Success Story

Leonardo Hotels

281k conversations
93% automation
**14k** hours saved

HiJiffy + **LEONARDO** *Hotels*

LEONARDO
Hotels

Transforming the hospitality landscape, HiJiffy pioneers the integration of advanced conversational AI with its Guest Communications Hub, revolutionising how hotels engage with their guests. This case study illustrates the remarkable **impact of HiJiffy's collaboration with Leonardo Hotels.**

Drawing on metrics and reports from HiJiffy, matched with valuable insights from Leonardo Hotels, this study delves into the journey of enhancing guest experiences across multiple properties.

Navigating challenges in guest communication, Leonardo Hotels leveraged HiJiffy's innovative solution to streamline operations and foster seamless interactions. Through firsthand testimonials, discover how this partnership enabled Leonardo Hotels **to increase service quality and efficiency, setting new benchmarks in guest satisfaction.**
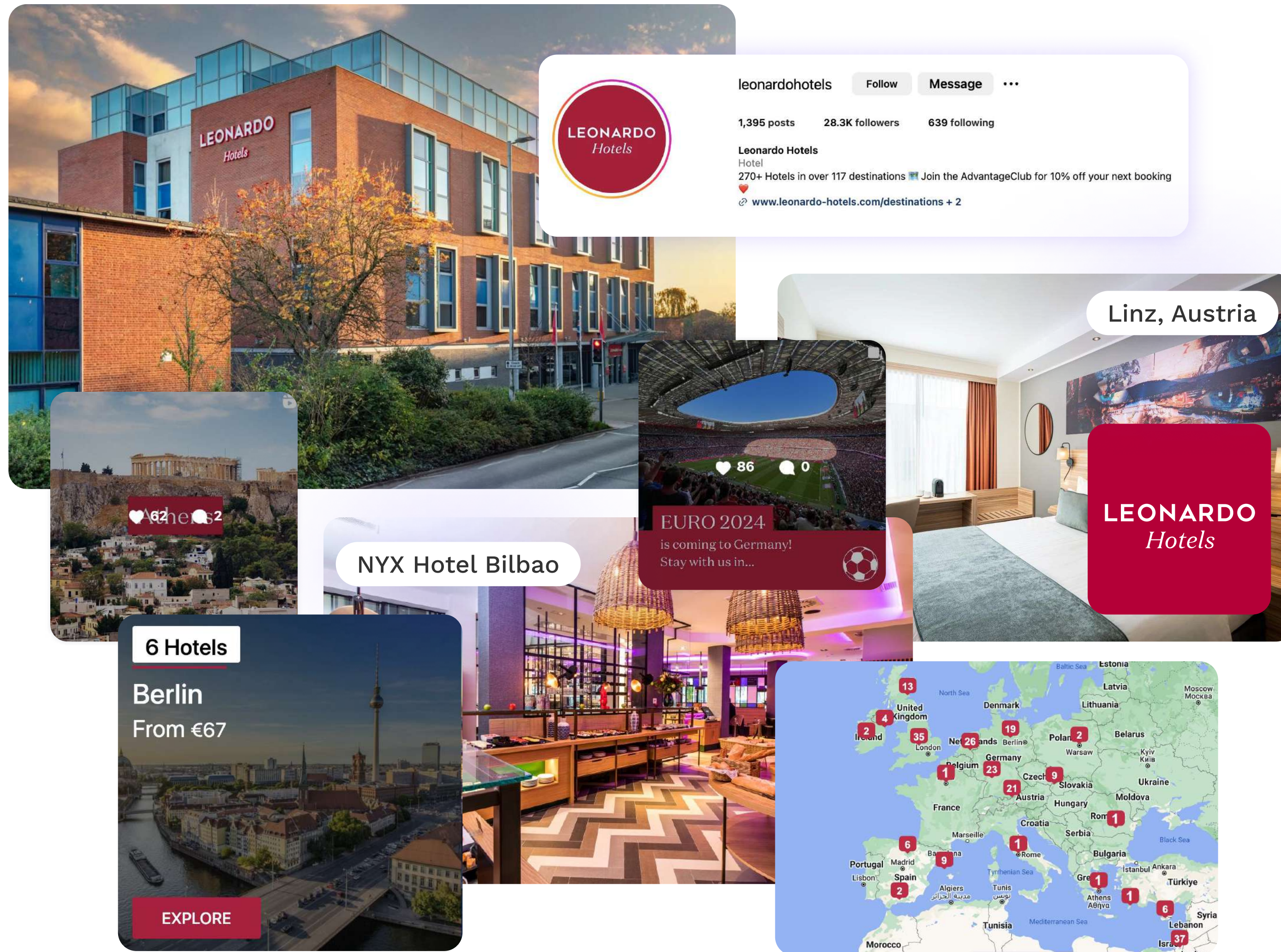
The Client: Leonardo Hotels

(part of the Fattal Hotel Group)

Operating in 123 destinations in and around Europe with a portfolio of more than 282 hotels offering more than 5**0,000 rooms**, Leonardo Hotels stands out as a distinguished brand. Each property is centrally located and renowned for its high-quality service standards and stylish interior design reflecting regional charm.

At Leonardo Hotels, guests are at the heart of everything. The brand takes pride in its considerate and attentive approach to **meeting guests' wishes and needs, focusing on every detail** to ensure a truly exceptional stay. Whether it is tourists, business travellers, weekenders, or conference attendees, Leonardo Hotels **warmly welcomes guests seeking to make the most of their experience.**

The goal for Leonardo Hotels was to identify a solution that would increase overall efficiency and customer satisfaction in addition to automating and centralising communication through a reliable and effective system. They encountered the **following challenges**:

Pre-stay

Enhancing Guest Experience

Optimising the communication channel and automating responses to frequently asked questions, making it easier for guests to book directly and enhancing overall guest satisfaction.

