



VENDASTA

CONNECT



The image features a dark blue background with a subtle pattern of glowing hexagons and a faint, larger hexagonal grid. The text 'VENDASTA' is in a white, sans-serif font, positioned above the word 'CONNECT'. 'CONNECT' is rendered in a large, bold, white font with a thick blue outline and a slight shadow effect. A stylized, multi-pointed star graphic in white and blue is positioned to the right of the 'T' in 'CONNECT'.

✨ Conversations *are the new* clicks



Bryan Larson

VP of Strategy, Vendasta

“ Conversational AI will soon become the **primary method of engagement** across the entire customer journey.

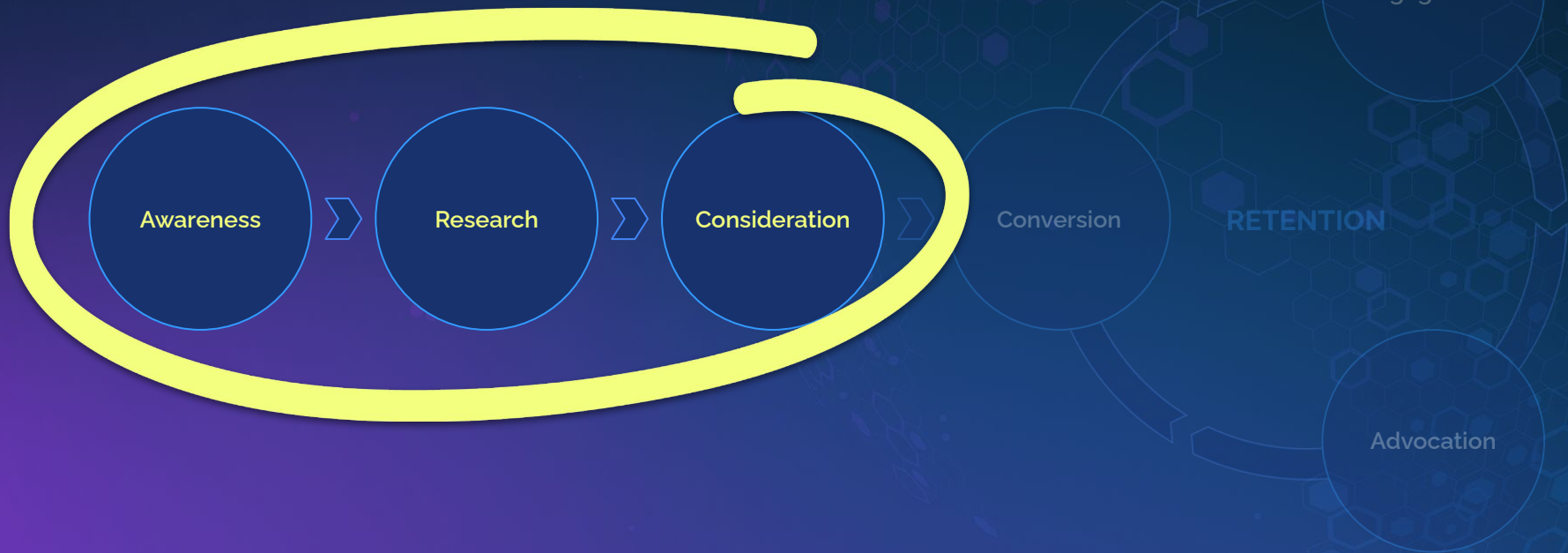
Conversational AI



Customer *journey*



Customer *journey*



Date night





Send flowers

Who delivers flowers?

Who grows them best?

Clueless

Which type is appropriate?

Same day delivery?

