



Revolutionizing Employee
Experience: Vistry's Eva AI at
Circuit of the Americas

EXECUTIVE SUMMARY

This case study provides a detailed account of the deployment and effectiveness of Vistry's Eva AI Assistant at the Circuit of the Americas (COTA) Formula 1 event in Austin, TX. The focus is on how Eva addressed the key challenges faced during the previous year's event, significantly improving operational efficiency and enhancing employee experience.

KEY CHALLENGES FROM THE PREVIOUS YEAR:

- 1. First-Day Chaos:** Temporary workers experienced considerable confusion due to the absence of centralized guidance, resulting in disorganized arrivals and uncertainty about duties and schedules.
- 2. Inadequate Training:** Many temporary workers were inadequately trained in event protocols, food preparation, and customer service, leading to operational challenges.
- 3. Communication Barriers:** The diverse, multilingual workforce faced language barriers, causing misunderstandings and hampering service quality.

IMPLEMENTATION AND RESULTS

- Efficiency Improvement:** Eva adeptly managed 845 queries, effectively saving around 21 hours of staff time.
- 24/7 Multilingual Support:** The AI assistant provided continuous, multilingual support, bridging communication gaps and facilitating better understanding among the diverse workforce.
- Comprehensive Information Access:** Eva efficiently addressed a wide range of queries, including ticketing, transportation, concerts, and assistance services, demonstrating its versatility.
- User Adoption and Trends:** The platform saw increased usage for complex queries as staff familiarity grew, indicating its user-friendly and effective nature.

DAILY USAGE ANALYSIS

- Day 1:** High activity around ticketing and transportation, with notable attention to practice sessions and concerts.
- Day 2:** Shift in focus to ticket upgrades and race schedules, along with logistical support like lost and found, smoking areas, and charging stations.
- Day 3:** Queries centered around the Winner's Podium and the Tiesto concert, reflecting the day's main attractions.

ATIF KUREISHY, FOUNDER OF VISTRY

"Our deployment of the Eva for COTA's grand event was a strategic game-changer, revolutionizing operational efficiency and customer service and significantly mitigating last year's challenges."

COTA STAFF MEMBER

"With Eva, we had the power of immediate information—it turned potential chaos into orchestrated excellence, significantly saving time and enhancing fan enjoyment."

SCOTT WESSELS, VP OF COMMERCIAL PARTNERSHIPS

"Eva is completely amazing and transformed our staffing preparedness for operations, security, F&B, etc. at our flagship Formula 1 Grand Prix event and we look forward to deploying it more broadly to other motorsports and concert events."



This executive summary highlights Eva's role in overcoming the previous year's challenges at COTA's Formula 1 event, setting a precedent for its application in other major sporting events, such as the Super Bowl. The AI assistant not only streamlined operations but also played a crucial part in improving the overall event experience for staff and attendees.

INTRODUCTION

BACKGROUND ON VISTRY

Vistry, a forward-thinking leader in the field of Conversational AI, specializes in developing cutting-edge AI assistants like Eva. Our mission is to transform the efficiency and effectiveness of communication in high-demand environments, making information access instant, accurate, and effortless. Based in San Diego, California, Vistry has been at the forefront of applying AI solutions to real-world scenarios, with a focus on enhancing both customer and staff experiences.

PROJECT OVERVIEW

The deployment of our Eva AI assistant for staff at the Circuit of the Americas (COTA) Formula 1 event in Austin, Texas, stands as a significant milestone. This event, known for its scale and complexity, presented an ideal scenario to showcase the capabilities of our AI technology.

THE CHALLENGE

Major sporting events like the Formula 1 Grand Prix at COTA are characterized by their dynamic nature, attracting thousands of visitors and involving a myriad of activities and services. The challenges in such environments are multifaceted, encompassing aspects like ticketing, transportation logistics, event scheduling, and emergency services. The staff, tasked with providing timely and accurate information, faces immense pressure to ensure a seamless experience for attendees. The primary challenge was to efficiently manage the high volume and variety of queries from event attendees and staff, ensuring that accurate information was readily available. This challenge was heightened by the diverse, multilingual audience and the need for round-the-clock service.

OBJECTIVE

The primary objective of deploying Eva at the COTA event was to provide an AI-driven solution capable of handling a wide range of queries quickly and effectively. The goal was to streamline information dissemination, reduce the workload on staff, and enhance the overall experience for both staff and attendees. By doing so, Vistry aimed to demonstrate the substantial impact that AI technology can have in managing large-scale, high-stress events.