Pre-stay

Improve customer support

Improving guest satisfaction by managing requests on a single platform and facilitating seamless communication between various properties. Aiming to gain further insights for analysis and enhance their processes effectively while also reducing the workload of the front-office teams.
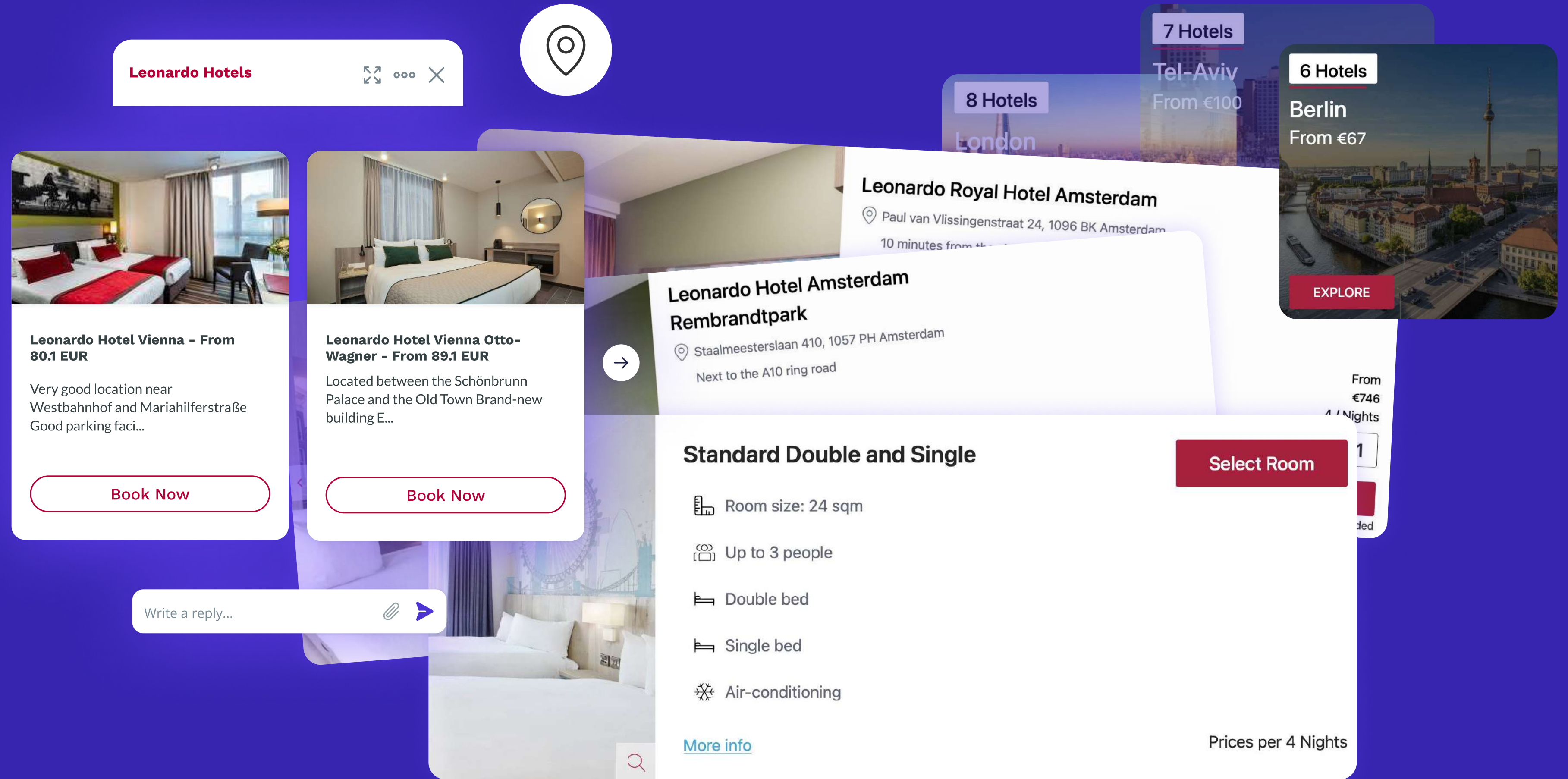
Pre-stay

Boost Loyalty Program

Boosting the loyalty program for their AdvantageCLUB members by improving communication channels and providing personalised services.

By adopting HiJiffy's innovative solution, Leonardo Hotels set out to accomplish these objectives and elevate its guest experience to new levels.

The Challenges

Leonardo Hotels has successfully integrated HiJiffy's Guest Communications Hub across its **213 properties, marking a significant milestone in our collaboration**. Since the initiation of the partnership, the solution has evolved to become the hotel's preferred method of guest communication.

The Solutions

With the expert guidance of HiJiffy's Customer Success team, Leonardo Hotels enhanced the guest experience during the pre-stay phase, effectively tackling existing challenges. The initial challenges involved **reducing the workload of front-office teams while enhancing efficiency and service quality** for an improved guest experience.