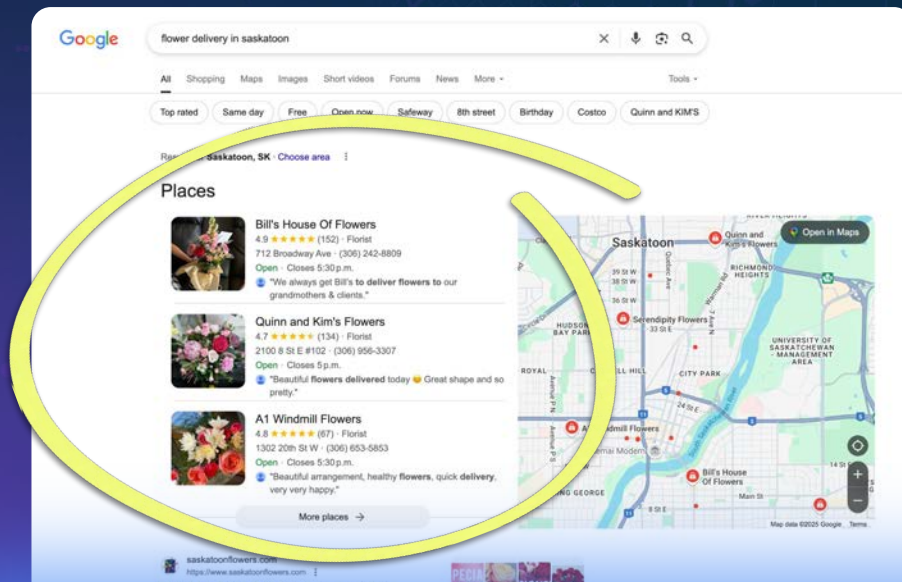
Google



flower delivery in saskatoon



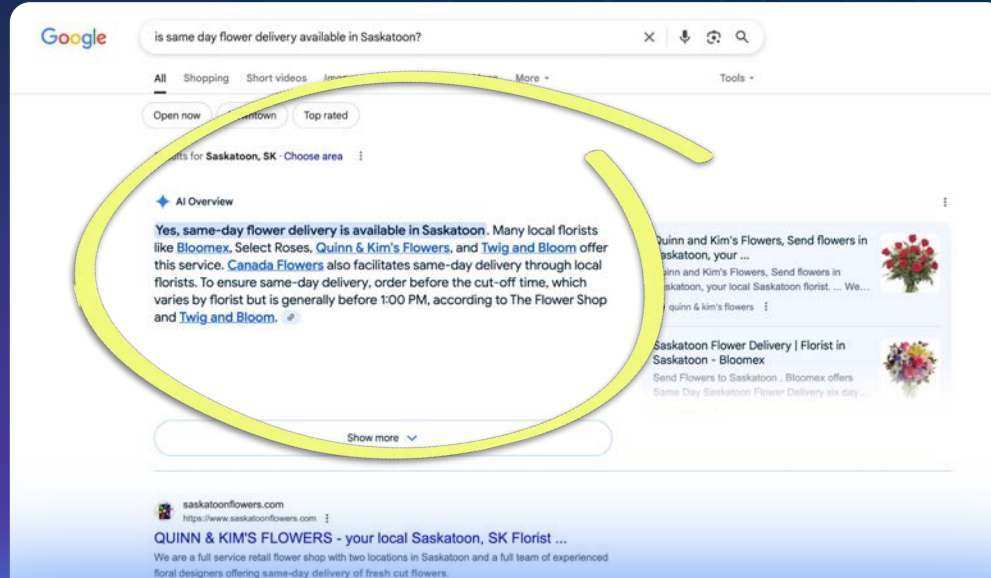
Local *pack*



🔍 flower delivery in saskatoon

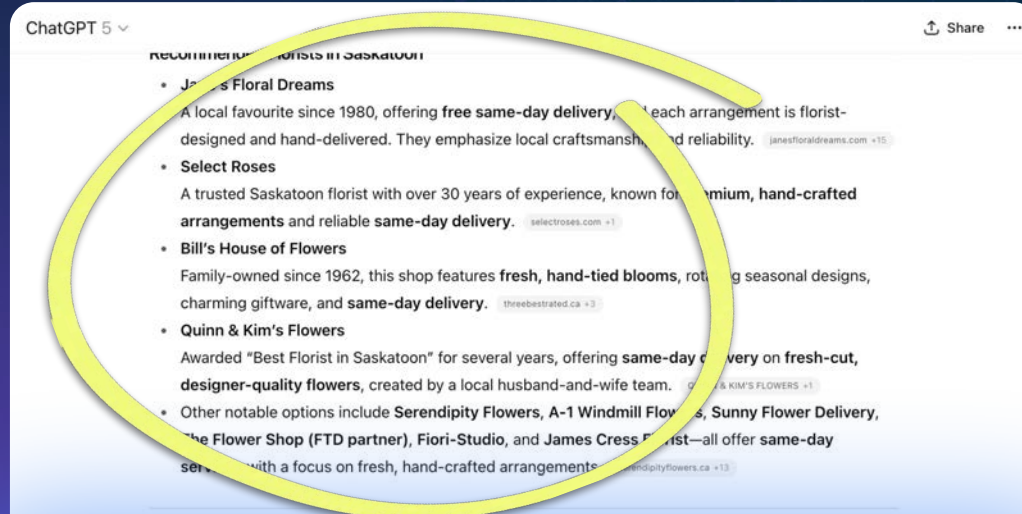


AI overview



is same day flower delivery available in Saskatoon?

Conversational AI



I'd like to send flowers to my girlfriend in Saskatoon. Which company would you recommend that offers same-day delivery and grows high quality flowers? Also what type of flowers are a good choice for a date night?



