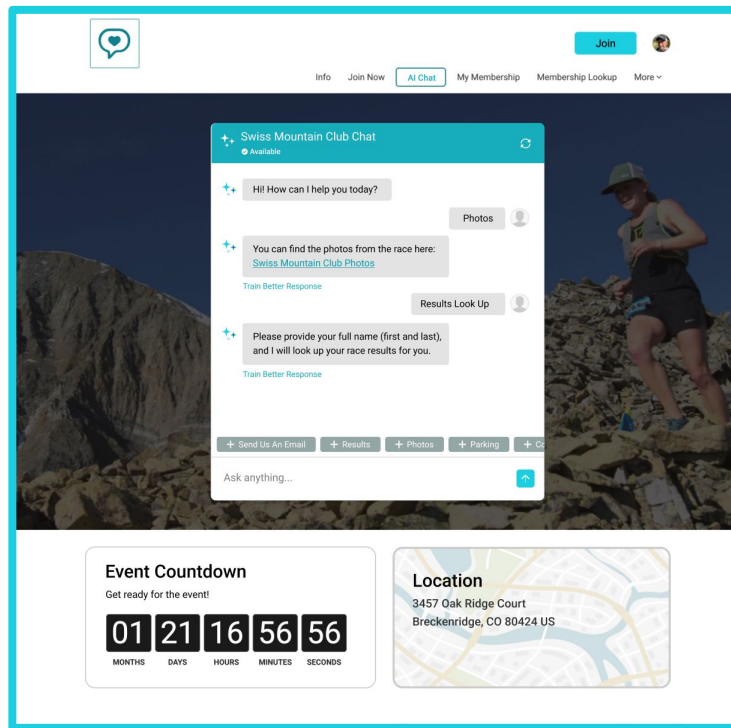
Why is the AI Chatbot per race/ticket event?

The AI Chatbot is configured **per race or ticket event** to ensure it delivers **highly accurate**, **context-aware**, and **relevant** responses. Each event can have its own:

- Registration rules

- Pricing tiers and refund policies

- Unique FAQs (parking, packet pickup, bib transfer, etc.)

- Communication tone or branding

- Custom event workflows (e.g., deferrals, giveaways, ticket options)

By scoping the chatbot **at the race/ticket event level**, we avoid confusion and reduce the chances of the bot giving incorrect or generalized responses that don't apply.

Can I choose which pages or content it uses?

Currently, no—the AI Chatbot is automatically trained on the **entire content of your V2 Website**, including your **FAQ and other visible site pages**. You can't manually select or exclude specific pages at this time.

If there's content you don't want the chatbot to use, we recommend **removing or adjusting it** directly on your V2 Website.

Is the AI Chatbot "set and forget," or do I need to keep updating it?

The **AI Chatbot is designed to be low-maintenance**. Since it's trained directly on the content from your **V2 Website**, any updates you make there—like changes to your FAQ, event details, pricing, or policies—are **automatically picked up and re-trained by the chatbot**. Similarly, dynamic data-driven content like Results, Photos, etc. are also automatically picked up by the chatbot.

We would recommend reviewing the chatbot's conversation history regularly and adjusting content as needed.

That means **no extra work** to keep it current. Just keep your Website V2 content up to date, and the chatbot will stay accurate and relevant for your participants.

If the chatbot can't answer something, does it escalate to a human?

Yes—in a basic way.
If the AI Chatbot can't confidently answer a question, it will **provide your designated contact information**, such as your **support email** and link to Contact Us page, or any other contact method you've included. This ensures that participants can still reach out directly for help.

Looking ahead, we plan to enhance this experience. Future updates(no eta) will allow the chatbot to:

- Ensure support for multiple contacts - i.e. Timer for results questions, Sponsorship Coordinator for sponsorships, Support email for customer service, etc.

- **Automatically email the race director (or support contact)** with the user's question

- **Recognize users through authentication**

Q&A

What questions can we answer?

Upcoming AI Webinars

The History of AI and Why AI is the Future

Tuesday, July 29
2pm EST / 11am PST

RunSignup
AI

AI to Streamline Event Operations

Wednesday, August 13
2pm EST / 11am PST

RunSignup
AI

An Introduction to Vibe Coding: Undertanding APIs

Thursday, August 21
2pm EST / 11am PST

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VIBE CODING

Full webinar list: https://info.runsignup.com/ai-and-runsignup/ai-webinars/

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