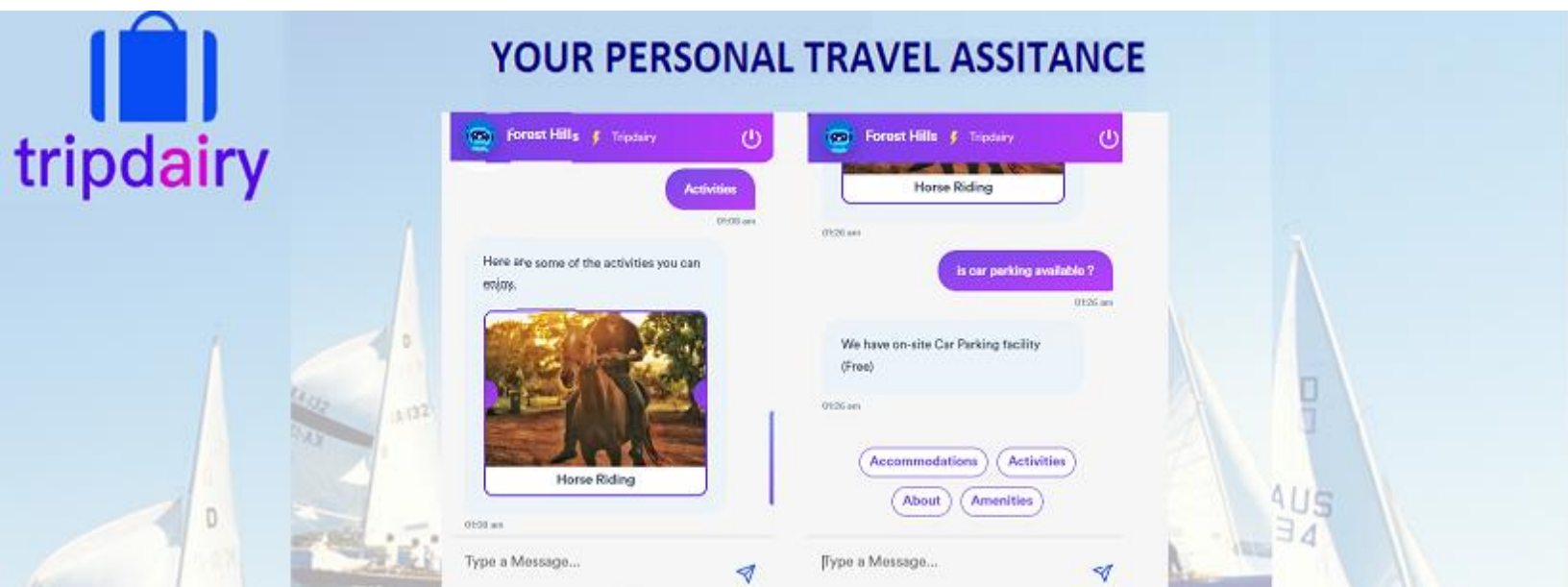# Case Study: Chatbots Transforming Hospitality Sector

By Tripdairy

# How Chatbots are Transforming the Hospitality Industry

Competition in the hospitality industry is increasing and to stay ahead in marketing or customer experience, all the hoteliers are looking for strategies, which could help them to generate more revenue. In the era of technologies, patience is no longer a necessary attribute, which reflects us on our life as customers get all the works done with just one tap in a single device. Chat bot plays a vital role in the hospitality industry to achieve this goal in a very simplest possible way. Customers can simply book a room or manage own bookings without going back to the conventional way of calling which is no longer a good way to communicate as the uses of digital technologies made human's life much more simpler. Customers are no longer willing to wait, who are not habituated to the messaging platform

Hotels want direct bookings, because they tend to result in wider profit margins and greater overall control. Therefore, it becomes much needed aspects for hotels to understand how they can increase direct booking and encourages guests to book from their own website for which chatbots are emerging as one of the best options.

## Need of Chatbot in Hospitality Sector

1. **Mobile Applications:** Customers do not need to download any mobile apps as chatbot can be deployed on website, Facebook and Instagram. However, Chatbots can be integrated with hotel's mobile application.

2. **Widespread Use of Facebook Messenger:** There is more than 1.5 billion user on Facebook which is single biggest contributor for any one of the platform in world. Despite the number of apps available today, users are overwhelmed by chat bot services because people want to do business or work through machines in a human-like manner where bots extend the conversation from plain text to attractive user interface which includes images, animation and high quality videos.

3. **Behavior Analysis:** Chatbots will get smarter as they have more conversations with more customers and will be able to learn the nuances of the customer's requests. The ability to personalize responses will build a

relationship with users based on an understanding of their needs rather than provide a generalized set of responses that it is trained to deliver.

