



UNPACKING THE DATA:

# Data, Docks & Digital Innovation: Navigating Industry Change with AI

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# Charting the course forward

- Efficiency-first operations
- Staff supported by automation
- Faster adoption of digital tools
- Proactive maintenance + capital planning
- Mixed use + dry storage opportunities
- Guests expecting more convenience + transparency

## → CUSTOMER ACQUISITION:

- Phonebots, Chatbots, Customer Texting capabilities, customer CRM
- LLMs to generate content

## → FUTURE CAPABILITIES:

- Create a business digital twin
- Allow AI agents to crawl all proprietary digital space and discuss/recommend/act
- Agent liaisons between customers and marina management software

## → DISTRACTION:

- Every project requires dedicated resources (time and money)
- DON'T distract yourself endlessly, and DON'T hire expensive consultants

## → MISALIGNMENT:

- Avoid customer "yuck" factor
- Privacy issues
- Low return on time

- **Generational Technology**
- **Based on the Internet**
- **AI will spread way faster and be more impactful than the internet**
  - 100 million users in first 2 months
- **“Underhyped” Mark Cuban**
- **Marina: AMI**
- **Go Tournament**
  - 300+ Million viewers
- **Whoever wins next world power**

# Welcome to the Future!

- AI is transforming marina interactions to be faster and smarter
- Explore cutting-edge AI applications and real-world examples
- Learn strategies to elevate customer connections and efficiency
- Understand how AI makes communication more effective

## BOATER EXPECTATIONS



Marina



Customer experiences

# Navigating Shifts in Boater & Guest Preferences



Customer expectations are at an all-time high, putting pressure on the customer experience

71%\* of guests want to book via mobile

Mobile Friendly Experience

55%\* of consumers expect a digital check-in

Elevated tech expectations

81%\* of travelers rely on reviews prior to booking

High ratings and positive reviews

80%\* of consumers expect a personalized experience

Personalization



\* Sources: Storable Marine Customer Insights Report 2025 | TripAdvisor | Epsilon, "The power of me: The impact of personalization on marketing performance."

# What We'll Explore Today

## AI Fundamentals

Quick overview of AI capabilities and real-world applications in marina operations.

## Experience Enhancement

Learn how AI improves pricing, availability, and guest satisfaction.

## Guest Touchpoints

Explore how AI enhances every customer interaction—from email to chatbots.

## Future Capabilities

Discover what's next in AI-powered marina management.

# AI Overview: The Basics

Artificial Intelligence is transforming how marinas operate and communicate. From automating routine tasks to personalizing customer experiences, AI tools are making marina management more efficient and effective.

## ATTENDED OUR WORKSHOP?

This is a quick refresher.

## MISSED IT?

Consider this your essential introduction to AI in marina operations.



## OVERVIEW

# Types of AI

AI can be grouped into categories based on capability and purpose

Each category is at a different stage of maturity and commercial adoption

Examples range from chatbots and voice assistants to robotics and automation platforms



# Narrow AI (ANI)

Purpose-specific AI for defined tasks.

## What It Does:

- ✓ Answer Customer Questions
- ✓ Recommend Movies, Music
- ✓ Detect Fraud
- ✓ Rank Search Results



## Examples:



✓ Answer Customer Questions



✓ Recommend Movies, Music

## Examples:



✓ Detect Fraud



✓ Rank Search Results

✓ Google

## Benefits:

! Highly Mature for Specific Tasks

▲ Has narrow focus and lacks general intelligence.



✓ Automate Workflow



✓ Perform Repetitive Tasks



# Generative AI

**WHAT IT IS:** AI that generates new content such as text, images, and code

**DESIGNED FOR:** Writing, design, coding assistance, summarization

**EXAMPLES:** ChatGPT, Claude, Midjourney, DALL·E, GitHub Copilot

**CURRENT STATUS:** Rapid adoption with continuous performance improvements

# Conversational AI

AI designed for natural dialogue with customers.

## What It Does:

- ✓ Answer Boaters' Questions
- ✓ Take Reservations
- ✓ Provide 24/7 Support



## Examples:



- ✓ Answer Boaters' Questions



- ✓ Take Reservations

## Examples:



- ✓ Zendesk AI

- ✓ Live Chat Assistant

## Benefits:

- ✓ Simulate Human-Like Help
- ✓ Boost Conversions
- ✓ Reduce Staff Workload



# Machine Learning & Deep Learning

**WHAT IT IS:** Models that learn patterns from large datasets

**DESIGNED FOR:** Forecasting, classification, optimization

**EXAMPLES:** Credit scoring models, demand forecasting systems, image recognition in security cameras

**CURRENT STATUS:** Industry standard across most data-driven businesses

# Voice AI & Speech Systems

**WHAT IT IS:** AI that understands and generates spoken language

**DESIGNED FOR:** Phone automation, call centers, voice assistants

**EXAMPLES:** Air.ai voice agents, Amazon Alexa, Google Assistant, automated call center bots

**CURRENT STATUS:** Commercially ready with improving voice realism

# Reinforcement Learning

AI that learns optimal strategies through trial and reward.