Answering FAQs

HiJiffy's conversational AI, which specialises in more than 200 topics specific to the hospitality industry, handles travellers' questions instantly and automatically. It provides a 24/7 service all week through channels like a chat on their website, WhatsApp and Facebook Messenger.
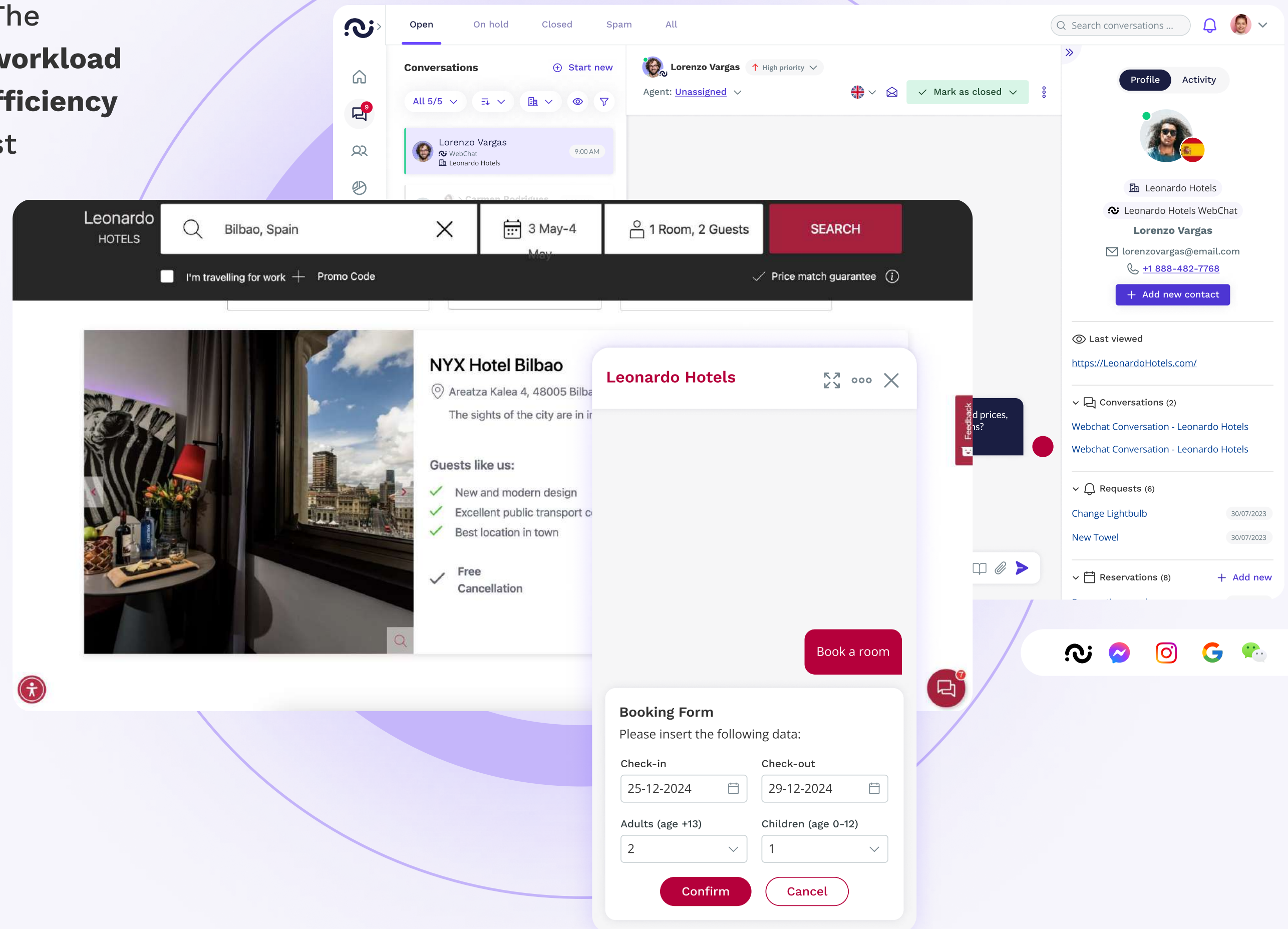
Converting direct bookings

Conversational AI integrated into the hotel brand's booking engine guides guests through the booking process, ensuring a seamless experience.
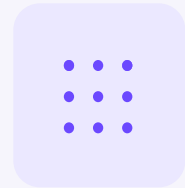
Unified Communication Channels

