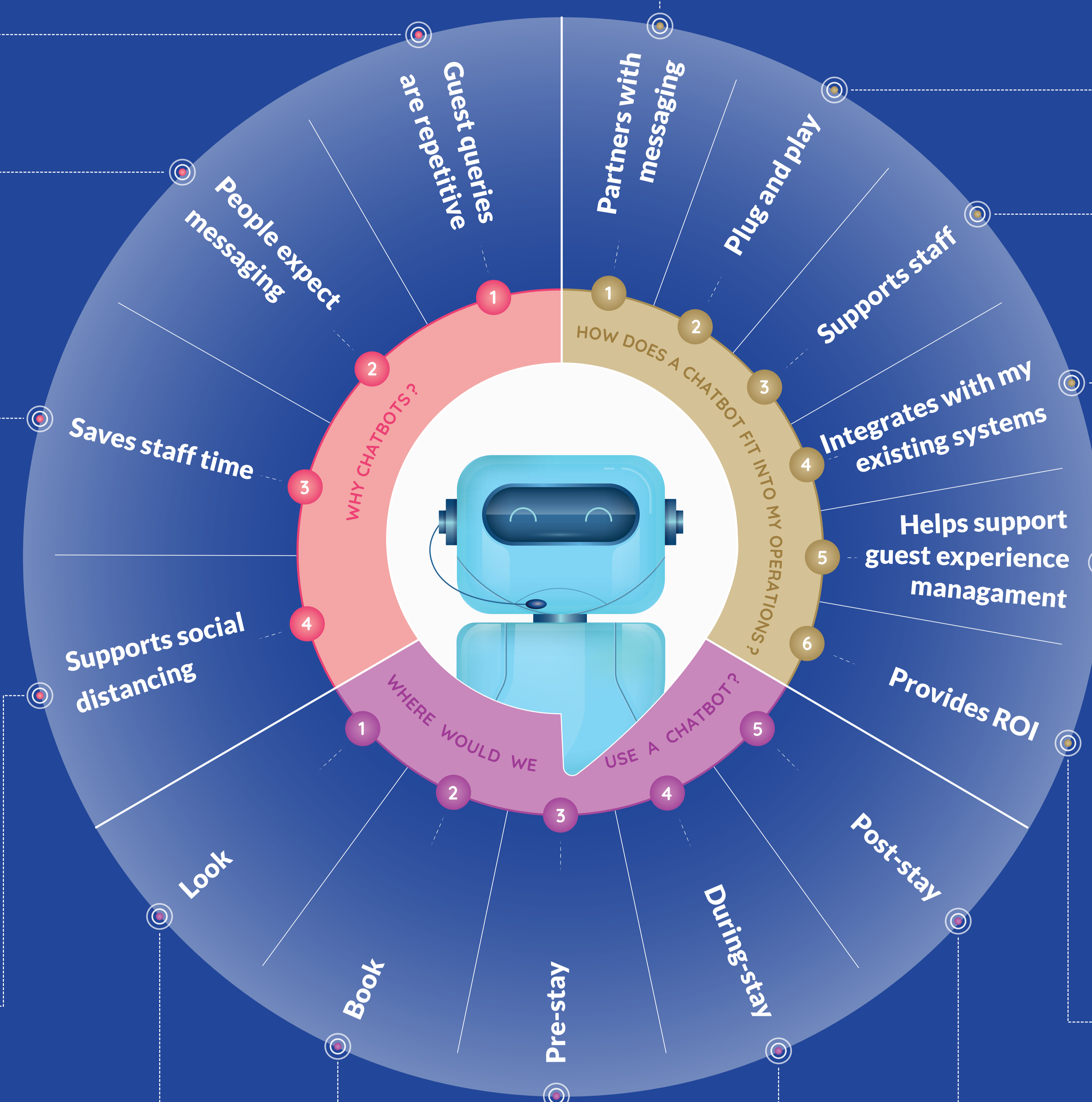


Chatbots

INFOGRAPHIC



1 63% of incoming queries were from the same eight questions, 91% were from the same 18 questions

2 During the pandemic, private messaging app usage increased by 45% worldwide according to Statista

3 Frees up staff time to allow them to provide better service

4 Avoids queues at reception, supports communication of Covid-19 protocols

1 Chatbots talk to guests via their preferred messaging channel - be that SMS, WhatsApp, Messenger, or WeChat.

2 The best chatbots come pre-trained, and pose minimum strain on operations, allowing you to answer most guest queries from day one.

3 By filtering out repetitive questions, chatbots free up time for your front desk or call center staff

4 Chatbots can be integrated with automation systems to notify the necessary department when it receives a request.

5 Answering requests quickly and freeing up staff time boosts guest experience, collecting data on repeated questions via automation integrations ensures you keep tabs on where you can improve at your hotel.

6 Chatbot increases conversions on your website, boosts direct bookings, improves the efficiency of your customer service, and allows insight into making better operational decisions at your hotel.

1 Answers the questions guests have when they are researching your hotel.

«Do you allow pets?
Do you have allergy-free rooms?
Is the kids club open?
What are your Covid-19 policies?»

2 Increases your direct bookings by guiding the guest through the process on your website.

«Do you have a room for two available next weekend?
What are your summer deals for families?»

3 Communicates with the guest pre-stay and informs staff of any requests or needs.

«(BOT) Do you have any requests upon arrival?
Please wait in the bar area and we will inform you once your room is ready.
(GUEST) How do I get to your hotel from the airport?
Our flight is delayed, we will arrive late»

4 Connects to guests via their preferred messaging service (SMS; WhatsApp, Messenger etc), and responds instantly to in-stay needs and queries.

«Can I have a late check out?
What time does the pool open?
Can I have an extra pillow?
Please fix my shower, it is leaking.»

5 Boost loyalty by providing a direct line to guests.

«We left our iPad in the room, can you send it please?
I'd like to book the same room again next holiday, what are your loyalty rates?»

TYPICAL QUESTIONS AT EACH STAGE