## What It Does:

- ✓ Learns from Decisions and Feedback
- ✓ Trains with Trial and Error
- ✓ Seeks Positive Rewards
- ✓ Improves Strategies



## Examples:



✓ AlphaGo



✓ Warehouse Robotics

## Benefits:

- ✓ Optimize Logistics Efficiencies
- ✓ Master Complex Games
- ✓ Control Robots and Equipment



## Examples:



Cutting-Edge  
AI Research

Rapid by advances in



✓ MoDiEboss

✓ Autonomous Drones

# Predictive AI

**WHAT IT IS:** AI that uses historical and real-time data to predict future outcomes

**DESIGNED FOR:** Demand forecasting, occupancy planning, churn prediction, pricing optimization, maintenance forecasting

**EXAMPLES:** Amazon demand forecasting, airline seat prediction, credit risk models, marina slip occupancy and boat rental demand forecasting

**DEVELOPMENT STATUS:** Highly mature and widely deployed across enterprise industries

**BUSINESS IMPACT:** Improves planning accuracy, increases revenue, reduces operational waste, enables proactive decision-making

# AI Progress Summary

**Fully Mature:** Narrow AI, Machine Learning

**Rapid Growth Phase:** Generative AI, Conversational AI, Voice AI

**Emerging / Specialized:** Reinforcement Learning, Predictive Learning

**Platform Backbone:** Foundation Models driving future AI innovation

# Guest Communication Touchpoints

How AI Assists Across the Guest Journey

## Email Marketing



- ✓ AI Personalizes Content & Send Times
- ✓ Lifecycle Campaigns

## Social Media



- ✓ AI Generates Posts & Refines Targeting
- ✓ Smart Scheduling
- ✓ Trend Analysis

## Search Optimization



- ✓ AI Identifies High-Intent Keywords
- ✓ SEO Optimization
- ✓ SEO Optimization

## Text Messaging (SMS)



- ✓ AI Automates Timely Reminders & Alerts
- ✓ Personalized SMS
- ✓ Intelligent Routing

**Reach the Right Guests at the Right Time!**

- ✓ Personalized
- ✓ Automated
- ✓ Insightful
- ✓



# Video Content



# Sora for Video Content

- AI model that generates high-quality videos from text prompts
- Creates cinematic, realistic, animated, or stylized video content
- Understands motion, physics, camera movement, and scene continuity
- Can produce videos up to ~1 minute+ in length
- Designed to accelerate content creation without filming

[VIDEO EXAMPLE 1](#)

[VIDEO EXAMPLE 2](#)



