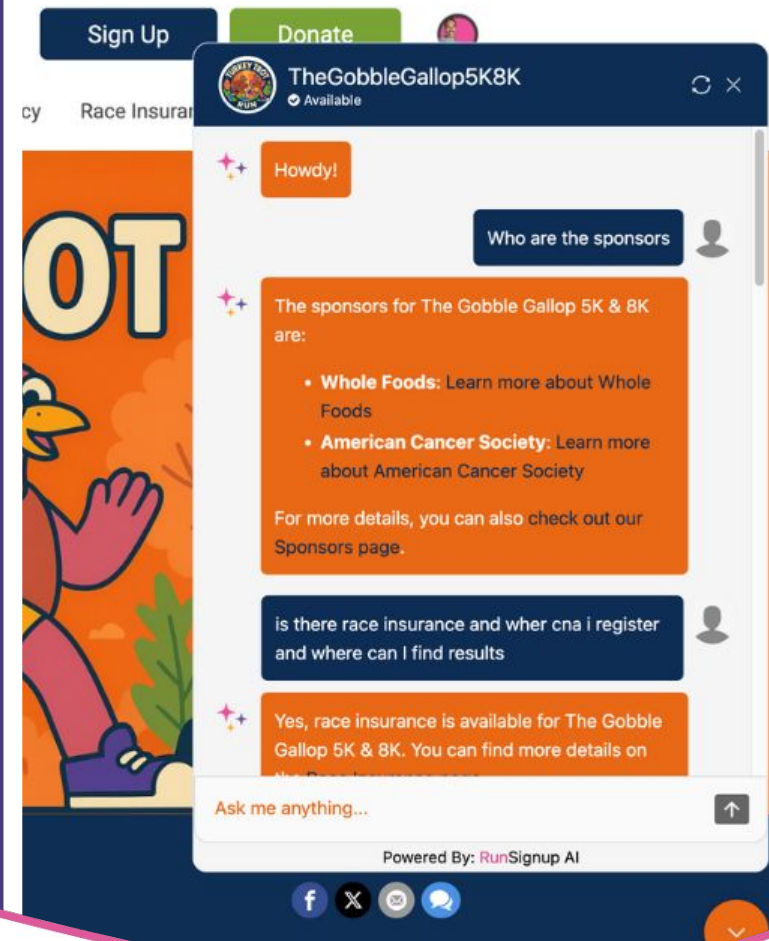


Getting Started with the Beta RunSignup AI Chatbot





Agenda

- What it means for the RunSignup AI Chatbot to be in Beta
- Requirements for enabling your own AI Chatbot
- Customizing your AI Chatbot
- Training and updating your AI Chatbot
- Live setup demo
- AI Chatbot stats and insights
- What's next for the RunSignup AI Chatbot
- Q&A

GENERAL FAQ's

Q: What is the schedule of events?

Q: When can I expect my packages?

Q: What does the map look like?

Q: Why is my name anonymous?

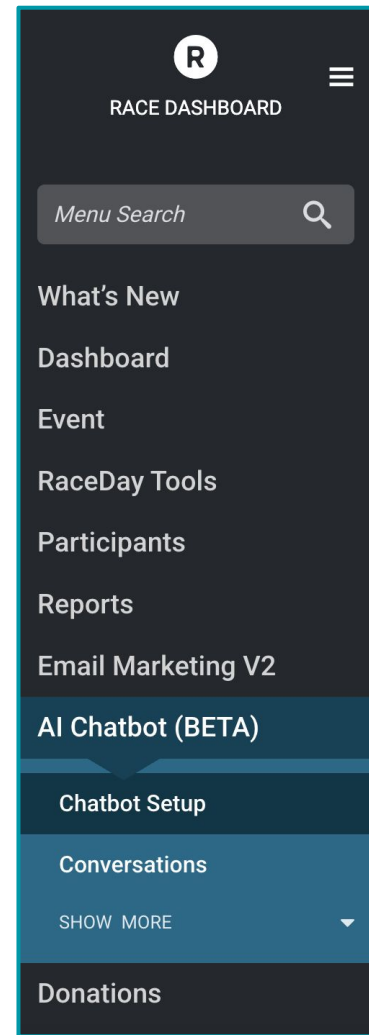
Q: Where is the race?

Q: Where can I find the results?

Q: Where can I find photos?

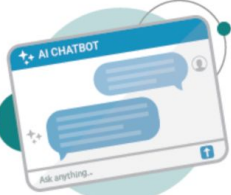
What it means that the RunSignup AI Chatbot is in Beta

- The AI Chatbot is now available to all races in your RunSignup Race Dashboard.
- We find the Chatbot performs extremely well but you may find the Chatbot still gives incorrect answers at times.
- We are keeping a close eye on all aspects of implementation.
- You can expect more features to be rolled out over the next year.
- If you run into any issues please reach out and let us know. We love feedback!



