

1. Guests' expectations

According to **SuperOffice**, up to **70% of customers expect a company's website to include a self-service application**. So, by investing in automated customer service in your hotel, you will be giving what customers want and expect.

Making customers happy should be your priority. On average, satisfied customers tell nine people about their experiences. On the other hand, angry customers tell, on average, sixteen about their bad experience.

2. Operational Improvement

As I said at the beginning of the text, **automation didn't come to replace personalized service**, but to help it. It makes it possible for human assistants to have time to fully dedicate to the art of hospitality, without having to stress with simple questions that overload work on a daily basis.

Without having to struggle between demands, the **effectiveness** of hotel staff increases, and clients can get all the attention they deserve. In fact, it is not enough to help a customer when he needs it. The staff should **proactively reach** clients to check if everything is going smoothly. And that takes time.

3. Multiple Channels

Have you ever tried to answer different people with different questions simultaneously? Impossible, isn't it? Someone always ends up waiting.

Unfortunately, this is a common dilemma faced by many hoteliers: who comes first in customer service? We ask hospitality leaders how they would deal with the multichannel challenge in customer service. Read in this post theirs insightful answers:
[\[Multichannel Customer Service\]](#)

4. Time Response

In addition to the waiting time, if you give your client short and incomplete answers, the chances of him booking with you drop significantly. To give a **full answer** is crucial when texting your potential clients.

5. Omnichannel Service

For any business, it is important to be **available on the channel chosen by the client**. That is also true for the **hotel business**. It is not enough to **answer emails** or telephone. Your hotel must be online on different **communication channels**: website, **social media**, and message apps.

But we are only humans. We can't answer all channels at the same time! Fortunately, **omnichannel technology integrates all channels in one platform** making online communication much easier. However, many people mistake multichannel for omnichannel.

6. Single Training

Turnover rates in hotels are quite high.

Every time a new employee is hired, time is spent in training so the hotel's standard is kept even with staff's changes.

This adapting stage can cause a work overload on staff members, promoting an **operational deficit**. This kind of problem does not exist with a chatbot. When you hire a robot, you will only have to teach it one single time.

7. Cost Reduction

The financial factor can not be ignored.

Chatbots can be used to reduce operational costs. According to **Forrester Research and Oracle**, a web self-service can reduce cost by as much as \$11 per call, as you can see in the graphic below:

Approx. Cost Per Contact

\$12