CHALLENGE / PROBLEM DESCRIPTION

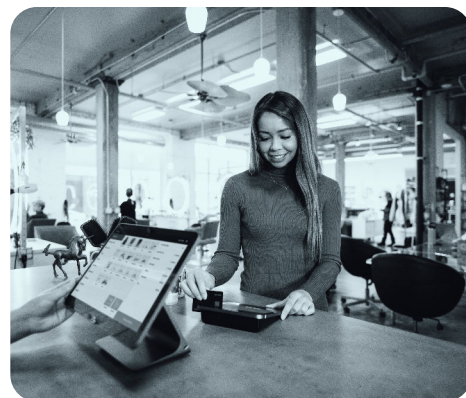
This section of the case study will delve into the specific challenges faced during the event and the impact of these challenges on both the staff's operational efficiency and the overall customer experience. By outlining these problems, we set the stage for introducing the Eva AI solution, its implementation, and the resultant benefits.

PROBLEM FACED

During the Formula 1 event at Circuit of the Americas, a significant challenge emerged in managing the high volume of inquiries from both staff and attendees. The event's scale, encompassing 10,000 staff members and 450,000 visitors, intensified the need for efficient information dissemination.

SPECIFIC CHALLENGES INCLUDED

- **Information Overload:** Staff were inundated with queries on a wide range of topics, from ticketing and transportation to event schedules and facility locations.
- **Multilingual Needs:** The diverse, international audience necessitated support in multiple languages, adding complexity to communication.
- **Operational Efficiency:** The sheer volume of inquiries posed a risk of operational delays and inefficiencies, potentially impacting customer service and staff performance.
- **Knowledge Gaps:** Uncovered areas where information was insufficient or lacking, creating bottlenecks in service delivery.



IMPACT ON OPERATIONS AND EXPERIENCE

The inability to promptly and accurately address these inquiries could lead to:

- **Decreased Staff Efficiency:** Overwhelmed by questions, staff could spend more time searching for answers than assisting guests.
- **Diminished Guest Experience:** Delays or inaccuracies in information could lead to guest frustration, affecting their overall experience.
- **Operational Disruptions:** Critical information gaps could lead to operational missteps, affecting event flow and safety.

SOLUTION OVERVIEW

For the Circuit of the Americas (COTA) Formula 1 event, Vistry deployed Eva, our sophisticated Conversational AI Assistant, enhanced with integrated mapping capabilities for advanced wayfinding support. This solution uses a cloud-based platform, and was specifically designed to streamline event management and elevate the experiences of staff and attendees through efficient information dissemination and navigation assistance.

TECHNICAL SPECIFICATIONS AND INTEGRATION:

Eva is underpinned by a state-of-the-art AI platform capable of processing natural language queries. Its key features, augmented by integration with Concept3D's mapping technology (www.concept3d.com), include:

- **Multilingual Capabilities:** To accommodate the diverse linguistic needs of global attendees and staff.
- **Extensive Knowledge Base:** Tailored to include event-specific details such as schedules, venue information, and logistical data.
- **Real-Time Processing and Response:** Ensuring immediate, accurate information delivery for a wide range of queries.
- **Integrated Wayfinding Support:** Leveraging Concept3D's mapping technology, ZenoChat provided intuitive, easy-to-follow navigational assistance, allowing users to effortlessly find locations within the expansive event venue.
- **User-Friendly Interface:** Designed for accessibility, enabling staff members of varying technical skills to interact seamlessly with the system.



RATIONALE BEHIND THE SOLUTION

The integration of ZenoChat with Concept3D's mapping technology was driven by several key factors:

- **Complex Venue Navigation:** The sprawling nature of the COTA venue required a robust solution to help staff and attendees navigate efficiently.
- **Diverse Information Requirements:** The event's scale meant handling a broad spectrum of inquiries, from basic information to specific wayfinding requests.
- **Enhanced Guest Experience:** Providing accurate, real-time directional guidance was crucial for guest satisfaction, particularly in a setting where timely location access (e.g., seats, amenities, exits) is essential.
- **Operational Efficiency:** By combining AI-driven information processing with advanced mapping, Eva significantly reduced the time staff spent on addressing navigational queries, allowing them to focus on more critical operational tasks.

Incorporating Concept3D's mapping technology into Eva enabled a more interactive, user-friendly wayfinding experience. This integration was not just a technological enhancement but a strategic move to manage the event's complexities more effectively, ensuring smooth operations and a superior experience for all participants.

IMPLEMENTATION

This section of the whitepaper uncovers the step-by-step process for deploying the Eva AI assistant at the Circuit of the Americas Formula 1 event. Using a cloud-based platform allowed for rapid deployment in under 2 weeks.