Requirements for Enabling Your Own AI Chatbot

AI Chatbot

0 Help

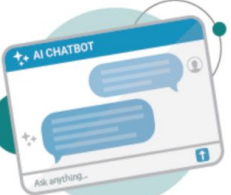
⚠️ Your website does not support the AI Chatbot
In order to enable the AI Chatbot, your website must be using Website V2. [Click here to upgrade your website.](#)

Reduce Support Requests with Our Free AI Chatbot

Easily handle participant questions with our intelligent, no-cost AI Chatbot! It automatically understands the content of your website and provides helpful, friendly answers through a simple chat interface. It's completely free. Give it a try today!

Set up your AI Chatbot (Admin Only)

AI Chatbot

0 Help

⚠️ Your website has insufficient information
In order to enable the AI Chatbot, your website must have a FAQ component of at least 3 questions. This gives the AI Chatbot a basic set of information to answer questions. [Click here to add a FAQ component.](#)

Reduce Support Requests with Our Free AI Chatbot

Easily handle participant questions with our intelligent, no-cost AI Chatbot! It automatically understands the content of your website and provides helpful, friendly answers through a simple chat interface. It's completely free. Give it a try today!

Set up your AI Chatbot (Admin Only)

Customizing Your AI Chatbot

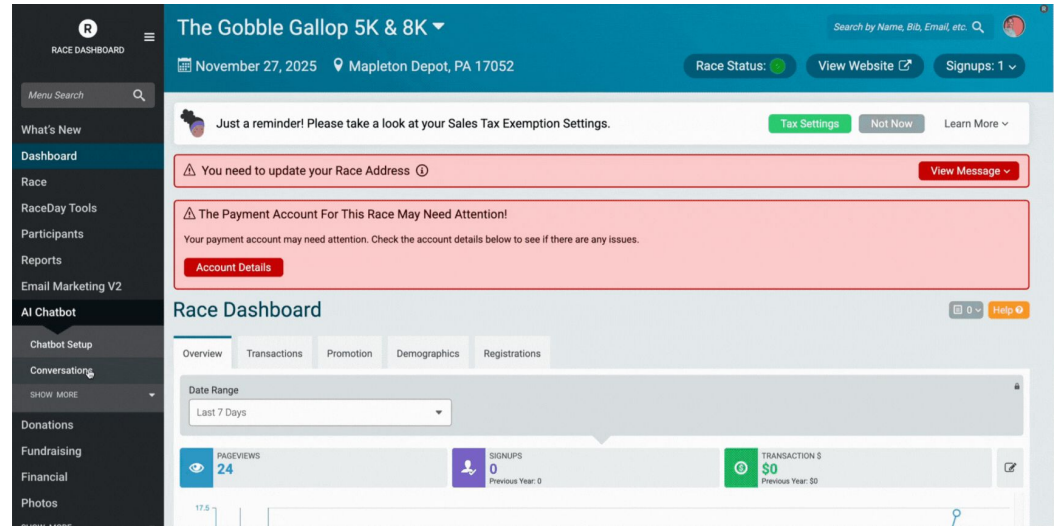
- Name your Chatbot
- Create the message you want your AI Chatbot to use when greeting your racers
- Add a contact email, if anything goes wrong with the chatbot, it will provide this email for users to reach out
- Add a custom logo that displays as the chat bubble icon
- The rest of the chatbot will be styled based on your theme's colors

The screenshot shows a web interface for configuring an AI chatbot. The title bar reads "The Gobble Gallop 5K & 8K" and "Add Chatbot", with "Save" and "Cancel" buttons. The form is divided into four sections:

- Chatbot Name ***: A text input field containing "TheGobbleGallop5K8K AI Assistant". A note below says "We have given your chatbot a default name, but you can change it to what you want." and "Limit 50 characters."
- Greeting ***: A text input field containing "Hey! How can I help today?". A note below says "How would you like your Chatbot to greet participants? Examples might be 'Hi, how can I help you?' or 'I'm here to help, ask me anything!'" and "Limit 100 characters."
- Contact Email**: A text input field containing "support@gobblegallop.com". A note below says "We will show this email to participants who encounter problems with the chatbot."
- Chatbot Logo**: A section with a "Choose your image" button and instructions: "You can upload .png, .jpeg, .jpg, or .gif files." Below this, it states: "For best results, upload a square image with dimensions of 128 x 128px. Images will display in a circle shape, to avoid cropping please leave padding around the image."