4. **Reduce Workload and Save Time:** A chat bot can handle several tasks and can interact with multiple users at the same time while it is impossible for human to interact with more than one customer simultaneously. Chat bot frees up the human from the often time-consuming task of responding to hundreds of guest requests. The main focus of bot is to provide all the information to your customers and help them to achieve their goals quickly and making guests' experiences much more seamless and comfortable.

5. **Immediate Responses to Questions:** Finally, AI Chatbot can boost your direct bookings by answering frequently asked questions (FAQs) as well as hotel's allied services. This can subsequently make the decision far easier.

   **Tripdairy's** *True AI Chatbots offer numerous advantages, increasing customer loyalty, improving guest profiling, providing new revenue sources, and freeing up hotel staff. Yet, one of the biggest benefits is the ability to deliver instant, natural responses, in the right moment, resulting in more direct bookings.*

   When it comes to customer experience, Chat bots are an effective way to engage your customers and problems can be solved easily without wasting even a second. Chat bot interacts with customers at most stages of their stay and keeps track of all the records that will help customers to get personalized services in future. It will also help hotels to analyze data and list out all the regular customers and give them extra discounts. Chatbots are ideal for customers as it is available 24/7. It makes on-boarding easy for customers and has the capability of rendering hyper personalized recommendations as per guests demand and to answer all business related problems and the best part of bot is that queries can be dealt proactively without requesting or approaching to the reservation desk. With chatbots, you can retarget your guests by providing discounts or offers which will not just help hoteliers to increase revenue but also will make customers happy and loyal.

## Why AI Chat bot is winning the customer service (AI Chat Bot vs Live Chat)

The last time you were on a live chat, was your question answered immediately, or did you have to leave an email address and wait for them to get back to you.

More than likely, you had to wait.

Everyone wants quick response and does not want to wait to receive an email or reply within 24 hours is no longer a solution and probably people would end up finding other hotels.

**Smart Communication:** Chatbot has an advantage over humans that they are available 24×7. Chat bot frees up the human from the often time-consuming task of responding to hundreds of guest requests.

**Low Price:** Assuming your company hotels receives more than 100 online visitors a day, one live chat agent could not hope to handle that many. You would need multiple agents to handle and have to spend a lot of time and money training them. Chat bot is much cheaper and can handle unlimited customers at the same time without delaying any response to any of your customers. Chatbot offer service at a far lower cost than a human representative.

**Multiple Tasks:** Chat bot can handle several tasks and can interact with multiple users at the same time while it is impossible for human to interact with more than one customer simultaneously.

**Ease of use:** Live chats often appear complex, with two interfaces: one chat window for the visitor and another for the admin, which is usually cluttered with information.

**User Interface:** AI Chat bot often comes with great user interface which attracts humans to interact with it and AI chat bot enables features like quick button, video, room booking option, images and offers variety of coupon codes on different occasion.

With AI chatbots, it is a completely different ball game. There is a unified interface where customers chat with your bot and you have got the power to make your

chatbot smarter, training it from the very same interface and answer any number of questions without even wasting a second and play videos and show images through AI bot which is not possible with live chat.

## Important Aspects of Chat Bot

1. **Customer Queries and Personalized Services**
    I. **Personalized Services:** Chat bot interacts with guests at most stages of their stay, the hotel will be able to gather valuable information which can later be used to automate personalized services for current or future stays. It will also help hotel to analyze data and list out all the regular customers and give them extra discounts or make special arrangement for them.
    II. **Customers Queries:** The bot will have capability to answer all the typical business related queries to your customers and help them to achieve their goals quickly and making their experiences much more seamless and comfortable. This bot will help in providing better customer satisfaction as the queries for your client will be responded immediately resulting in zero wait time
    III. **Room Booking:** The bot will have the provision to book a room directly from your website and Facebook page.

2. **Room Services & Order Facilities**
    I. **Room Services:** Customer will be able to send a message to front desk directly for room service. For an Instance, they can send message such as "Please clean my room before I reach to your hotel."
    II. **Ordering Food:** Customers will be able to order their favorite food using chatbot. For an Instance, they can order tea from their room without calling to helpdesk.
    III. **Automated Feedbacks:** This can be used to send pre-scheduled emails to your checked-out guests as they can give feedback on their way to the railway station or airport.

**3. Dashboard & Automated Email**

     I.     **Dashboard:** It stores chat history and customer details such as name, email and phone number which is being used to bring insights and innovation for the hotels such as need of services to be added or improved and take correct measure on complaints.