STEP BY STEP PROCESS

1. Initial Assessment and Planning:

- Conducted a thorough analysis of COTA's operational needs and challenges.
- Developed a customized implementation plan for Eva AI tailored to the event's scale and diversity.

2. Integration with Existing Systems:

- Seamlessly integrated Eva AI with COTA's existing operational and information systems.
- Ensured compatibility with staff devices and communication channels.

3. Staff Training and Onboarding:

- Conducted comprehensive training sessions for COTA staff, focusing on the functionalities and capabilities of Eva AI.
- Special emphasis was placed on multilingual support to cater to diverse staff and guest demographics.

4. Deployment and Live Testing:

- Deployed Eva AI ahead of the event for real-time testing and adjustments.
- Monitored the system continuously to ensure optimal performance and immediate troubleshooting.

5. Operational Rollout During the Event:

- Fully operationalized Eva AI for the duration of the Formula 1 event.
- Provided ongoing support and guidance to staff for any arising challenges or queries.

TECHNICAL HURDLES AND SOLUTIONS

1. Network Limitations:

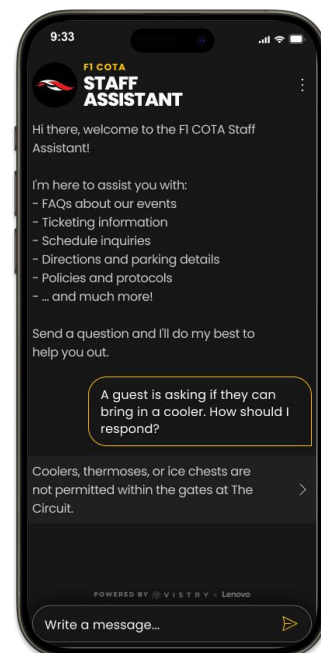
- Encountered issues with cellular and BYOD network reliability on race day.
- Implemented temporary network boosters and offline capabilities to mitigate disruptions.

2. Adapting to High Volume Queries:

- The AI assistant faced unprecedented query volumes during peak hours.
- Optimized the AI's response algorithms for faster processing and accuracy under high-load conditions.

COLLABORATION WITH TEAMS AND STAKEHOLDERS

- Worked in close collaboration with COTA's event management and IT teams to ensure seamless integration and operational harmony.
- Regular meetings with key stakeholders, including event organizers and technology partners like Lenovo, to align on goals, expectations, and feedback.
- Established a rapid response team comprising Vistry and COTA personnel to address any immediate challenges during the event.



RESULTS

AND IMPACT

This section of the case study illustrates the tangible benefits and qualitative improvements brought about by the Eva AI assistant at the Circuit of the Americas Formula 1 event. It underscores the AI's pivotal role in streamlining operations, elevating staff performance, and enhancing the overall event experience for attendees.

QUALITATIVE FEEDBACK

- **Staff Efficiency:** The AI assistant's precise and instant information delivery enabled staff to handle inquiries more efficiently, thus enhancing their productivity.
- **Stress Reduction:** The ease of accessing accurate information reduced operational stress among the staff. As one user noted, "With the Staff Assistant, we had the power of immediate information—it turned potential chaos into orchestrated excellence."
- **Enhanced Fan Experience:** The immediate response to queries greatly contributed to fan satisfaction. The Assistant's ability to handle diverse questions ranging from ticketing to transportation, and concert schedules to food options, meant that attendees had a smoother, more enjoyable experience.
- **Operational Insights:** Usage patterns indicated peak times and popular query topics, providing insights for future event planning and staff training needs.

QUANTITATIVE FEEDBACK

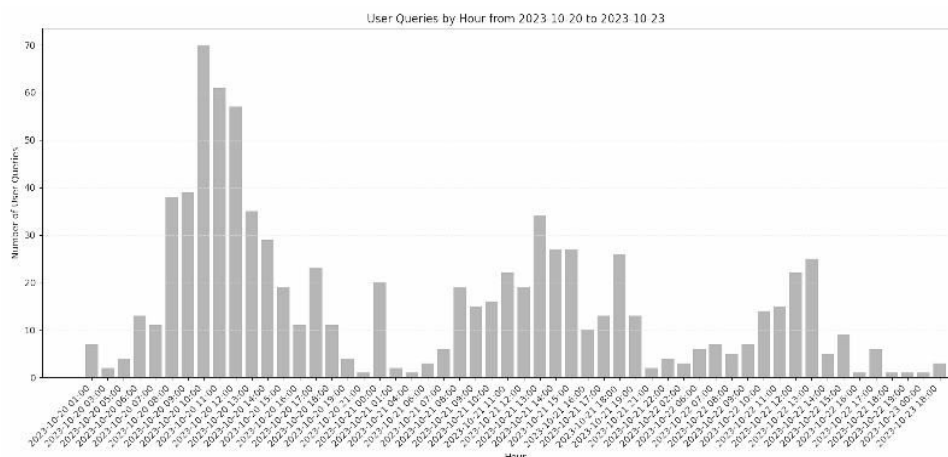
- **Answered Queries:** Eva AI efficiently handled 845 distinct queries throughout the event, signifying a substantial reduction in manual effort.
- **Time Savings:** The AI assistant saved approximately 21 hours of staff time, proving its effectiveness in rapid information processing and dissemination.
- **24/7 Availability:** The platform's round-the-clock operation ensured uninterrupted assistance, vital in the dynamic environment of the Formula 1 event.

