



01 EXECUTIVE SUMMARY



■ CLIENT IDENTITY WITHHELD · DISTINCTIVE COMMERCIAL DETAILS GENERALISED

ANONYMISED CASE 03 · TRAVEL · REVENUE JOURNEY

Visitor attraction · AI assistant on the booking site

Hannah got clear enough pricing and height numbers to tentatively plan her afternoon, but she leaves without knowing if her anxious mother-in-law has a bail-out option, and the bot never tried to convert the visit into a booking or human follow-up.

69

ADEQUATE

DECOY SCORE / OUT OF 100

JOURNEYS	CHANNEL	LANGUAGE	AUDIT PERIOD	ASSESSED REPLIES	CLAIMS RECORDED
1 controlled	Web chatbot	English	Q3 2026	5	4

MEASURED BASELINE

5 of 5 replies arrived in under 4.5 seconds	1 of 5 replies was a dead end, with no route to a human	0 of 5 replies offered a booking, took contact details or handed off	3 findings recorded: 2 high, 1 medium
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CRITICAL FINDINGS, RANKED BY BUSINESS IMPORTANCE

F01

HIGH

Accessibility question met with a dead end.

The one safety question that would decide whether the family books at all went unanswered, with no route to a human who could resolve it.

F02

HIGH

No attempt to capture the lead or prompt a booking.

Lead handling scored 28 out of 100, the weakest dimension by 38 points, even though the visitor was actively planning a paid visit this weekend.

F03

MEDIUM

Four pricing and spec claims are stated as fact but unverified.

A customer would act on these numbers before ever speaking to a human.

OBSERVED

The visitor asked once, plainly, whether her 71 year old mother-in-law could exit the walkway partway round if the heights got too much. The bot returned a flat knowledge-base miss and asked her to rephrase.

BUSINESS INTERPRETATION

A family booking decision stalled on an unanswered safety concern, with no human handoff offered. If this pattern holds for other accessibility questions, it is a recurring trust and conversion risk, not a one-off gap.

OBSERVED

Across all five replies, the bot never offered a booking link, asked for contact details, or suggested a next step, even after pricing and suitability were resolved.

BUSINESS INTERPRETATION

A visitor who was ready to commit left with no path to convert. Lead handling is the single most fixable dimension in this run: everything else the bot needed to say, it said correctly.

PRIORITY ACTIONS

- 1 Fix now.** Give the bot a real answer or a human handoff for accessibility and exit-route questions, the highest-severity gap and the one most likely to cost a booking. [See Finding F01](#)
- 2 Fix now.** Add a booking prompt or lead-capture step once pricing and suitability are resolved. [See Finding F02](#)
- 3 Next iteration.** Source and verify the four unconfirmed pricing and spec claims so every number the bot states can be trusted. [See Finding F03](#)

Based on one controlled visit, five bot replies, scored against Decoy's six-dimension rubric. Full method note on the final page.

