

KABANNAS

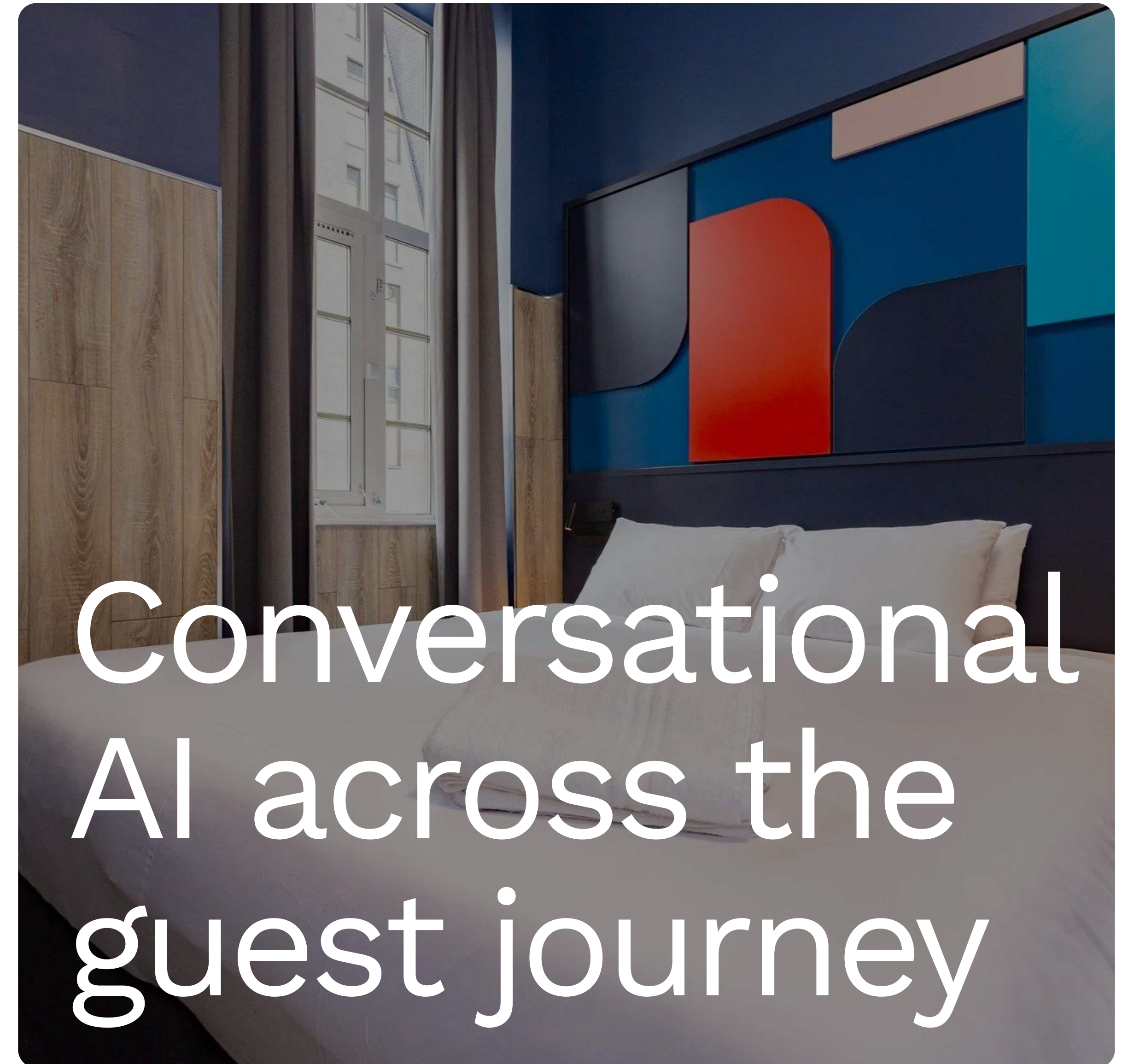
Success Story

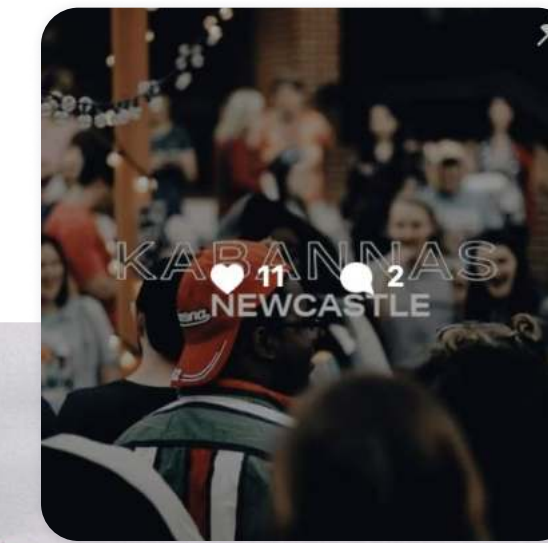
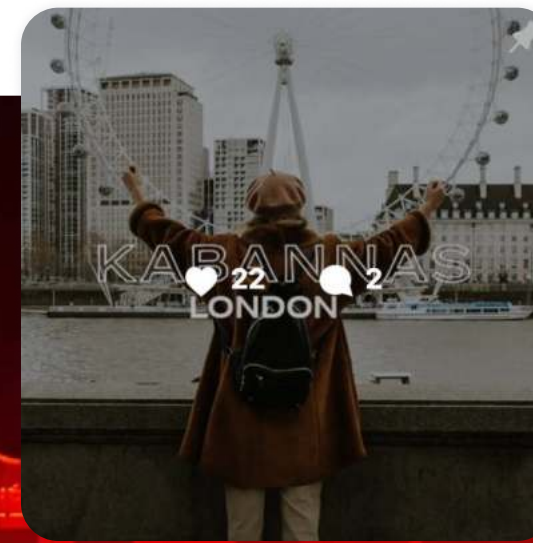
Kabannas surpasses industry average conversion rates 90x with HiJiffy automation.

KABANNAS

This case study explores the journey of a **UK hotel group, Kabannas**, implementing HiJiffy's conversational AI across its guest journey. This has led to fantastic results, especially when it comes to automating **answering incoming queries** and **boosting the conversation rate of upselling with Oaky**. This publication is based on HiJiffy's first-party data and insights from Louise Garner, the Commercial Director at Kabannas, who is quoted throughout.