0

Websites visited

- ☒ Top-rated local florists
- ☒ Business addresses / map
- ☒ Contact information
- ☒ Hours of operation
- ☒ Clarified delivery options
- ☒ Customer review highlights
- ☒ Common delivery cut-off times
- ☒ Info summary for top florists
- ☒ Best flower options for a date
- ☒ Tips for personal touches

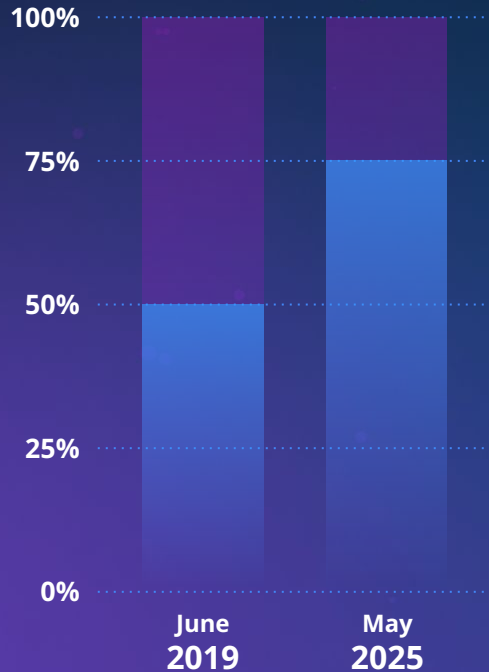
Zero Click Search

“ Today, **75% of search queries** get answered without you leaving Google.

Matthew Prince

CEO, Cloudflare

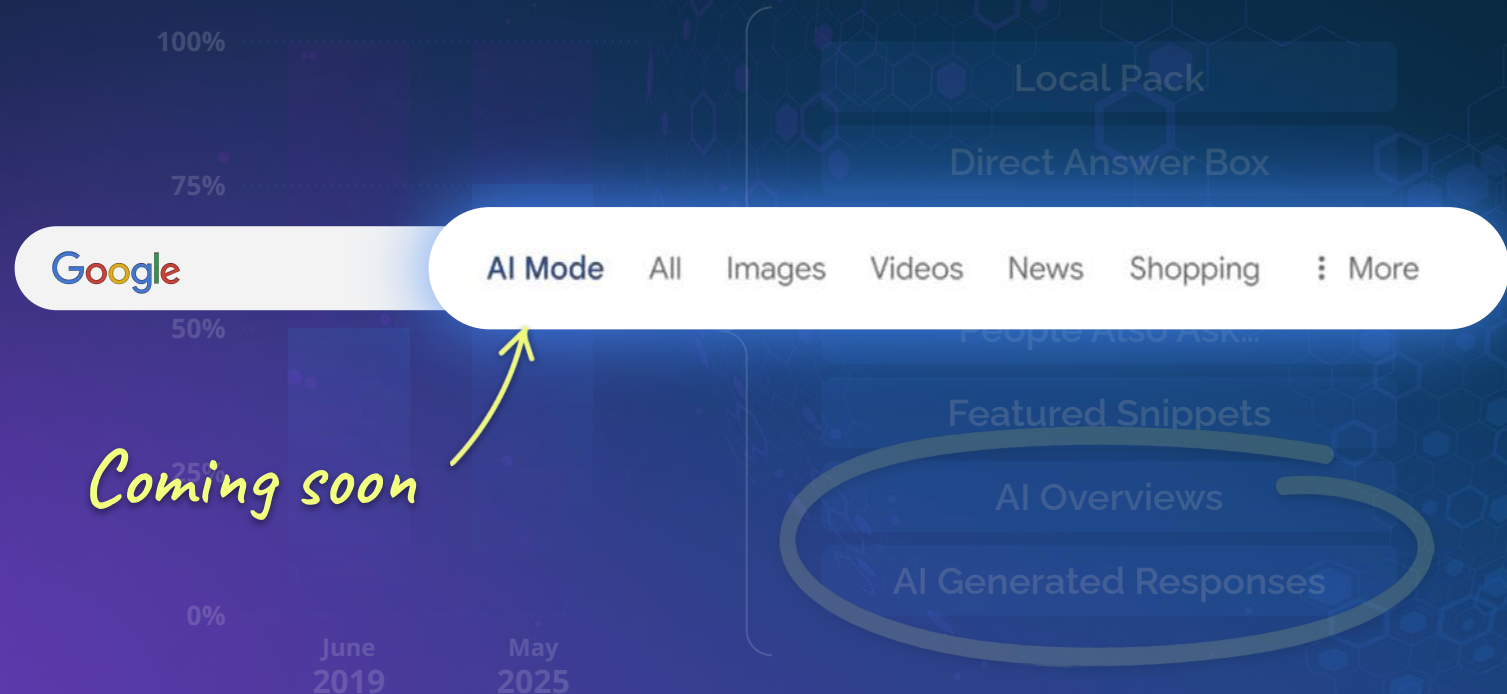
Types of zero click searches



- Local Pack
- Direct Answer Box
- Knowledge Panel
- People Also Ask...
- Featured Snippets
- AI Overviews
- AI Generated Responses