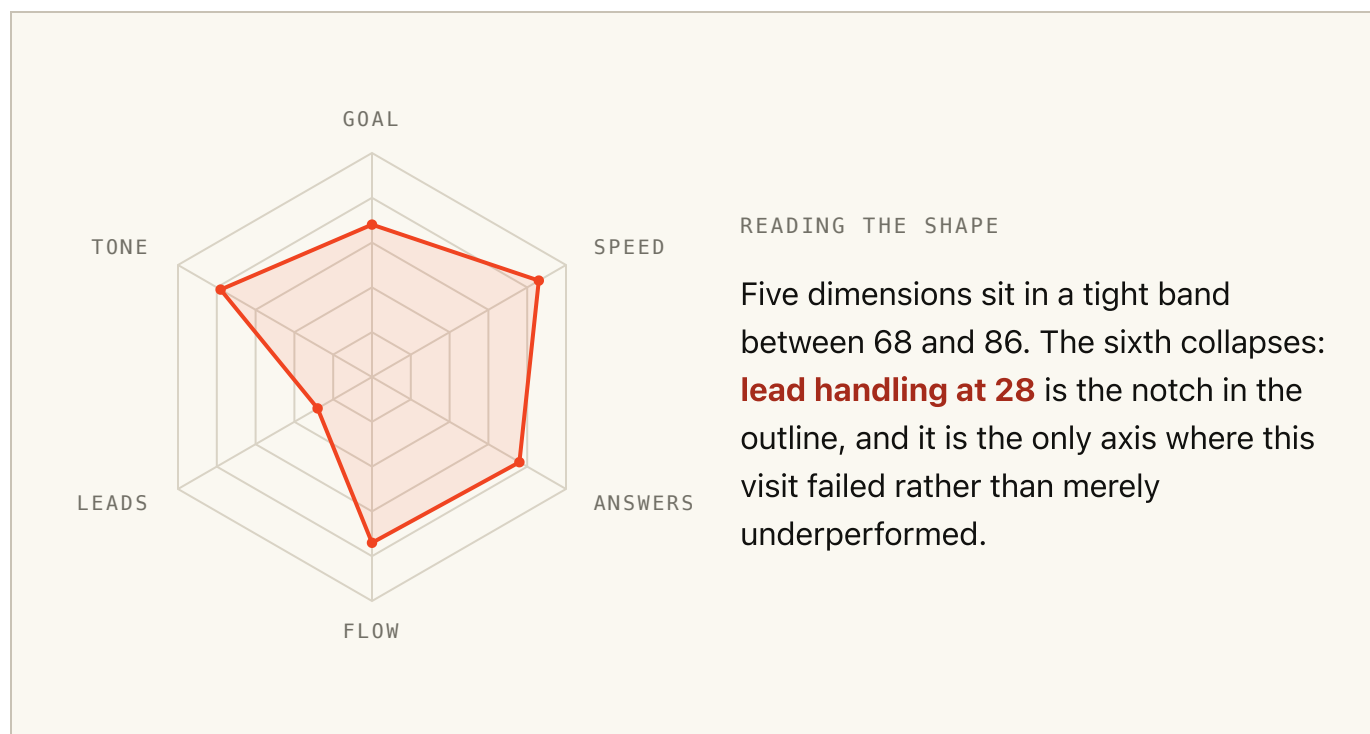
Hannah Mitchell, first visit with family.

A controlled synthetic customer, written for this business and this funnel position. Everything below was fixed before the conversation started.

SITUATION	WHAT SHE NEEDS SETTLED	HOW SHE BEHAVES
Hannah, 37, lives about an hour away. She is driving over on Saturday with her partner and their two kids, aged 6 and 11, plus her mother-in-law who is 71 and does not love heights. They have one afternoon and have not booked anything. She is looking at the site on her phone while the kids are in the car.	Whether this is worth the afternoon for her particular group, and what it would cost the five of them. Specifically: how pricing works for a family of that shape, and whether the walkway is manageable for someone in their seventies who is uneasy about heights. Mildly curious whether the evening version is a separate ticket.	Warm and practical, types quickly and in lower case, asks one thing at a time. Not difficult, but she does not let a vague answer stand: told "suitable for all ages" she asks what that means for someone scared of heights. She says plainly when an answer does not tell her what she needs.

Where the experience held, and

where it dropped.



Goal completion

68

Pricing, height specifics, and ticket separation were all answered concretely, but the one question most tied to the mother-in-law's actual comfort (an escape route if she gets nervous) went completely unanswered, leaving the core accessibility concern only half-resolved.

Responsiveness

86

All five replies landed within 3.3 to 4.5 seconds with no dead air, though one visitor question received a fast but empty non-answer rather than a substantive response.

Answer quality

76

Numbers were specific and internally consistent across turns, and the bot appropriately admitted ignorance rather than inventing an accessibility feature, which is good honest scoping; the one gap pulls this down from excellent.

