



Success Story

Sweet Accommodations
soars with a 20%
increase in upselling
and 30% in online
check-ins using HiJiffy




HiJiffy's aim is to develop the most advanced conversational AI for the hospitality industry. **Over 2,100 hotels in more than 60 countries** around the world already trust us and use our solution to reinvent their communications with guests.

These results illustrate the tangible impact our Guest Communications Hub has at every stage of the guest journey in the different types of **Sweet Accommodations**. The brand's success is based on their willingness to embrace AI-driven conversational automation and their confidence in our solution.

This is reflected in a **20% growth in upselling** services and a **30% increase in online check-ins**. These developments have been crucial for the company, enabling them to work more efficiently thanks to the centralised communications with guests.





How does **Sweet Accommodations** use  **WhatsApp** campaigns to drive these indicators?

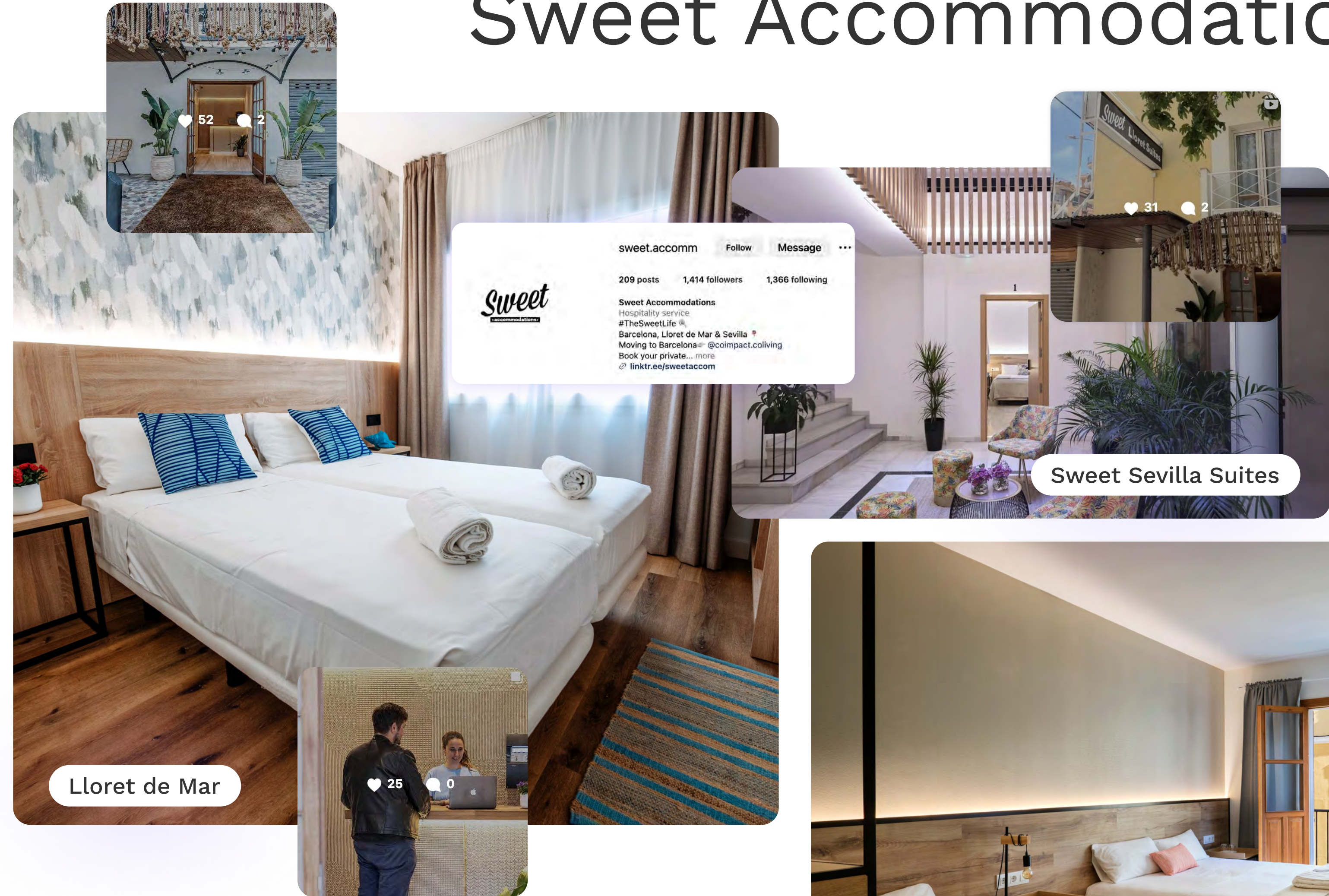
Let's begin by telling you about the challenges faced by this brand before presenting the solutions applied and analysing the results. Finally, the testimonials of the hotel staff will offer a deep insight into their experience.