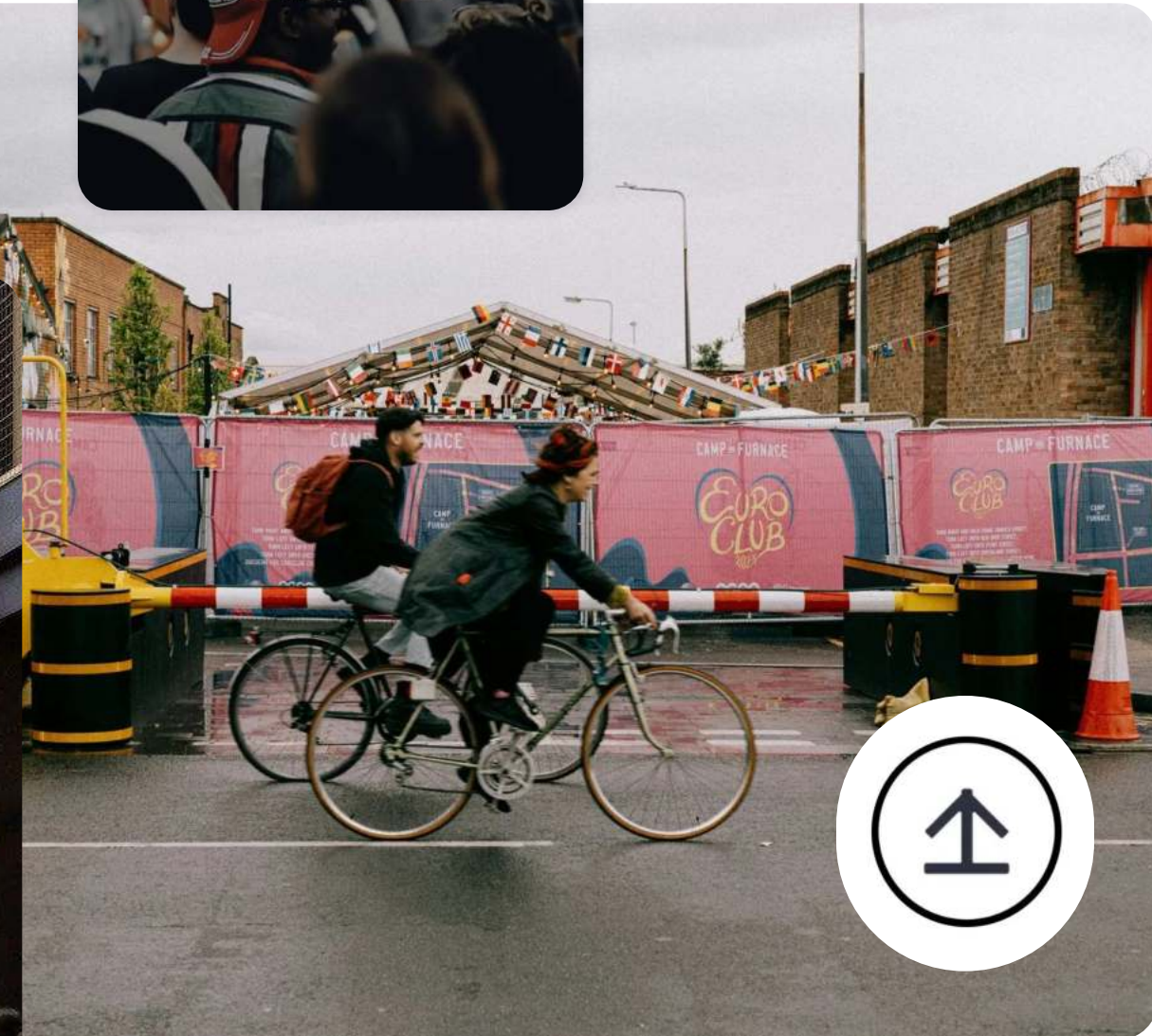
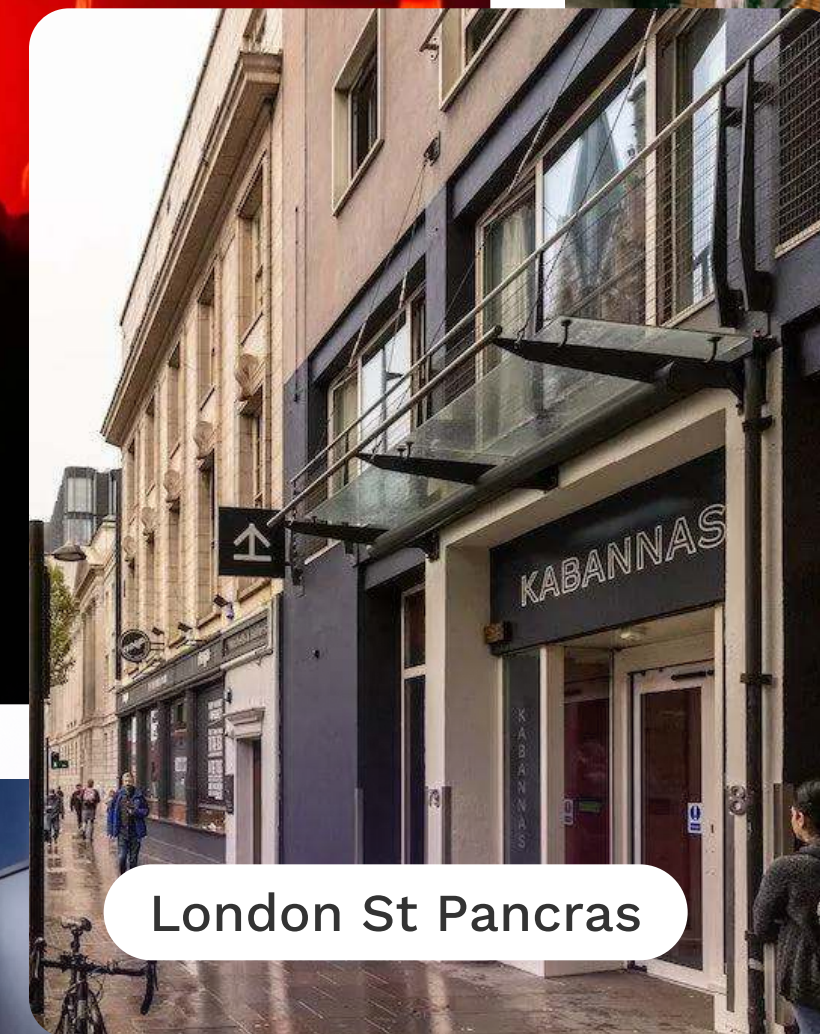
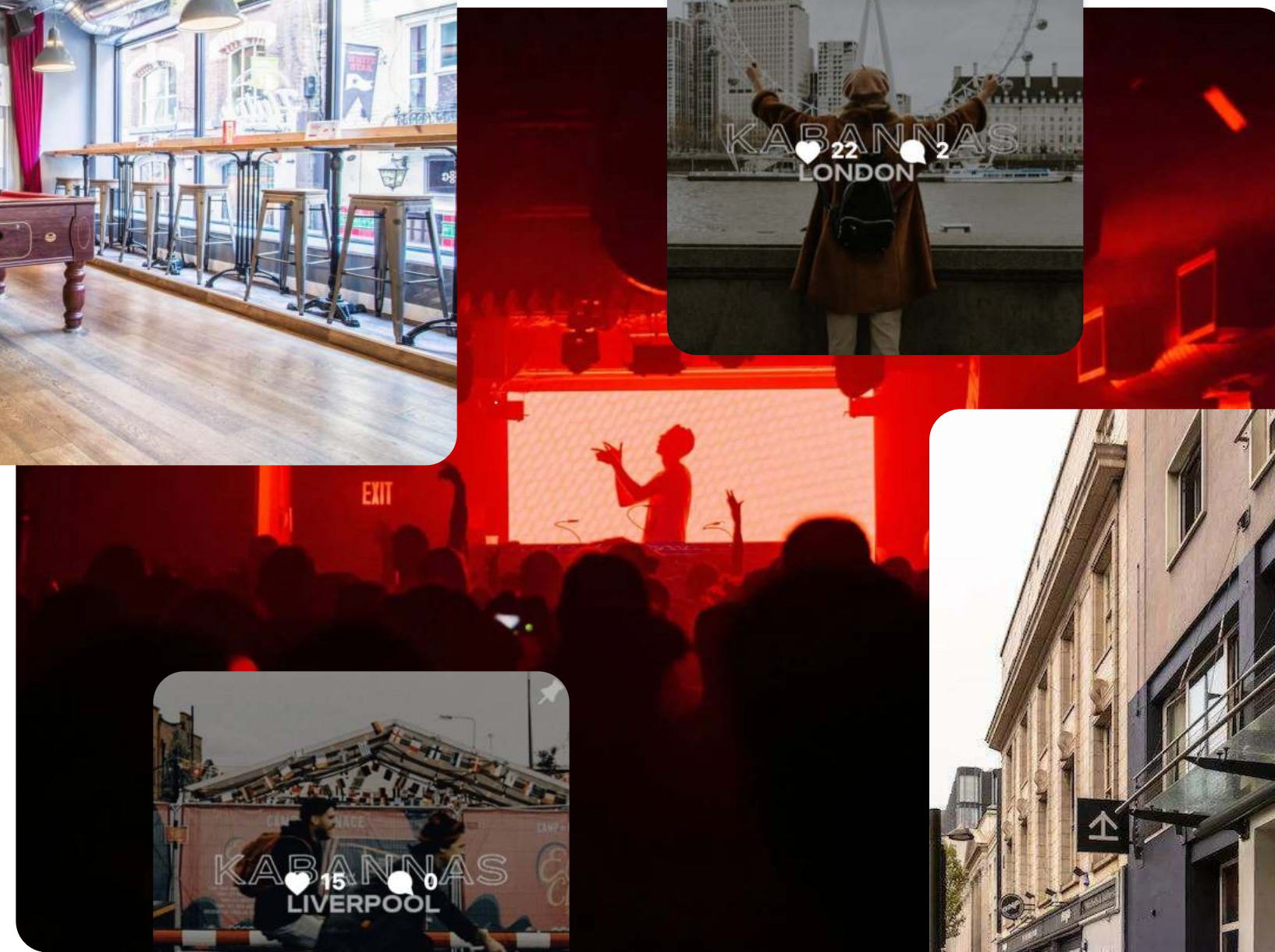
Kabannas is subscribed to a Premium plan at HiJiffy and benefits from **conversational AI in communications across the guest journey**, implementing the chatbot on the webchat on their website, WhatsApp, and email.





The Client: Kabannas

Kabannas is a group of three hotels in the **UK**, with a total of **135 rooms**, located in **London St Pancras**, **Newcastle**, and **Liverpool**. Formerly operated by the Youth Hostel Association, Kabannas acquired the properties in 2023.



The brand stands for providing **well-located, quality, flexible accommodation** where travellers can rest, recharge, and connect with others. Each hotel offers buzzing **social spaces** that nurture a community feel and food and beverage services that **fuel travellers' energy**.

“AI is here and changing quickly, resistance is futile, hospitality and other service industries need to get on board and embrace the change, your guests, your customers, your employees expect instant information at their fingertips.”



Louise Garner
Commercial Director at Kabannas

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To differentiate on the market and mark the arrival of the new brand to the properties, Kabannas aimed to **put the guest in charge of their digital journey** and interactions with the hotels. They looked for a solution that would allow their guests to chat with them whenever they needed, **even outside of the traditional 9 am to 5 pm** Reservations Department.



In addition to the goals above, the aim was also to keep Reservations staffing to a minimum. It was important that Reception **team members could quickly grasp a new AI tool** and be able to aid a guest when necessary while **prioritising** taking care of the guest in front of them.

Key pain points

Kabannas identified **repetitive questions guests** would ask daily, such as the check-in time, breakfast cost, closest train station, and so on, as the main pain points to be addressed with an AI solution. All of this information was readily available on the Kabannas website or in reservation confirmation emails, but guests lead busy lives and want to interact and get transactional details instantly.

From a broader perspective, Kabannas was looking for a specialised tech solution that would help them to:

Enhance guest experience

Making communication channels, including the website's webchat, WhatsApp, and email, readily available to engage with (prospective) guests.

Automate guest communications

Answering common questions to boost bookings and processing in-stay queries regarding amenities and services to have a positive impact on guest satisfaction.

Optimise procedures

Further improving the guest experience and reducing the team's workload, Kabannas looked to automate procedures, including group bookings, reservation modifications and cancellations, refunds, and more.

The Challenges

It also mattered for the brand to work with a **solution specifically designed for hospitality** and a company that understands the industry and is driven by innovation.

