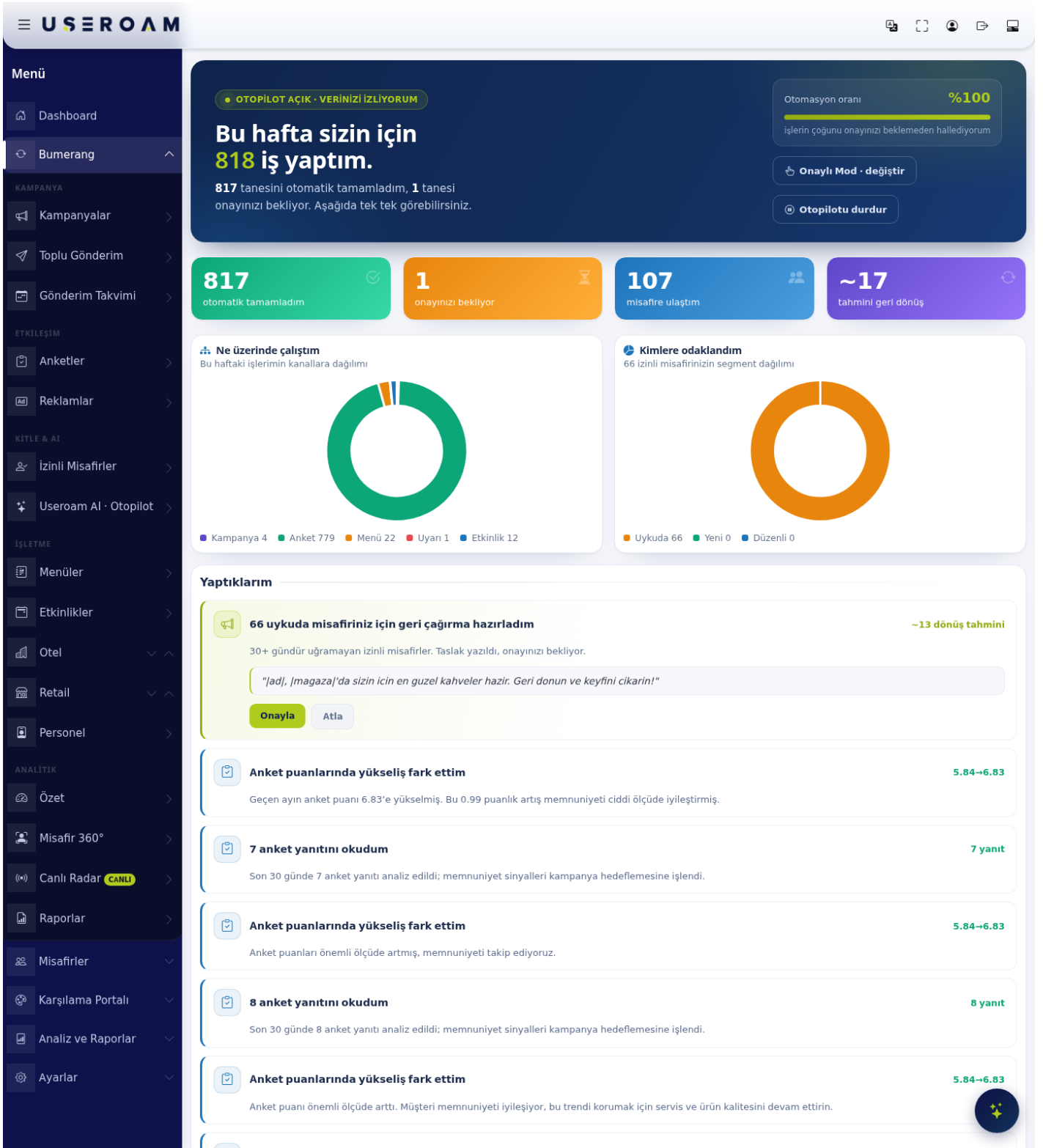


Useroam AI · Autopilot

Useroam AI · Autopilot is the AI layer that watches your data continuously and **does marketing work on your behalf**. It reads survey responses, notices dormant guests, drafts the win-back message and puts it to you for approval.

“ **How do I open this screen?** From the left menu, go to **Bumerang → AUDIENCE & AI → Useroam AI · Autopilot**. The **Review suggestions** button on the Dashboard brings you here too.



1. Weekly summary

The top of the screen shows the status and the week's work: "AUTOPILOT ON · WATCHING YOUR DATA" and "I did X jobs for you this week. I completed Y automatically, Z are waiting for your approval."

- **Automation rate:** how much of the work it handles without waiting for approval.
 - **Completed automatically / awaiting your approval** counts.
 - **Guests reached:** how many guests were touched.
 - **Estimated returns:** how many guests this work is expected to bring back.
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2. Operating mode

- **Approved Mode · change:** sets how freely Autopilot operates. In approved mode, anything going to a guest waits for your sign-off.
- **Stop Autopilot:** halts the layer entirely.

“ **Recommendation:** if you are just starting, stay in Approved Mode. Read the suggestions for a few weeks, judge their quality, and only then increase automation.

3. What I worked on

Shows how the week's work splits across channels: **Campaign, Survey, Menu, Alert** and **Event**.

4. Who I focused on

The segment split of your opted-in guests: **Dormant, New, Regular**. This is where you see which audience Autopilot is aiming at.

5. What I did

A list of Autopilot's individual jobs. Each row states what was done, what data it rests on, and its estimated impact. Examples:

- *"I prepared a win-back for 66 dormant guests"* — an estimated ~13 returns. A draft was written for opted-in guests who have not visited in 30+ days and is awaiting approval. The message text is shown inline (for example `"|name|, the finest coffee is waiting for you at |store|..."`).

- *"I noticed a rise in survey scores"* — with the change shown (for example 5.84→6.83).
- *"I read 8 survey responses"* — the number analysed; satisfaction signals are fed into campaign targeting.

Approval buttons

- **Approve:** runs the prepared job (for example sends the win-back message).
- **Skip:** rejects the suggestion.

Do not approve without reading the message. Autopilot writes the text in your brand's name; if the tone or the offer does not fit your business, press **Skip** and build the campaign yourself.

🔗 **Related pages: Bumerang → Campaigns, Surveys, Opted-in Guests, Guest 360°.**

Revizyon #3

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tugay tarafından 11 Ağustos 2026 08:20:10 güncellendi