Source: Sparktoro, Less than Half of Google Searches Now Result in a Click, 2019

Google's shift to **conversational AI**



Coming soon

Source: Sparktoro, Less than Half of Google Searches Now Result in a Click, 2019

“ Something like **10% of the world** uses our systems now, a lot. (ChatGPT)

Sam Altman

CEO, OpenAI



~800,000,000

Active Users

Source: Forbes, ChatGPT Hits 1 Billion Users? 'Doubled In Just Weeks', April 2025

How do businesses take part in the **AI conversation?**

SEO + GEO



Generative Engine Optimization

Keywords & backlinks

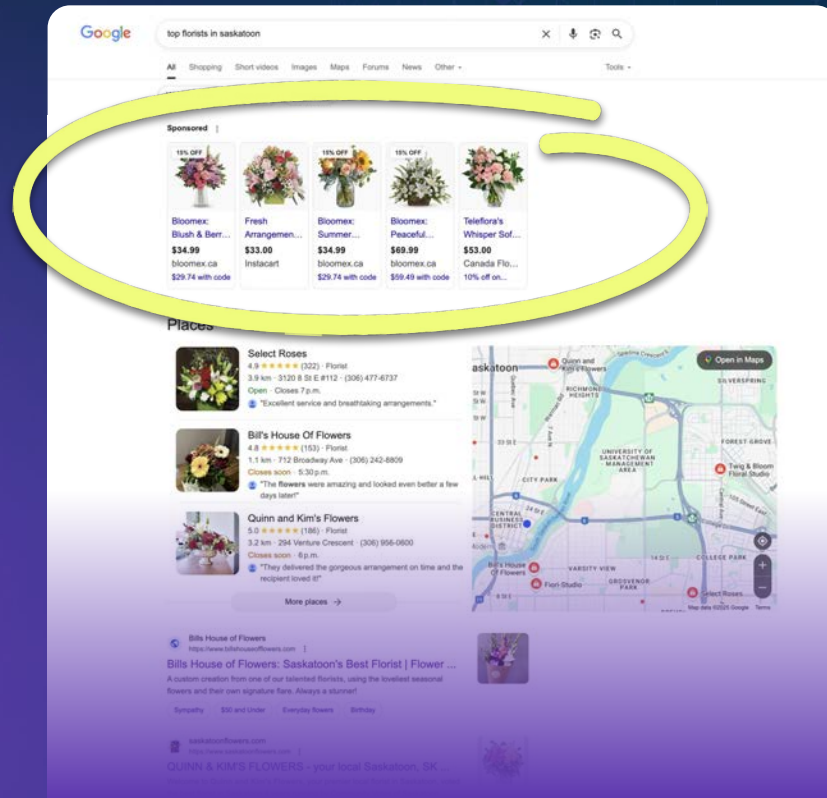


SEO + GEO



Structured data & AI-friendly content formats

You can buy a top spot in search



You earn a spot in the conversation

ChatGPT 5

Share

Recommended Florists in Saskatoon

- **Jane's Floral Dreams**
A local favourite since 1980, offering **free same-day delivery**, and each arrangement is florist-designed and hand-delivered. They emphasize local craftsmanship and reliability. [janesfloraldreams.com](#) +15
- **Select Roses**
A trusted Saskatoon florist with over 30 years of experience, known for **premium, hand-crafted arrangements** and reliable **same-day delivery**. [selectroses.com](#) +10
- **Bill's House of Flowers**
Family-owned since 1962, this shop features **fresh, hand-tied blooms**, rotating seasonal designs, charming giftware, and **same-day delivery**. [threebestrated.ca](#) +3
- **Quinn & Kim's Flowers**
Awarded "Best Florist in Saskatoon" for several years, offering **same-day delivery on fresh-cut, locally sourced flowers**, created by a local husband-and-wife team. [quinnkimflowers.com](#) +1
- Other notable options include **Serendipity Flowers**, **A-1 Windmill Flowers**, **Sunny Flower Delivery**, **The Flower Shop** (FTD partner), **Fiori-Studio**, and **James Cress Florist**—all offer **same-day services** with a focus on fresh, hand-crafted arrangements. [serendipityflowers.ca](#) +13

Best Choice for You

If quality, freshness, and personalized design matter most—and you're aiming to support a local business—Jane's Floral Dreams, Select Roses, Bill's House of Flowers, and Quinn & Kim's Flowers all stand out. Each shines in its own way, so choosing depends on priorities like budget, style, or delivery timing.

