

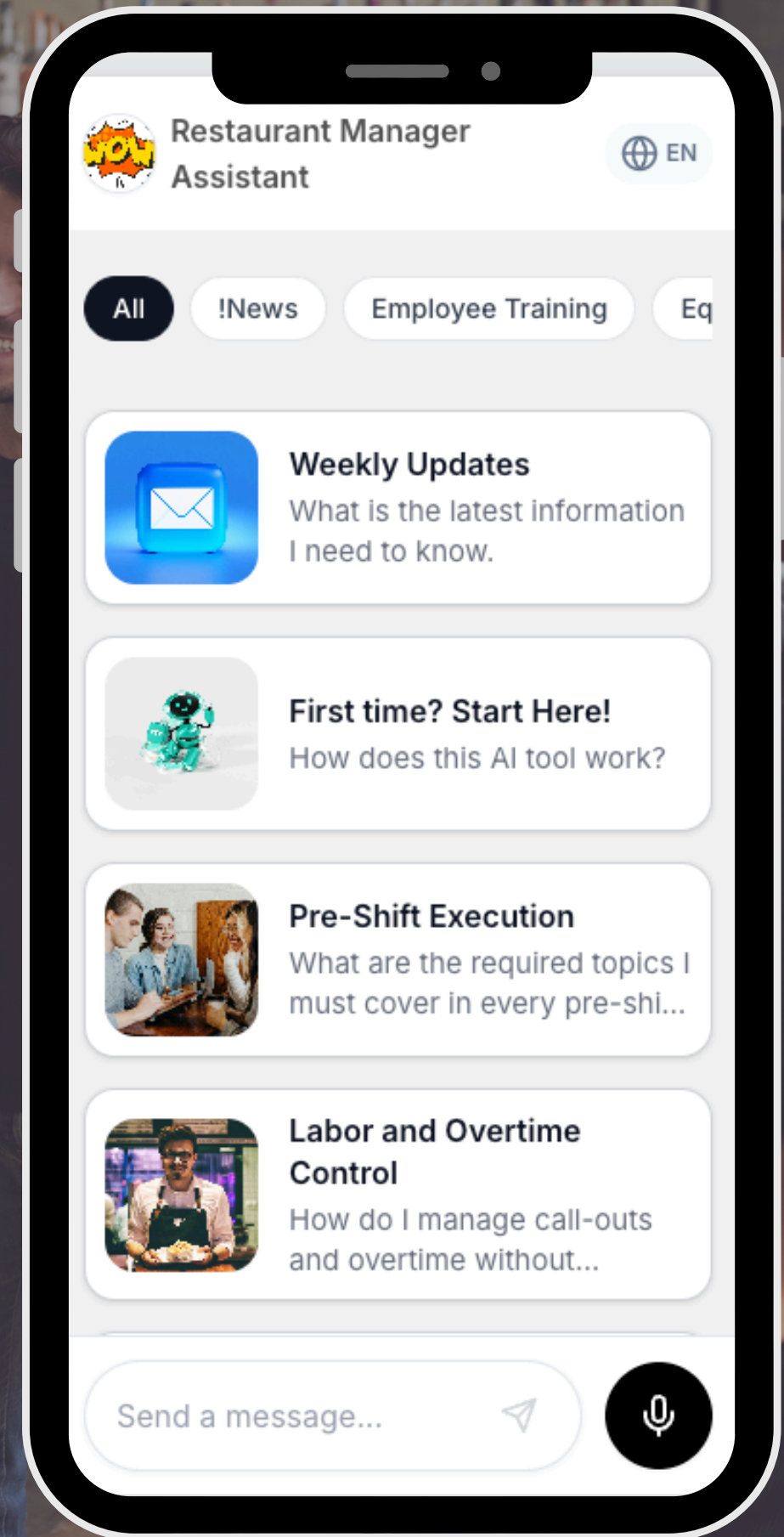
FREE ONLINE EVENT

Your managers can't be everywhere. Your AI can.

A practical session for multi-location hospitality operators on using AI as an always-available Assistant Manager.



Sean Jackson | CEO & Co-founder | EasyBotChat
Brian Schultz | CEO | LOOK Cinemas



Meet Your Hosts



Sean Jackson

CEO & Co-founder of EasyBotChat

30+ years in SaaS development, online marketing, and business strategy.



