



OFFICIAL DOCUMENTATION – PARKPILOT.UK

# The ParkPilot AI Playbook

How UK Holiday Parks Are Automating Guest Services, Sales & Owner Management

📄 Built by Park Operators, For Park Operators

Made with **GAMMA**

# What's Holding Your Park Back

Every UK holiday park faces the same operational headaches — and they're costing you money, time, and guest satisfaction every single day.

## Repetitive Enquiries

Your inbox and phone lines are flooded daily with the same questions about check-in times, pet policies, and Wi-Fi codes. Staff spend hours answering queries that could be resolved instantly — pulling them away from the guests standing in front of them.

## Cold Ownership Leads

When a prospective owner fills in a form at 9pm on a Saturday, they expect a prompt response. By the time your sales team picks it up on Monday morning, that lead has already spoken to a competitor. Slow follow-up is costing you completions.

## Out-of-Hours Gaps

Guests don't stop needing help when reception closes. Every unanswered query after hours is a potential booking lost, a complaint left to escalate, or a review that writes itself. Your park never sleeps — but your team has to.

## Manual Admin Overload

From site fee queries to maintenance logging, manual processes consume hours each week. Your best people are buried in spreadsheets and emails instead of delivering the guest experience that earns repeat bookings.

# Why Generic Chatbots Don't Work for Holiday Parks

Not all AI is built equal. Most chatbots are designed for generic customer service – they know nothing about pitch availability, ownership sales cycles, or PMS integrations. Here's how ParkPilot compares.

Capability	Generic Chatbot	Hospitality Chatbot	ParkPilot AI
Holiday park domain knowledge	✗ None	⚠ Limited	✓ Purpose-built
Live PMS/CRM integration	✗ Not supported	⚠ Basic webhooks	✓ Full read/write
Direct booking capability	✗ Links only	⚠ Redirect to engine	✓ In-conversation
Ownership enquiry handling	✗ Not applicable	✗ Not applicable	✓ Lead qualification & CRM push
Aftersales & owner support	✗ Not applicable	✗ Not applicable	✓ Full lifecycle

📄 ParkPilot AI wins on every capability because it was designed from the ground up for **how holiday parks actually operate** – not retrofitted from a hotel or retail template.

INTRODUCING PARKPILOT AI

# AI Infrastructure Built for How Parks Price, Sell & Operate

*"ParkPilot is not a chatbot adapted for holiday parks. It is AI infrastructure built specifically on how holiday parks price, sell, and operate."*

ParkPilot AI sits at **Level 3 Vertical AI** — meaning it doesn't just answer questions. It understands your pricing models, your seasonal availability patterns, your ownership sales cycle, and your operational workflows. It reads live data from your systems, takes confirmed actions, and hands off to your team only when human judgement is genuinely required. This is not a bolted-on feature. It is the operating layer that connects your guests, owners, and staff to the information and actions they need — around the clock.

# Four Specialist Agents, One Unified Platform

Each ParkPilot agent is trained on a specific area of park operations, ensuring deep expertise where it matters most.

1

## Guest Services Agent

**Serves:** Reception & Guest Experience

- Bookings, availability checks & live pricing
- Pre-arrival, during-stay & post-stay support
- Maintenance job creation & review prompts

2

## Holiday Home Sales Agent

**Serves:** Sales Team

- 24/7 ownership enquiry handling
- Lead qualification & park tour booking
- Qualified lead push direct to CRM

3

## Aftersales & Owner Services Agent

**Serves:** Owner Relations

- Maintenance & annual service scheduling
- Warranty and compliance queries
- Owner event notifications & updates

4

## Admin & Compliance Agent

**Serves:** Park Administration

- Site fee & utility billing queries
- Insurance & compliance documentation
- Licence and rate-related requests

# Connected to Your Systems, Available Where Your Guests Are

## System Integrations

### ParcVu

Live pitch availability, pricing and booking confirmation direct from your PMS.

### Elite Dynamics

Ownership sales pipeline, owner records and aftersales workflow integration.

### Salesforce

CRM lead capture, task assignment and automated follow-up triggers.

**Reads live data. Writes confirmed actions. No duplicate entry.**

## Deployment Channels



Website Widget



Mobile App



SMS



WhatsApp



Facebook Messenger

*Configured per park during onboarding.*

# How It Works — From Scoping to Go-Live

Every ParkPilot deployment follows a structured five-step process designed to get your agents live quickly and configured precisely for your park's operations.



## 1. Scoping

Understanding your park's operations, existing systems and preferred channels



## 2. Configuration

Building your bespoke agent knowledge base from real park data and processes



## 3. Integration

API connections to your PMS, CRM and booking systems for live data access



## 4. Testing

Multi-channel testing across all agents before go-live to ensure accuracy



## 5. Go-Live

Active monitoring and continuous refinement in the critical first weeks

Smaller parks can be live in days. Larger integrations with multiple PMS and CRM systems are scoped individually.

# ParkPilot Knows When to Step Aside

ParkPilot agents are designed to handle the vast majority of guest, owner and admin interactions independently. But they are equally designed to **escalate confidently** when human judgement is required. There is no guessing, no awkward dead ends — the agent recognises its limits and routes the conversation to the right person, with full context attached.

*Handoff via live chat escalation, email notification, or CRM flagging — configured to match your team's workflow.*

## Escalation Triggers

01

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### Guest requests human contact

Any explicit request for a person is honoured immediately — no friction.

02

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### Legal query requiring professional judgement

Licensing, regulatory or contractual matters flagged to the appropriate team.

03

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### Qualified sales lead needing a personal call

Hot ownership leads are pushed to your sales team with full qualification data.

04

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### Complex complaint exceeding automated resolution

Sensitive or multi-issue complaints escalated with conversation history intact.

# Plans Built Around How Parks Actually Operate

Every plan includes bespoke setup — there are no off-the-shelf configurations. Your agents are trained on **your** park's data, policies and tone of voice.

1

## Starter — £495/month

- Guest Services Agent
- Website widget deployment
- Standard knowledge base build
- Email support

Ideal for single-site parks looking to automate guest enquiries and free up reception staff.

2

## Professional — £995/month

- Full four-agent suite
- Multi-channel deployment
- PMS and CRM integration
- Priority support

**★ Recommended** — the complete platform for parks serious about automation across guest services, sales and owner management.

3

## Enterprise — Custom Pricing

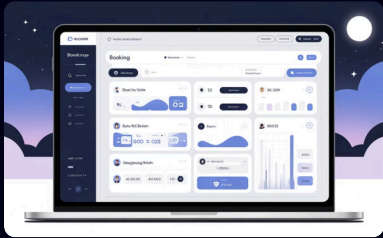
- Multi-site deployment
- Bespoke integrations
- Dedicated account support
- Custom SLA and reporting

For park groups and operators managing multiple sites who need a tailored, scalable solution.

All plans include bespoke setup. No off-the-shelf configurations. Your agents are built around your park — not a template.

GET STARTED

# Ready to See ParkPilot in Action?



## Book a Demo

See the full platform in action with a walkthrough tailored to your park's operations. Visit [parkpilot.uk](https://parkpilot.uk) to schedule a session with our team.



## Pilot Programme

Three UK parks will be selected for full platform access at no cost. Apply now to be among the first to deploy ParkPilot AI across your operation.



## Get in Touch

Every park is different. Speak to us directly to discuss your specific requirements, integrations and deployment timeline.

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