The Client: Sweet Accommodations

A Modern Approach to Hospitality

Sweet Accommodations manages a variety of properties in **Barcelona, Seville** and **Lloret de Mar**, including apartments, boutique hotels, hostels and co-living spaces. They will soon open 17 new tourist apartments in Barcelona, reaffirming their growth and commitment to quality hospitality.

Each property is **strategically located**, with apartments in the city centre, close to transport and main attractions, and in Lloret de Mar, close to the coast and beaches. The properties are designed to **meet the needs of different types of guests**, from families and friends to digital nomads and business travellers.



Success Story: Sweet Accommodations

The company stands out due to its focus on creating a **sense of community**, especially in its co-living spaces and hostels, fostering a welcoming atmosphere where guests feel at home, with special attention paid to **personalising communication** and the guest experience. In addition, they employ sustainable practices throughout their operations to contribute to a greener environment.


Sweet Accommodations also promotes experiences in the cities where they are located and **upsells additional services** to improve a guest's stay.



Their teams work transversally between their different properties and use digital communication with **WhatsApp** to **eliminate the need for staff presence** in each establishment, facilitate **online check-in**, eliminate the use of physical keys and optimise cross management.

All this is done to provide a smooth and easy experience for their guests.



Let's take a look at the most significant challenges they faced when looking for a **communications platform** to manage their communication through **WhatsApp** (their customers' main channel) 

Sweet Accommodations faced several operational challenges that were affecting the efficiency of its operations and guest satisfaction.

The Challenges

Too many phone numbers, poor operational efficiency

Without a centralised number and a centralised platform, they were finding it difficult to manage conversations. Conversations were **scattered across several phone numbers**, which made it difficult for staff working in different cities. They needed access to these conversations, as they wanted to work with a cross model where someone who was in Seville, for example, could answer guests in Barcelona.

Time spent on manual labour, lack of time to serve their guests.

Having **no physical reception** in many of the properties and a fairly digital process, the team was spending **too much time manually sending messages** written by the team.

This not only implied an inefficiency in its processes, but was also a restrictive factor in terms of the attention it paid to their guests and the personalisation of its service.

The lack of automation of check-in messages, welcome, sending keys, review requests, etc., was quite slow and led to a deterioration in the quality of the guest experience and the employees' work efficiency.

Can i do late check-out?



Is it possible to request an early check-in?



What's the code to open the door?