Brian Schultz

CEO of LOOK Cinemas

One of the first hospitality brands to deploy an AI Assistant Manager at scale.

One Hour. One Big Idea.

Every shift, your team faces questions **they can't answer** — and that gap shows up in turnover, guest experience, and your managers' time. The **answer isn't more training** — it's making the **right answer available the moment someone needs it.**

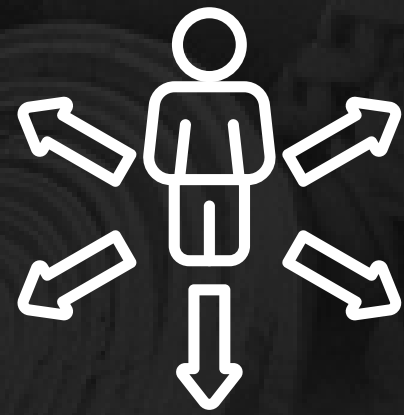
Why Current Tools Fail

What FRICTION Costs You

Practical Roadmap to Success

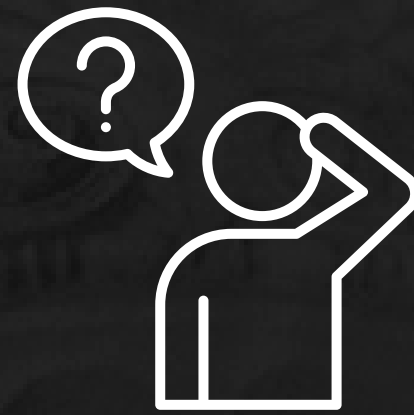
Proof AI Works for You

The Costs You're Already Paying



20%

20% of frontline staff leave within their first 90 days — **not because of pay**, but because they **don't feel equipped** to do the job.



17%

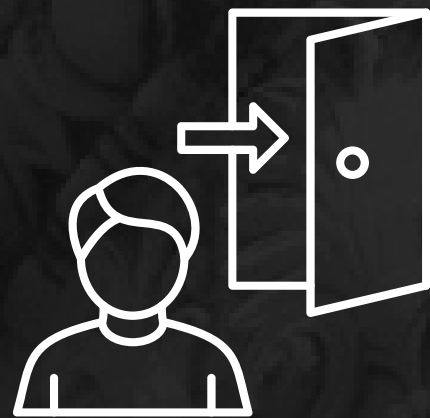
17% of what's covered in a **pre-shift huddle is forgotten** before the shift even ends.



25%

Only 25% of employees say they **feel confident** they can find the information they need to do their job well.

The Costs You're Already Paying



\$5,864

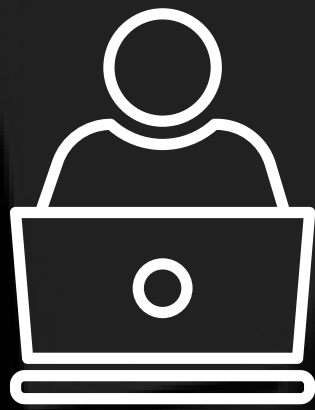
\$5,864 average cost to replace a single frontline hospitality employee — multiplied across every location, every quarter.



95%

95% of customers share a bad experience. One negative service mention means a 61% chance of a 1-star review. One bad review loses up to 30 customers.

You Already Have **Tools**. So Why Is the **Problem** Still There?



LMS Platforms

Built for compliance, not conversation. Employees complete it once and never go back.



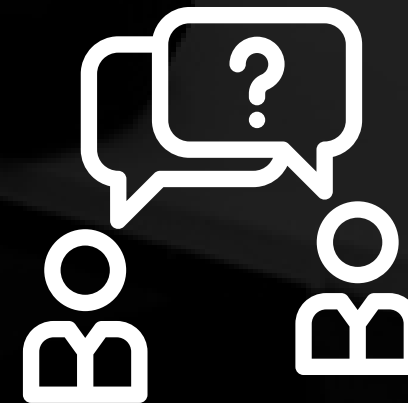
Handbooks & Digital SOPs

Printed memos get lost, binders go unread, and shared drive files are never where you need them mid-shift.