HiJiffy's Guest Communications Hub serves as a centralised platform that unites all communication channels for every set of properties, allowing streamlined guest interactions. The solution also integrates with the hotel's existing systems, allowing seamless information flow and enhancing overall operational efficiency.
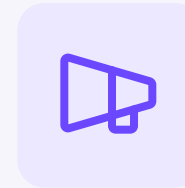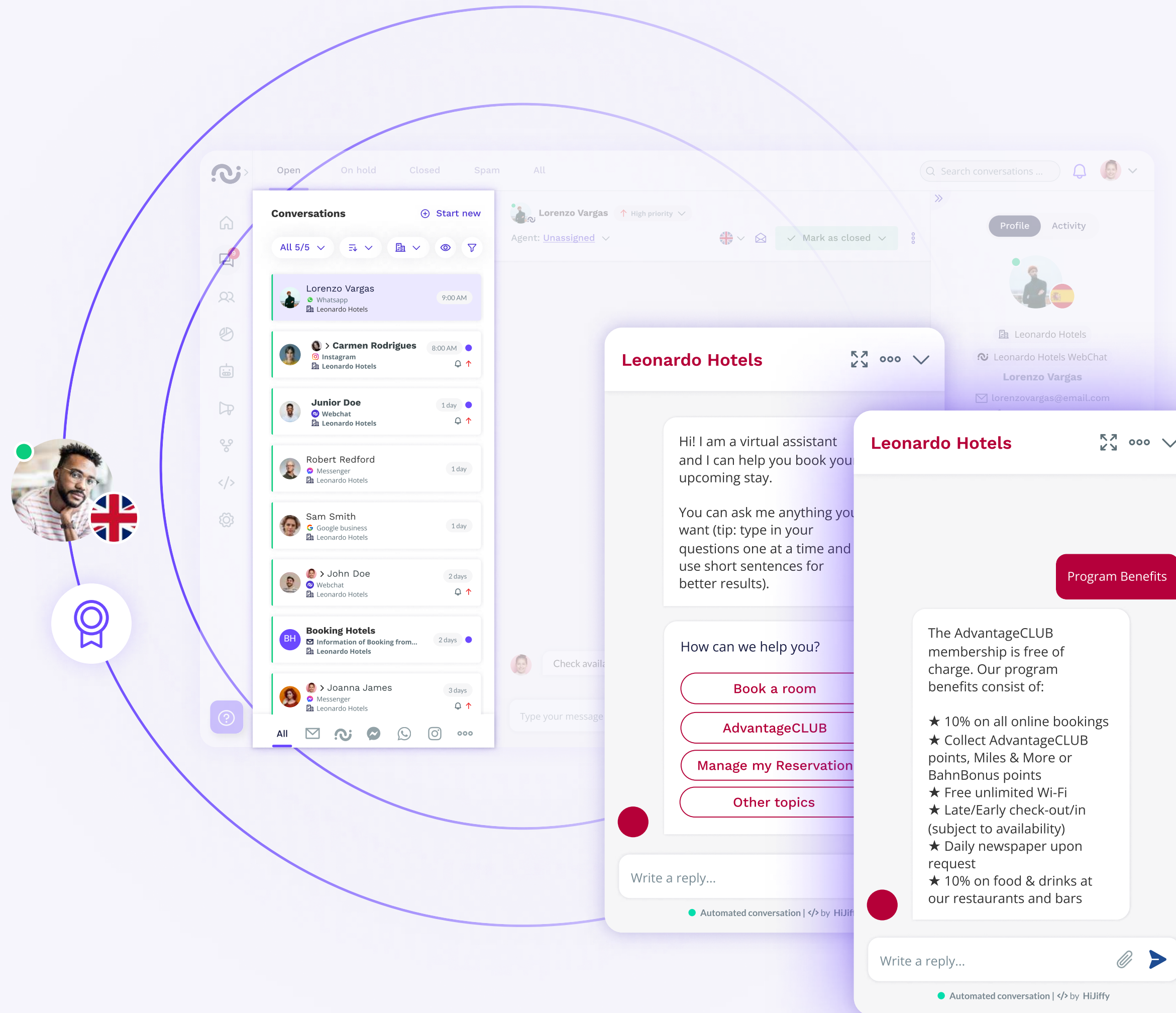
Boosting loyalty programme subscriptions

The optimised decision-tree logic actively promotes enrollment in Leonardo Hotels' loyalty program, Advantage CLUB.

Success Story: Leonardo Hotels

Through these strategic implementations, Leonardo Hotels has significantly **increased guest satisfaction** and optimised operational efficiency, reinforcing its commitment to **exceptional service and seeking innovative solutions** in the hospitality industry.

Addressing the challenges with the related solutions results in great success. The findings are based on the HiJiffy data available in the Guest Communication Hub as well as insights and observations provided by Leonardo Hotels for this case study.

The Results

Automation Rate ● 93%

With a 93% automation rate, the implementation of the HiJiffy solution demonstrated its ability to overcome the challenges of **answering guest questions 24/7 and streamlining these overall properties**. The initial challenges of reducing front-office workload, improving efficiency, and enhancing guest experience with higher service quality were successfully addressed and resolved.

Parking?

Public parking nearby:
Paid street parking

Conversion rate

from conversation to booking increased

Check-out time?

Check-out: 12.00

Answering guest questions

24/7

Is it possible to request an early check-in?

The check-in time is at 2:00 pm. If you wish to check-in earlier, you may need to inquire about the possibility of an early check-in.
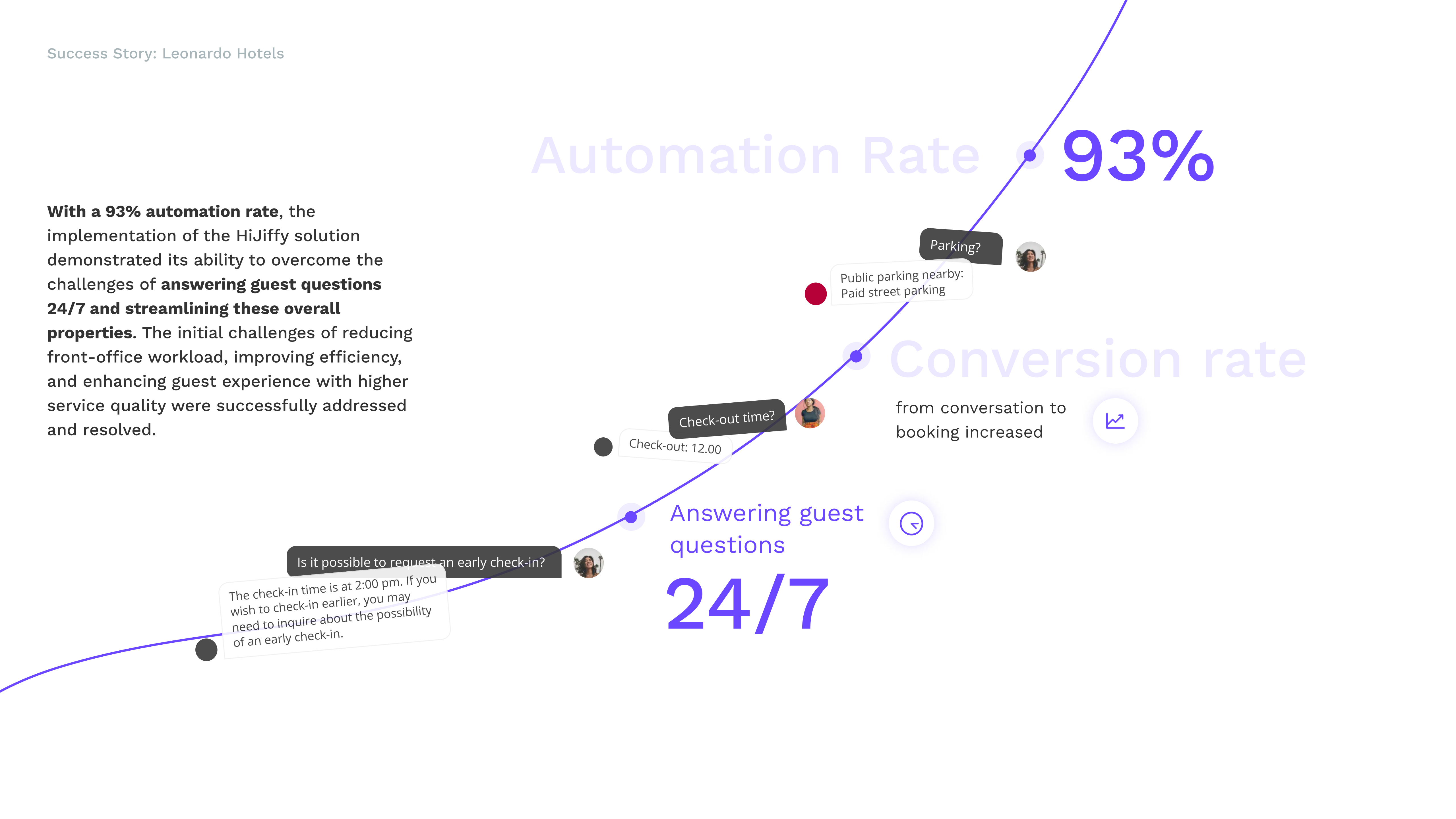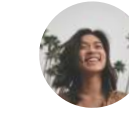
Conversations

