

CELEBRATING

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# THE ROBOTS ARE HERE: HOW ARTIFICIAL INTELLIGENCE MAY UPEND THE MULTIFAMILY INDUSTRY

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# DISRUPTING MULTIFAMILY POTENTIAL BOT AND AI APPLICATIONS



SEO Marketing  
PPC Optimization  
Email campaigns  
Customer segmentation



Recruiting/Hiring



Service requests  
Information requests  
Language translations



Smart Home Controls  
Space utilization



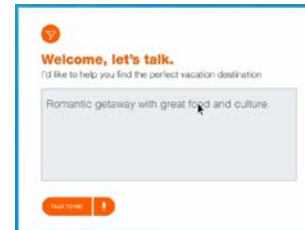
Pricing  
Valuations  
Market research



Concierge  
Tour Guide



Call scoring  
Real-time Agent Coaching  
Office task bots



Smart Search



Parking/Security



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# PUPPIES OR MUFFINS?



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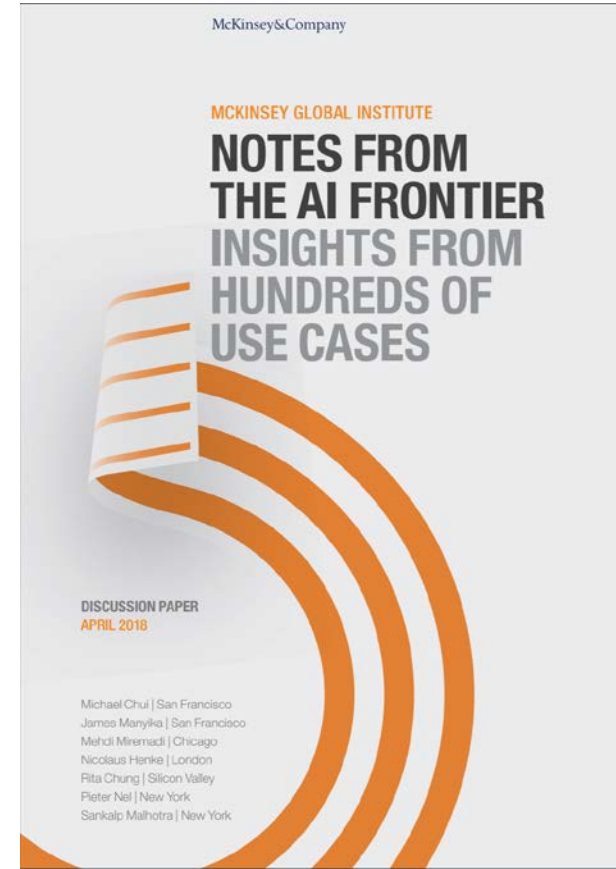
# OR BAGELS ... OR MOPS?



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# AI ADVICE IS EVERYWHERE



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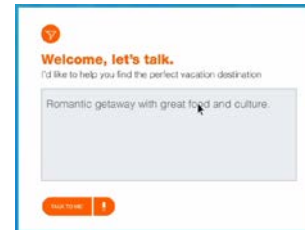
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## WAYBLAZER BRINGS AI TO TRAVEL PLANNING

Improve ease-of use, customer engagement, and conversion

Provide *relevant* recommendations backed by strong contextual evidence

voice & chat to request trip details

track travel intent / concepts

sort order based on contextual search

shows most relevant images based on user search

map showing hotels and point of interest requested

The screenshot displays the WayBlazer travel planning interface. On the left, a chat window shows a user's request for a trip to Delhi and Emma's response with hotel recommendations. The main content area lists 'Our Best Matches' for hotels in Delhi, India, including Le Meridien New Delhi (\$1,731), The Park New Delhi (\$1,728), and Shangri-La New Delhi Hotel (\$1,699). A map on the right shows the location of these hotels and a point of interest marked with a red pin and price tag.



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