AI-Enhanced Training

Restaurant 365, Wisetail, and others are adding AI — but the friction remains. Same system, higher price.



Email & Manager Cascade

HQ sends an email. The manager reads it. Maybe. The team hears a version of it. Probably not all of it.

***The Reason Your Tools Aren't
Working...***

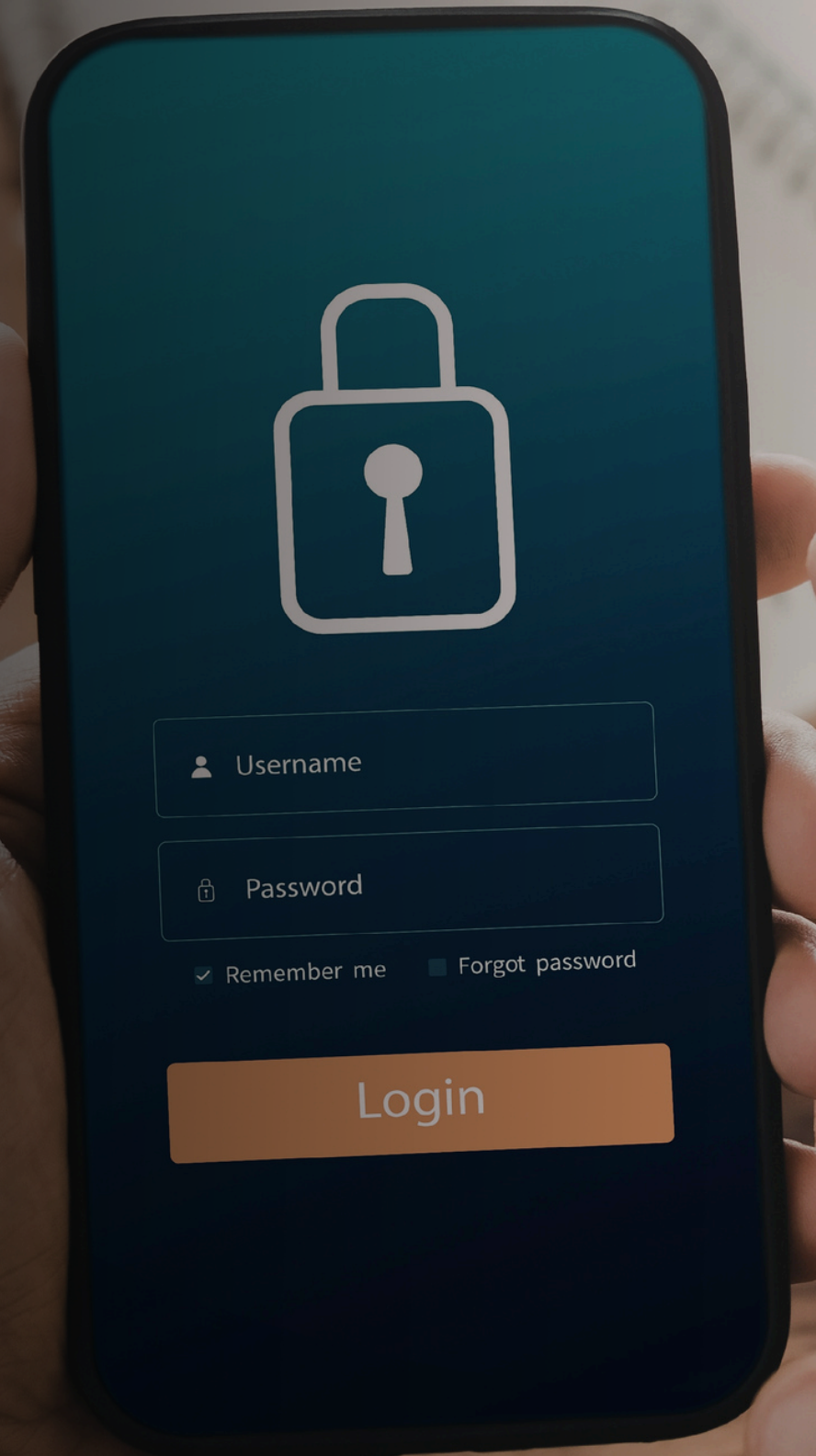
FRICTION

A grayscale background image of a man with a beard, wearing a t-shirt, shouting with his mouth wide open and his hands pressed against his temples. The image is dark and serves as a backdrop for the text.