Conversations handled

280,622

Automatically

261,000

Top FAQs   Parking, Check-in, and Breakfast

Booked! 🛏
Booked! 🛏
Booked! 🛏

Direct bookings resulting from conversations
with the virtual assistant

93% Automation
of Conversations

Throughout the entire 2023, out of **280,622 conversations**, around **261K were automatically handled by the HiJiffy virtual assistant** without the need for a human agent. The requests cover a wide range of questions beyond the top FAQs like Parking, Check-in, and Breakfast.

Conversion rate
from conversation to
booking increased

The chatbot integration led to an impressive **increase in direct bookings resulting from conversations with the virtual assistant.** HiJiffy has significantly boosted the hotels' direct online bookings.

14k hours of manual work replying to repetitive questions saved

If we consider the average handle time of guest requests (3:11 min), **the chatbot saved 14,000 hours of work. This means that the team at Leonardo Hotels had more time to work on important tasks**, rather than answering the same questions repeatedly and feeling dissatisfied. The time saved is equivalent to **577 days** or **8 full-time employees working 8 hours a day, 5 days a week**, **for a whole year**. Delegating repetitive tasks to the virtual assistant significantly frees up time for the **team to focus on higher-value tasks,** leading to improved productivity and efficiency.

Time Saved

577 days

8 full-time

8 hours a day

5 days a week

for a whole year

Leonardo Hotels

Hi! I am a virtual assistant and I can help you book your upcoming stay.

You can ask me anything you want (tip: type in your questions one at a time and use short sentences for better results).

How can we help you?

Book a room

AdvantageCLUB

Manage my Reservation

Other topics

Write a reply...

● Automated conversation | </> by HiJiffy

The chatbot saved

14,000

hours of work

~ handle time of guest requests

3:11 min

Even though the website remains the **primary channel**, the improvements were also noticeable on **Facebook Messenger**, thanks to the integrated systems:

"Since implementing HiJiffy, I've almost been spared the need to manually manage Facebook Messenger. Guest communications initiated there are now flawlessly handled, saving me considerable time."

Ekaterina Emanova - Junior Digital Project Manager at Leonardo Hotels

Testimonials

"Integrating HiJiffy's chatbot solution has transformed our customer service experience. Previously, managing inquiries was challenging, resulting in delays and dissatisfaction among guests. However, following the implementation of the chatbot, response times have significantly improved due to its efficient handling of common queries and seamless resolution of complex issues. This enhancement has not only streamlined our operations but also boosted guest satisfaction and fortified our brand reputation. Without a doubt, partnering with HiJiffy has been an important step forward for Leonardo Hotels."

Dan Ogen — Chief Digital & Marketing Officer Europe at Leonardo Hotels

LEONARDO
Hotels

"We're highly satisfied with HiJiffy's exceptional support and responsiveness, continuously receptive to our suggestions for any improvements to our chatbot. Furthermore, our partnership consistently yields fresh insights into our guests' needs, enabling us to gather valuable data that truly helps us enhance our customer satisfaction."

Ekaterina Emanova — Junior Digital Project Manager at Leonardo Hotels

"I have been Leonardo Hotel's account manager for the last two years and it has been a very exciting journey! Thanks to their amazing feedback and input, we were able to improve features in our solution and grow as a company. Recently, we have created a custom flow for Leonardo's loyalty program (Advantage CLUB) which will help the loyalty club team to easily help the guests with their queries and the team to be more proactive. We have been working very well as a team and I hope the Leonardo Hotels team keeps challenging us every day."