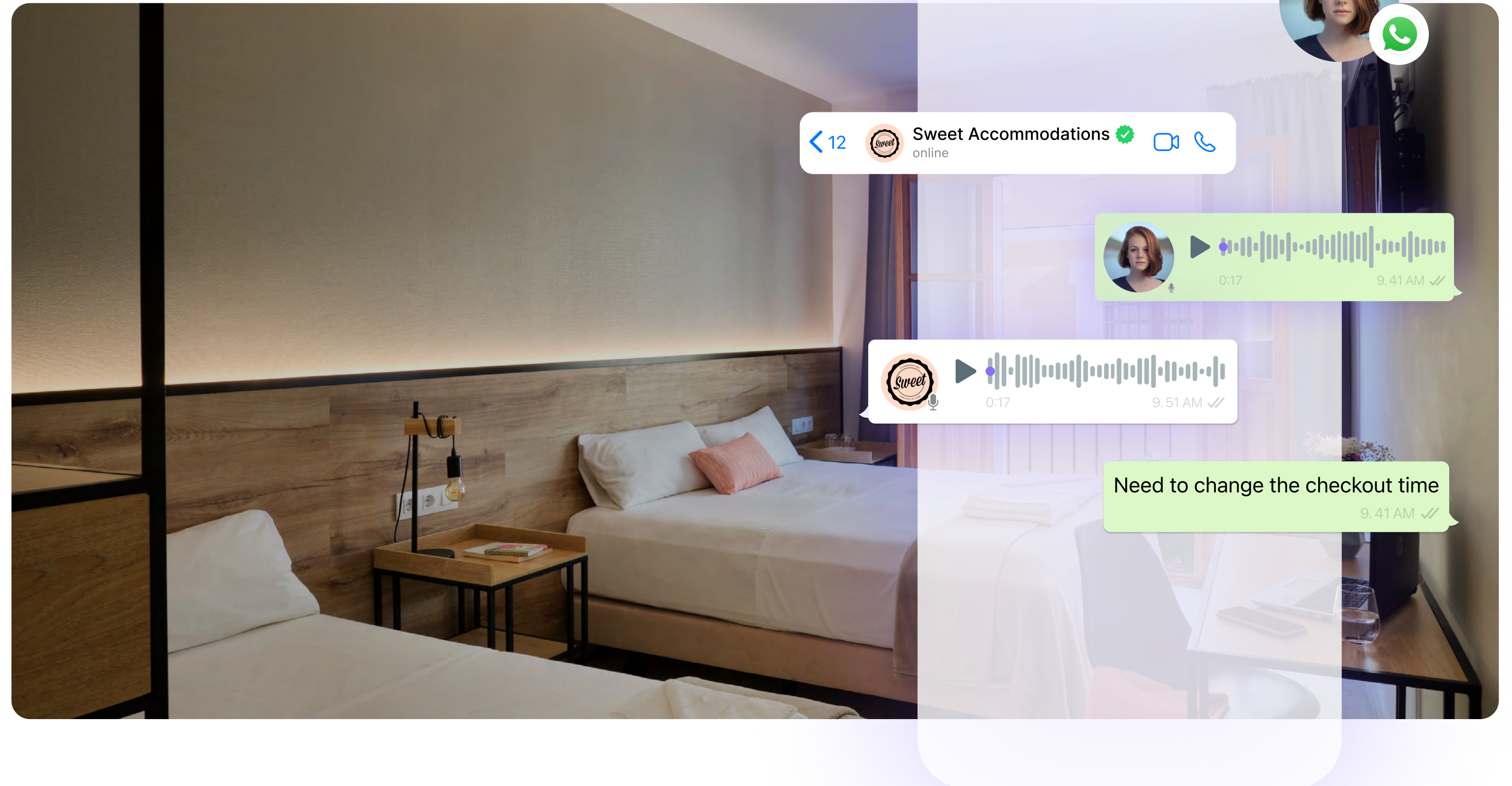


I need to update my reservation



Dissatisfaction with the online check-in and check-out process and upselling of services.

As the company wants to work **digitally, centrally** and **contactlessly**, many of the brand's properties do not have guest-facing staff on location. Therefore, they had to find a centralised messaging service, which sent their customers according to their dates of arrival and stay, both automated online check-in processes as well as their platform of upselling in-house services and external experiences.



Sweet Accommodations adopted HiJiffy's functionalities to address these specific challenges, thus improving its operational efficiency and guest satisfaction.