Forgotten Logins

Your team works a 6-hour shift. They're not logging into a training platform to find an answer.

Forgotten passwords, slow load times, and extra steps kill adoption before it starts.



Speed Is Everything

In hospitality, a question needs an answer in seconds — not after three clicks, a login screen, and a search bar.

Every second of delay is a moment of uncertainty on the floor.





The Hidden Cost of Ownership

The software price is just the beginning. Add the time to set it up, configure it, upload and organize content, train managers, deploy it, and continuously maintain it...

and the real cost is two to three times what you paid.

What If the Answer Was Always One Question Away?

Hunting for information
Scheduled training
Manager as bottleneck
Hoping the message lands

Ask a question
Always-on knowledge
Manager as leader
Everyone knows it

Ai Radically
Transforms the
Way Information
is **Created** and
Consumed.





Unstructured data becomes instant knowledge

Your existing documents — HR policies, SOPs, training manuals, LTO guides, equipment instructions — become a living knowledge base. No restructuring, no rebuilding. ***Just upload and deploy.***



Questions replace searches

Instead of navigating a system, your employee types a question in plain language and gets a direct answer in seconds. The same way they'd text a manager — without the manager needing to stop what they're doing.



Consistency across every location

Every employee at every location gets the same accurate answer, every time. No more "I heard it differently" or "my manager told me something else."



OPEN

Always on, zero friction

No login. No training required to use it. Available on any phone, terminal or tablet for any shift, day one.

A woman with dark hair, wearing clear safety glasses, is looking intently at a computer monitor. The background is dark, with various colorful elements on the screen, including a large white 'AI' text, a red and yellow curved shape, and some blurred text and icons. The overall scene suggests a focus on artificial intelligence and technology.

What Makes AI Deployment Actually Succeed?

A woman with dark hair tied back, wearing a white lab coat, is looking down at a wall covered in various charts and data visualizations. The background is a server room with rows of server racks.

The #1 Reason AI Deployments Fail Has Nothing to Do with Technology!