# AI Chatbots

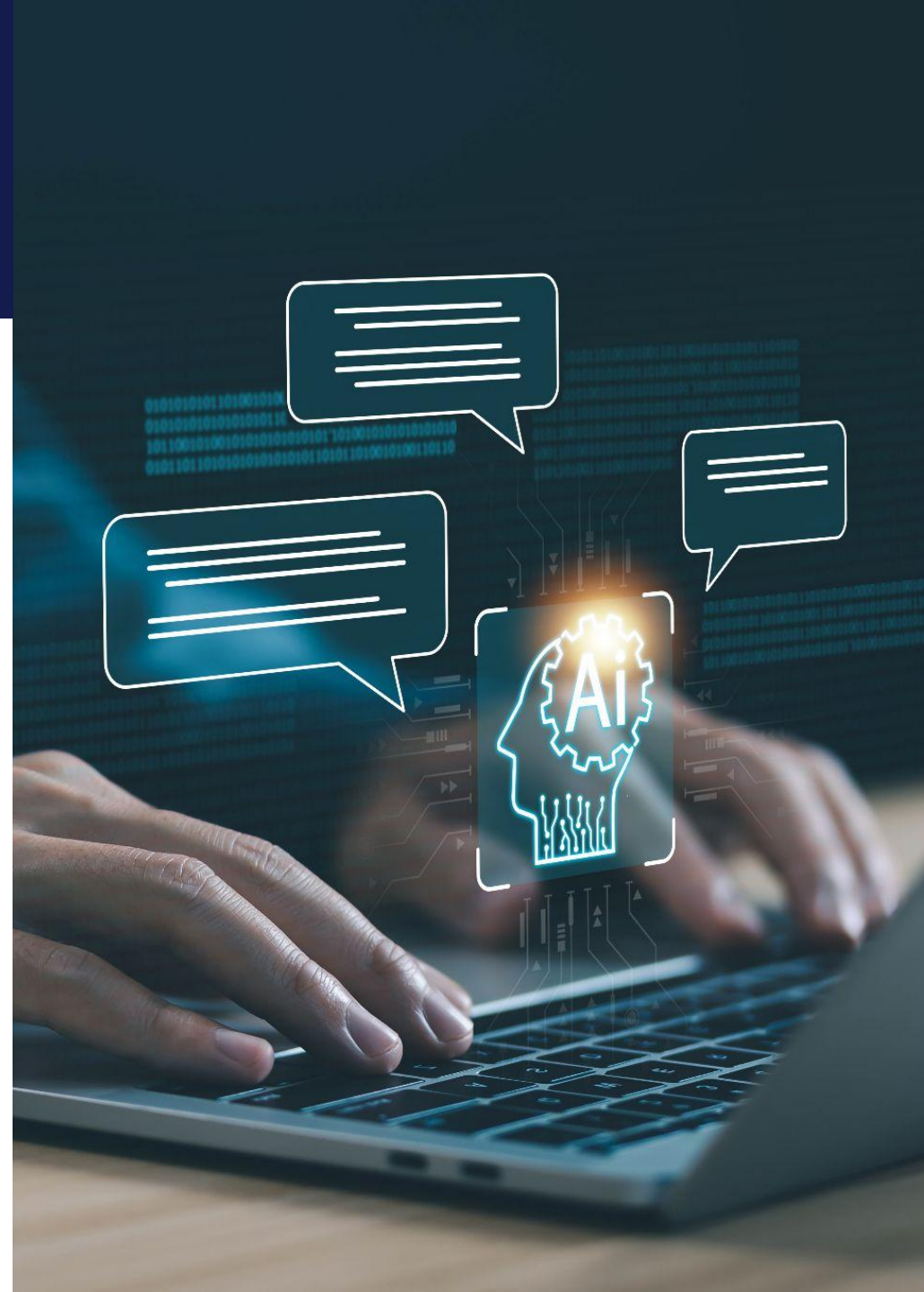


# AI Chatbots for Marinas

**GOAL:** Improve customer response speed, automate FAQs, and support slip reservations and boat rental inquiries

**USE CASES:** Slip availability, pricing questions, rental booking, marina policies, operating hours

**KEY BENEFITS:** Reduced phone volume, 24/7 support, higher conversion on online inquiries



# Lightweight Website Chatbot Option: [Chatbot.com](https://www.chatbot.com)

**BEST FOR:** Simple marina websites needing 24/7 automated replies

**WHAT IT DOES:** Automated website Q&A bot

**MARINA BENEFITS:** Handles basic slip availability questions and pricing ranges

**WHY IT WINS:** Low complexity and quick deployment



## Best for Rental-Heavy Marinas: Drift

**BEST FOR:** High-volume boat rental and charter focused marinas

**WHAT IT DOES:** Conversational sales chatbot with lead qualification

**MARINA BENEFITS:** Captures rental leads, routes high-intent customers to staff

**WHY IT WINS:** Strong revenue-focused automation and CRM integrations



Chelsea Ward [Whitewhale](#)

1m ago ● Online



**Chelsea Ward** (Chief Executive Officer) from **Whitewhale** is active on your site.

Hello **Whitewhale!** Good to see you on the site again. Let me know if I can help.



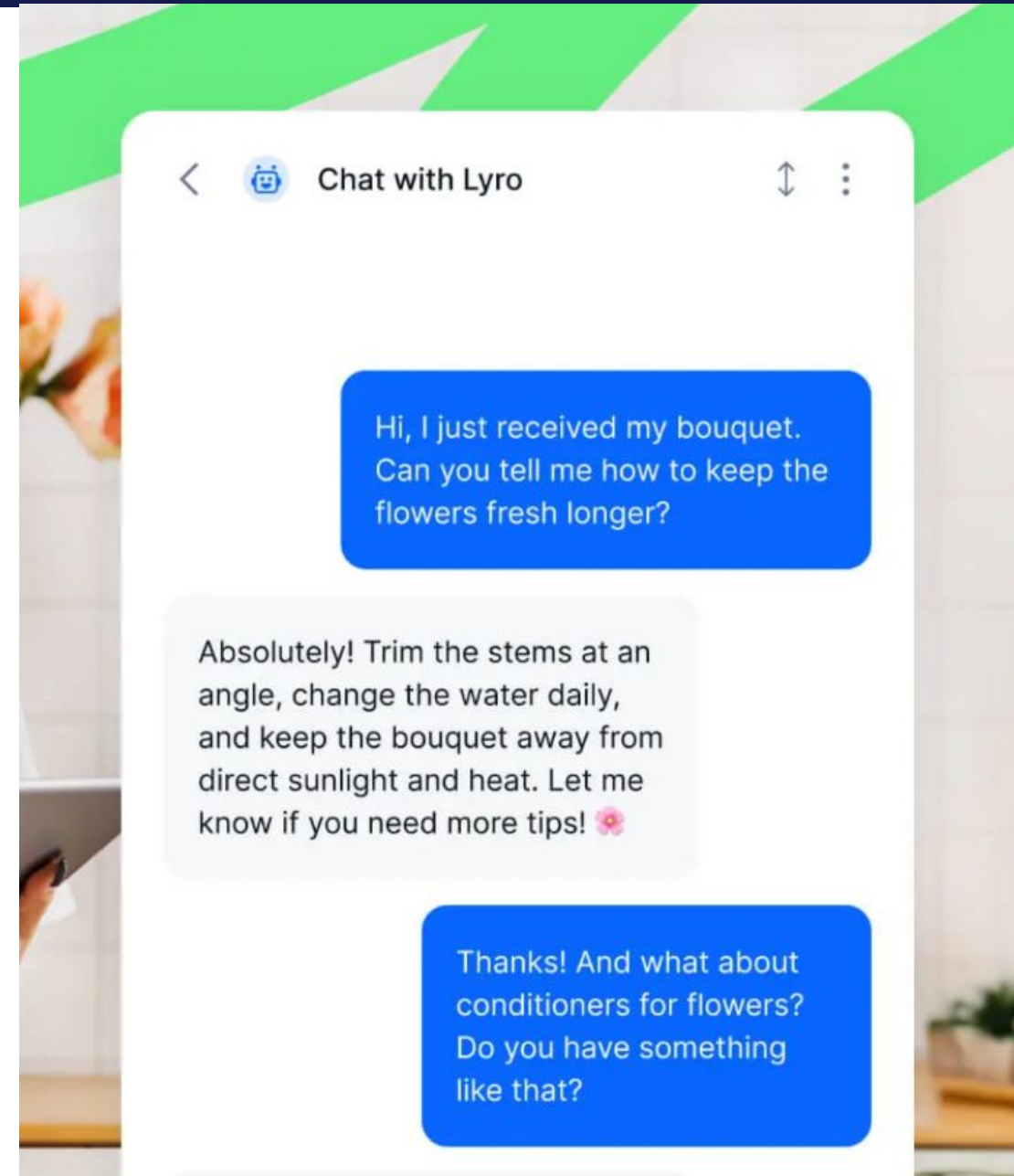
## Best SMB & Independent Marinas: Tidio (Lyro AI)