The Implementation & Adoption

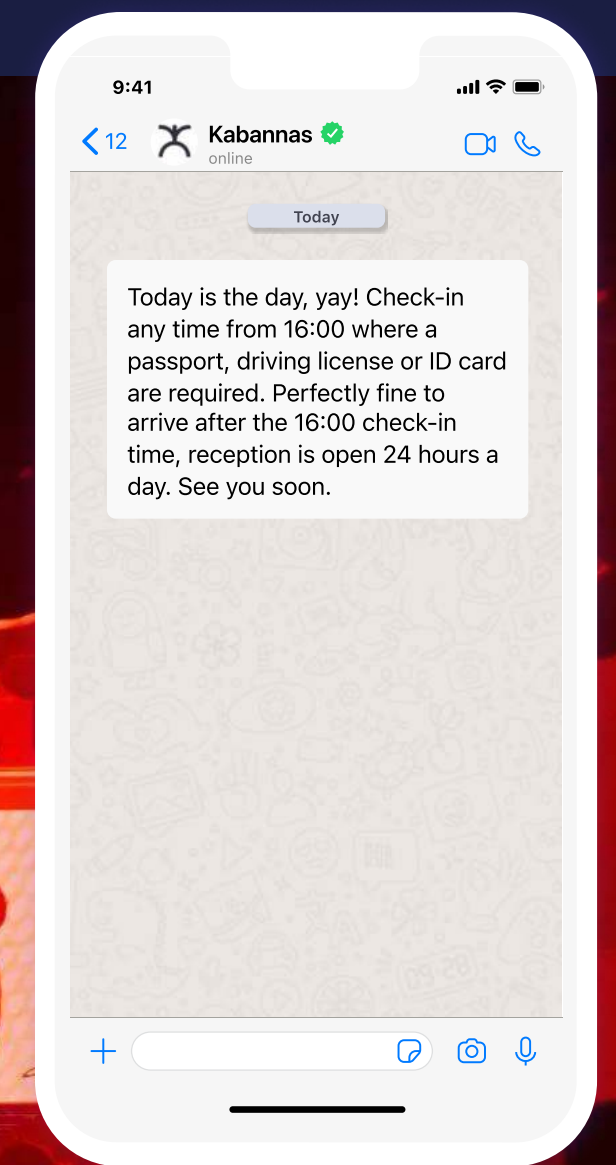
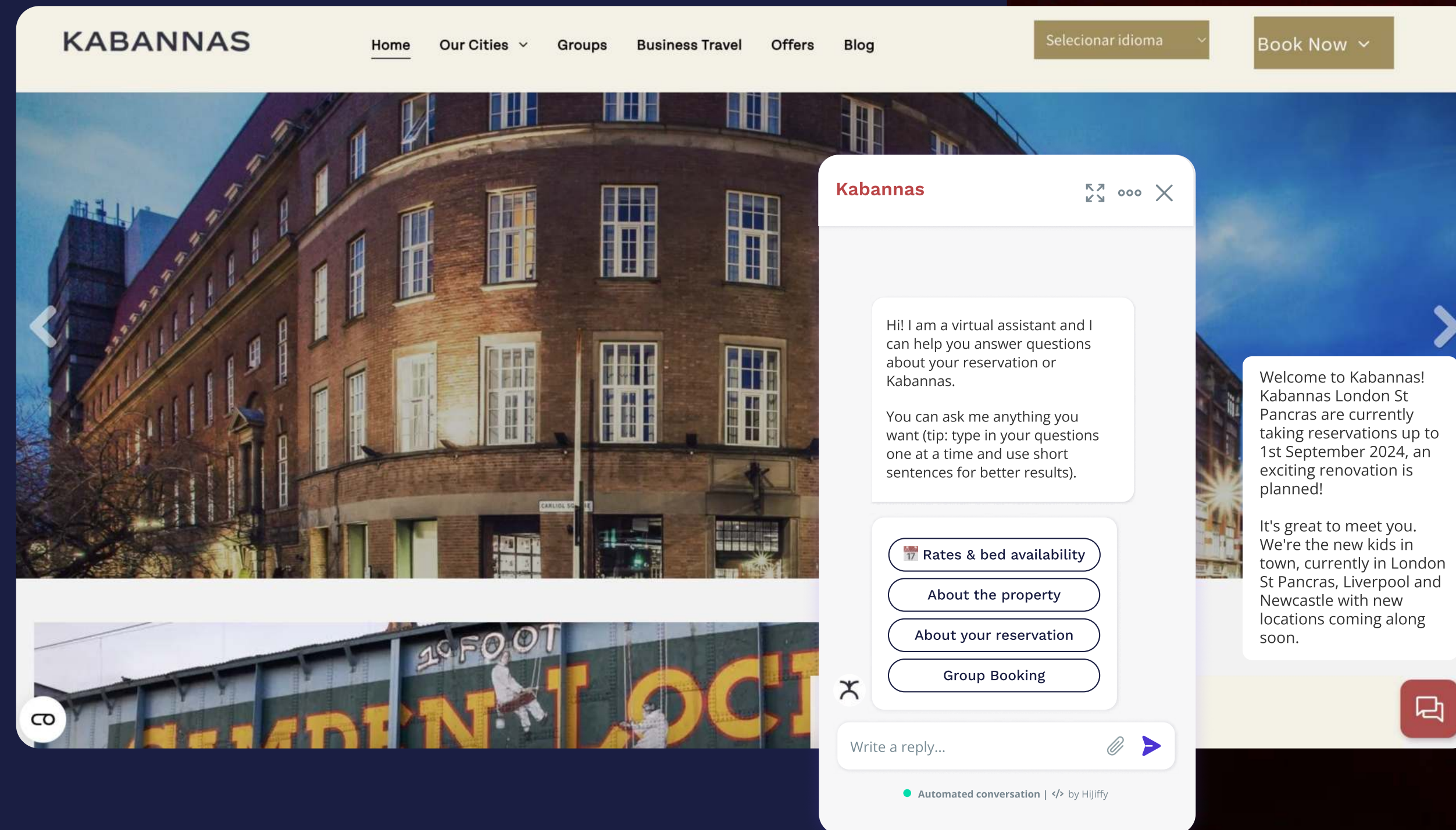
Louise Garner reflects on the adoption process:

“An advantage we had was launching a new business with a set tech stack rather than adding HiJiffy into an existing tech stack and team where I imagine you could get some resistance as change can be hard. During our ‘go live’, we held training calls with the three property teams to show them how to use HiJiffy. We followed this up with a Loom training video accessible on Teams Channels for all users. We also created written training resources that all Reception Team members can access.”

“A few team members who had worked for the previous owners of the properties with a traditional reservations department were a little resistant and not used to answering pre-arrival questions. This was quickly resolved once they saw how easy HiJiffy is to use. We also asked their feedback on what information we could add to the chatbot to help them. When they sent in ideas, which were subsequently loaded into the system, it was an instant attitude change for some of the team as they felt valued and could see how the ‘tool’ was a great addition to our guest experience.”



Louise Garner
Commercial Director at Kabannas



The Solutions

The key applications of HiJiffy's conversational AI across the **entire guest journey** at Kabannas properties include:

Answering pre-booking FAQs

HiJiffy's conversational AI, specialised in over 200 hospitality-specific topics, instantly replies to incoming queries **24/7 across various channels** managed by the brand, including webchat and WhatsApp.

The collage illustrates the integration of HiJiffy's conversational AI across multiple channels. At the top, a webchat interface shows a conversation with 'Claire Smith' (Agent: Unassigned) and a 'Mark as closed' button. Below this, the Kabannas website is displayed, featuring a navigation menu (Home, Our Cities, Groups, Business Travel, Offers, Blog), a 'Book Now' button, and a section titled 'ABOUT KABANNAS' with a welcome message and promotional offer. A 'THE KABANNAS RECIPE' section features three property cards: 'Kabannas London St Pancras', 'Kabannas Liverpool', and 'Kabannas Newcastle', each with a 'Select Property' button. On the left, a WhatsApp chat interface shows a message from 'Kabannas' with a green checkmark and a reply button. At the bottom, a social media sharing bar includes icons for WhatsApp, Facebook, Instagram, and Messenger. A 'Write a reply...' input field is visible at the bottom right, with a 'Automated conversation | </> by Hijiffy' status indicator below it.

“HiJiffy is the ultimate team member! From answering basic guest questions to facilitating high-value group leads and enabling Oaky upgrades, HiJiffy does the job of many and is there 24 hours a day.”



Louise Garner
Commercial Director at Kabannas



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Supporting direct bookings

Thanks to seamless integration with the **Cloudbeds booking engine**, conversational AI facilitates bookings on the website and guides users through the booking process.

Facilitating group bookings

A special custom flow is triggered for bookings for more than ten guests. It collects all necessary information and passes it on to **Group Reservations**.

The screenshot displays the Kabannas website with a chatbot overlay. The website header includes the brand name 'KABANNAS' and navigation links: Home, Our Cities, Groups, Business Travel, Offers, and Blog. There are also buttons for 'Seleccionar idioma' and 'Book Now'. The main banner features a group of people and the text 'KABANNAS LOVES GROUPS'. Below this, there's a section titled 'BRING YOUR TRIBE' with a 'Cloudbeds' logo. The chatbot interface, titled 'Kabannas', contains the following text: 'We do accept groups at Kabannas, depending on your group size please select one of the options below.' It offers two options: '9 people or less' and '10 people or more'. A note mentions that school groups requiring catering should be noted in the special requests section. The chatbot footer indicates it is an 'Automated conversation | </> by Hijiffy'.

“Another key function is how easy setting up chatbot flows is, especially for group enquiries. The leads come in with pre-filled key information, making it easy for Group Reservations to reply promptly after checking availability. In today’s world, a guest enquiring about a group demands a quick response, and HiJiffy allows us to do this.”

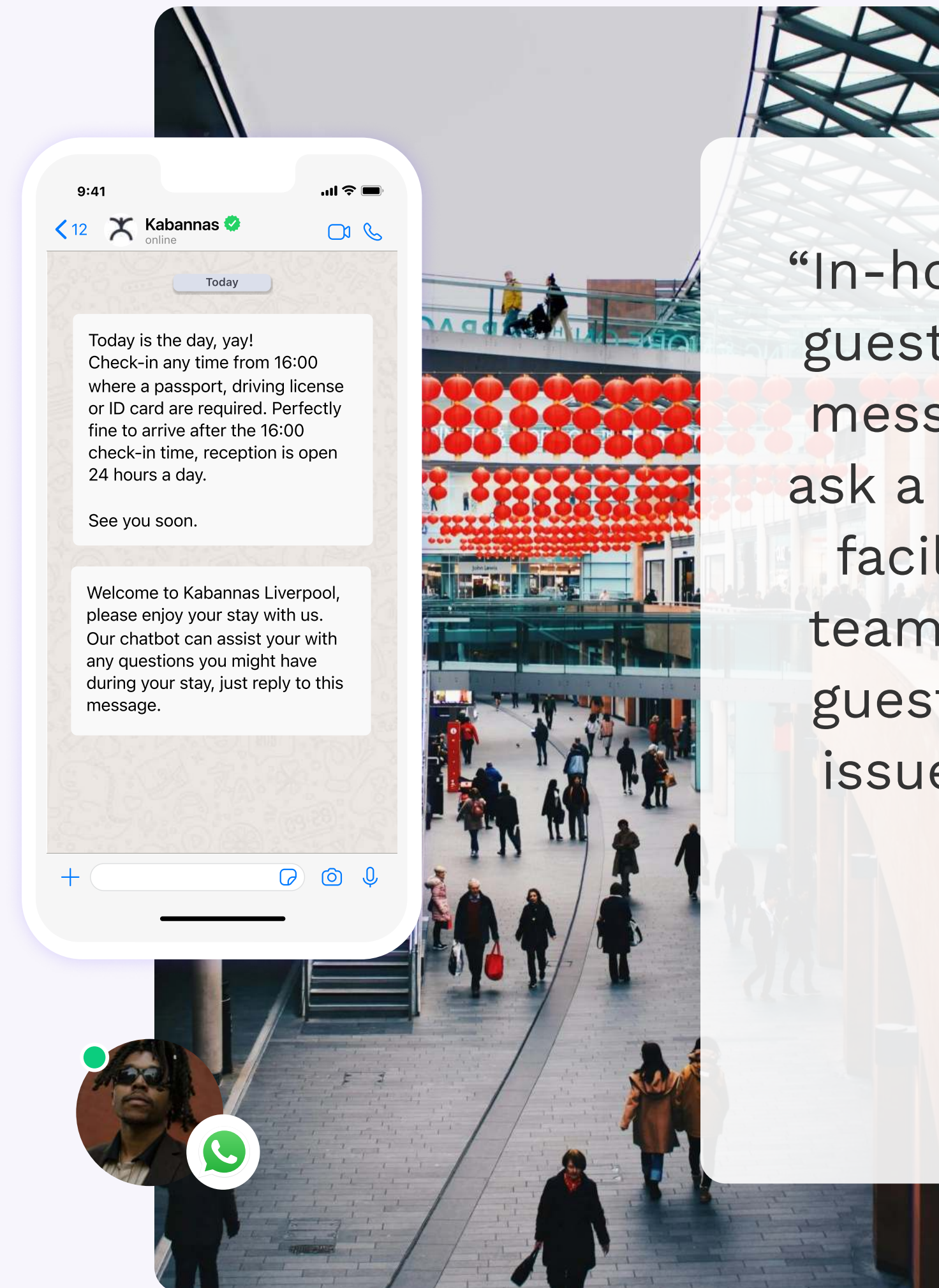


Louise Garner
Commercial Director at Kabannas



Improving guest experience

An **automated WhatsApp message** reminds incoming guests about the key information on the day of their arrival. **After the check-in, a welcome message** introduces the chatbot and establishes it as a channel for 24/7 assistance during the stay.