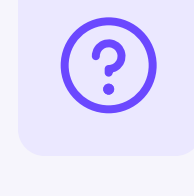
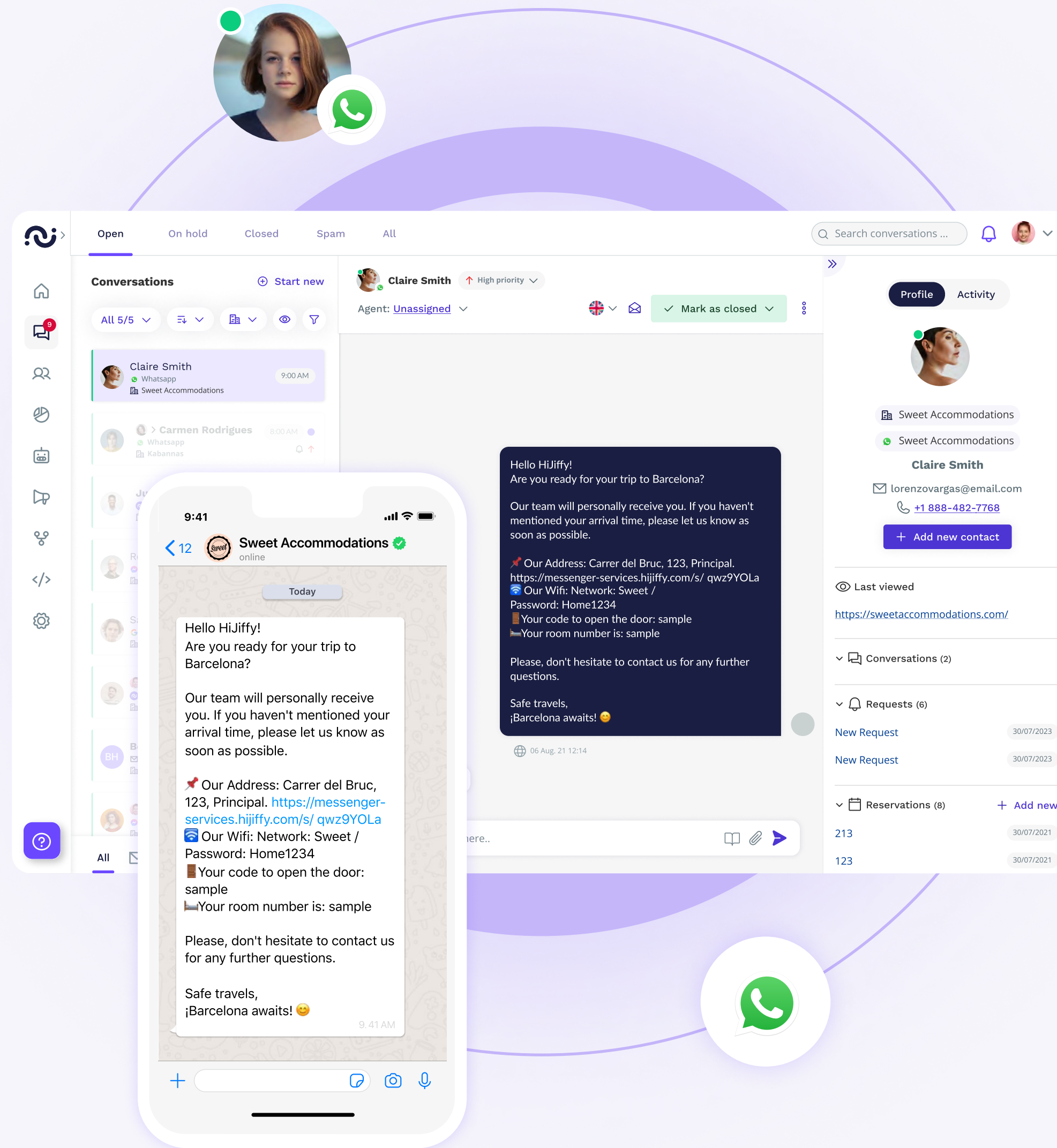
The Solutions

Here are the solutions they implemented:



Centralised communication with HiJiffy

HiJiffy has provided **Sweet Accommodations with a centralised WhatsApp** system that manages communication with guests from a **single platform** with a unique number, across all locations.