Margarida Magalhães — Customer Success Manager at HiJiffy

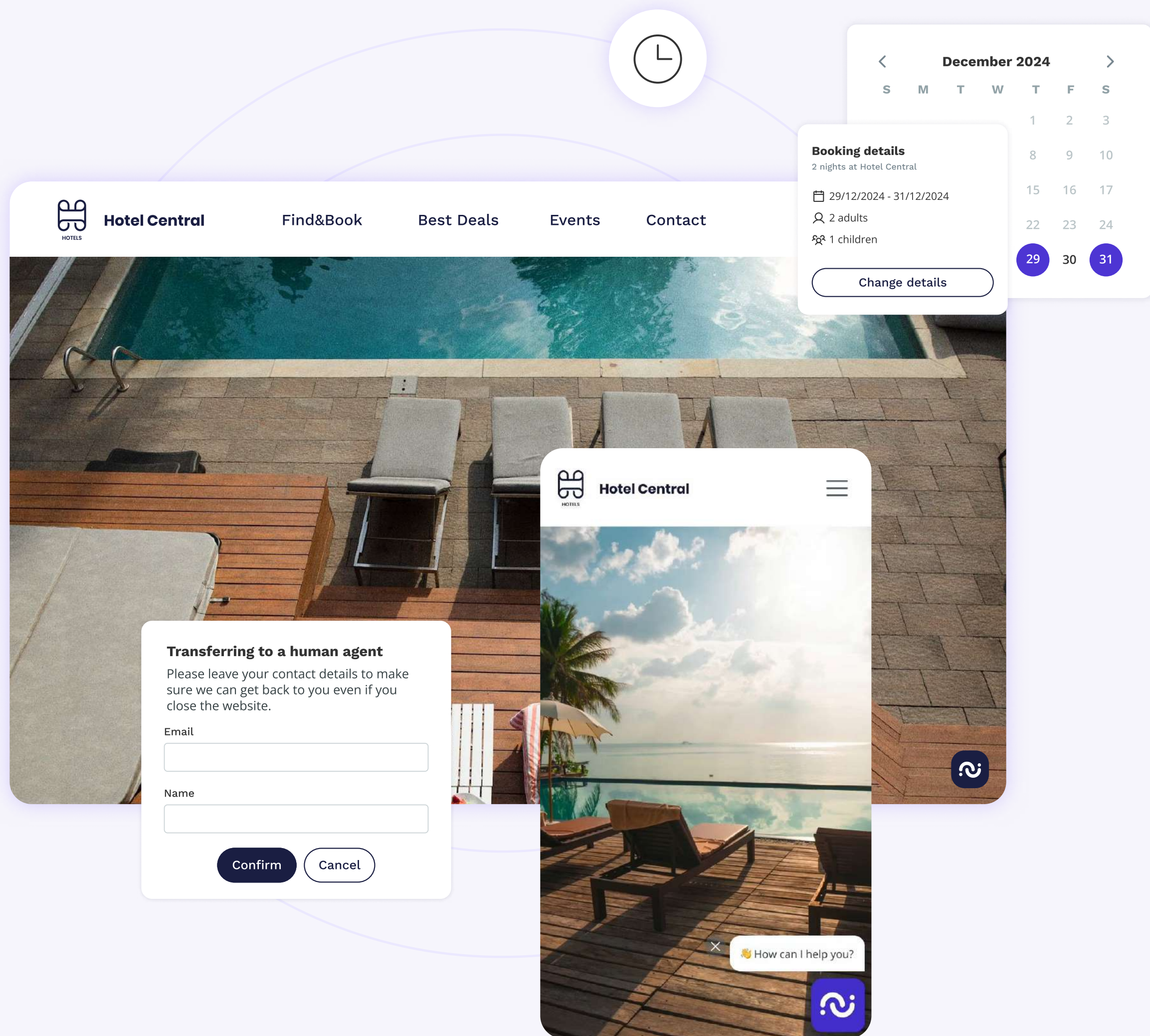# Customer experience managed **in one place.**

Centralise, automate and **measure** your customer care and communications in a single powerful platform.

Pre-stay

December 2024

S	M	T	W	T	F	S
				1	2	3
	8	9	10			
	15	16	17			
	22	23	24			
29	30	31				

Booking details
2 nights at Hotel Central

📅 29/12/2024 - 31/12/2024
👤 2 adults
👥 1 children

Change details

Hotel Central   Find&Book   Best Deals   Events   Contact

Transferring to a human agent
Please leave your contact details to make sure we can get back to you even if you close the website.

Email

Name

Confirm   Cancel

Hotel Central

❌ 👋 How can I help you?

AI agent for FAQs and direct bookings

Guiding users through the booking process and providing answers to queries, **saving time and reducing workload.**

AI specialised in hospitality

Over **200 hospitality-specific FAQ topics** available for hotels to train the chatbot.

Behavioural marketing campaigns

Push personalised messages according to specific pages on the website or interactions in the user journey.

Request a quote

Travellers can request a **personalised** quote for their stay.

Pre-stay

To talk with our reception, please click the following contact:
+99999999

If you want to be contacted by our team, please provide us your contact details.