In-house communications

AI provides **automated instant replies** to guests asking questions about facilities and services.

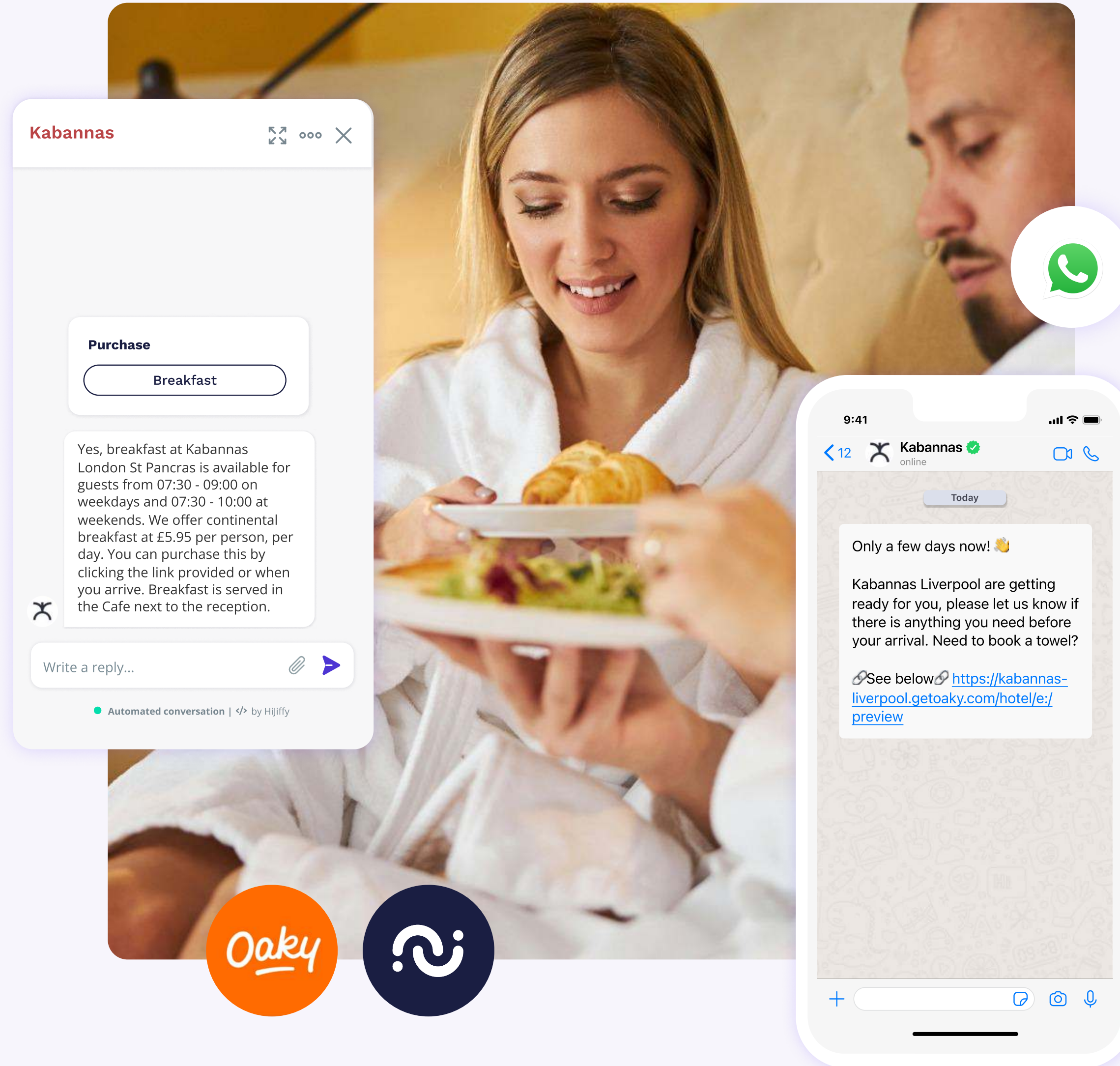
“In-house communication is key. Today’s guests expect to be able to use instant messaging once they are checked in to ask a question or report an issue. HiJiffy facilitates all this. Quick replies from team members reduce the chance of a guest checking out with an unresolved issue and subsequent low rating once they leave.”



Louise Garner
Commercial Director at Kabannas

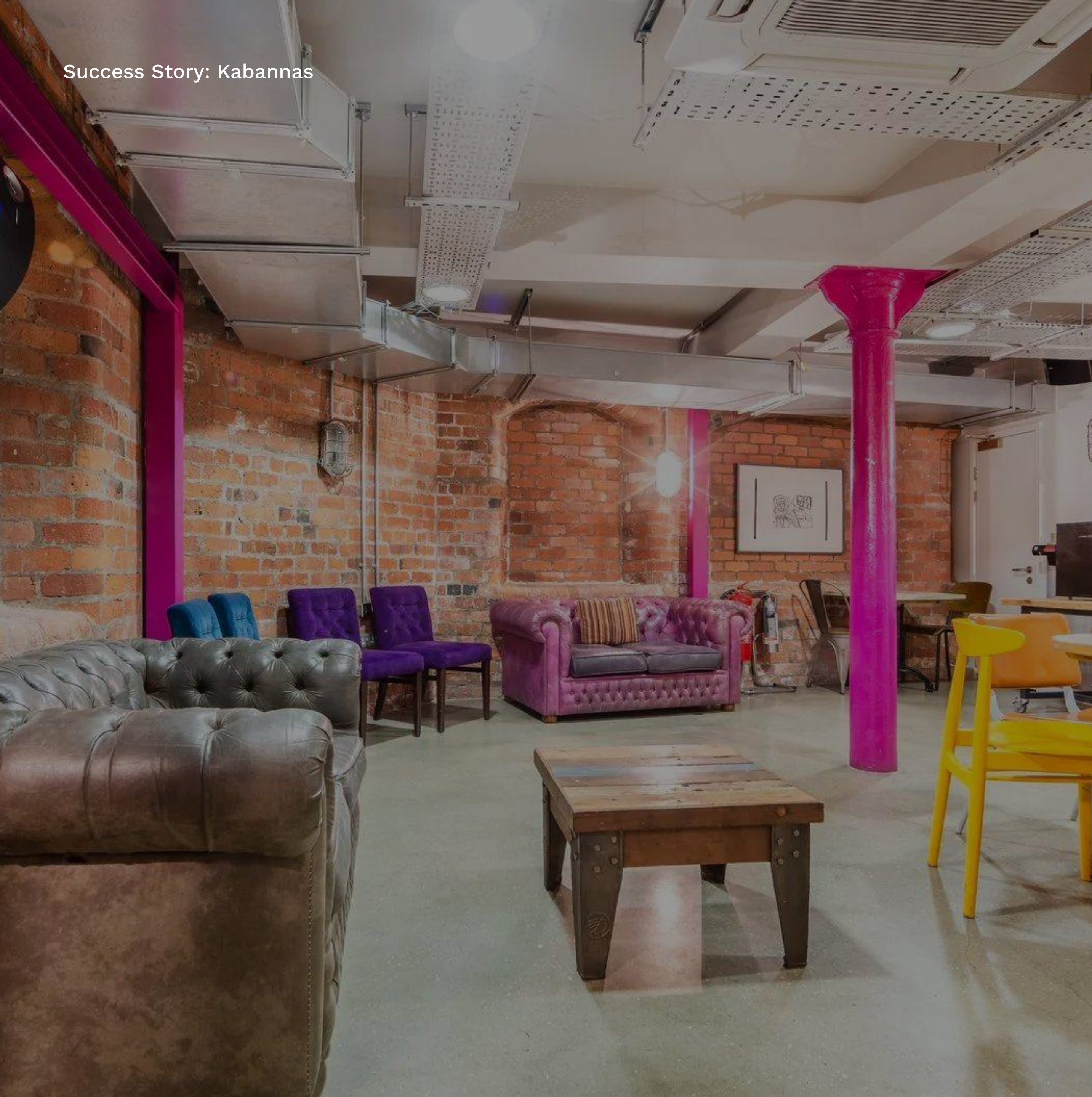
 Increasing revenue from upselling

After the booking, the brand **sends automated WhatsApp campaigns offering guests personalised upselling options through Oaky**, integrated seamlessly with their systems.



Guests can easily explore and select additional services to enhance their stay. Not only does this improve guest satisfaction, but it also positively impacts the bottom line. In addition, **upsell offers** are promoted in the **webchat** when travellers and guests ask about **specific topics**, such as breakfast.

The Results



This summary of the key achievements related to using HiJiffy’s Guest Communications Hub refers directly to the challenges indicated in the earlier section. The results are based on **HiJiffy’s data** (visible to the client in the dashboards and reports section of the platform), as well as **Kabannas’ insights** and observations they contributed to this case study.

2023 - 2024

40k Conversations

92% Automatically resolved with the AI chatbot

Top FAQs

Entire room, group bookings, managing bookings and check-in



Can I book for a group of 10 people?



Can I change rooms?



What time is the check-in?

“This demonstrates our guests can interact with an AI tool and get the information they need instantly with only very few interactions requiring human interaction.”