Let me know your vibe or budget, and I can help narrow it down even further!

Best Flowers for a Date Night Bouquet



AI platform citation patterns



ChatGPT

Wikipedia	47.90%
Reddit	11.30%
Forbes	6.80%
G2	6.70%
TechRadar	5.50%
NerdWallet	5.10%
BusinessInsider	4.90%
NYPPost	4.40%
Toxigon	4.10%
Reuters	3.40%



Perplexity

Reddit	46.70%
YouTube	13.90%
Gartner	7.00%
Yelp	5.80%
LinkedIn	5.30%
Forbes	5.00%
NerdWallet	4.50%
TripAdvisor	4.10%
G2	4.00%
PCMag	3.70%



Google (AI Overviews)

Reddit	21.00%
YouTube	18.80%
Quora	14.30%
LinkedIn	13.00%
Gartner	7.10%
NerdWallet	5.90%
Forbes	5.70%
Wikipedia	5.70%
BusinessInsider	4.50%
Medium	3.90%

Optimizing SMBs **for AI search**

Optimize business listings

Claim/update profiles on Google, Bing, Apple Maps, etc. consistently.

Use structured data

Use schema (LocalBusiness, Product, FAQ) on website for AI-friendly data.

Publish helpful content

Create natural, expert content that answers customer questions (ie. blogs)

Target long-tail queries

Use conversational keywords and question-based phrases.

Add FAQ & Q&A

Publish common FAQs and populate Google Business Profile Q&A.

Fix technical SEO

Ensure fast, secure, mobile-friendly, and crawlable site.

Get reviews & mentions

Collect reviews and earn mentions on key sources to boost trust.

Distribute content

Share content across social media, forums, and Q&A sites.

Adapt to each AI platform

Optimize for Google SGE, Bing, Siri, Alexa, and keep crawlers unblocked.



AI Search Specialist

How can I help?

Type a message...





AI Content Creator

How can I help?

Type a message...



Zero Clicks

=

Zero Sales

2012

1,000,000

People / day looking for info about your niche

15,000

Visits / day to your website

400

Sales / day

2025

1,000,000

People / day looking for info about your niche

5,000

Visits / day to your website

400

Sales / day

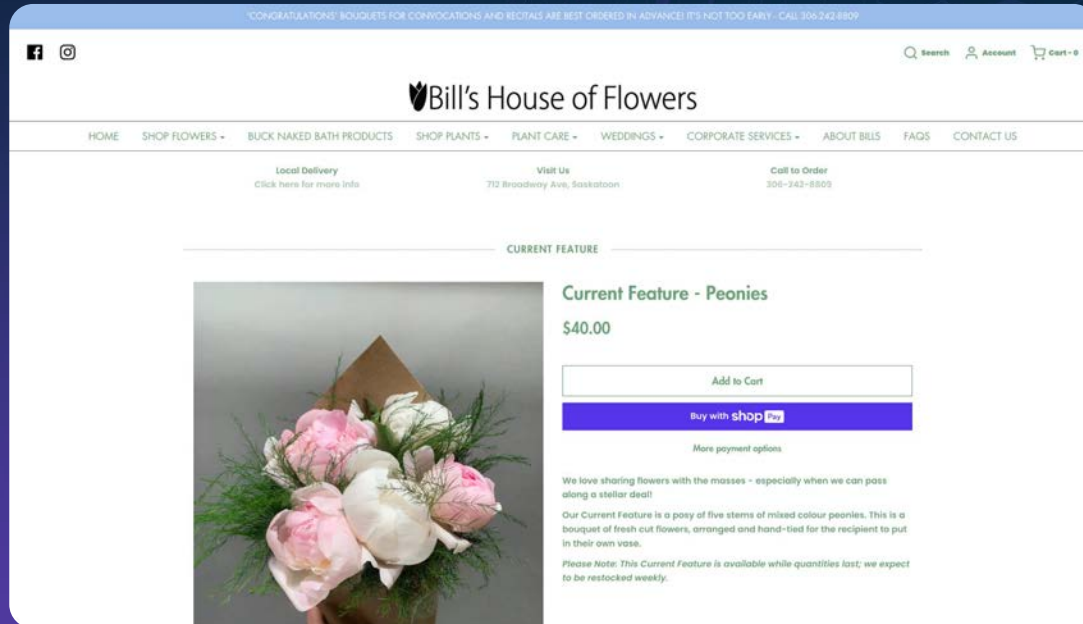
**Consumers visit websites
when it's time to **transact.****

Customer *journey*





☒ **Send flowers**



Something's missing...