Training and Updating Your AI Chatbot

- Create a robust FAQ
- Anytime you add or update content on your V2 website, the chatbot is re-trained on that information
- View conversations in your dashboard and improve the AI's responses
- Review conversations and add popular questions to your FAQ
- These are important steps in fully optimizing your AI Chatbot





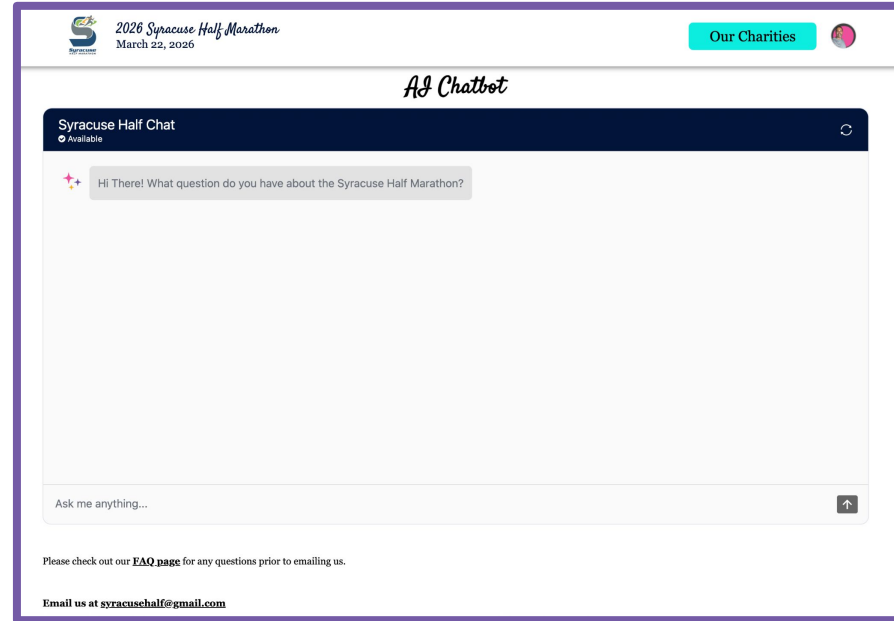
AI Chatbot Setup Demo



Additional Features

AI Chatbot Best Practices

- Create a robust FAQ page
- Review incoming questions and use the **Improve Response** feature
- Ensure your website is fully updated with no outdated links or content that could confuse the chatbot
- Create a **Contact Us** page that includes both the contact form and the AI Chatbot component, this allows people to self-serve while still offering access to real human help
- Promote your AI Chatbot page in your marketing materials, social posts, and race emails





Additional Features

AI Chatbot BETA Stats

Top Races

- **Baltimore Running Festival**
 - 759 Chats | 1,282 Messages
- **Suffolk County Marathon**
 - 223 Chats | 445 Messages
- **RACE TO WRIGLEY 5K CHARITY RUN**
 - 154 Chats | 259 Messages
- **5K@EASD Virtual Challenge**
 - 142 Chats | 325 Messages

RunSignup

AI Chatbot Statistics

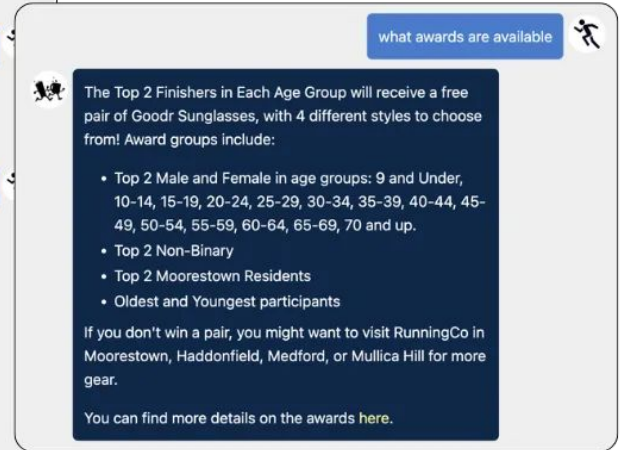
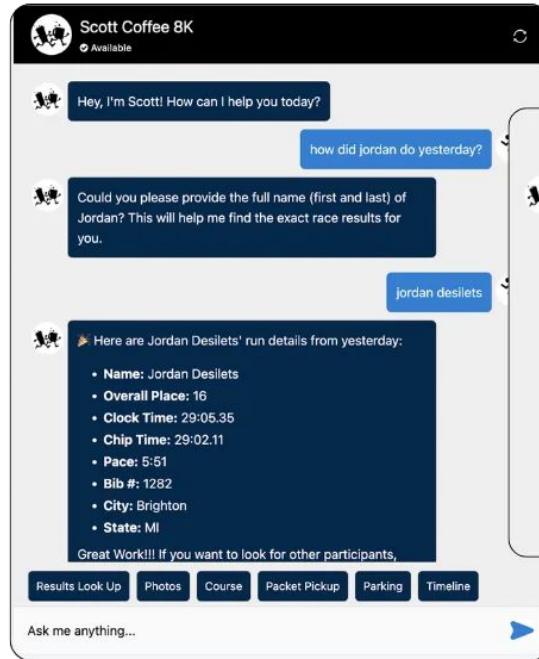
3,710	6,460
TOTAL CONVERSATIONS	TOTAL MESSAGES

1.75
MESSAGES OR QUESTIONS PER
CHATBOT

137	14
LIVE CHATBOTS	NEW CHATBOTS DAILY

What's Next for the RunSignup AI Chatbot

- Dynamic Results
- Improved Data Ingestion
- Chatbot (in BETA) for Ticket Events(TicketSignup.io)





Q/A