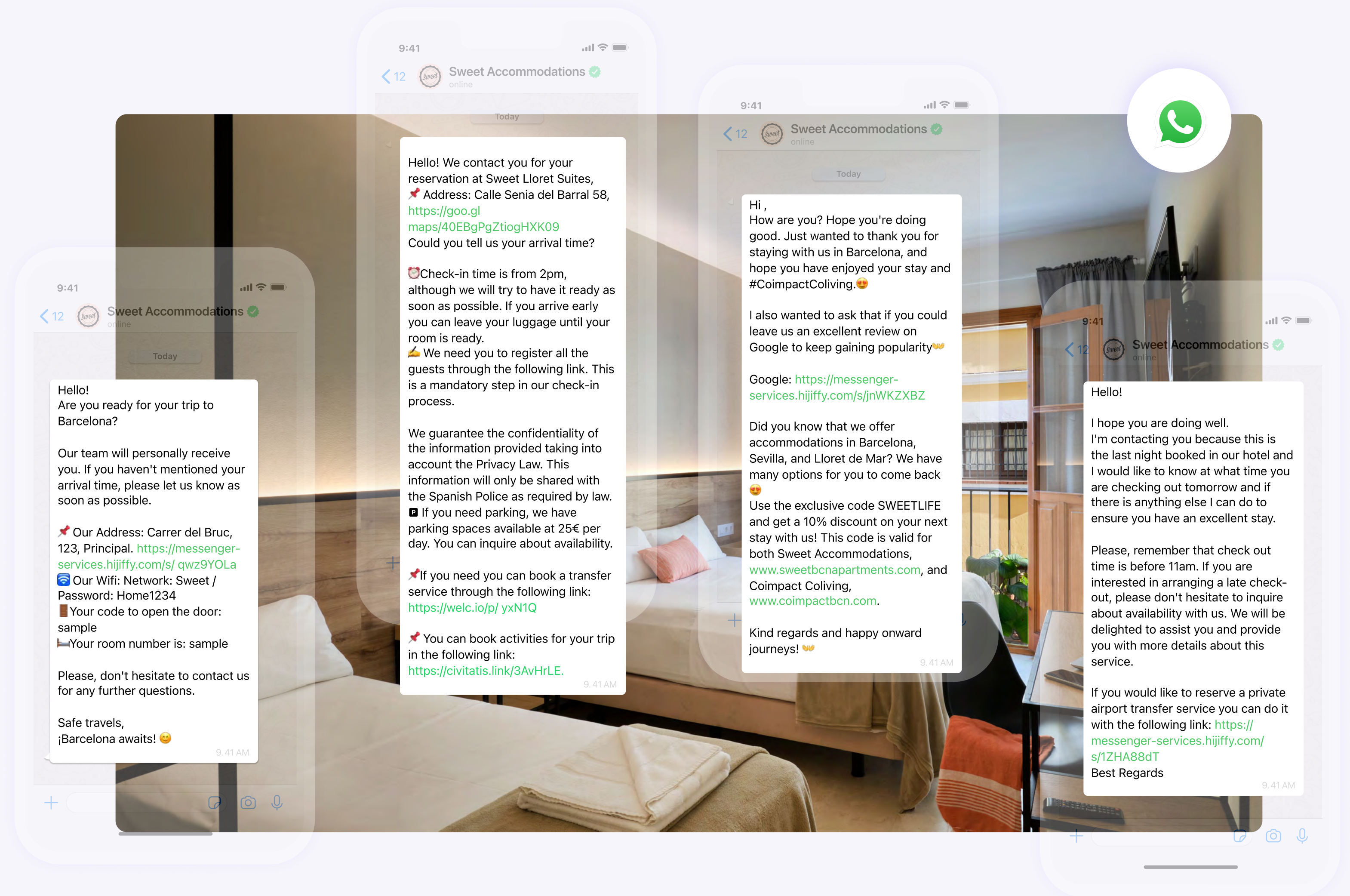
Message automation

Message automation through HiJiffy has enabled Sweet Accommodations to dramatically reduce the time it spends on manual communications. Implementing HiJiffy's solution, has meant significant time savings, freeing up valuable human resources so **staff can focus more on personalised guest interactions.** Customer response rate improved significantly, raising the level of customer care and guests' satisfaction.