**BEST FOR:** Small to mid-size marinas needing quick deployment

**WHAT IT DOES:** AI chatbot and live chat automation

**MARINA BENEFITS:** Answers basic questions about slips, rentals, hours, and amenities

**WHY IT WINS:** Affordable, fast setup, minimal IT overhead



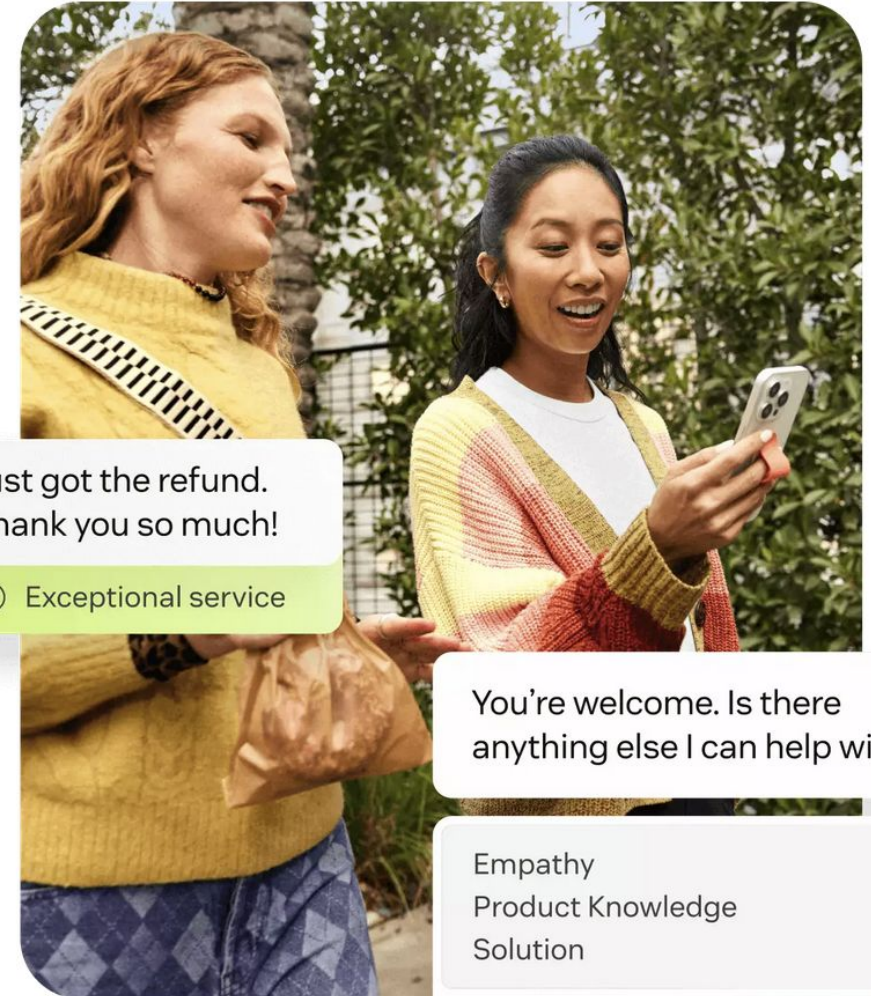
# Best Enterprise-Scale Marina Groups: **Zendesk AI**

**BEST FOR:** Multi-location marina groups and enterprise operators

**WHAT IT DOES:** AI-powered ticketing, omnichannel support, workflow automation

**MARINA BENEFITS:** Centralizes inquiries across locations, manages reservation support tickets

**WHY IT WINS:** Strong reporting, SLA tracking, and scalable customer service operations



Just got the refund.  
Thank you so much!

😊 Exceptional service

You're welcome. Is there anything else I can help with?