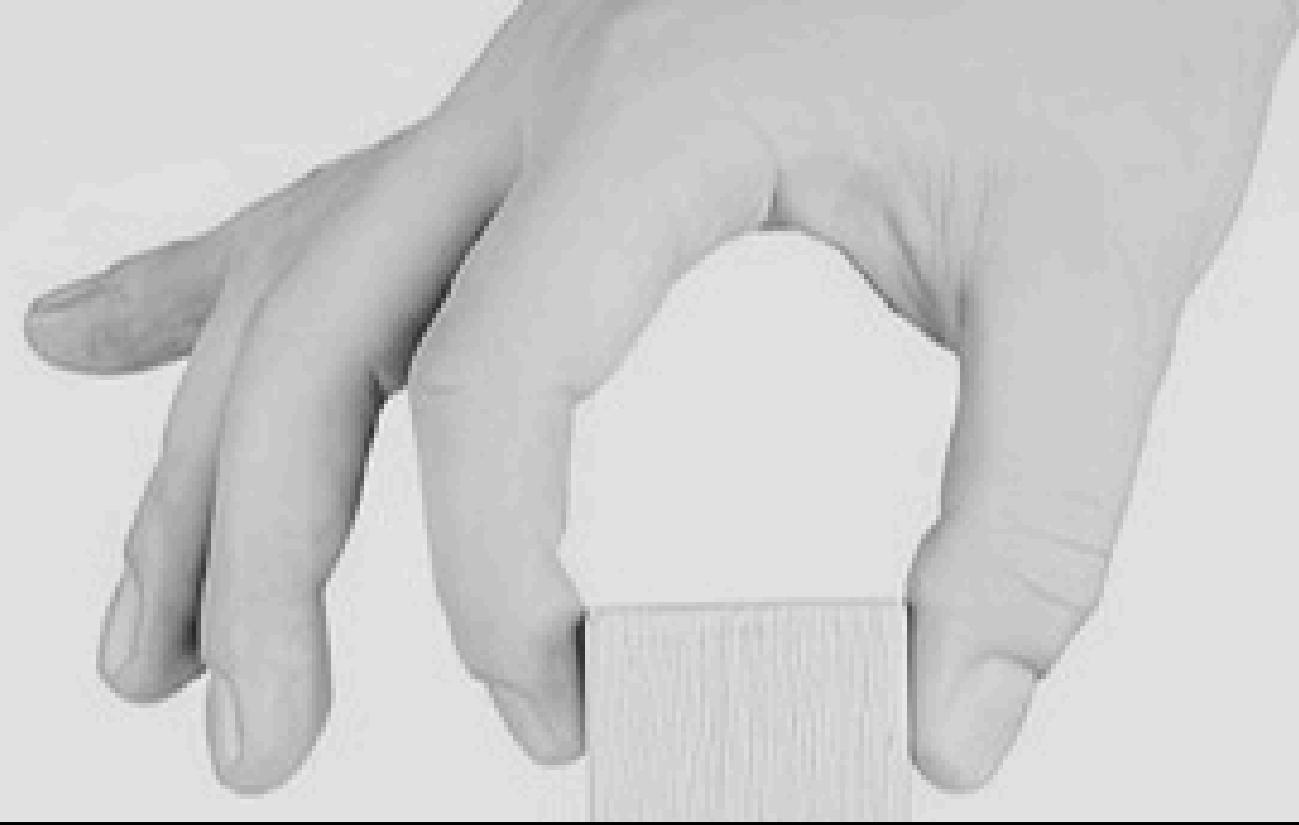
Senior Leadership Commitment

Teams take their cues from the top. When leadership treats the AI Assistant Manager as a priority, the team does too. When they don't, it quietly dies.



A Person Who Owns the Work

Commitment at the top isn't enough. You need **one person** who owns the day-to-day. Uploading content, keeping it current, monitoring what questions are being asked, and closing the gaps.



**Before You Deploy, You Need
to Build the Foundation**





Start With What You Have

You already have everything you need. HR policies, training guides, equipment manuals, LTO details, SOPs — if it lives in a folder, a binder, or an inbox, it can power your AI Assistant Manager.

No restructuring. No rewriting. **Just start.**

A person is shown from the side, working on a laptop. The laptop screen displays a calendar with various tasks and events. The person's left hand is on the keyboard, and their right hand is holding a handheld device, possibly a barcode scanner or a specialized input device. The background is a blurred office setting with a window and a desk lamp.

Identify Existing Tools

Make a simple list of the scheduling and payroll platforms you already use. That's it. Knowing what you have is the first step — integration can come later, and the **AI works without it from day one.**



Build and Test with a Small Team

Before full rollout, run a test group — ideally one location with a mix of tenures and roles. Have them ask real questions. Find the gaps. Refine the answers. Your first deployment won't be perfect — your test team is how you get it close.



**Getting Your Teams to
Actually Use It**

A close-up photograph of a person's hand holding a smartphone. The phone's screen displays a QR code centered on a white rectangular background, which is itself set against a dark wood-grain pattern. The phone is held at an angle, and the background is a blurred wooden surface. The lighting is soft and focused on the phone's screen.

Make Access Frictionless

Minimal login. No training required to use it. Post a QR code in the break room, at the time clock, and in the back of house. Add an NFC tap point at key locations. Put the link in onboarding paperwork on day one.

If it takes more than five seconds to access, adoption will suffer.



Build the Value Prop for Managers

Managers are your biggest lever — and your biggest risk. If they feel threatened by the AI Assistant Manager, they'll quietly undermine it. Reframe it explicitly: this tool handles the repetitive questions so you can focus on leading your team. **It makes you look good, not replaceable.**



Support Multiple Languages

Your frontline workforce doesn't all speak the same language — and your AI doesn't have to either. A good AI system takes your English-only documents and allows every team member to ask questions in their own language and receive answers back in that same language.



Reinforce It in Onboarding

The AI Assistant Manager should be introduced on day one — before the employee ever sets foot on the floor. Make it part of the onboarding checklist. Have new hires ask it their first question as a training exercise.

The earlier it becomes a habit, the more it sticks.