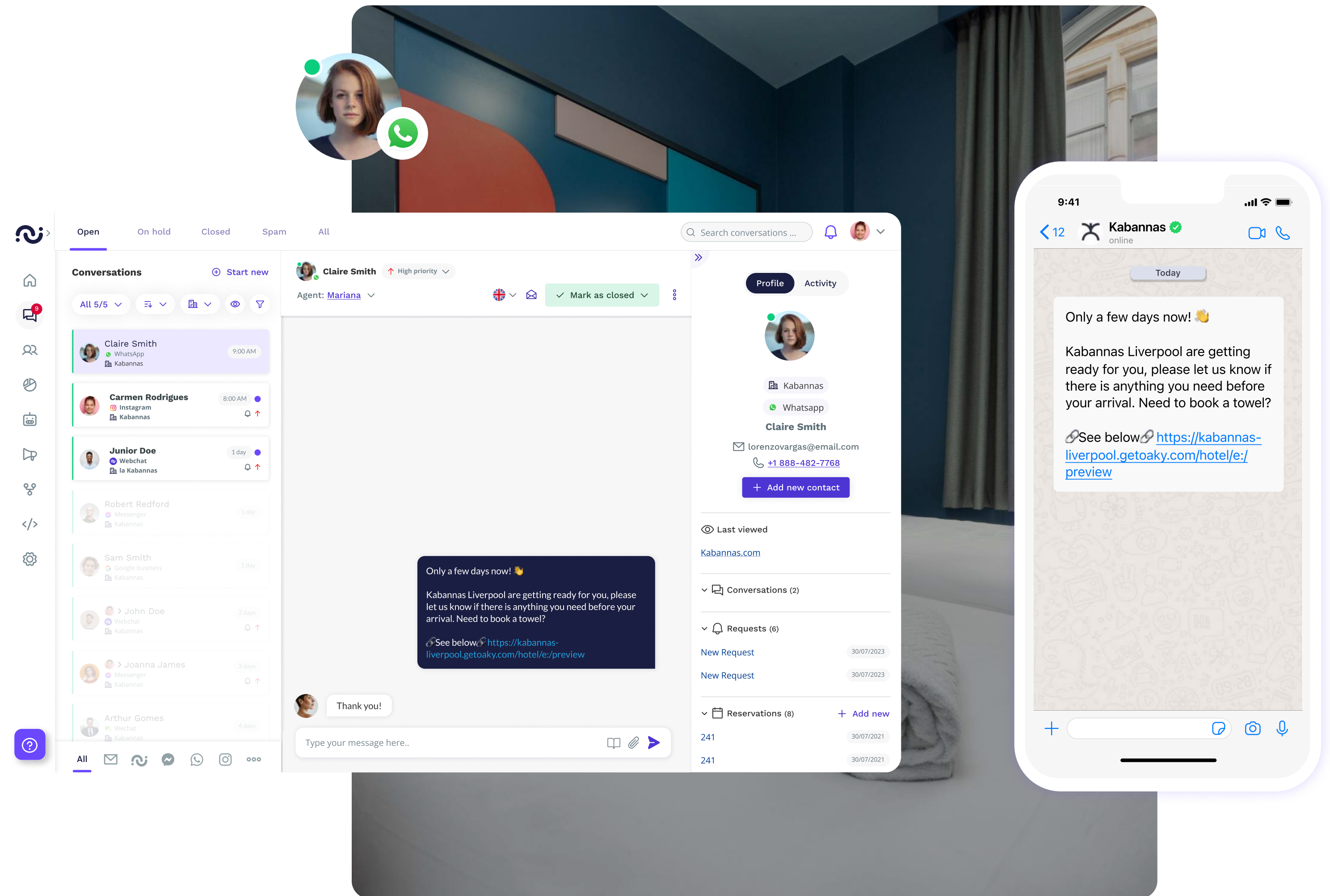
Louise Garner
Commercial Director at Kabannas

92% of questions answered automatically by conversational AI

From June 2023 to June 2024, the AI chatbot at Kabannas received over **40K conversations and automatically resolved 92% of the queries**. The most common questions regarded booking an entire room, group bookings, managing bookings and check-in.

71% open rate of **WhatsApp** campaigns

Automated WhatsApp campaigns, including **service and upselling messages**, get an average **71% open rate at Kabannas**. This is just short of double the average performance of hospitality email campaigns for the EMEA region, as stated in the 2024 Hospitality Benchmark Report published by Revfine (36.4%). Getting the message to the guests on their preferred channel positively impacts guest satisfaction - as they feel taken care of by the brand - and the revenue, as illustrated in the next point.



35.7% conversion rate for upselling with Oaky via webchat and WhatsApp campaigns

In addition to using Oaky for **upselling via email**, Kabannas is also using channels automated by HiJiffy to promote offers such as breakfast or towels. In May 2024, upselling deals were presented in the **webchat** and **WhatsApp campaigns over 2.5K times**, with 13.5% of guests following the link to learn more. This resulted in a 36% conversion rate, translating to 125 sales via automated channels. For context, the average performance of any hospitality email campaign in EMEA is a 2.9% click-through rate and 0.4% conversion rate. In other words, the **synergy between Oaky's upselling system and HiJiffy's AI-powered automation leads to 90x higher conversion rates.**

Upselling deals



Webchat & WhatsApp campaigns

Automation leads

90x

Higher conversion rates



2.5x

Upselling deals

13.5%

Follow the link to learn more

36%

Conversion rate

125

Sales via automated channels

Information about the hotel tech partners



Oakly

Oakly is an upselling software that helps hotels increase revenue and enhance the guest experience by offering relevant upgrades and services throughout the whole guest journey. With automation, segmentation and dynamic pricing, it maximises the average spend per guest and removes manual work. Oakly has been recognised as the Best Upselling Software by Hotel Tech Report for 7 consecutive years and is trusted by hotels, groups and chains across the globe.

Testimonials



“HiJiffy delivers high levels of automation along our guest journey. HiJiffy allows our guests a simple and effective way to engage with us from the initial research phase to post-booking, pre-arrival, in-house and post-check-out. Over 90% of the time, they instantly get the answer they need - a game changer in the hospitality industry. We can focus our team on face-to-face interactions with our guests, and Hijiffy allows them to confidently step away from the screen and engage with our guests.”

Louise Garner — Commercial Director at Kabannas

KABANNAS



“We’re excited about how the partnership between Oaky and HiJiffy leverages AI-powered communication solutions for upselling. It enables hoteliers to impress guests by seamlessly promoting relevant offers directly on their favourite messaging platforms. By delivering relevant offers through the right channel, we ensure that guests can enhance their experience directly at the property. This not only boosts guest satisfaction but also increases ancillary revenue for hotels, creating a win-win situation for both guests and hoteliers.”

Clément Dénarié — Chief Revenue Officer at Oaky



“Collaborating with Kabannas, specifically with Louise Garner, has been an outstanding experience. They leverage the latest technology, consistently adopting AI innovations to enhance operations and elevate guest experiences. Kabannas stands out for their proactive and inventive use of our solution, particularly in personalising guest interactions and optimising resource management. Their ability to seamlessly modulate their tech stack ensures they stay at the forefront of the industry, adapting swiftly to new technologies and integrating them effectively. Their enthusiasm for AI and cutting-edge solutions makes them an exemplary partner. We proudly support their journey and look forward to their continued success.”

Élodie Soares — Senior Customer Success Manager, HiJiffy



Guest communications managed in one place.

The dashboard provides a comprehensive overview of guest communications. Key features include:

- Welcome back:** Personalized message for John Doe, stating "You've solved 80% of conversations this month! Keep it up and improve your performance!"
- Average Time for First Reply:** 11:45 h, which is 10:20 hours faster than the team average.
- Open Conversations:** 9 conversations to solve, including messages from John Smith, Steve Doe, and Joanna Silva.
- Overview Metrics:**
 - 80% Automation Rate (up 16% from previous 30 days)
 - 240 Bookings Made via Chat (down 6% from previous 30 days)
 - 85% Chatbot CSAT Score (up 17% from previous 30 days)
 - 21,648 Conversations closed by the team (up 150% from previous 30 days)
- Conversations Evolution:** A line chart showing the volume of automated conversations and requests to chat with staff over time.
- User Activity:** A donut chart showing 3,599 active users across various channels like Webchat, F. Messenger, and WhatsApp.
- FAQs Insights:** 2,132 questions asked this week, with 233 unanswered or negatively scored, and 13 topics to improve on.
- Conversations List:** A sidebar showing a list of individual conversations with details like customer name, channel, and status.
- Contact Profile:** A detailed view of a contact, including their profile, activity, and contact information.

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



Booking

Arrival

In-stay

Departure

Booking

- Answering FAQs
- Chat-based booking
- Webchat pop-up campaigns
- Lead generation (RFP)

Integrations

- Booking Engine
- Digital Marketing
- CRM

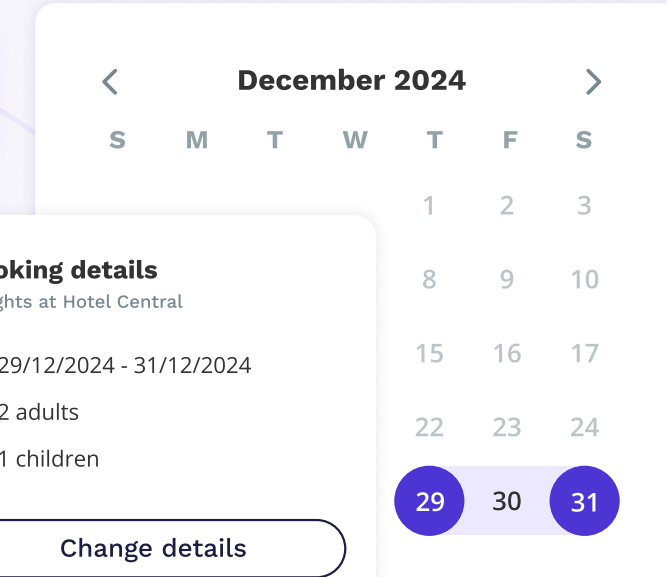
Channels



✓ 105 95€

✓ 230 123€

✓ 754 452€



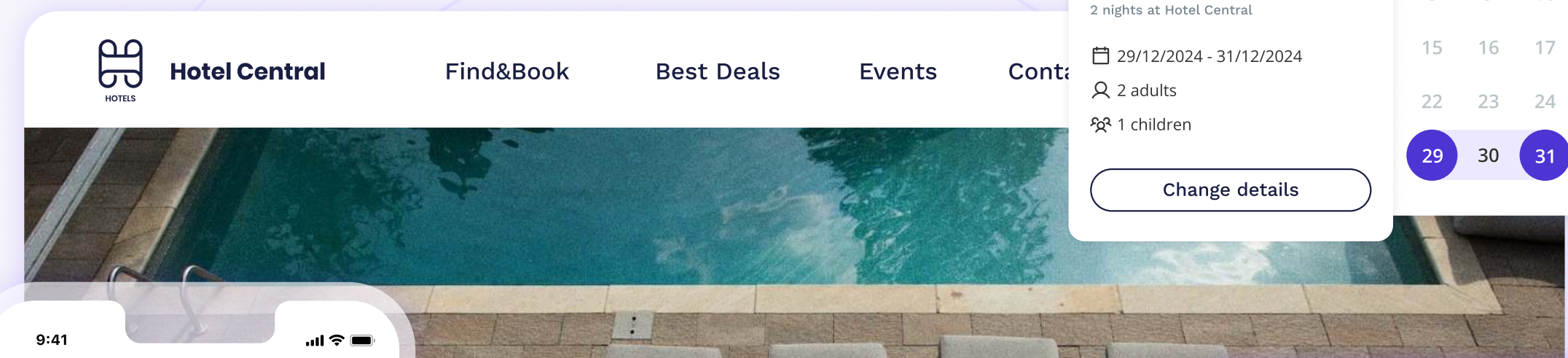
Booking details
2 nights at Hotel Central

29/12/2024 - 31/12/2024

2 adults

1 children

[Change details](#)



9:41

Hotel central Business Chat

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

WhatsApp

Book a room

Book a room

Destination	Destination
Portugal	Spain
United States	South Afric
The Netherlands	Italy

When you join our loyalty programme you get one free head massage treatment on every stay at our Kinoji Spa 🧖‍♀️

Hi! Can I do late check out?

