

Retail Innovation Shout Out: Miracle Mile Shops Hires Jules

by Karime Nasser and Jackie Collins

Miracle Mile Shops, located at Planet Hollywood Resort & Casino in Las Vegas, recently announced the arrival of a new team member, [Jules](#).

Jules is an AI conversation interface developed by [Miracle Shops](#) and [Satisfi Labs Inc](#). As an automated conversation platform, Jules combines the speed and accuracy of artificial intelligence with the ease of real conversation.

What makes Jules different? Besides her noted attitude and personality, Jules functions through Facebook Messenger. Through this app, available and used by all, she's able to address guest inquiries with regard to certain stores, restaurants, shows and operational information. Since Jules is location-based, she can provide specific feedback based on where they are in the shopping center.

"As Miracle Mile Shops continues to experience an increase in foot traffic, it is important to integrate AI that is scalable and easy to use for every new visitor." - Justine Santa Cruz, VP of Product, Satisfi Labs

Miracle Mile Shops is seeking to revolutionize Las Vegas Retail and customer service, and their partnership with Satisfi Labs Inc is a critical first step. Las Vegas retail is now offering unparalleled customer insight in an immediate, easy way – the way the customer is looking for it, at their fingertips.

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