Empathy 🤗  
Product Knowledge 🤗  
Solution 🤗

Pass | 96%

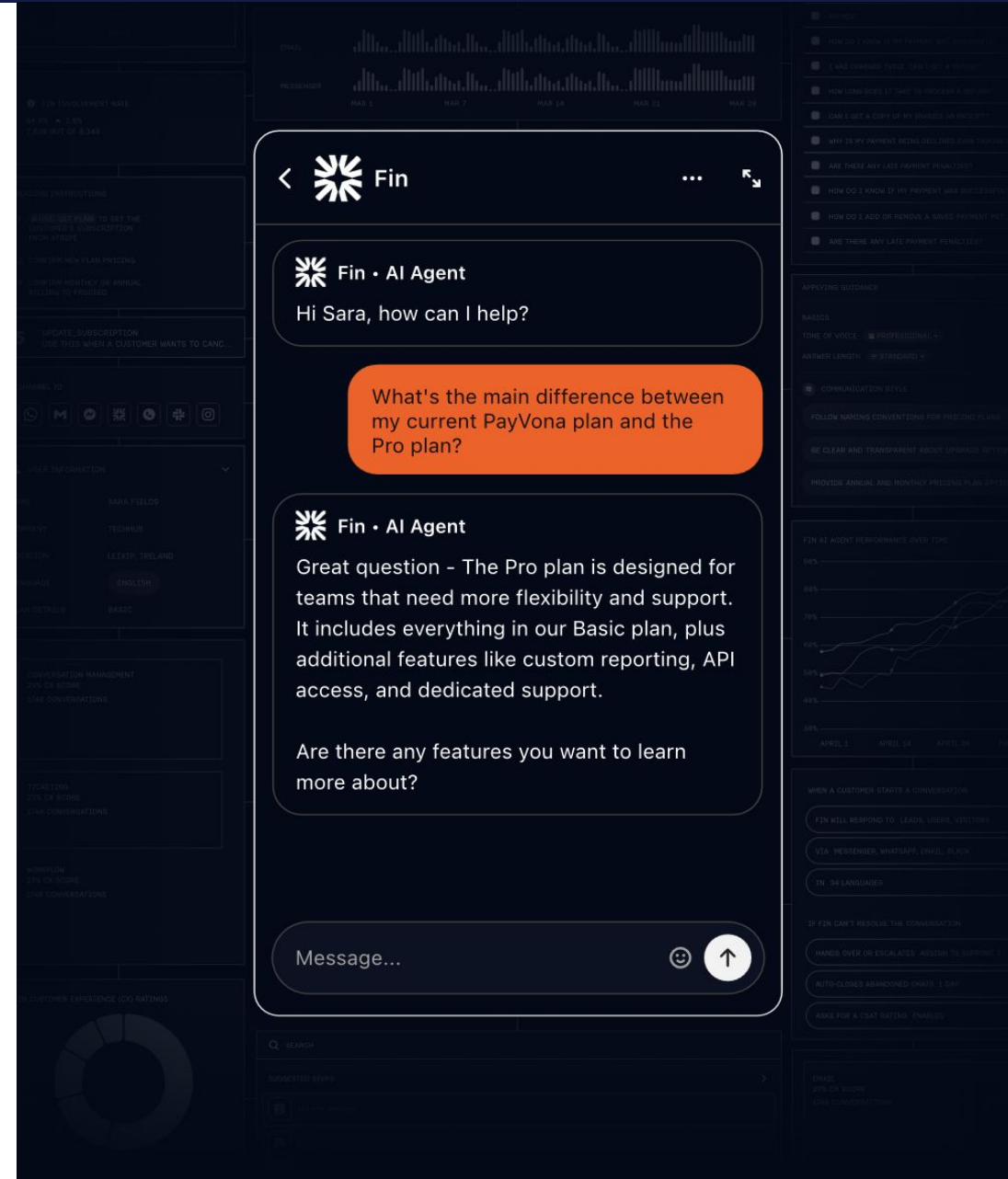
# Best Overall for Marinas: Intercom (Fin AI Agent)

**BEST FOR:** Full-service marinas with reservation systems and customer portals

**WHAT IT DOES:** Handles live chat, automated answers, and proactive customer messaging

**MARINA BENEFITS:** Can route reservation inquiries to staff, handle FAQs on dock rules, amenities, fuel hours

**WHY IT WINS:** Strong conversational experience and integrations with SaaS platforms



# How Marinas Should Choose

**BASIC INFORMATIONAL WEBSITE NEEDS:** Chatbot.com

**RENTAL-FOCUSED MARINA OPERATIONS:** Drift

**INDEPENDENT MARINA WITH LIMITED STAFF:** Tidio

**MODERN RESERVATION PLATFORM AND APP USERS:** Intercom

**MULTIPLE LOCATIONS AND HEAVY SUPPORT VOLUME:** Zendesk AI

# Slip & Rental Reservation Integration Strategy

- Connect chatbot to marina management software where possible
- Use bots to pre-qualify reservation requests
- Route confirmed bookings to staff or reservation system
- Maintain human handoff for payments and special requests