Let Usage Tell You What's Missing

Monitor what questions are being asked. If the same question keeps coming up and the answer isn't great, that's a content gap. The first 30 days of usage is your **most valuable feedback loop** — use it.

A grayscale photograph of a business meeting. In the foreground, a person's hands are visible, typing on a laptop keyboard. To the right, another person is partially visible, looking towards the laptop. The background shows a person in a suit holding a tablet. A network of white nodes and lines is overlaid on the image, suggesting a digital or AI theme. A black rounded rectangle with white text is centered over the image.

**Not All AI Solutions Are Built
for the Frontline**



Fast Implementation

A good technology solution gets you live in days, not months. If the onboarding process requires a lengthy setup, custom development, or a dedicated IT team — that's friction before you've even started.

Ask: how long until my team can use it?



Managed Content Setup

You shouldn't have to restructure your documents before uploading them. The right technology solution takes your existing materials — manuals, policies, SOPs — and handles the organization, configuration, and testing for you.

A woman with glasses and a grey top is sitting at a desk, holding a white coffee cup with both hands. She is looking down at a laptop screen in front of her. The background is a plain, light-colored wall.

Low Overhead to Maintain

The technology should work within your existing workflows and not create new headaches and bottlenecks. Look for systems that simplify the creation and management of content with detailed reporting that can be accessed quickly.



Designed for Adoption

The best tool is the one your team actually uses. Look for solutions built around how frontline employees actually behave — no app download, no login, accessible from any phone, in seconds.



Proven in Hospitality

Generic AI systems aren't built for shift-based, high-turnover, multi-location operations. Ask for real operator case studies — not pilot programs or beta tests, but live deployments with measurable results.

Brian Schultz

CEO of LOOK Cinemas

A **technology-first dine-in cinema** brand operating locations **across the U.S.** with a **large frontline workforce** spanning servers, kitchen staff, box office, and floor teams.



The Challenge

Multiple **locations**. High **turnover**. A frontline team **constantly needing answers** about menus, policies, procedures, and promotions...

...without a **manager always available** to ask.

LOOK
C I N E M A S

More Dining Choices Better Movie Experiences



LOOK
DINE-IN CINEMAS
TEAMS

**Got Questions?
Get Instant Answers.**

Tap Phone Here





Customer Intelligence • WOW Cinema Demo

Overview

Customer Intelligence

Links & Sources - BETA

< WOW Cinema Demo

Knowledge base

Chat Interface

Ask

Analyze

118

Source found



Data View

Content ...

Date

18 Jan 2026 - 17 Feb 2026

Search prompt or response

Content Source: Found

+ Add Filter

DATE	CONTENT SOURCE	USER QUERY	AI RESPONSE	AGENTIC ACTION
16 Feb 2026, 20:55	Found	What is the dress code policy?	# WOW Theaters Dress Code Policy **E...	-
16 Feb 2026, 15:58	Found	What are the proper food handling procedures for p...	# Popcorn and Hot Dogs Preparation #...	-
16 Feb 2026, 08:16	Found	How does this AI tool work?	**EasyBotChat is an AI assistant that gl...	-
15 Feb 2026, 18:45	Found	Based on today's date, what is the latest com...	Based on today's date (Sunday, Februar...	-
13 Feb 2026, 16:08	Found	Who created this bot?	This assistant was created by **WOW T...	-
13 Feb 2026, 16:08	Found	Based on today's date, what is the latest com...	Based on today's date (Friday, February...	-
13 Feb 2026, 04:21	Found	Based on today's date, what is the latest com...	Based on today's date (Friday, February...	-
12 Feb 2026, 16:42	Found	who is easybotchat	# Who is EasyBotChat **EasyBotChat is...	-
12 Feb 2026, 16:25	Found	What are the proper food handling procedures for p...	# Popcorn and Hot Dogs Preparation #...	-

Ai is Ready. Are You?

Every shift, your team faces questions they **can't answer fast enough** — and that gap is costing you in **turnover, bad reviews**, and **manager burnout**. You can **fix it today** with what you have.



Your **AI Assistant Manager** is ready to go **in days**, not months.





Have Questions? We Have Answers!

Book a Consulting Call

We'll show you how it works and build you a proof of concept using your own content; no commitment required.



Sean Jackson

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