     II.     **Email Notifications:** We have implemented a unique feature which helps hotels to connect customers directly as soon as user start interacting over the bot as hotel receive quick notification with all customer details through SMS in real time

*"We have been thrilling our customers – and their customers – with our True AI Chat Bot and increasing efficiency, cutting costs, and bringing innovations for hotels and resorts. Chatbots can automate up to 80% of customer service, sales, and advisory interactions and can be deployed across platforms."*

**Below are the few of testimonials of different properties on how they have adapted Tripdairy's AI chatbot to improve their revenues and customer service.**

JC Residency is one of the best hotels in Kodaikanal and Madurai which offer a hassle free stay and it is equipped with all comforts of modern day hospitality.

*"Mr. Jaswanth – Managing Director"* was looking for an automatic based solution where he can resolve guests' queries immediately after business hours without having to increase his front desk team.

JC Residency added AI based Chat Bot powered by Tripdairy on their both of the websites- JC Residency, Kodaikanal & JC Residency Madurai. Instead of making a phone call or waiting for customer service to email them back, visitors are talking to Chat Bot and getting immediate answer to their query.

They were also very happy to convert online visitors into direct customers when their front desk teams were not available over the call and hence online visitors were unable to reach them, resulting in increase of direct booking by 30%.



Upper Deck resort is one of the beautiful properties situated at a height of 2500 feet above sea level and is on the highest peak of Lonavala. They have furnished rooms offering breath-taking views of beautiful flora and majestic low flying clouds. These clouds make the resort look like its floating amidst the clouds!

*"Sankalp Waingankar- Chief Technology Officer: I was looking for services which can help Upperdeck resort to show its customers all the services that they provide and gather data on customer's preferences. Tripdairy chat bot provided all relevant information and its allied services to their customers and handle customer service requests which allow them to better understand their customers even before they reach to their property. We evaluated multiple other bots, but Tripdairy bot stood out for its true AI, I highly recommend their Platform which even led us to increase direct booking by 35%"*



It has been designed and built to exceed expectations, even as it promises a rare blend of privacy and indulgence. Tucked away in a forest close to the Tala caves, this luxe retreat plays to the senses, giving you a chance to rediscover a holistic sense of self. It offers one-of-a-kind experiences that give you the holiday that you seek with a healthy touch of lavishness you desire for a truly unique time.

*"Mr.Vaibhav - IT Manager* I was looking for services which can generate leads for the resort and also understand customer's information there by increasing the direct bookings".*

Our Tripdairy team was happy to take this challenge and added new features as per their request and implemented unique feature and the chat bot was able to provide them all relevant information such as customer's name, email, phone number and accommodation type (group, family, corporate) and was used to send this information immediately to their respective departments (sales team for corporate customer, front desk for individual customer and customer interested in events or weeding to their event management team)  as soon as customer start interacting over the bot and direct booking revenue for them was increased by 50% after deploying the chatbot.



Discover sugar sand beach of Sernabatim in Colva coastline and its glistening waters with Baywatch Resort. Nestled in Goa's most serene locale where every guest is welcomed in true Goan hospitality style. The spacious deluxe rooms and elegant family suites of Baywatch Resort, is equipped with amenities to make their guest enjoy during their holidays.

*"Mr. Piysuh – Manager Digital Marketing"* was looking for services, which can help Baywatch resort to generate leads from the website and engage customers on their website pre and post booking. I advocate Tripdairy Chat bot as it was able to understand the guest's request and able to successfully engage those by handling guest request such towel for the pool, cab service, birthday party and so on. Chat bot was able to generate leads on a daily basis and increased their direct booking by 30%.

## Tips for Increasing Direct Booking

**Referral:** If guests are satisfied, they can be a great source for new customers. Encourage your customers to refer friends and family to stay at their hotel by giving them various offers like free dinner or future stay.

**Reward employee:** If an employee comes up with a unique idea good idea to generate more revenue, recognize and reward that employee.

**Loyalty rewards programs:** Hotels can personalize the customers experience based on previous stays, provide discounts and special offers.

**More leverage in cases of cancellations/changes:** Solution for this problem can be offered in a faster and easier way if a booking process is done directly through your website.

**Better room assignments and personalization:** You can assign better rooms to your customers without any special requests made by them as chatbot gather valuable information which can later be used to automate personalized services for current or future stays of your customers

## Conclusion

Tripdairy Chatbot is based on artificial intelligence and machine learning algorithms which can be used as a personalized service for each and every guest. It is entirely dedicated to the travel industry. Tripdairy is an AI-powered chatbot that acts as a hotel concierge which is designed to empower guests through instant, real-time assistance such as exclusive recommendations for both popular and little-known sights in the area, answering questions only hotel staff would know about, or even making direct bookings.

The best part of the chatbot developed by Tripdairy is that it is super-easy to deploy it on your website. You will have to paste the code on your website and voila! Your bot is ready to perform and engage with the guests.

So, now you know each and everything about chatbots what you should have known earlier! It's not too late! Let's redefine guest experience and grow your business with AI-chatbots.

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# Let's Talk

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