# AI Phone Systems

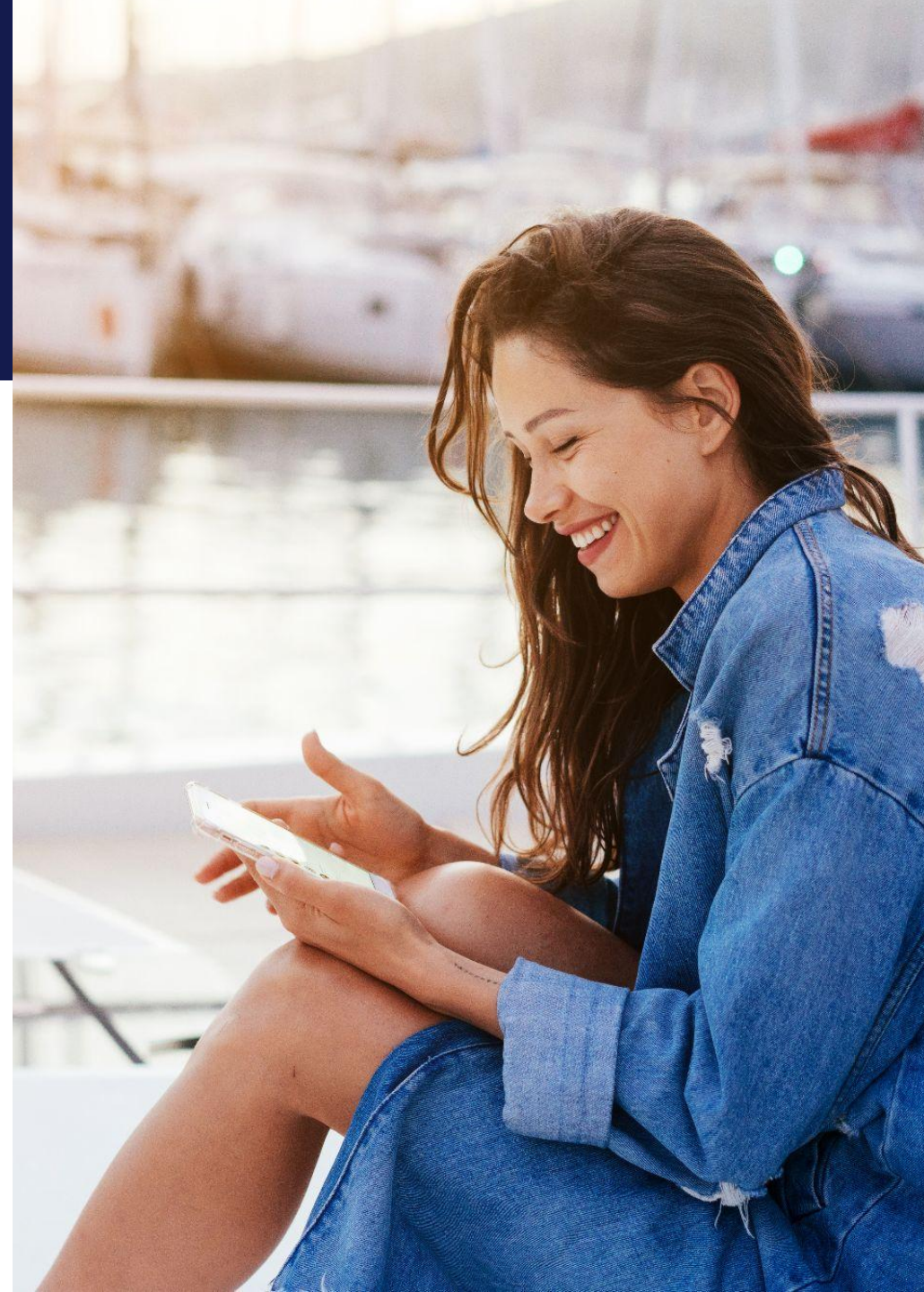


# AI-Powered Phone Systems for Marinas — Overview

**GOAL:** Automate inbound phone calls, reduce missed calls, and improve reservation and rental conversions

**USE CASES:** Slip inquiries, transient dockage, boat rental availability, pricing, hours, and directions

**KEY BENEFITS:** 24/7 call handling, reduced front-desk workload, faster response times



# AI-Powered Phone Communications

## AI Phonebots

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Automated systems handle reservations and answer common questions, freeing staff for complex inquiries.

- 24/7 availability for customers
- Seamless handoff to staff when needed
- Consistent, accurate information

## Staff Support Tools

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Tools like NotebookLM assist staff during live calls by providing instant access to information and suggested responses.

- Real-time knowledge assistance
- Faster resolution times
- Improved customer satisfaction

# AI Phonebot

## OPPORTUNITIES:

- After Hours Customer Support
- Potential for Integration Directly into Marina Management Software

# AI Phonebot

## OPPORTUNITIES:

- After Hours Customer Support
- Potential for Integration Directly into Marina Management Software

