

Mason Mountain Mine

Eighteen months of website chat at a seasonal attraction, including the month it broke. That month turned out to be the most useful data we have.

INDUSTRY Gem mining attraction & tourism	RUNNING AI Website Chat	LIVE SINCE February 2025	PATTERN Strongly seasonal
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187 WEBSITE CONVERSATIONS	356 MESSAGES HANDLED	18 MONTHS RUNNING	30 CONVERSATIONS IN 18 DAYS AFTER THE OUTAGE
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What this one is for

Mason Mountain gets visitors asking the same questions all day. Are you open. What does it cost. Do I need to book. Can I bring kids. None of those need a person, and all of them lose you a visitor if nobody answers.

This is the simplest deployment we run. One chat agent on the website, answering questions. It books nothing and it sells nothing. It just makes sure nobody leaves the site without an answer.

Twelve months on the website

MONTH	CONVERSATIONS	MESSAGES	NOTE
Aug 2025	23	41	
Sep 2025	22	44	
Oct 2025	19	38	
Nov 2025	14	23	
Dec 2025	7	9	Off season
Jan 2026	4	6	Off season
Feb 2026	12	18	
Mar 2026	19	40	
Apr 2026	16	35	
May 2026	15	29	
Jun 2026	6	18	Off season
Jul 2026	30	55	Recovery

MONTH	CONVERSATIONS	MESSAGES	NOTE
Total	187	356	

Source: GoHighLevel conversation AI reports. Winter is genuinely the off season for this business, not a system failure.

The month it broke, and what that proved

On 9 June 2026 a website plugin conflict took the chat agent offline. It stayed down for about a month. Conversations for June fell to six.

When it came back around 14 July, it handled **thirty conversations in roughly eighteen days**. That's the highest daily rate in the entire eighteen month history of this deployment.

This is the whole argument, by accident. Turning the AI off didn't reduce the number of people who wanted an answer. It only stopped them getting one. The demand sat there the whole time, unanswered, and came straight back the moment something was there to catch it. No vendor could ethically run that experiment on purpose. A plugin conflict ran it for us.

Seasonality isn't failure

January saw four conversations. July saw thirty. That's a seasonal attraction behaving exactly like a seasonal attraction, and it's worth saying out loud because a monthly report that drops 80% over winter looks alarming if nobody explains it.

The right way to read a seasonal business is same-month year over year, not month to month.

What this one was built to do

This agent answers questions, and that's all it was ever set up to do. Are you open, what will I find, do I need tools, what does it cost, can I bring the dog. It books no appointments and fires almost no automated actions, by design, because that isn't what this business needed. Read against the job it was given, 187 answered conversations is the number that matters.

We also lost four months of proper reporting at the start, in early 2025, when the platform stopped recording the detail. We can see the conversations happened. We can't tell you what was in them. We have kept those months out of every total in this document.

What it means for a business like yours

If people arrive at your website with simple questions and leave without answers, this is the cheapest hole in your business to plug. It doesn't need to book anything to pay for itself. It just needs to stop people bouncing to a competitor who answered.

Why year one was harder for them than it will be for you

Across every deployment we run, the same thing happened on the same calendar rather than on each system's install date. People stopped bailing out when they noticed they were talking to an AI. On chat it went further than that: a sizable group of customers would rather type a question to an AI than call a human and risk getting stuck on the phone.

The awkward part is over, and businesses like this one paid for it. A business turning chat on today starts with customers who already know what to do with it.

Want this running in your business?

We build the whole thing for you. You don't learn any software and you don't manage anything. We're running an introductory rate right now while we bring on our first group of clients. Book a call and we'll show you what it'd look like for your business specifically.

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