73%

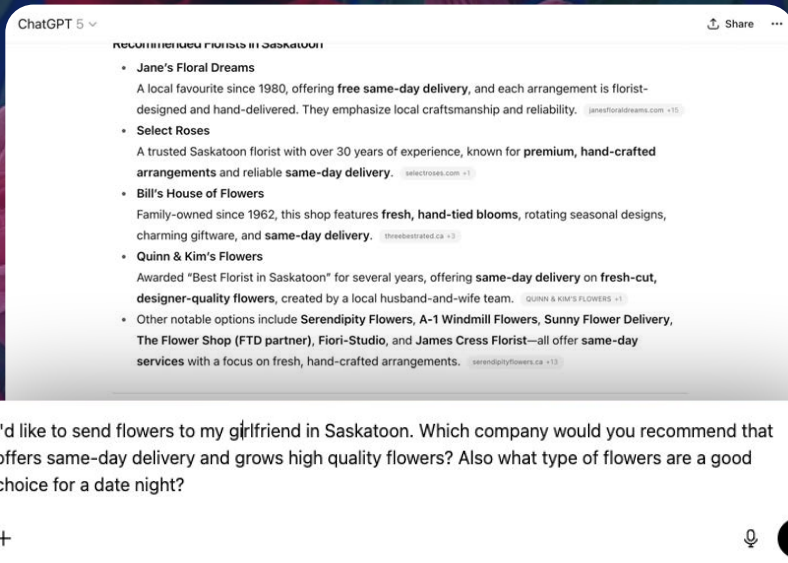
**Consumers expect websites to feature
chatbots for convenient interactions**

Conversational Commerce

/kən,vɜr'seɪʃənəl 'kʌmərs/

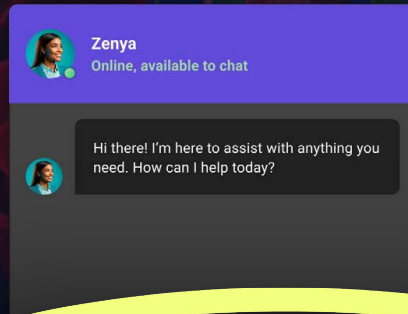
the use of messaging apps, chatbots, and voice assistants to conduct commercial transactions and provide customer service

The customer journey *often starts...*



with broad, top-of-funnel **AI conversations.**

They progress to *personalized*

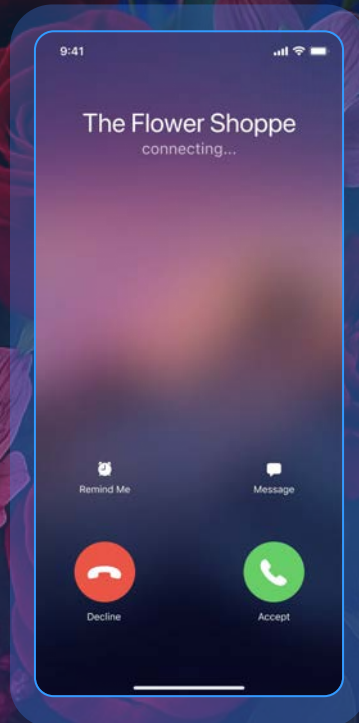


AI conversations leveraging deep business data

AI chat & voice *conversations*

84%

Businesses plan to *increase their voice AI investment* within the next 12 months