## CHALLENGES:

- Cost
- Enterprise support and constant training
- Customer “yuck” factor

### TOOLS

ElevenLabs

Bland®

Retell

## Lightweight Virtual Receptionist Option: [Smith.ai](#)

**BEST FOR:** Marinas wanting outsourced call answering with AI support

**WHAT IT DOES:** Hybrid AI + human virtual receptionist service

**MARINA BENEFITS:** Answers basic questions and transfers booking requests

**WHY IT WINS:** No infrastructure setup needed



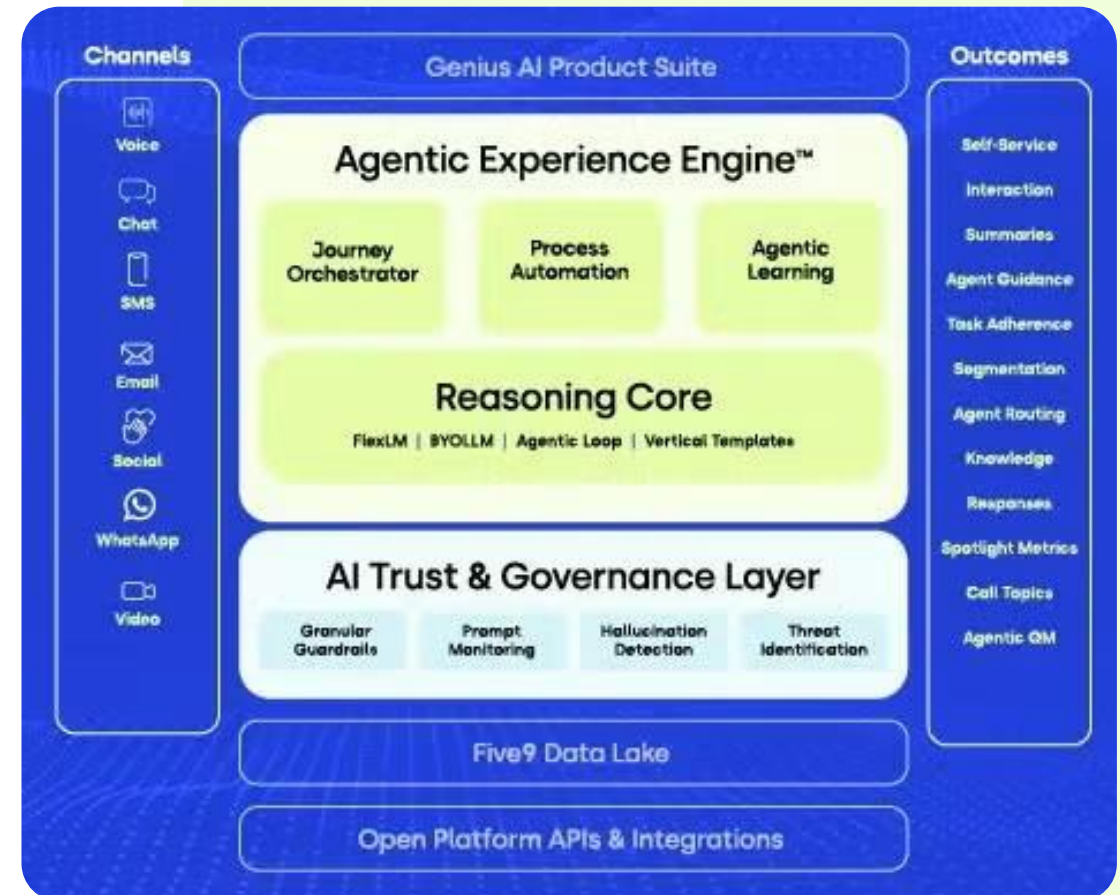
## Best Reservation Call Routing: Five9

**BEST FOR:** Marinas with dedicated reservation teams

**WHAT IT DOES:** Cloud contact center with AI voice bots and call routing

**MARINA BENEFITS:** Automatically routes reservation inquiries to available agents

**WHY IT WINS:** Strong call distribution and analytics



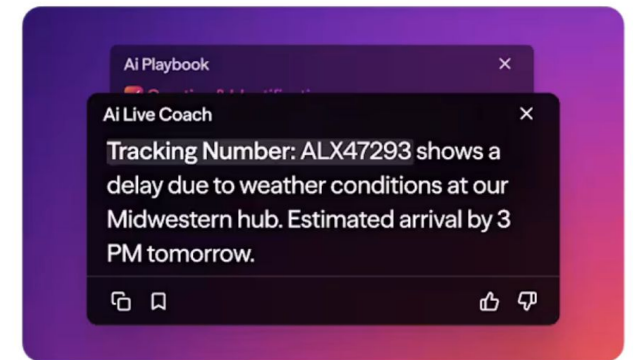
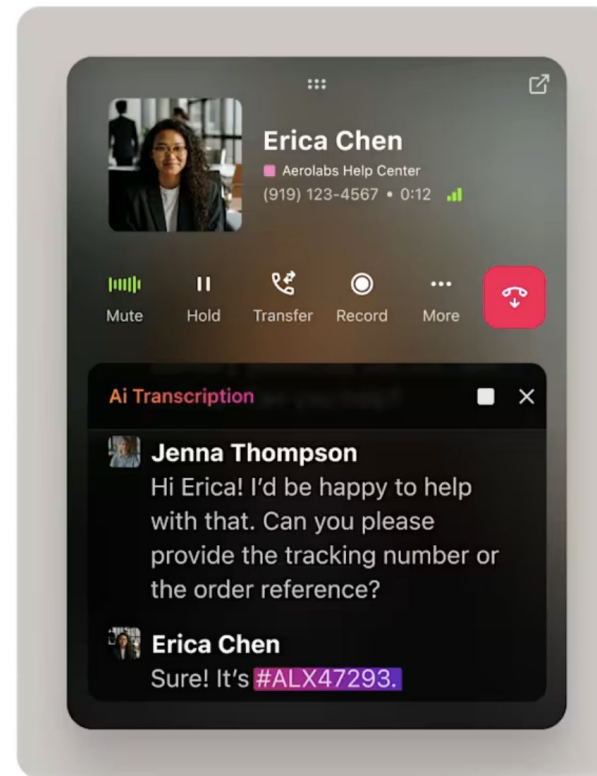
# Best SMB-Friendly Voice Automation: **Dialpad AI**

**BEST FOR:** Independent marinas and smaller teams

**WHAT IT DOES:** AI-powered phone system with transcription and automated responses

**MARINA BENEFITS:** Captures missed call summaries, improves staff efficiency

**WHY IT WINS:** Easy setup and affordable VoIP solution



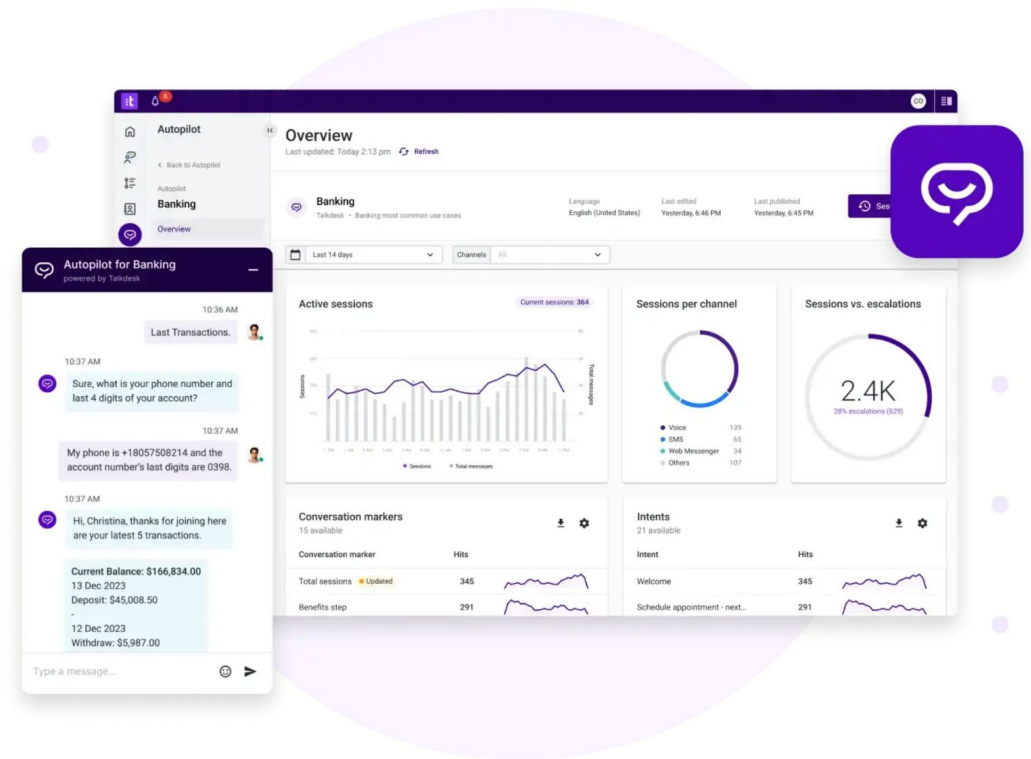
# Best Enterprise Call Center Platform: **Talkdesk AI**

