

• INITIAL PILOT SCOPE

Service Agent for Shiraz Tours

A low-risk 3-month pilot that puts an expert on every enquiry, day or night, built on Shiraz Tours' own services, coverage and standards.

Delivered by Express Agent.

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• WHAT YOUR CUSTOMER SEES

Your customer just asks

No search box, no booking maze. Guests ask in plain language, and the Service Agent clarifies, matches the right tour, and ends at the booking link, on the website and by link after hours.

 Shiraz Tours

● Online

EXAMPLE

Planning my wife's 40th – eight of us, thinking a winery day in the Hunter or Mudgee. Which would you pick?

A lovely way to spend a 40th – Hunter and Mudgee both run as private groups with cellar door visits and a lunch stop. Starting locally, or from Sydney?

From Sydney, and we'd want to be picked up in the city if we can.

Sydney pickup is available for an extra transfer fee the team confirms. I'll capture your dates, suburb and the occasion so the team can send the right booking link:



Private Tour Enquiry
Captured booking–ready for the team to confirm

Example

Ask me anything... 



Clarifies what they need

A question or two, in plain language.



Matches the right tour

From Shiraz Tours' own regions, inclusions and published price tiers.



Captures what the team needs

Dates, pickup suburb and occasion, ready for the booking link.



Hands off to the team

Whenever the guest wants a person.

• WHERE IT APPEARS

An expert in every region, and online too

The Service Agent meets guests where they already are: on the website, and by link while the guide is out on tour. The same agent on both, so every question ends at the booking link.



On your website

PRIMARY

The agent answers enquiries as a chat widget across shiraztours.com.au, matching guests to the right region and tour, quoting only the published price tiers and inclusions, and ending every conversation at the booking link, day or night.

- ✓ Matches the occasion to the right region and tour
- ✓ Quotes only published tiers and inclusions, and flags what the team confirms
- ✓ Ends at the booking link, never replacing the booking system



On the road and after hours

The same agent by link in booking confirmations and social replies, so guests get answers about pickups, inclusions and what to bring while the guide is out running tours.

Real questions, real answers

A few more conversations, across the tour catalogue. The guest asks in plain language; the agent clarifies, matches, and points to the booking link.

How much is a Hunter Valley day tour for the four of us?

- ✓ Quotes only the published per-person tiers, with the Rezdy link
- ✓ Asks about the date, pickup area and the occasion
- ✓ Captures the enquiry if they would rather the team take it from there

Which tour should we pick for a 40th with eight people in October?

- ✓ Asks about the group, the dates and where they are travelling from
- ✓ Matches region and format across the eight-region catalogue
- ✓ Hands over the right Rezdy page, booking-ready

Are the wine tastings included in the price?

- ✓ Answers from the current listings: tasting fees are not included
- ✓ Explains what is included: the guide, itinerary planning and photo stops
- ✓ Never repeats stale inclusions from old reviews or pages

Can we do the Blue Mountains tour on a Friday?

- ✓ Answers from the catalogue: Megalong wineries open weekends only
- ✓ Offers weekend dates or a region that runs weekdays
- ✓ Captures the enquiry for the team to confirm

Why Shiraz Tours, and why now

Shiraz Tours serves customers who need advice before they commit, across regions and online. That is exactly where a Service Agent earns its keep.



The lead channel is one mobile number, answered by the guide who is also driving the van and hosting the tastings.



No prices on the website and no chat beyond a Messenger widget – guests decode Rezdy group-size price tiers themselves.



Questions that arrive mid-tour or late at night wait, and some of those guests book elsewhere.



Private-only tours, group-size tiers, weekend-only wineries, extra transfer fees: a generic chatbot would get every one of these wrong.



A private full day runs well into four figures per group – one unanswered enquiry is a whole van, not a lost sale at a till.



The 5.0-star reviews praise one guide's personal touch; the agent absorbs the repeat questions so tour days stay focused on the guests.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

The website agent, live

Establish the Service Agent on the full tour catalogue and published price tiers, live on shiraztours.com.au, and prove it on real enquiries, with a first PR push.

PR launch



MONTH 2

Every region, tuned

Tune matching and capture from a month of real enquiries across all regions. A second PR push and a speaking engagement put it in front of more guests.

PR

Speaking engagement



MONTH 3

Gated booking-journey links

Add the agent link to booking confirmations and social replies only if month 1/2 targets are met, UAT is signed off and the team approves the scope.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



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 Service Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



More enquiries converted

Fewer guests lost because nobody answered in time.



Faster response

Every enquiry acknowledged and matched immediately, including after hours.



Reduced admin load

Routine questions handled without pulling the guide off the road.



Better qualified bookings

The detail needed to match the right tour arrives with the enquiry.



Consistent answers

The same accurate information every time, across every region.

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: Shiraz Tours' 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

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

- ✓ A live agent you can try right now
- ✓ Conversational advice over real operational data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Shiraz Tours 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 data

It answers from Shiraz Tours' own service, coverage and standards information with minimal integration, working alongside the systems you already run.



Guardrails built in

Pre-sale only: the agent quotes published Rezdy prices, never takes payment, holds a date or confirms a seat, and hands anything about alcohol service, refunds or the law to your team.

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 on the website.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Shiraz Tours.

- ✓ The tour catalogue with inclusions and pickup points
- ✓ Published price tiers by group size
- ✓ Common guest questions and current answers
- ✓ How Rezdy bookings and gift cards work
- ✓ What the team confirms manually, like transfers and dietary needs



03 UAT

You sign off before anything goes live.



04 Go live

The Service Agent goes live on shiraztours.com.au.

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.