December 2024

S	M	T	W	T	F	S
				1	2	3
	8	9	10			
15	16	17				
22	23	24				
29	30	31				

Booking details
2 nights at Hotel Central

📅 29/12/2024 - 31/12/2024
👤 2 adults
👥 1 children

Change details

Hotel Central

Find&Book   Best Deals   Events   Contact

Hotel Central

👋 How can I help you?
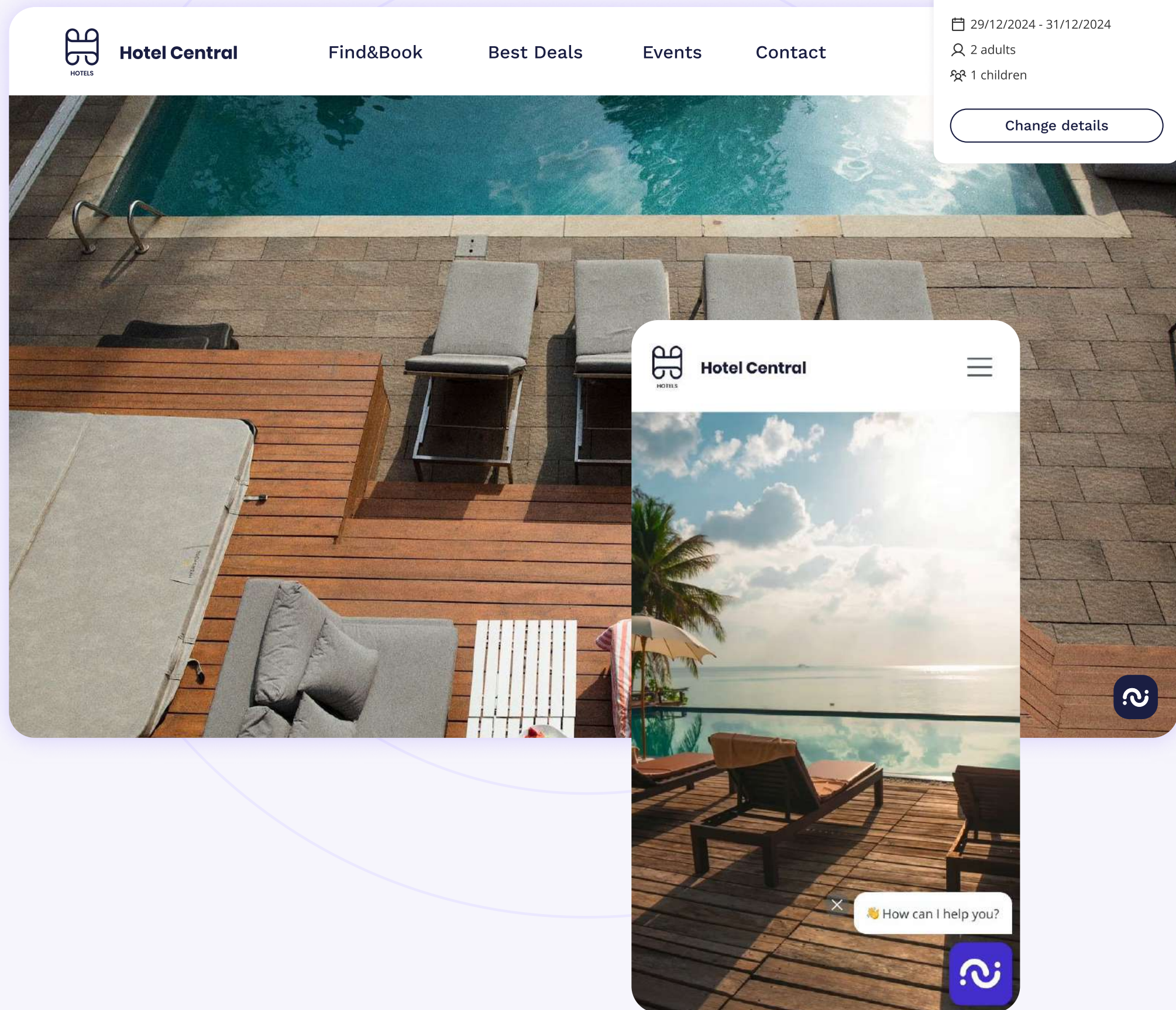
Email to chatbot automation

Send **canned responses** directing users to the chatbot to resolve user queries instantly.
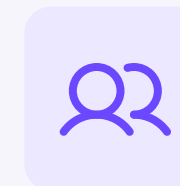
Smooth handover to human agents

A seamless transfer of the conversation to staff if requested by the user or if the chatbot cannot resolve the query automatically.

Click to call

Provide an option to call a human **agent directly from the chat** if a guest's request cannot be solved automatically.

Widget personalisation

Customise the chatbot interface accordingly to your hotel's brand guidelines.
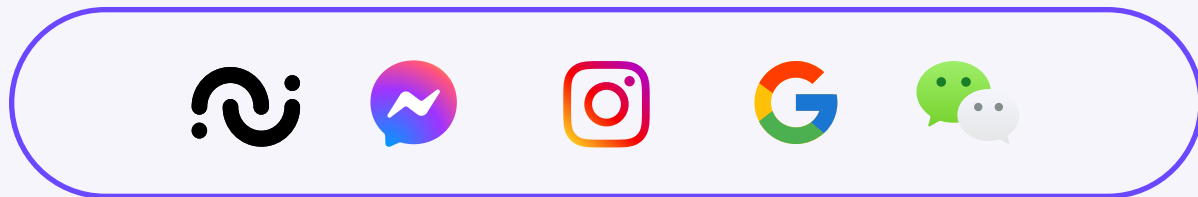
In-stay

Hello, Jenna!

We genuinely hope that your stay was pleasant and that our service met your best expectations.

Your feedback is important to us. We invite you to leave your opinion on TripAdvisor here: http://tripadvisor.com/hotelcentral

We hope to welcome you in our hotel in the future.

All the best,
Hotel Central team

I'd like to reserve a table for 8pm

I'd like to book a spa for two.

How can I cancel the massage appointment?

AI-powered concierge agent

An artificially intelligent virtual concierge **assists guests** with their requests.

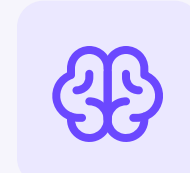### Digital check-in

Integrate your PMS to offer pre-check-in forms to your upcoming guests and **minimise time spent at the reception**.

Upsell and cross-sell campaigns

Send automated messages to communicate personalised upselling and cross-selling campaigns.