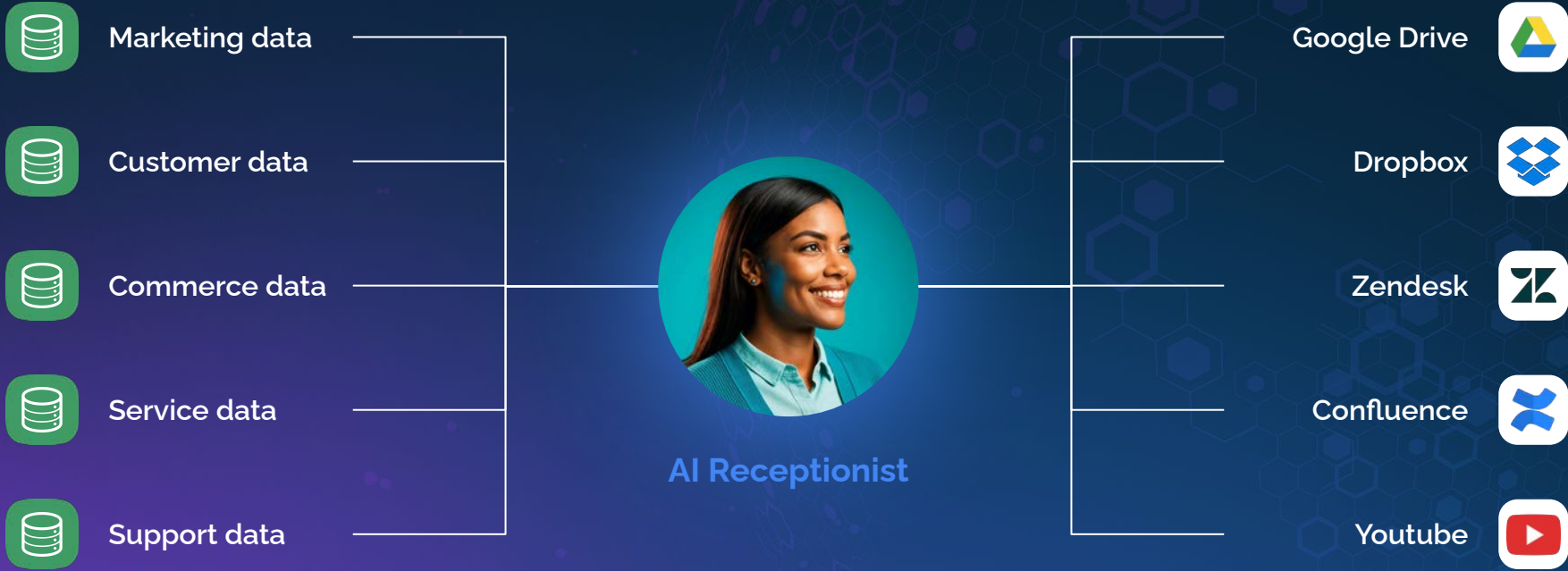
86%

See voice AI as a key driver for making *customer experiences more accessible*



AI Receptionist

How can I help?



AI connected to **deep business data**



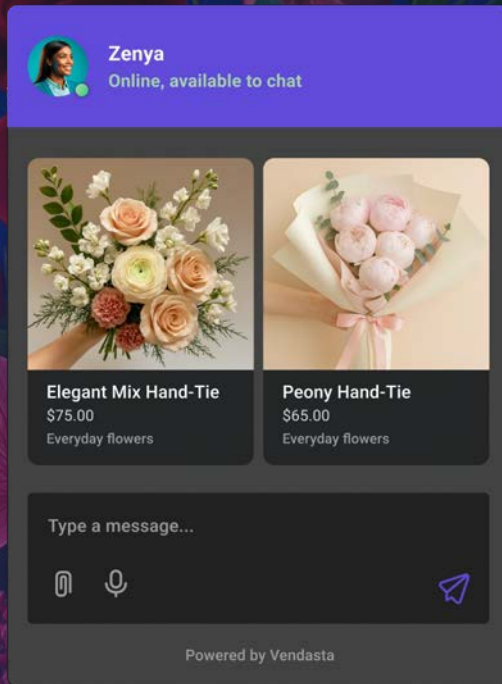
AI with an expanding set of capabilities



AI Receptionist

Vendasta + third-party

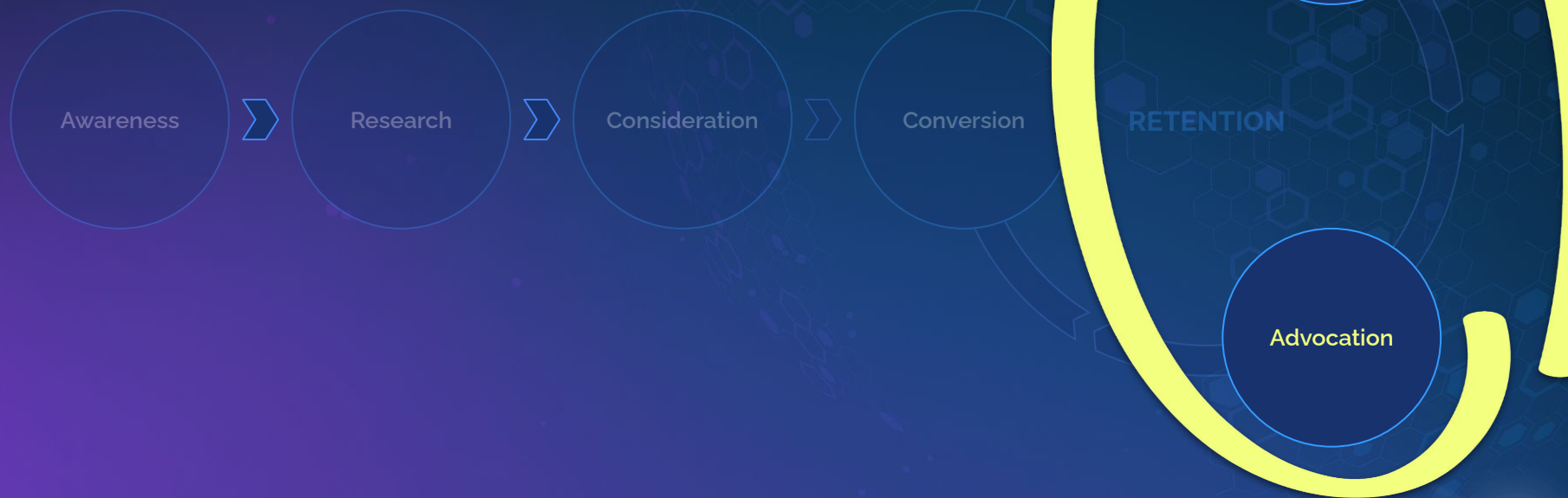
AI that ***captures leads & drives sales***