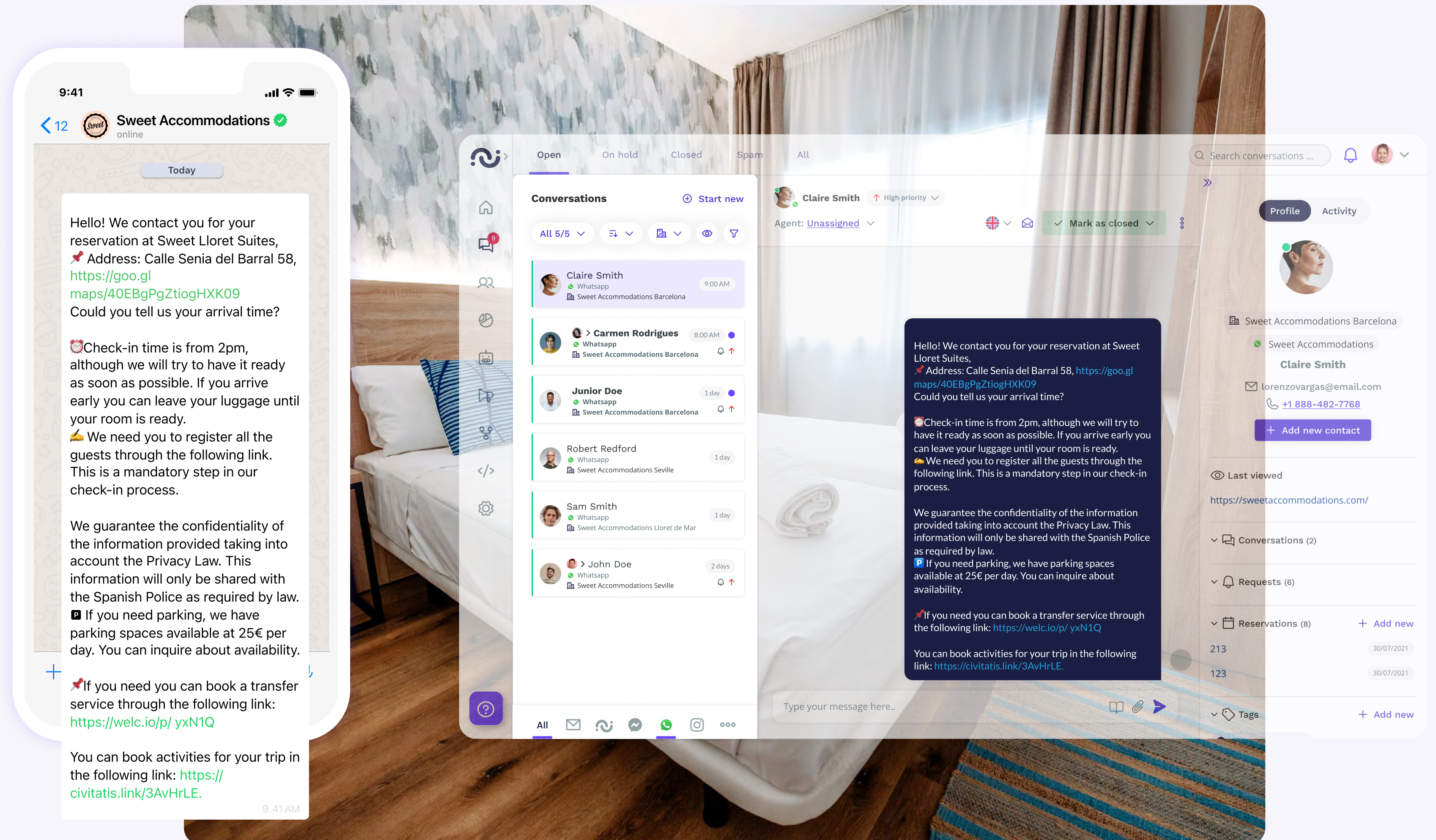
Personalised messages

Personalised messages during the guest's journey included sending information about entry codes at the properties, room numbers and interactions to coordinate the guests' their arrival time with check-in. Reviews were also requested after departure to assess satisfaction during guest stays.



Check-in and upselling improvements

An online check-in process was implemented through HiJiffy, facilitating guests' **early check-in**. **Automated messages were used to check arrival times** and additional requests. Although the check-out process showed no significant differences, automated messages improved the overall guest experience. Additionally, during their stay, guests now also receive a link to the upselling platform used, to facilitate the upselling and cross-selling process for the various accommodations.



