

INTERNET

## Yacht Harbour introduces “Siri for yachts” to smooth buying process

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*Lussen's Martha Ann, 2008; on sale by Yacht Harbour*

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By FORREST CARDAMENIS

Yacht brokerage Yacht Harbour is bringing a new type of intelligence to the high-end vessel sales market.

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Brook, billed as "Siri for yachts," is an artificial intelligence program that helps an interested consumer find the yacht that best fits her demands. The yacht market can be daunting and difficult to navigate, but Brook will serve usefully as a roadmap to purchase.

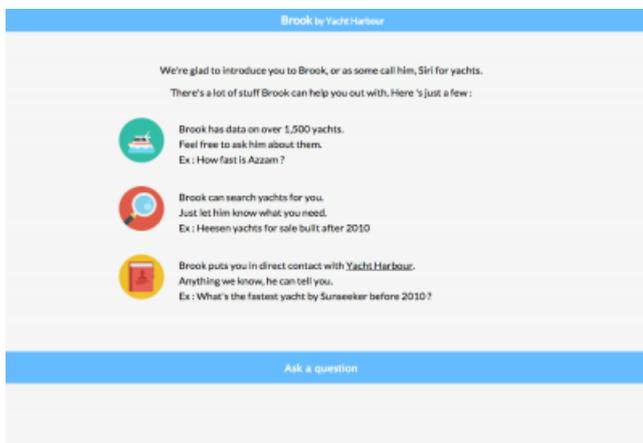
"This open chat technology shifts the yacht buying market in a very fundamental way because it gives more power to the buyer," said Dimitri Semenikhin, founder of **Yacht Harbour**. "Before, users were limited by very basic search experiences even though most yacht buyers have a very specific idea of what they're looking for.

"That's what Brook is all about, giving those users immediate access to the information they want," he said. "We have a fair amount of data on how users behave while searching for yachts and we could see that, often, having to complete multiple inputs was not only annoying to them but also much less time efficient. That's how we saw the need for Brook, to remove this friction."

### Meet Brook

**Brook** is connected to Yacht Harbour's database and uses that information to answer a consumer's question. The system is an in-house development designed to make yacht search more accessible for potential purchasers.

During a weeklong testing period in the United States, this led to Brook answering upwards of 80 percent of queries. However, the A.I. will automatically store more information as users interact with it, meaning that unanswered questions today will lead to better answers tomorrow.

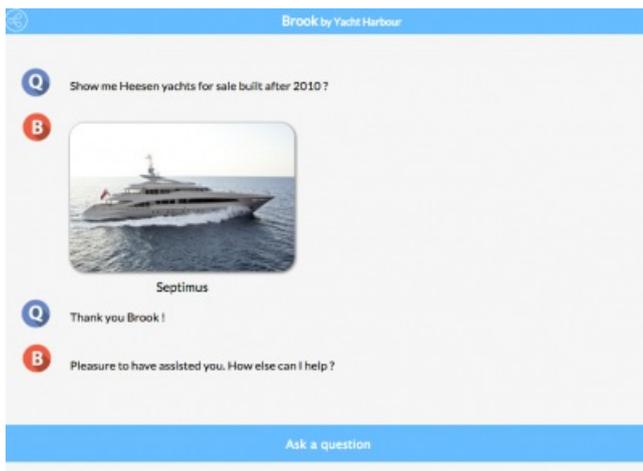


### *Yacht Harbour Brook search homepage*

"Whenever there's a question he can't answer, he will start researching potential answers which then get flagged up for one of our editors who approves them, making sure that next time similar questions will be answered," Mr. Semenikhin said. "On top of that, we plan to broaden the functionality of the A.I. with a larger scope of topics in the near future and multi-language support."

The system behaves as a search or a filter, not as a buying assistant to help consumers deduce or otherwise decide which yacht to purchase.

For example, Brook can answer, "What is the fastest yacht on the market?" provide a list of "Heesen yachts for sale built after 2005" and answer multivariable questions such as "What yacht constructed by Heesen Yachts between 1990 and 2010 is the cheapest for sale," but not "What's the first step I should take when looking for a yacht?"



### *Yacht Harbour Brook search*

While this interface may make Brook act as a filter, the interactive element may appeal to some consumers more than a search filter. Similarly, people looking online for yachts generally do not go in uninitiated, but with a clear idea of what they want.

"There is a clear shift in search to a more fluid, interactive experience," Mr. Semenikhin said. "When searching for yachts, people want the flexibility of a human conversation and yet they expect instant results on their own time."

"This is where Brook matches a real need for an experience that is no longer cluttered by required parameters," he said. "In yachting, customers often know what they want and Brook plays a crucial role in getting those customers to the yachts they want much faster than any other system would."

**Brook by Yacht Harbour**

**Q** What yachts were built by Lurssen and design by Espen Oeino after 2014 ?

**B**



**Kismet**



**Ester III**

**Q** Tell me about the Monaco Yacht Show

**B** The Monaco Yacht Show (MYS) 2016 is set to take place between the 23rd and 26th September 2016. It is widely regarded as the main show of the yachting industry with an average yacht size of 47 meters and a great number of premiers each year. Entrance tickets typically cost 150 euros.

**Ask a question**

### *Brook search on mobile*

#### Smooth sailing

The year 2015 has seen numerous developments in the yachting industry aimed at making the consumer's selection easier.

For example, superyacht builder Dynamiq broke new ground in May with customizable, made-to-order yachts.

Clients can customize everything from paint scheme to finish and amenities on Dyanamiq's Web site and, for the first time ever, build the yacht of their dream. According to the brand, consumers have never had such control over their boats before, so Dynamiq's model may provide a new benchmark in high-end yachting that empowers the consumer and eases the transaction model ([see story](#)).

Other innovations are focused on the consumer's convenience.

Since January, brokerage house Yacht Partners International has been easing the process of chartering, selling, managing and constructing a yacht with the YPI Selection mobile application.

Enthusiasts are able to use their phones and tablets to view boats for sale, plan a trip, receive tips and find nearby yachts. When transportation brands release mobile applications, it is important to make the consumer want to return to the app through evolving campaigns and experiences ([see story](#)).

Yacht Harbour is hoping that its interactive search will play a big role in future success.

"We plan on Brook to play a big part in Yacht Harbour's growth in the upcoming years," Mr. Semenikhin said.

"First of all, Brook makes us that much easier to use and therefore provides a more pleasant user experience," he said. "In addition, we're currently working on integrating Brook across a variety of platforms which will allow potential buyers to chat with Brook without leaving Facebook or other messaging apps,"

"In short, we hope that Brook will help make searching for a yacht online much easier."

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

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