

• INITIAL PILOT SCOPE

Venue Agent for Elysium Manly

A low-risk 3-month pilot that answers every guest and function enquiry and turns it into bookings and qualified function leads, built on everything Elysium Manly offers.

Delivered by Express Agent.

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• WHAT YOUR GUEST SEES

Your next guest just asks

No PDF menus to hunt through, no phone queue. They ask in plain language, and the Venue Agent answers from everything the venue offers and captures the booking or the function lead.

**Elysium Manly**
● Online

EXAMPLE

We're two adults and two kids for three nights in October – which room works best near the beach?

Two great fits: the Coastal Two Bedroom, 73 sqm with its own living space, or the Ocean View Two Bedroom, interconnecting rooms with a balcony over the beach. How old are the kids?

8 and 11 – they'd love the ocean view.

Then the Ocean View Two Bedroom is the pick. I'll carry your dates over to the booking engine so you can see live rates and availability:

**Ocean View Two Bedroom · 3 nights**
Handed to the booking engine with dates attached

Example

Ask me anything... 



Knows the whole venue

Hours by area, menus, function spaces, specials and parking.



Answers like your best host

Plain language, straight answers, any hour.



Captures the function lead

Occasion, date, numbers and budget, qualified for the team.



Hands off at the right moment

Bookings to your booking system, decisions to your people.

From first question to booked function

The highest-value enquiries arrive before the visit. The Venue Agent answers on the venue website the moment guests ask, and follows them into the venue by QR.



On the hotel website

PRIMARY

Guests get straight answers on rooms, dining, parking and events, and every wedding or event enquiry is captured with the detail the team needs to respond first.

- ✓ Answers room and rate questions from published information
- ✓ Qualifies wedding and event enquiries before they reach the team
- ✓ Captures the 3am enquiry from a guest overseas



In the hotel by QR

The same agent from in-room QR and the concierge desk – local recommendations, dining and wellness answered without a call to reception.

Real questions, real answers

A few more conversations, across the enquiries that win or lose work. The client asks in plain language; the agent answers, qualifies, and captures.

Is there parking? My van is 2.3 metres high.

- ✓ Answers precisely: self-parking \$80 a day, valet \$100 a night, 2.1m height limit
- ✓ Flags the van will not fit and points to the council alternative nearby
- ✓ Notes parking is subject to availability, never guaranteed in chat

I booked Manly Pacific months ago – does my booking still stand?

- ✓ Reassures with the hotel's own public line: all existing bookings honoured
- ✓ Explains the name change and the \$40m transformation in one breath
- ✓ Routes anything about loyalty points to reservations rather than guessing

Can we hold a 180-guest wedding with ocean views?

- ✓ Matches the space from published capacities and describes the view
- ✓ Captures date, guest count and contact details for the weddings team
- ✓ Hands the qualified lead to weddings.manly@ the moment it is captured

What time is breakfast, and can I book Cibarria on Saturday?

- ✓ Answers from the venue pages: breakfast at Bistro Manly, 6.30 to 10.30 daily
- ✓ Describes Cibarria and checks the party size
- ✓ Hands the table booking to SevenRooms with the details attached

Why Elysium Manly, and why now

Every new client starts as an enquiry, and enquiries go to whoever answers first. That is exactly where a Venue Agent earns its keep.



The hotel left Accor's contact centres and loyalty ecosystem this month – every question Accor used to absorb now lands on the front desk.



A brand-new name over a beach icon: returning guests all ask the same five questions, and the website has no FAQ and no chat to answer them.



With Accor's distribution gone, direct is the channel that matters – and every booking captured on site is commission the OTAs never take.



24 room types, five restaurants and bars, six event spaces and a genuinely complicated car park – more than any guest can sort out by phone.



Nothing gets replaced: rooms hand to the booking engine, tables to SevenRooms, weddings to the events team, guest data to Revinate.



Prove it at the flagship and the playbook rolls to Noosa, Terrigal and the Gold Coast – four hotels, one knowledge pattern.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on the venue website

The Venue Agent goes live on the venue's own site, trained on hours, menus and specials, answering real guest questions against a baseline agreed up front.

Baseline agreed



MONTH 2

The whole venue

Coverage extends to functions, events, parking and house policies, capturing qualified function leads, with guest feedback reviewed at the mid-pilot checkpoint.

Guest feedback

Mid-pilot review



MONTH 3

Gated expansion

QR touchpoints go into the venue, and the second-venue template and group dashboard are scoped together, only if targets are met and UAT is signed off.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

Core services first, not the whole catalogue.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Venue Agent can capture and convert inbound enquiries across your full service range, measured against an agreed baseline. Everything else it does is upside.



Function leads captured

Every occasion enquiry answered and captured, qualified with date, numbers and budget.



After-hours capture

Function enquiries arrive nights and weekends. The 9pm enquiry is answered at 9pm.



Answers across the whole venue

Hours, menus, spaces, specials and parking, in one place guests can actually ask.



Booking-intent handoffs

Table bookings handed to your booking system with the party size attached.



And the rest is upside

Phone deflection at peak service, a guest database you own, and a template for every venue in the group.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

MORE SPENT PER
TRANSACTION (+\$38)

+42%

ENGAGED CUSTOMERS WHO
PURCHASED

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: Elysium Manly's own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

PROVEN

The Venue Agent is a working product in production today, not a prototype.

- ✓ A live deployment you can use in the meeting
- ✓ The same engine proposed here, answering from a real business's data
- ✓ The venue knowledge pack proven in UAT before any guest sees it



Proof before approval

Before approval, Elysium Manly sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your venue

It answers from Elysium Manly's own menus, spaces, specials and policies with minimal integration, working alongside the booking, functions and ordering systems you already run.



Licensed-venue guardrails

The agent never confirms a booking and never quotes an unpublished rate: room questions end at the booking engine, tables at SevenRooms, weddings and events with the team. It supports the responsible service of alcohol, makes no medical claims about wellness facilities, and routes legacy-booking and loyalty questions to reservations rather than improvising.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full service catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent in the first venue.



01 Kick-off meeting

Lock scope, success targets and timing with venue and group.



02 Data request

Core inputs from Elysium Manly.

- ✓ Hours by area, menus and weekly specials
- ✓ Function spaces, capacities and sales packs
- ✓ House policies: parking, dietary handling, dress
- ✓ Where captured leads should land, your events pipeline included
- ✓ Where the agent must stop and hand to management



03 UAT

Venue management signs off before anything goes live.



04 Go live

The Venue Agent goes live for the first venue.

THE ASK

Approve the pilot, share the data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.