



How to answer website visitor questions 24/7 and identify web content needs during COVID-19

3,500+
questions answered by the bot from April-June while the Visitor Center was closed due to COVID-19

1,700+
questions answered by the bot in July 2020 after Visitor Center limited reopening

25%
of all Visitor Center inquiries, including in-person, web, and phone, have been handled by the bot



Eric Thompson
VP of Marketing
Visit Salt Lake

“We wanted a chatbot on our website to better, and more rapidly, answer visitor questions, especially during off-hours. AtlasRTX couldn’t be a better partner. The chatbot has helped us identify additional content needs throughout our website and has been especially helpful during the pandemic, as information is changing daily.”

Visit Salt Lake launched AskVSL, a virtual assistant chatbot, in April 2020 to optimize their web experience and reach a digital-first audience not likely to get information from their Visitor Center. Within weeks, COVID-19 led to the furloughing of most VSL staff and drastic cuts to their entire budget.

Using AskVSL, Visit Salt Lake was able to:

- Answer frequently asked questions, including questions related to COVID-19, while much of the VSL staff was furloughed and the Visitor Center was closed.
- Identify areas of their website where new content was needed, including COVID-related content about; what’s open, travel restrictions, and local safety requirements.
- Provided an engaging experience 24/7/365, even when human staff was extremely limited.

Visit Salt Lake uses these AtlasRTX solutions:
MarketingRTX

Top 5 Visit Salt Lake Chatbot Topics of Interest in 2020

