

# THE KIWI SYMBOL UNLOCKING CHATBOT BUSINESS DEALS



► For Book Me Bob, the Kiwi tech company behind a rapidly growing AI chatbot service, the FernMark symbol has sealed the deal for major international business opportunities.

Believed to be the world's first tech company enabling customers to book their hotel or resort stay using a chatbot, Book Me Bob has seen 200% growth in hotel sign ups since aligning the FernMark to its tech products.

CEO and Co-founder David Thompson says the country of origin programme and New Zealand's strong national brand right now is working in the company's favour "big time".

"Something as simple as the iconic FernMark has unlocked considerable potential for Book Me Bob in overseas markets. Our growth rate with hotels has more than doubled since we joined the programme."

Book Me Bob joined the FernMark Licence Programme only 18 months after the company's inception, purely to enhance its New Zealand tech credentials amongst international hoteliers, convention centres and government tourism bodies in Asia and the Middle East.

"Several prospective customers asked for proof of our New Zealand credentials, so we joined the FernMark to help get these deals over the line," says Thompson.

The bots cost one-fifth of the wage of a human employee and will be a growing solution for struggling accommodation providers grappling with COVID-impacted revenues.

The business has also branched out to offer a 'sister' product called Ask Me Bob, catering to hairdressers, viticulturists, retirement villages and consultancies. Book Me Bob also partnered with Facebook to launch a new feature for guests to book hotel stays in Facebook Messenger.



BOOK ME BOB

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David Thompson,  
CEO and Co-Founder.



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STRENGTHEN YOUR EXPORT POTENTIAL VISIT:**

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