Conversation flow

74

The bot tracked context well across pricing, heights, and ticketing questions with no repetition loops, but the knowledge-base miss on the exit-route question was a hard stop rather than an attempt to redirect or escalate.

Lead handling

28

At no point did the bot offer a booking link at the natural moment, invite contact details, or escalate to a human when it hit its knowledge gap, missing an obvious conversion and support opportunity.

Tone and brand

78

The greeting and tone stayed warm and on-brand throughout, and the bot was appropriately cautious rather than overpromising on the heights question, though the register was fairly plain and corporate rather than distinctly branded.

04 FINDINGS BY PRIORITY

What the transcript proves, in order of what it costs.

Three findings, ranked High to Medium. Each carries the evidence behind it, the business implication, and the condition that would prove it fixed.

HIGH • SYSTEMIC • TRUST FINDING F01 / TURN 07

● OBSERVED IN CONTROLLED AUDIT

Accessibility question met with a dead end.

The customer asked whether a height-anxious 71 year old could exit partway round. The bot returned a knowledge-base miss and asked her to rephrase, with no human handoff and no

alternative route to an answer.

EVIDENCE · VERBATIM

1:00 TO 1:03 INTO THE VISIT

CUSTOMER

1:00

ok that's good detail, is there like an easy exit partway round if she gets nervous, or is it one continuous loop once you start?

CHATBOT

1:03 · 3.35

I don't have an answer for that in my knowledge base. Please try and rephrase your question, I work best when full phrases are used.

BUSINESS IMPLICATION

A family booking decision stalls on an unanswered safety concern, and the visitor has no route to a human who could resolve it.

RECOMMENDED ACTION

Add knowledge-base coverage for mid-walk exit points, and offer a phone or email handoff whenever the bot hits a gap.

VERIFICATION CONDITION

A comparable customer asking about bail-out options receives either a direct answer or a named human contact within two responses.

HIGH · CONVERSION

FINDING F02 / DIMENSION: LEAD HANDLING

● OBSERVED IN CONTROLLED AUDIT

The visit never turned into a lead.

Lead handling scored 28 out of 100, the weakest of six dimensions by a wide margin. At no point did the bot offer a booking link, invite contact details, or escalate to a human when it hit its knowledge gap. See [Dimension performance](#) for the full breakdown.

BUSINESS IMPLICATION

A visitor actively planning a paid visit for Saturday left with no path to convert. This is the single most fixable dimension in the run.

RECOMMENDED ACTION

Insert a booking prompt or lead-capture step once pricing and suitability questions resolve.

● OBSERVED IN CONTROLLED AUDIT

Four claims a customer would act on are unverified.

Family pricing, the senior concession, walkway heights and the combo-ticket window were all stated as fact with no cross-check against published sources. See the [Claim ledger](#).

BUSINESS IMPLICATION	If a customer discovers a stated number was wrong after arriving, the cost is the trust damage that follows, not the one sale.
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RECOMMENDED ACTION	Verify and source each claim before it is repeated at scale.
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05 RECOMMENDATIONS

What to change, in order.

- 01 Add knowledge base coverage for mid-walk exit points, bailout options, or platform layout so height-anxious visitors get a real answer instead of a dead end.
- 02 When the bot hits a knowledge gap, offer to connect to a human or provide a phone or email contact instead of just asking the visitor to rephrase.
- 03 Insert a light booking prompt or link once pricing and suitability questions are resolved, since the visitor was clearly ready to commit.
- 04 Proactively mention the day and evening combo ticket when answering the first pricing question, since it is directly relevant to family cost planning.
- 05 Consider a slightly more detailed accessibility answer template covering rest points, guide availability and staff support, rather than relying on the visitor to ask follow-

ups.

PRIORITY MATRIX

FIX NOW	NEXT ITERATION	MONITOR
Real answer or human handoff for accessibility and exit-route questions	Proactively mention the day and evening combo ticket during pricing	Tone and brand register, currently adequate and not urgent
Booking prompt once pricing and suitability are resolved	Verify the four unconfirmed pricing and spec claims	
	Detailed accessibility answer template with rest points and staff support	

06 CLAIM LEDGER

Every factual claim needs a source, or an honest verdict.

