How can AI enhance your Deployteq campaigns?

Deployteq - Suzanne Martens - 2025-05-15 - Comments (0) - Campaigns

Yes, you can integrate AI into your Deployteq campaigns to automate tasks, enhance workflows, and create smarter content—right within the platform!

With Deployteq, you can create and assign tasks, get feedback from an AI assistant, and even build content faster. The best part? All of this can run smoothly inside a single campaign in Deployteq!

What can AI assistants do in your campaigns?

- **Handle specific task**s – Automate processes such as customer support, content creation, or anything else you need.
- **Improve over time** – With contextual memory (if enabled), the AI becomes smarter and more efficient as it interacts with your campaign.
- **Fetch data & interact with apps** – The AI can send emails, set reminders, pull data, and more—all integrated into your workflow.
- **Fully integrate into workflows** – The AI evolves and adapts based on how you use it.
- **Return structured responses in JSON** – For maximum flexibility and integration with other systems.

How can you set this up?

1. **Build an AI assistant** – Start by defining the tasks you want the AI to handle and what it should listen for within your campaign.
2. **Connect via API** – Integrate your AI assistant into Deployteq using API connections, allowing smooth communication between the systems.
3. **Ask questions** – Interact with your AI assistant, and receive automated, instant replies directly within your campaign.

Once set up, the AI assistant will work autonomously, making your campaigns smarter and more efficient every day.

Practical example

An AI campaign could for example be used for hotel guests, who can communicate with the hotel via WhatsApp. For a hotel guest, the ability to communicate with the hotel through a platform they already use—like WhatsApp—makes the entire process feel effortless.

Let’s say, for example, you check into your hotel room and realize you need extra towels. Instead of calling the front desk or waiting for a staff member to visit your room, you simply send a message through WhatsApp: "Hi, I need extra towels in my room, please."

This simple message triggers a series of actions behind the scenes, thanks to AI and marketing automation:

- **WhatsApp Integration** – Your WhatsApp message is automatically picked up by Deployteq through an API integration. This allows the hotel to process and respond to requests made via WhatsApp without any manual intervention.

- **Campaign Trigge**r – The specific campaign in Deployteq, powered by AI, is set up to listen for specific types of messages through an HTTP POST request. When your request for towels is sent, the system processes this message, recognizing key phrases such as “extra towels,” “request,” and “room service.”

- **Automated Action** – Once the system identifies your request, it takes immediate action. The AI system automatically generates a task for the staff to bring extra towels to your room. In the same campaign, AI might automatically trigger a follow-up reminder for the staff, ensuring that your request is processed efficiently.

- **Bill Integration** – If the request involves something that impacts the guest's bill, such as a breakfast reservation, the system will seamlessly add the item to your bill. For example, if you text the hotel, "Please reserve a table for breakfast at 8 AM," the system not only sends the confirmation back to you but also automatically adds the breakfast charge to your bill.

- **Feedback Loop** – After the staff fulfills your request, the system can send a quick follow-up message to ask for feedback. Did the towels meet your expectations? Was your breakfast reservation accurate? All of this information is processed, and over time, the AI learns to better anticipate guest needs based on previous interactions.

Down to business

Ofcourse, we understand that setting this up can seem overwhelming, and it requires quite some technical knowledge as well. Our Campaign Services department will gladly help you in settting up an AI-fueled campaign. You can contact them via project-inbox@deployteq.com.

Please keep in mind that the management, responsibility, and payment for the AI Assistant itself will be handled by you, not Deployteq.