Yes, the hotel offers the option for a late check-out for an additional fee of 20 EUR per hour, up to a maximum of 3 hours, subject to availability. Please contact the hotel in advance to arrange for a late check-out.

Write a reply...

Automated conversation | by Hijiffy

Booking

Arrival

In-stay

Departure

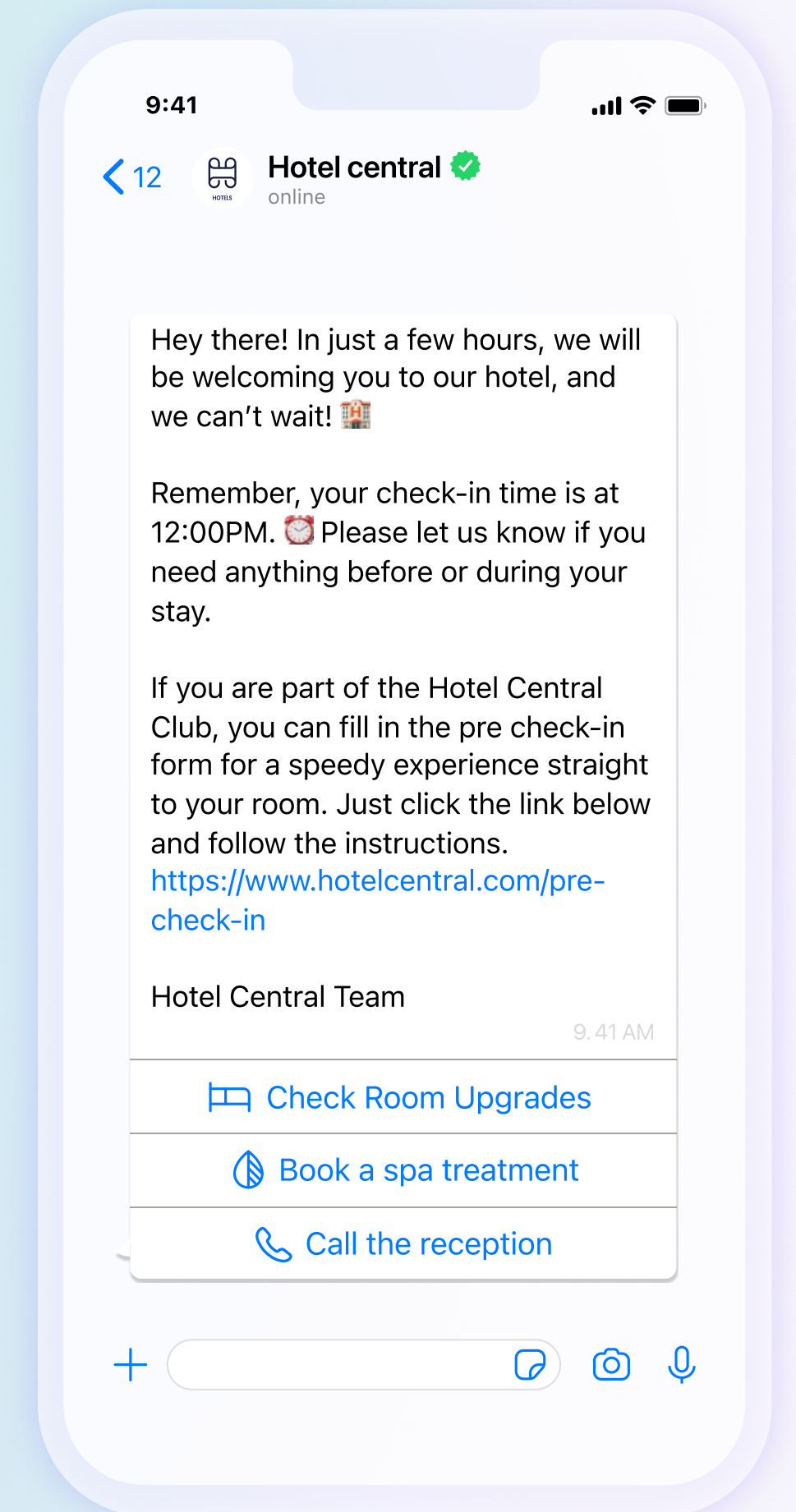
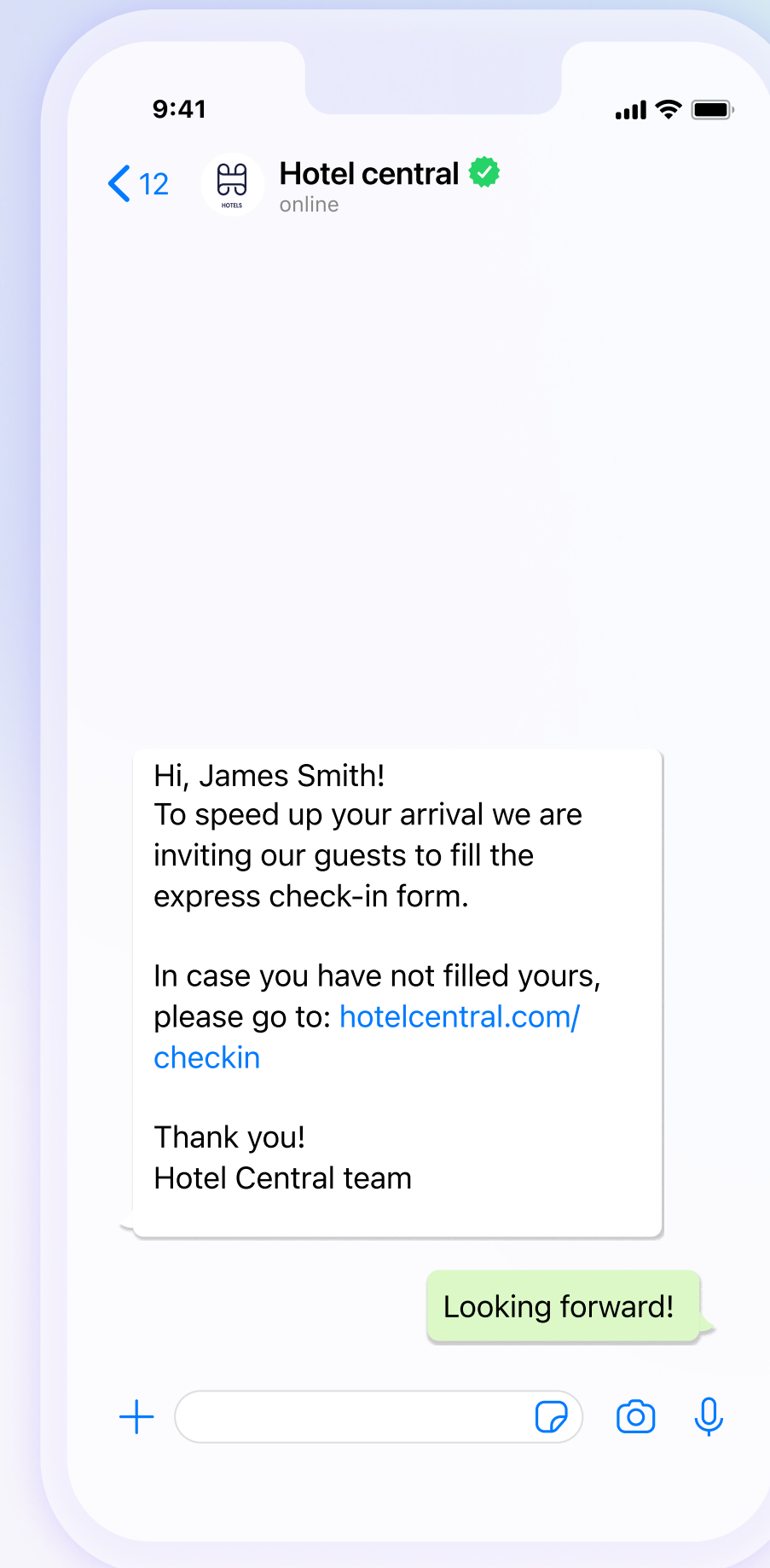
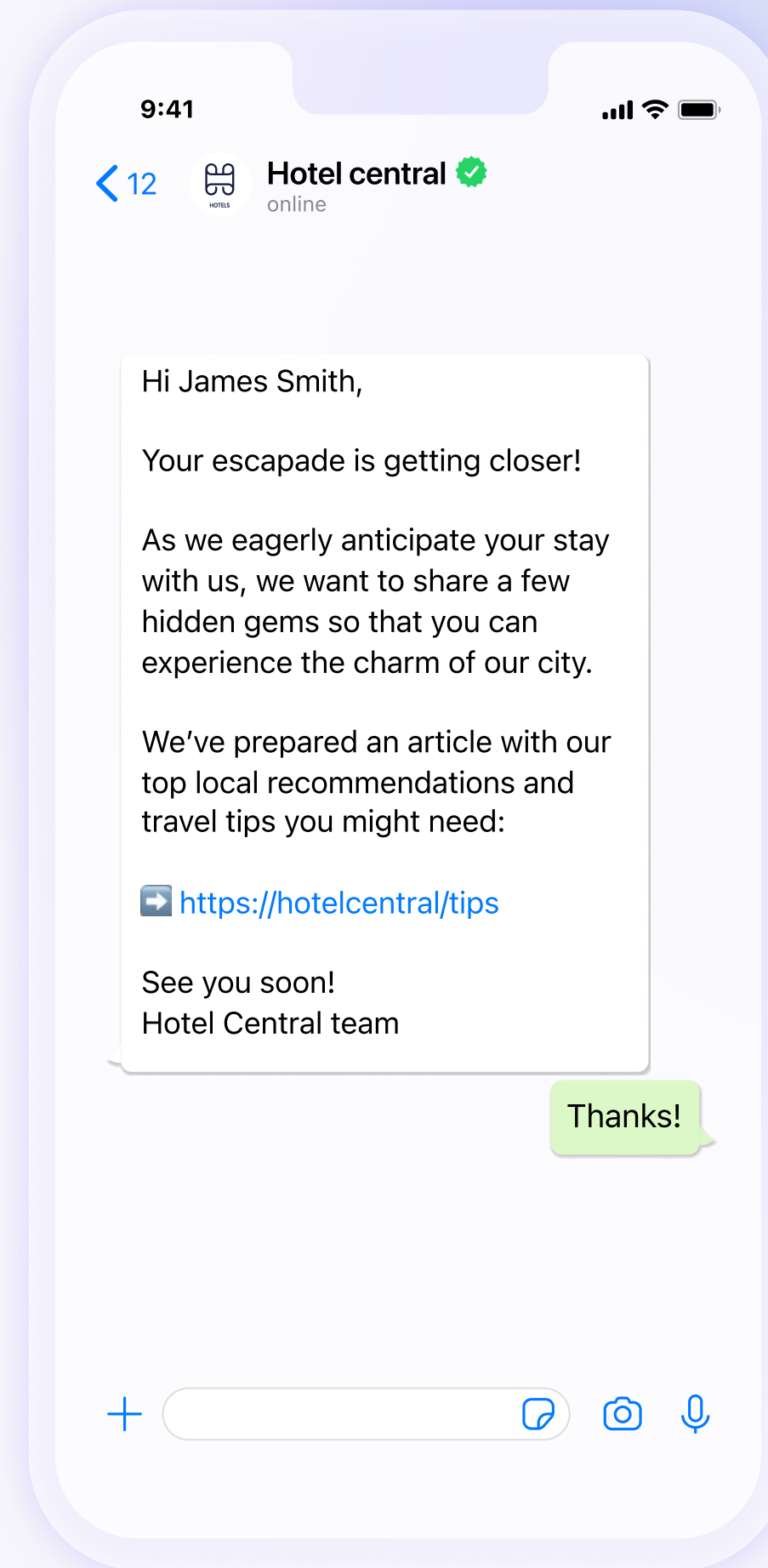
Arrival