KEY TOPICS HANDLED

- **Comprehensive Coverage:** The AI assistant adeptly covered a wide range of topics, including ticketing, transportation, concerts, food options, and assistance services.
- **Location-Specific Information:** It provided details on key event locations like the Germania Insurance Amphitheater, Grand Plaza, and Main Grandstand, among others.
- **Event-Specific Guidance:** The platform was well-equipped to handle queries related to the main events, including races and concerts, ensuring attendees had up-to-date information.

GENERAL TRENDS

- **Peak Activity Times:** Most activity occurred between 10am - 2pm and at midnight, aligning with event schedules and attendee needs.
- **Evolving Query Patterns:** Initial focus on logistics shifted towards event-specific information as the event progressed.
- **Increased Query Complexity:** As staff familiarity with the platform grew, the nature of queries evolved to more unique and detailed ones, demonstrating the AI assistant's capability to handle a wide spectrum of inquiries.



KNOWLEDGE GAPS INDENTIFIED

The AI assistant revealed certain areas where information was lacking, notably in ticketing and pricing, tram and shuttle operations, and security and staff information. These insights are crucial for COTA to address in future events to ensure a more comprehensive information framework.

LESSONS LEARNED

This section of the whitepaper describes key lessons learned across technology and operational dimensions. Staff and leadership both embraced the use of AI technologies to provide real-time accurate information at their fingertips.

ADAPTING TO AI TECHNOLOGY

- **Enhanced Onboarding:** The experience underscored the importance of thorough staff training on AI assistant functionalities. This includes making staff aware of multilingual support, ensuring effective utilization across different language speakers.
- **Network Reliability:** The event highlighted the critical need for robust network infrastructure. On race day, network challenges limited access to the AI assistant, suggesting a need for stronger, more reliable connectivity solutions.
- **Expanding AI Applications:** The deployment at COTA revealed significant opportunities for direct fan engagement through AI. This includes leveraging AI for more interactive guest services like Q&A, food ordering with pickup options, and wayfinding. The potential for extending these services to other major events, including concerts, NASCAR, and MotoGP, was also identified.



TECHNOLOGY INTEGRATION

- **Software-Hardware Synergy:** The deployment emphasized the importance of integrating AI software with existing hardware and operational systems. Seamless integration ensures a more robust and user-friendly experience for staff.
- **Future Tech Enhancements:** Feedback from the event suggests room for further technological enhancements, such as improved voice recognition capabilities and more intuitive user interfaces.

OPERATIONAL INSIGHTS

- **Knowledge Gaps:** The AI platform uncovered several areas where COTA's operational knowledge was lacking, particularly in ticketing details, tram and shuttle operations, and security protocols. This indicates a need for more comprehensive information integration within the AI system.
- **Data-Driven Decisions:** The increase in unique queries over time demonstrated the evolving nature of staff and guest needs. Future deployments should adapt to these changing demands, utilizing real-time data to inform operational decisions.

CUSTOMER AND STAFF EXPERIENCE

- **Enhancing Experience through Efficiency:** The reduction in staff hours needed for basic inquiries allowed for a more focused and efficient approach to customer service, leading to an enhanced experience for both staff and guests.
- **Stress Reduction:** By providing instant, accurate information, the AI assistant significantly reduced the stress levels of staff, contributing to a more positive and productive work environment.

CONCLUSION

The deployment of Vistry's Eva AI assistant at the Formula 1 event at COTA marked a significant advancement in event management, setting a new standard for operational efficiency and customer service in large-scale events.

The success at COTA serves as a model for other major sporting events, offering insights into how AI can transform event experiences, not just for staff but also for attendees. The lessons learned and improvements identified pave the way for broader applications, potentially changing the face of event management across various platforms.