Automated WhatsApp messages

Automate and trigger messages throughout your guests' journey, such as check-in/check-out campaigns, feedback campaigns, and more.
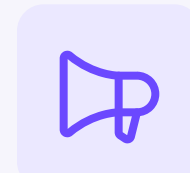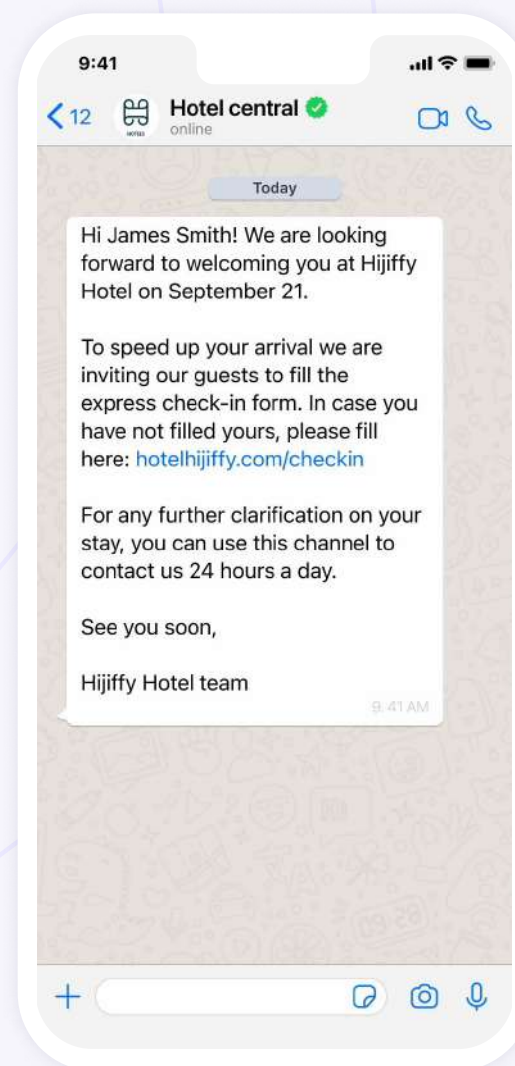
Hi James Smith! 👋

Is everything okay with your stay? Is there anything else we can do to make your stay memorable?

🍴 Book a table
💧 Book a spa treatment
📞 Call the reception

9:41
Hotel central ✔
online

Today

Hi James Smith! We are looking forward to welcoming you at Hijiffy Hotel on September 21.

To speed up your arrival we are inviting our guests to fill the express check-in form. In case you have not filled yours, please fill here: hotelhijiffy.com/checkin

For any further clarification on your stay, you can use this channel to contact us 24 hours a day.

See you soon,

Hijiffy Hotel team

Conversations panel

Open   On hold   Closed   Spam   All

Search conversations ...

Conversations   Start new

All 5/5

Lorenzo Vargas   9:00 AM
Whatsapp
Hijiffy Hotels & Resorts

> Carmen Rodrigues   8:00 AM
Instagram
Hotel Central

Junior Doe   1 day
Webchat
Hotel Central

Robert Redford   1 day
Messenger
Hotel Central

Sam Smith   1 day
Google business
Hotel Central

> John Doe   2 days
Webchat
Hotel Central

Booking Hotels   2 days
Information of Booking from...
Hotel Central

> Joanna James   3 days
Messenger
Hotel Central

Lorenzo Vargas   ↑ High priority
Agent: Unassigned   ✓ Mark as closed

For how many children, age 2 to 12, do you want to book?

0

You have selected children: 0

Do you have any special request for your reservation?

I would like to have a king-size bed please

You have selected request: I would like to have a king-size bed please

What is your email address?

lorenzovargas@email.com

Do you confirm your info?

yes

Thank you! A team member will evaluate your request and get back to you as soon as possible 😊

Type your message here..

Profile   Activity

Hijiffy Hotels & Resorts
Hijiffy Hotel Whatsapp

Lorenzo Vargas
✉ lorenzovargas@email.com
📞 +1 888-482-7768

Add new contact

Last viewed
https://hijiffy.com/

Conversations (2)
Webchat Conversation - Hijiffy Hotel
Webchat Conversation - Hijiffy Support

🔔 Requests (6)
Change Lightbulb   30/07/2023
New Towel   30/07/2023

Reservations (8)   + Add new

In-stay

How can I make a reservation?

I'd like to book a spa for two.

The air conditioning in my room is not working, can you fix it asap?

How can I cancel the massage appointment?

Customised campaigns for a target audience

Trigger campaigns for guests **matching specific rate plans or profile** (e.g. families, couples), subject to availability.

Custom team notifications

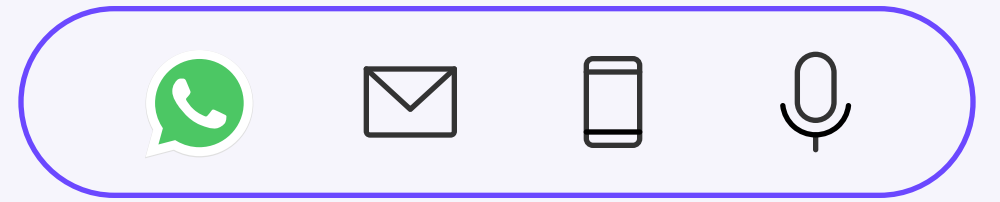Set rules for **notifying the right teams** for specific requests.

Guest reviews and satisfaction surveys

Send guest satisfaction surveys during and at the end of the stay and **get reviews** for internal monitoring or external platforms like **TripAdvisor or Google**.

CSAT score metrics

Collect and access guests' feedback to **evaluate the performance** of the chatbot and individual human agents.

85%
AI AGENT
CSAT SCORE
↑ 17%
from previous 30 days

Housekeeping
Created: 5 minutes ago
Name: Carmen Rodrigues
Room: 324
Special requests: Hello! Could you clean my room today, please?
Please write description of your request here.: Between 11 am and 3 pm, please.
E-mail: carmenrodrigues@email.com
Phone: +1 888-482-7768

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See you soon,

Hijiffy Hotel team

Success Story

HiJiffy + **LEONARDO** *Hotels*

Connect with us

+351 21 123 0217   info@hijiffy.com

Book a demo