- Welcome message
- Digital check-in
- Loyalty programme promotion

Integrations

- PMS
- Check-in
- CRM
- Hotel App
- Upselling
- Maintenance
- Check-out
- Reviews

Channels



Booking

Arrival

In-stay

Departure

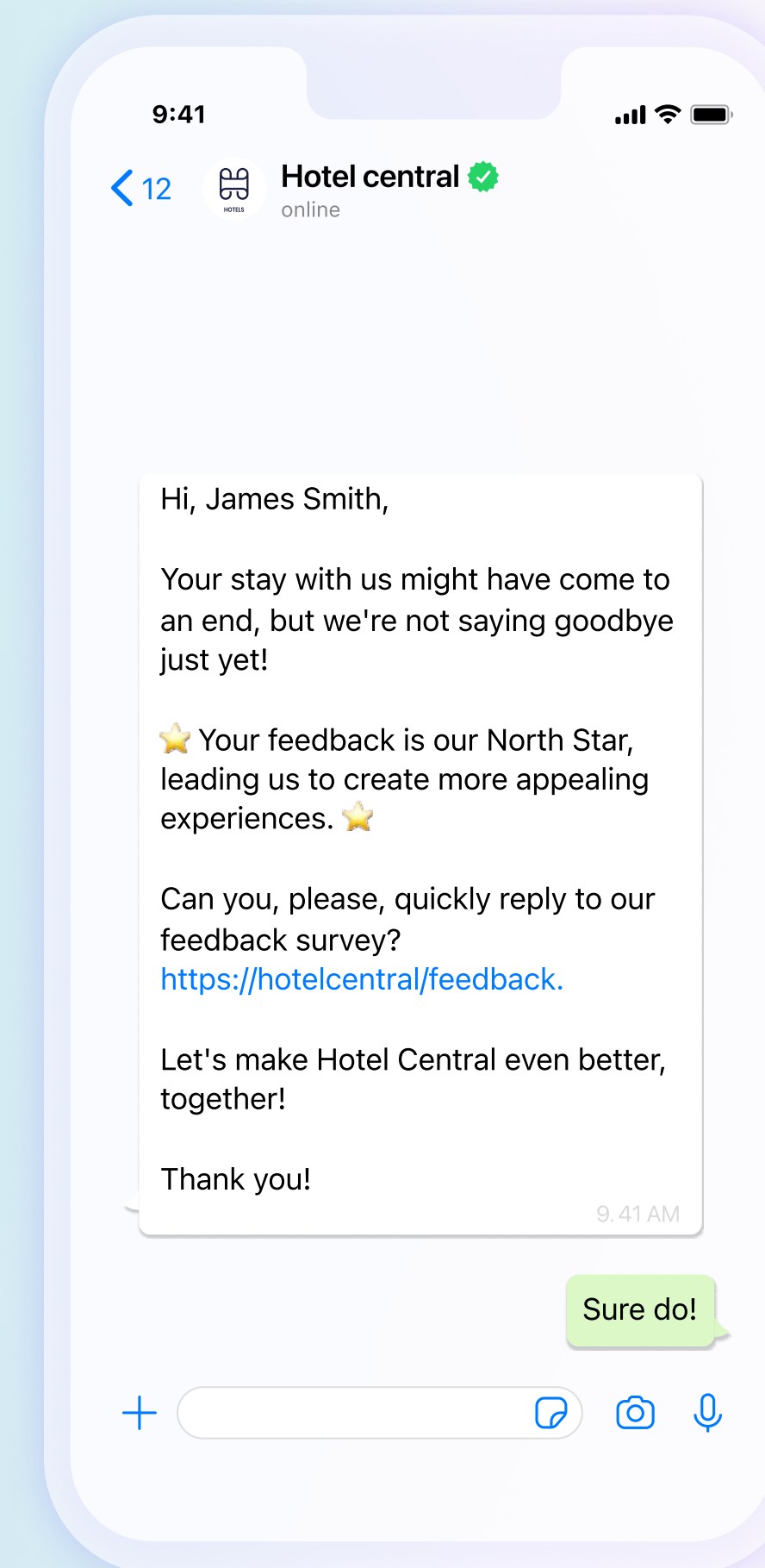
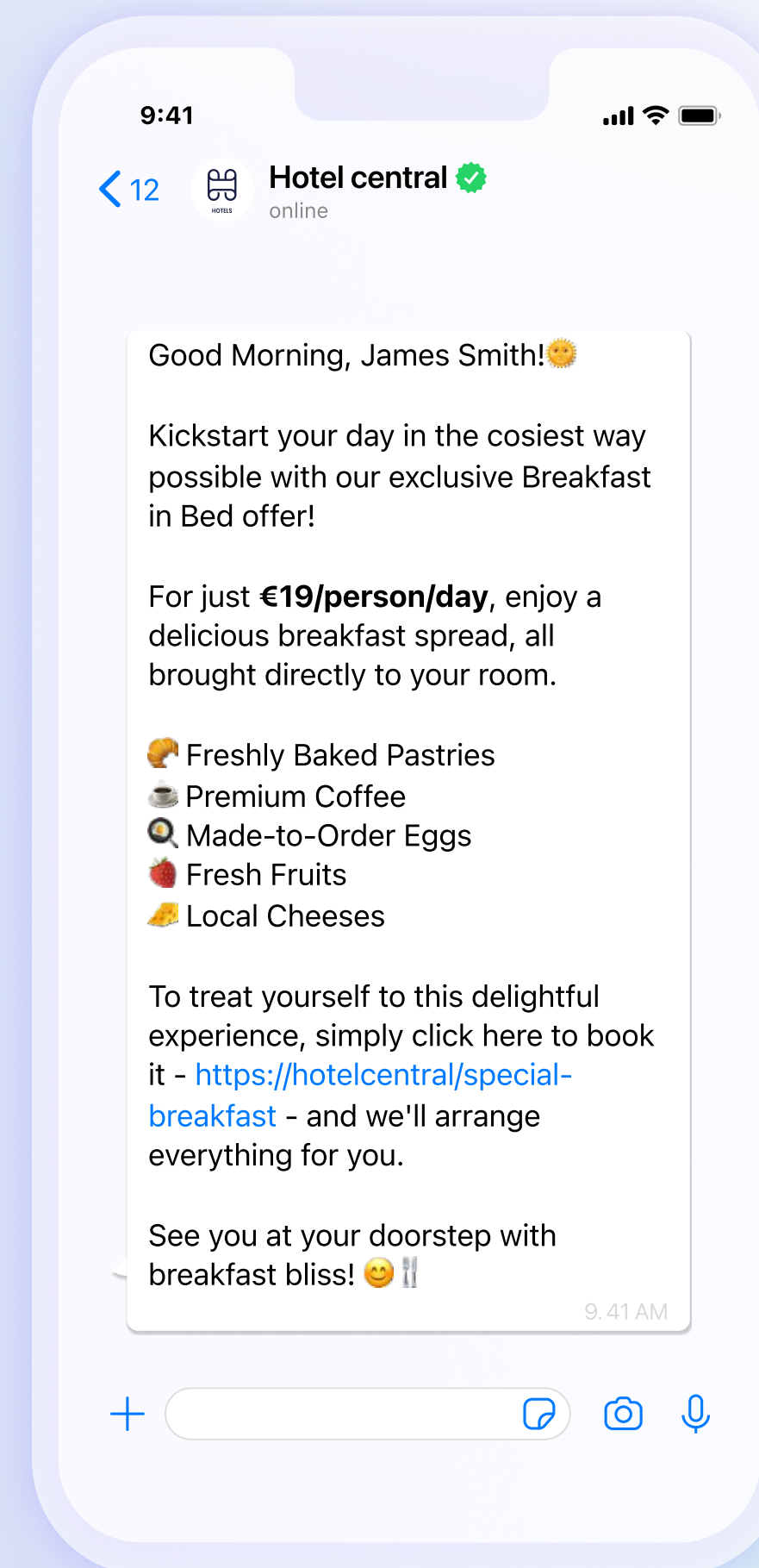
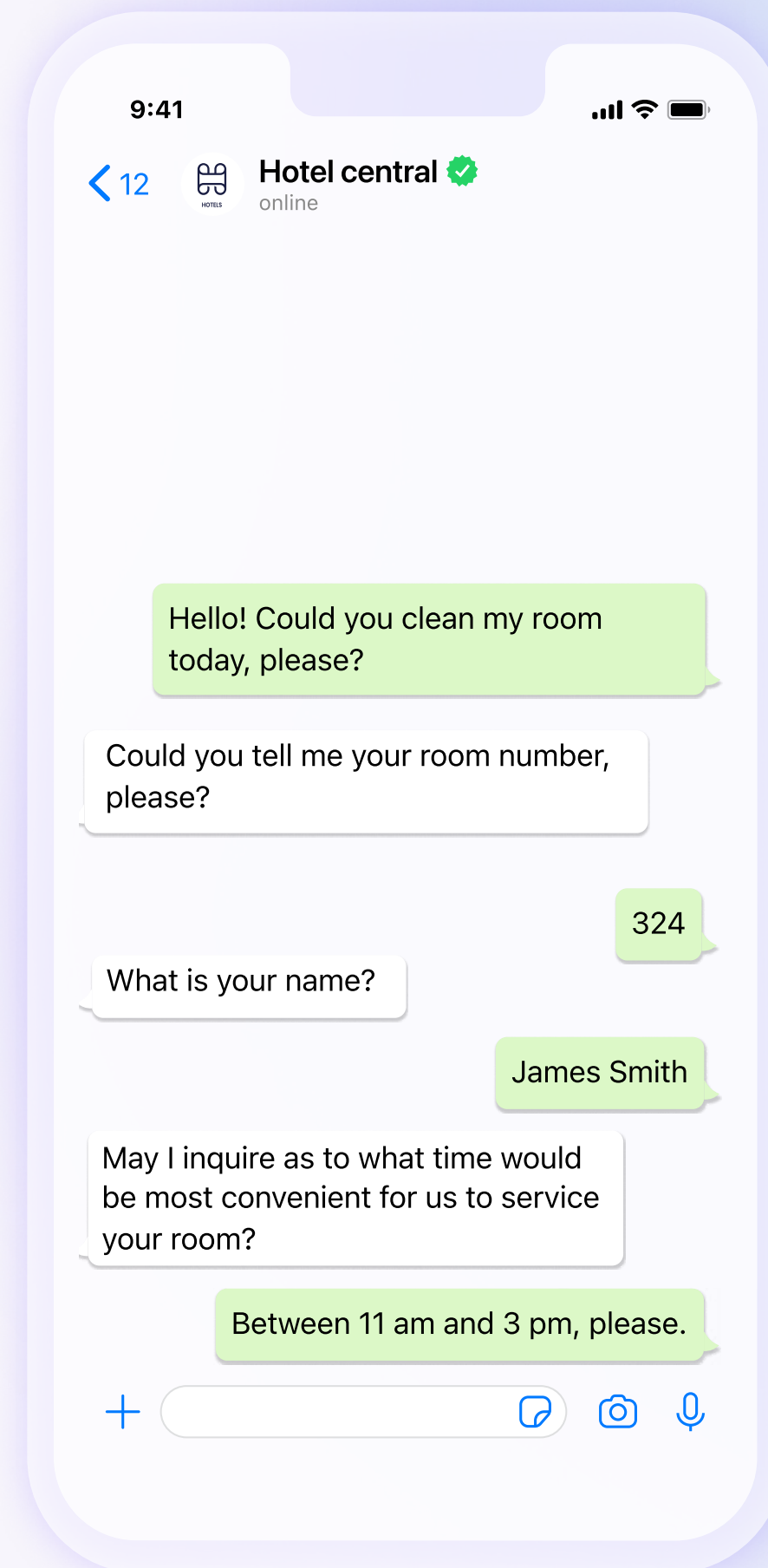
In-stay