Statements the bot made that a customer would act on. Not yet cross-checked against published information for this run.

A single family price covers 2 adults and up to 3 children	UNVERIFIED
The senior concession applies regardless of age discount tier	UNVERIFIED
Walkway heights: a stated minimum, a mandatory maximum and an optional higher platform	UNVERIFIED

Day and evening combo ticket is valid across a consecutive 3 day period
for general admission only

UNVERIFIED

07 FULL TRANSCRIPT & METHOD

The whole visit, as the customer

experienced it.

5 bot replies · fastest 3.3s · median 3.8s · slowest 4.5s

JOURNEY 01 · ENTERED BY QUICK REPLY

Q3 2026 · ELAPSED TIME

CHATBOT

0:00

Hi there! I'm [assistant], the AI assistant. I can help you find answers quickly or connect you with the team. How can I assist you?

TICKET PRICES

OPENING TIMES

EVENING WALK

GROUP BOOKINGS

CUSTOMER

0:05

Ticket Prices

CLICKED THE BOT'S OWN QUICK REPLY, DID NOT TYPE THIS

CHATBOT

0:09 · 4.1S

General admission starts at [adult price] for adults (16+ years) and [child price] for children (5-15 years), with under 5s free. Evening walk and family pricing options are also available. For the most accurate pricing, including fast pass and combo rates, please visit here.

CUSTOMER

0:26

ok so for 2 adults 2 kids and a grandma (71) would that just be 3 adults + 2 kids rate or is there a family/senior deal?

CHATBOT

0:31 · 4.5S

For general admission, you can use the family price of [family price] for 2 adults and up to 3 children (5-15 yrs). For your group, the two adults and two children fit this package. The grandmother (71) can use the senior concession rate of [senior price] with valid proof of age; otherwise, she would pay the standard adult rate.

CUSTOMER

0:44

ok that's actually helpful, thanks. now the big one - my mother in law is 71 and really doesn't like heights, is the walkway something she could actually do or should she wait at the bottom? how high does it get?

CHATBOT

0:47 · 3.4S

The walkway starts at 8 metres above the ground, with the highest mandatory point at 14 metres. There is an option to go up to 22 metres via a higher viewing platform, but this is not

required. If your mother-in-law is uncomfortable with heights, she may find the experience challenging, as the minimum height is 8 metres.	
CUSTOMER	1:00
ok that's good detail, is there like an easy exit partway round if she gets nervous, or is it one continuous loop once you start?	
CHATBOT	1:03 · 3.3S
I don't have an answer for that in my knowledge base. Please try and rephrase your question, I work best when full phrases are used.	
CUSTOMER	1:16
fair enough. different question - is the evening walk a separate ticket to the day walk or can i do both on one ticket?	
CHATBOT	1:20 · 3.8S
It is one ticket per walk, so if you would like to do both day and evening, you will need to purchase two separate tickets (per person). Alternatively, there is a day and evening combo ticket, which covers both walks within a consecutive 3 day period (general admission entry only).	

One controlled visit by one synthetic customer, scored against Decoy's anchored six-dimension rubric, through the business's live public chat widget only. No backend access, no account changes, no prompts or model details disclosed.

EVIDENCE STATUS, AS USED ON EVERY CARD

● OBSERVED IN CONTROLLED AUDIT	Recorded in a controlled journey. No change has been made or measured yet.
● IMPLEMENTED · NOT YET RE-AUDITED	The client reports a change. We have not measured it yet.
● VERIFIED THROUGH RE-AUDIT	The same controlled journey was re-run after the change, and the result was measured.

DISCLOSURE

Client identity and distinctive commercial details are withheld. Published results reproduce controlled test evidence without exposing systems or proprietary corrections. Prices, the assistant's name and exact times are redacted; quick-reply labels and physical specifications are altered.