**BEST FOR:** Large marina groups with centralized call centers

**WHAT IT DOES:** AI-powered contact center with voice bots and intelligent routing

**MARINA BENEFITS:** Manages multi-location inbound calls and reservation support queues

**WHY IT WINS:** Enterprise reliability, reporting, and compliance



# How Marinas Should Choose Voice AI

**HIGH INBOUND CALL VOLUME:** Talkdesk

**MULTI-LOCATION MARINA GROUPS:** Talkdesk or Five9

**INDEPENDENT MARINAS:** Dialpad or Smith.ai

**RENTAL-FOCUSED:** Five9

# Voice AI + Marina Software Integration Strategy

- Connect phone AI to marina reservation and management platforms
- Use AI to pre-qualify slip and rental inquiries
- Push call summaries into CRM or PMS
- Route payment and contract steps to staff

# AI & Marketing



## WEBSITE EXPERIENCE

Use AI tools to evaluate and enhance your website's user experience, identifying friction points and optimization opportunities.

## AI CHATBOTS

Deploy intelligent chatbots that answer questions 24/7, handle reservations, and provide instant customer support.

## CONTACT FORMS

Implement marketing automation with tools like HubSpot AI that intelligently respond to form submissions and nurture leads.

# Using AI for Content Creation & Optimization

## Creating More Relevant, High-Performing Content at Scale

- AI-assisted copy writing & optimization by buyer type, seasonal theme, or product
- Localization and regional messaging at scale
- Content optimization: Improve clarity, readability, and conversion performance using AI-driven recommendations
- SEO acceleration: Generate and optimize metadata, page structure, and keyword-aligned content based on search intent

### IMPACT:

- Faster content production and iteration
- Improved engagement and conversion rates
- Increased organic visibility and efficiency

#### GUIDING PRINCIPLE:

Use AI as a co-pilot to your human-led strategy

# Using AI to Elevate the Website Experience

## Personalization & Dynamic Experiences

- Personalized headlines, CTAs, and content blocks by industry, role, or traffic source
- Dynamic recommendations for products, content, or next action
- Adaptive navigation and page layouts based on intent

**IMPACT:** Higher engagement, improved conversion rates, reduced bounce

## Conversational AI & Assistance

- AI-powered chatbots trained on proprietary content
- Lead qualification and routing to sales or online booking flows
- Interactive product selectors and guided decision tools

**IMPACT:** Faster time-to-value, improved lead quality, support deflection

## Intelligent Search & Content Discovery

- Semantic search with natural language understanding
- Smart auto-suggestions and query expansion
- AI-generated summaries for long-form content

**IMPACT:** Higher search success rates, deeper page engagement

# Using AI to Drive Website Conversions

## Better Conversion and Higher-Quality Leads

- **ADAPTIVE FORM DESIGN:** Optimize fields, order, and defaults dynamically to reduce friction and drive more conversions
- **PROGRESSIVE PROFILING:** Collect the right data over time without overwhelming first-time visitors
- **PERSONALIZED EXPERIENCES:** Tailor form copy, questions, and CTAs by persona, preferences, and traffic source
- **INTELLIGENT VALIDATION:** Detect spam, bots, and low-quality submissions before they reach CRM
- **CONTINUOUS OPTIMIZATION:** AI-driven testing and drop-off analysis to improve completion rates
- **SMART ROUTING & ACTIVATION:** Predictive scoring and real-time lead routing to sales or nurture

### IMPACT:

- Higher form completion and conversion rates
- Improved lead quality and sales confidence
- Faster speed-to-lead and pipeline impact
- Increased organic visibility and efficiency

#### GUIDING PRINCIPLE:

Form interactions can adapt to the visitor.

# Enhancing Guest Experience with AI

## AI-BASED PRICING

Dynamic pricing algorithms optimize rates based on demand, seasonality, and market conditions—maximizing revenue while staying competitive.

## SMART AVAILABILITY

Intelligent systems manage slip availability, predict booking patterns, and suggest optimal allocation strategies.

## SURVEY INTELLIGENCE

AI collects feedback, summarizes insights, identifies action items, and even automates personalized follow-ups with guests.

# What Can AI Do for You?

The question isn't whether AI will transform marina communications—it's how quickly you'll adopt it. Start small, experiment with tools, and scale what works.

## Next Steps

- Identify your biggest communication pain points
- Choose one AI tool to pilot this quarter
- Measure results and iterate
- Share learnings with your team





# Let's Hear From You

Q&A