- In-house assistance
- Upsell and cross-sell campaigns
- Satisfaction surveys

Integrations

- PMS
- Check-in
- CRM
- Hotel App
- Upselling
- Maintenance
- Check-out
- Reviews

Channels



Booking

Arrival

In-stay

Departure

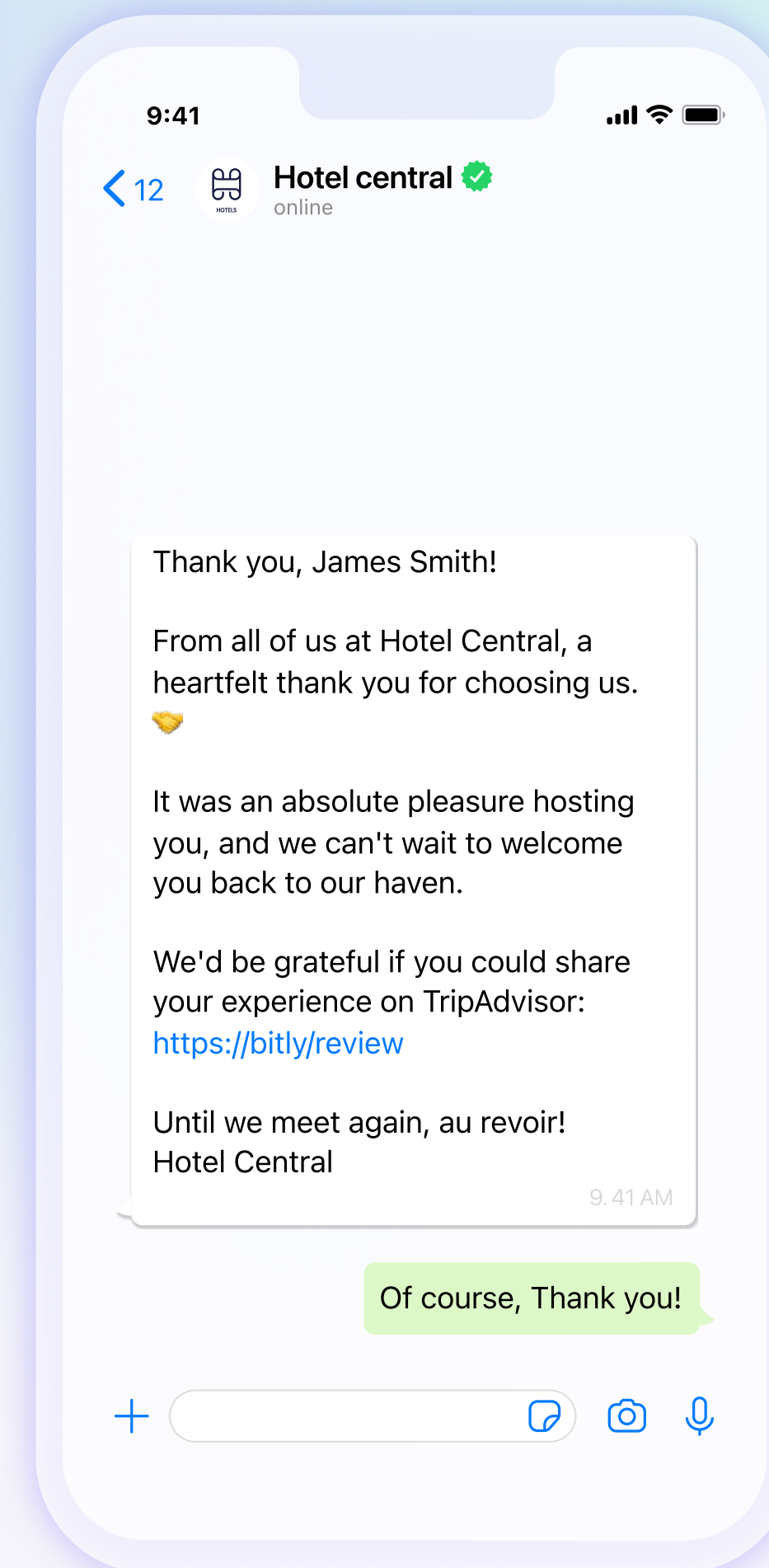
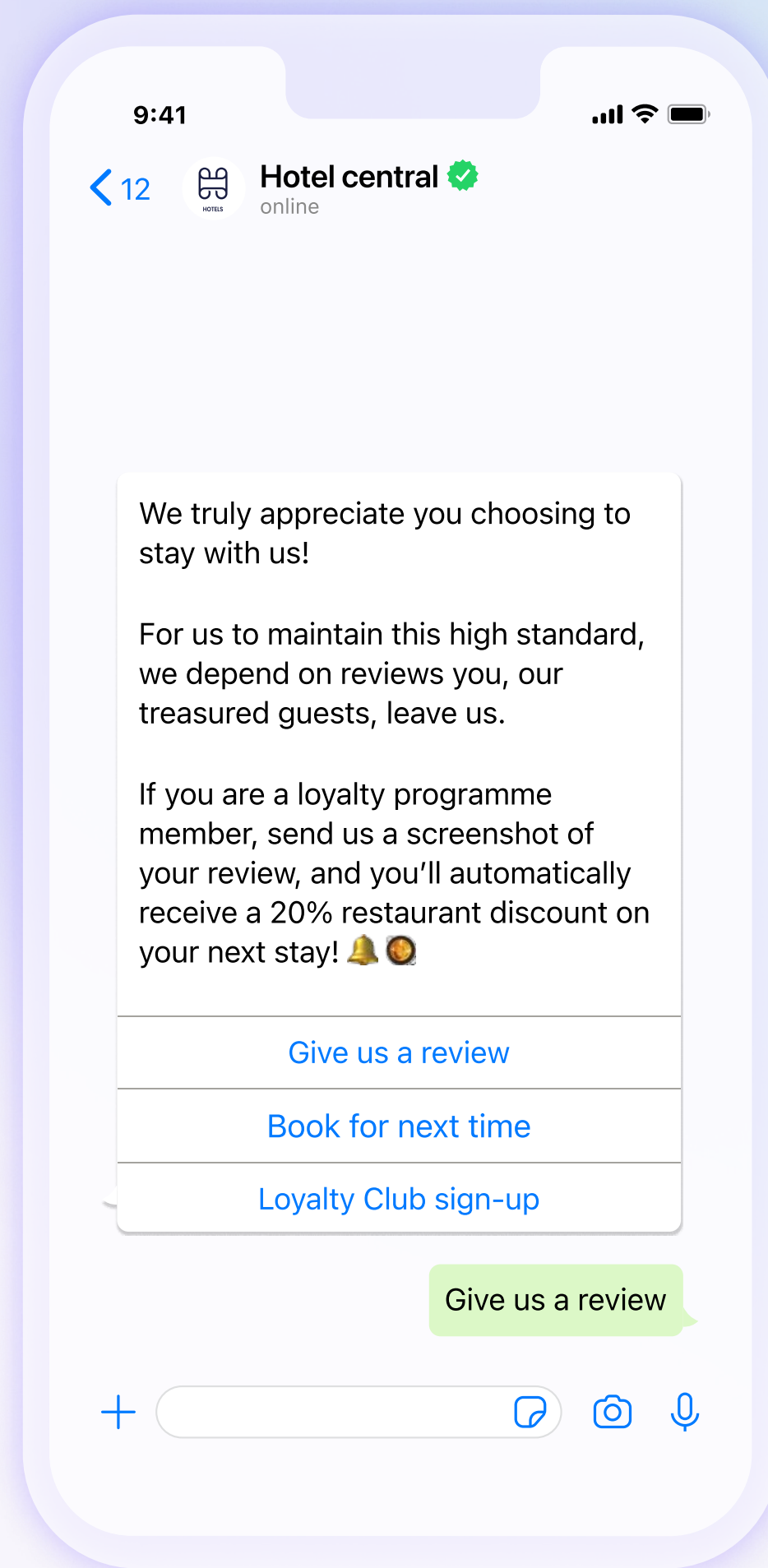
Departure

- Check-out campaigns
- Guest reviews campaigns

Integrations

- PMS
- Check-in
- CRM
- Hotel App
- Upselling
- Maintenance
- Check-out
- Reviews

Channels





Success Story

KABANNAS

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