Flowers *sent*

Customer *journey*



Customer *journey*





AI Review Specialist

How can I help?

Type a message...



Follow-up by ***SMS & email***



The Flower Shoppe


now

We'd love to hear about your recent experience. Leave us feedback here...


Manage *review response*

The Flower Shoppe
456 Huntington Ave, Saskatoon, SK S7N 0A5, Canada
[Write a review](#)


4.8 ★★★★★ 243 reviews

**Emily R.**
5 reviews · 2 photos
★★★★★ 5 days ago

I ordered a bouquet for my sister's birthday, and it was absolutely stunning! The flowers were fresh, vibrant, and arranged beautifully. The delivery was right on time, and the staff even included a handwritten note with my message, which made it feel extra special. I'll definitely be ordering... [more](#)



The Flower Shoppe (owner)
Thank you so much, Emily! 🌸 We're thrilled to hear your sister loved the bouquet and that our personal touch made it special. We look forward to helping you celebrate more occasions in the future!

**The Flower Shoppe**
1 review · 1 photo
★★★★★ 5 days ago

I ordered a potted plant for my mother, but when it arrived, the leaves were wilted, and the soil was completely dry. I tried calling the shop twice with no response. Really disappointed in the quality and the lack of customer service.

The Flower Shoppe (owner)

Thank you so much, Emily! 🌸 We're thrilled to hear your sister loved the bouquet and that our personal touch made it special. We look forward to helping you celebrate more occasions in the future!

Customer *journey*



Powered by the products...



Receptionist



Content Creator



Review Specialist



Search Specialist



Salesperson

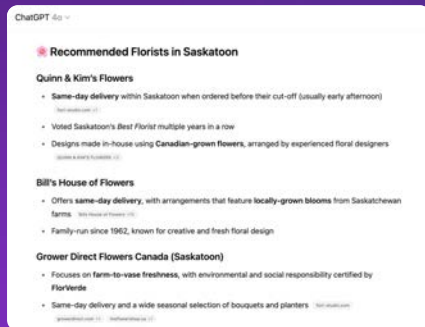


Sales Assistant

you already sell.

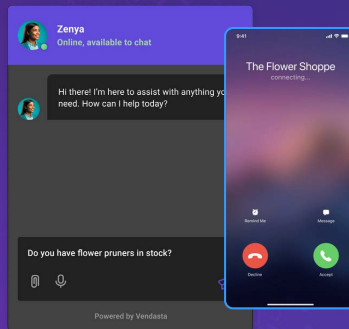
Take part in the *AI conversation*

Embrace zero-click search



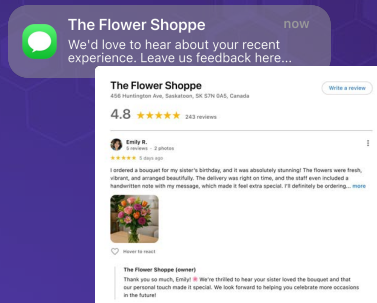
Enhance your SEO with GEO to boost citations and ensure your business appears in AI-powered search results.

Deploy conversational commerce



Convert website visitors and inbound callers (often with high commercial intent) into leads and closed sales.

Automate post-purchase engagement



Close the feedback loop by turning satisfied customers into powerful growth advocates.

**Together, we're reshaping the
future of SMBs with AI**



Thank you!





Bryan Larson

VP of Strategy, Vendasta



blarson@vendasta.com



vendasta.com



facebook.com/vendasta



linkedin.com/in/bryanlarson1/



Let's connect