

CASE STUDY

42*chat

Pelotonia

Major cycling event uses EventBot for their multi-million dollar fundraiser

OUR CLIENT

Pelotonia started as a grassroots cycling event in 2008 devoted to funding cancer research at The Ohio State University Comprehensive Cancer Center. From those humble beginnings, Pelotonia has grown into a multi-day, multi-distance, multi-cultural event in Columbus, Ohio.

The Pelotonia team has one overriding goal: raise money for cancer research.



MEET "TONYA",
THE CHATBOT FOR PELOTONIA

THE EVENT

Pelotonia partnered with 42Chat to build an AI Chatbot for their major event. In August of 2019, Pelotonia drew approximately 7,500 Riders, 3,000 Volunteers, and 3,000 Virtual Riders.

CHALLENGE

Pelotonia has a reputation for making a big impact, throwing a great event, and designing an engaging experience. The specific objectives of the bot were:

- Augment Pelotonia's high-level of participant satisfaction
- Improve and increase registration
- Facilitate fundraising
- Offer an innovative experience that was both fun and helpful

IMPLEMENTATION

42Chat developed Tonya, a customized EventBot deployed over SMS text and web messenger, covering 121 topics that could be asked in millions of ways. (13.2 million permutations, to be precise.) Pelotonia and the 42Chat design team created a helpful, green, avatar named “Tonya” to help personalize the AI Chatbot.

Tonya was equipped to provide personalized schedules to each of the 7,500 riders through integration between EventBots and Pelotonia’s custom registration system. With varied start times, end times, routes, distances, repair sites, and finish line celebrations, the bot’s ability to support this monumental task was a remarkable contribution to event efficiency. Additionally, volunteers had access to their own library with content specific to that group, all with their own unique needs.

THE RESULTS



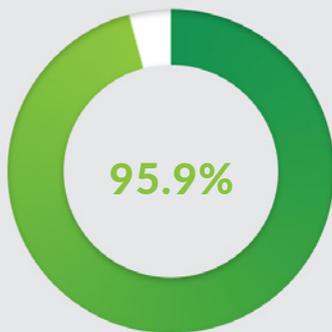
7,500 RIDERS
RAISED \$13.5 MILLION
FOR CANCER RESEARCH
INCLUDING 200 NEW RIDERS



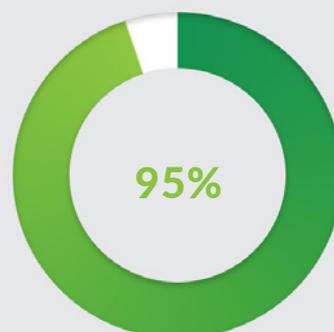
22,500
QUESTIONS
ANSWERED
SAVING OVER
40 HOURS
OF STAFF TIME



4,500
BADGES
DELIVERED
VIA TEXT



95.9% CORRECT RESPONSE RATE

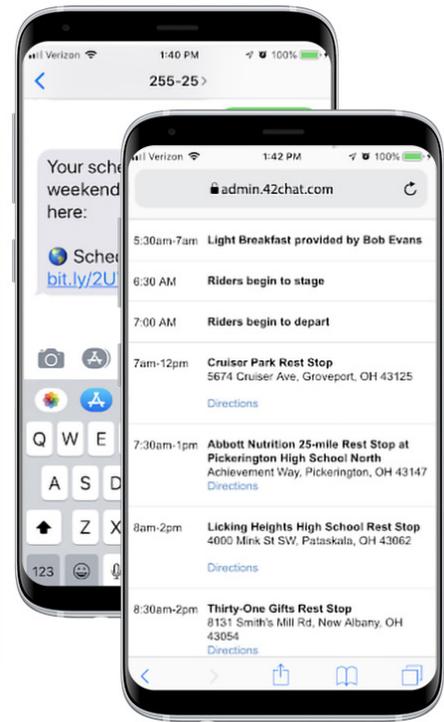


95% CLICK THROUGH RATE

IMPACT AND LESSONS LEARNED

In total, Pelotonia 2019 drew 7,500 riders and raised \$13.5 million so far this year for cancer research, bringing the total funds raised to date by the organization to over \$200 million. Tonya was embraced with enthusiasm by the Pelotonia community. The bot's ability to quickly answer even complicated questions quickly became indispensable. Tonya's personality made her feel like a real team member, to the extent that the support team sometimes spoke with callers who asked to speak to Tonya specifically. The name "Tonya" was chosen not just to build an identity but also to solve a specific, somewhat quirky need—people don't pronounce the name correctly. Pelo-Tonya helped clarify that particular confusion.

Pelotonia hired their AI Chatbot to work on a number of jobs that would increase fundraising, registration, and participant satisfaction. The bot could link users to the Pelotonia Shop, selling branded gear as an additional fundraising source. Virtual riders were directed to the appropriate registration page, and a push notification to riders from previous years boosted total registration. No matter where on the course a rider found themselves, they could simply text the bot and find the nearest bike repair or food station.



TONYA NOW WORKS YEAR-ROUND

Because of the success of the bot, Pelotonia has chosen to keep Tonya live year-round where she will continue to answer questions, encourage donations, facilitate registration, and represent the brand.



Tonya has been the best addition to the Greatest Team Ever! She carries the knowledge of every staff member and can provide the answer, any time of the day. We are grateful for 42Chat's partnership and collaboration to make Tonya possible and look forward to continuing our work together towards our One Goal!

– Olivia Rozsits, Pelotonia Ride Community Coordinator

Try an EventBot by texting 'demo' to 25525 or visit [42Chat.com](https://42chat.com)

ABOUT 42CHAT

42Chat creates Mobile AI Chatbots that allow companies to provide instant answers and personalized connections over text. As the market leader in deep conversational bots for live events, 42Chat is revolutionizing the attendee experience by providing 24/7 interaction and engagement via SMS, Web Messenger, Facebook Messenger, WhatsApp and other messaging platforms.