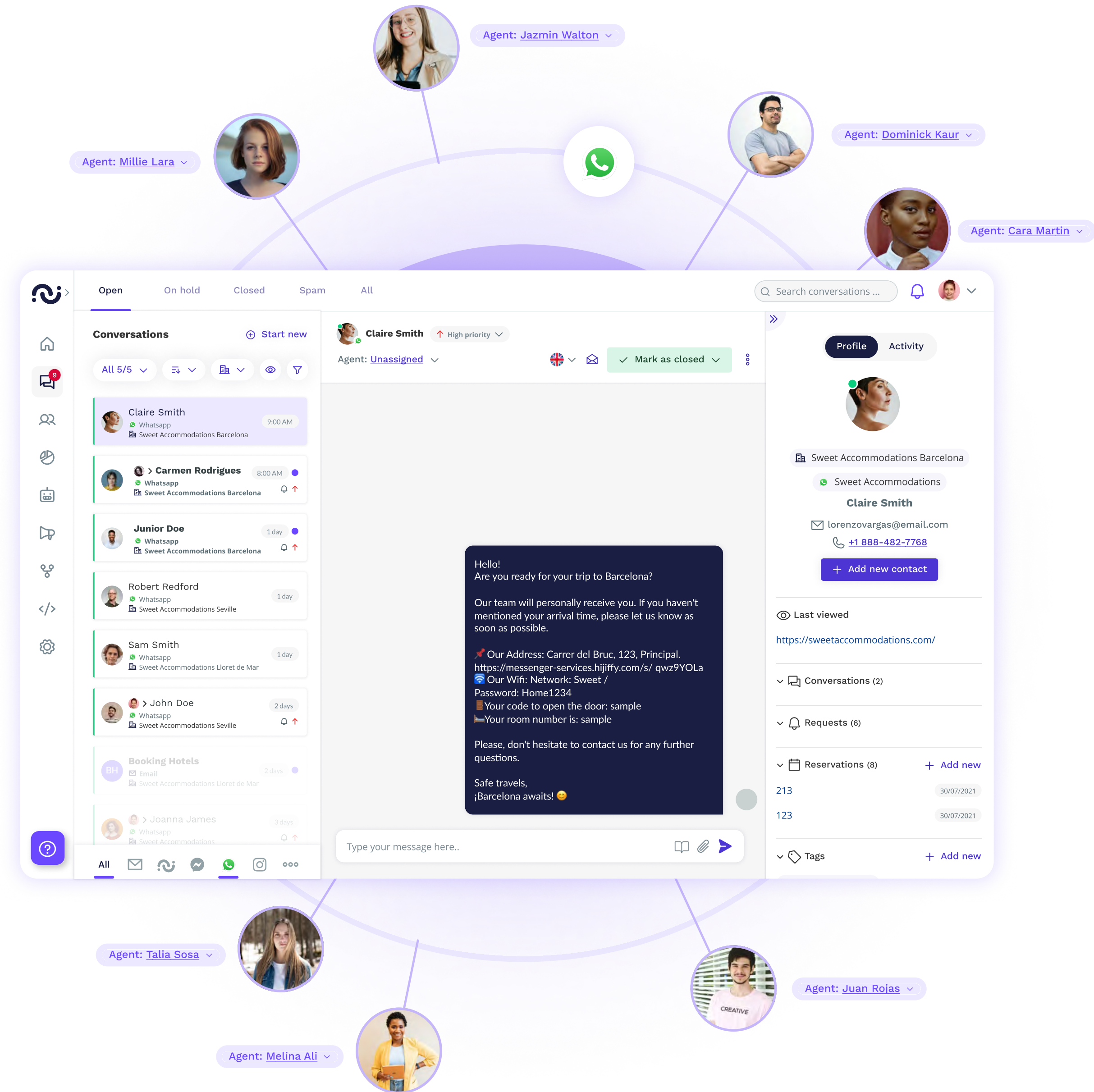
The Results

Solutions implemented through HiJiffy have had a significant impact on Sweet Accommodations, improving operational efficiency and customer satisfaction. Here are the results:

Increased operational efficiency

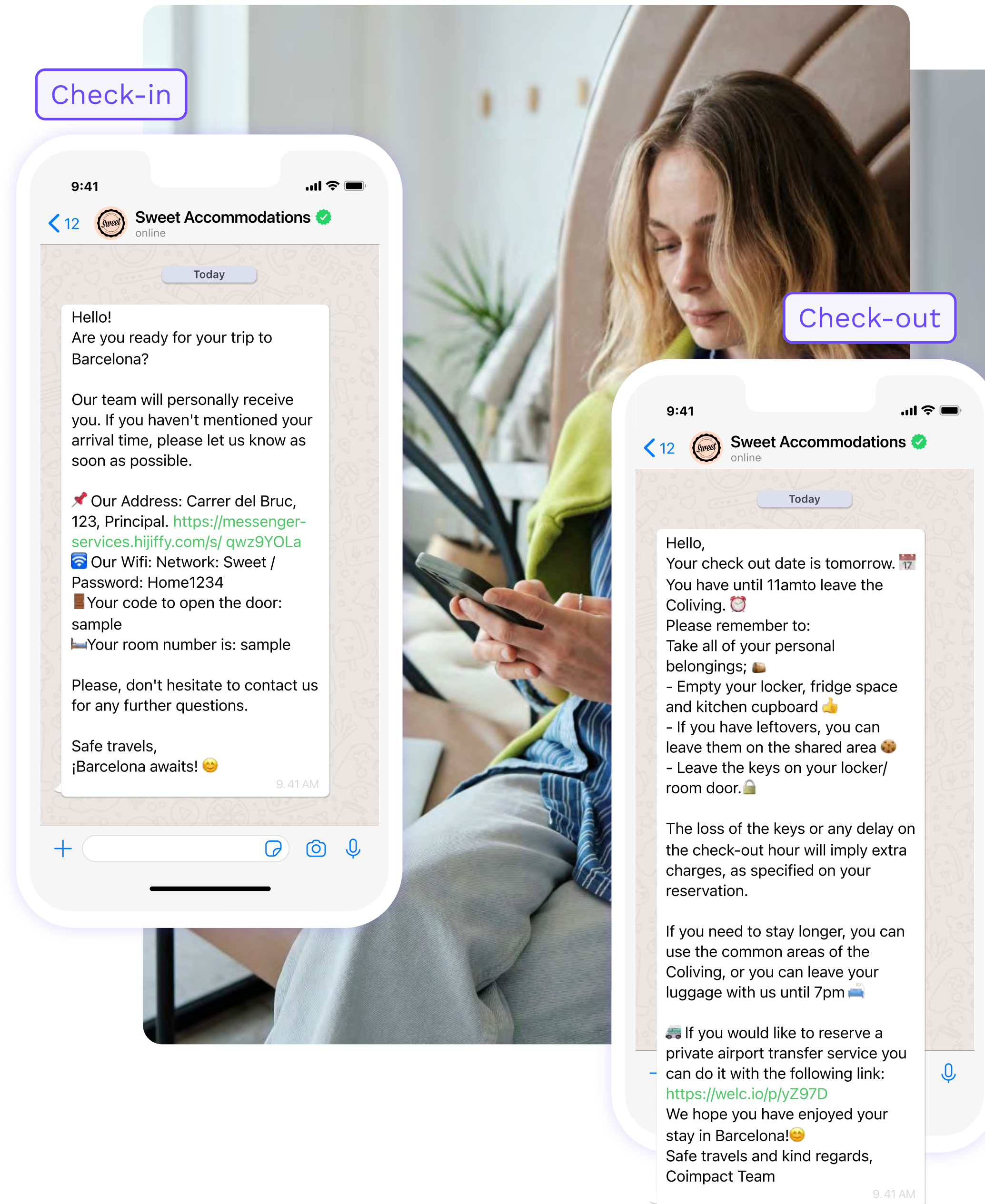
Centralized communication has eliminated the need to **manage multiple city-specific** phone numbers, providing centralised access to the entire reception and management team for any customer's messages, regardless of location.

In addition, the ability to respond quickly and consistently to guest needs has been significantly improved.

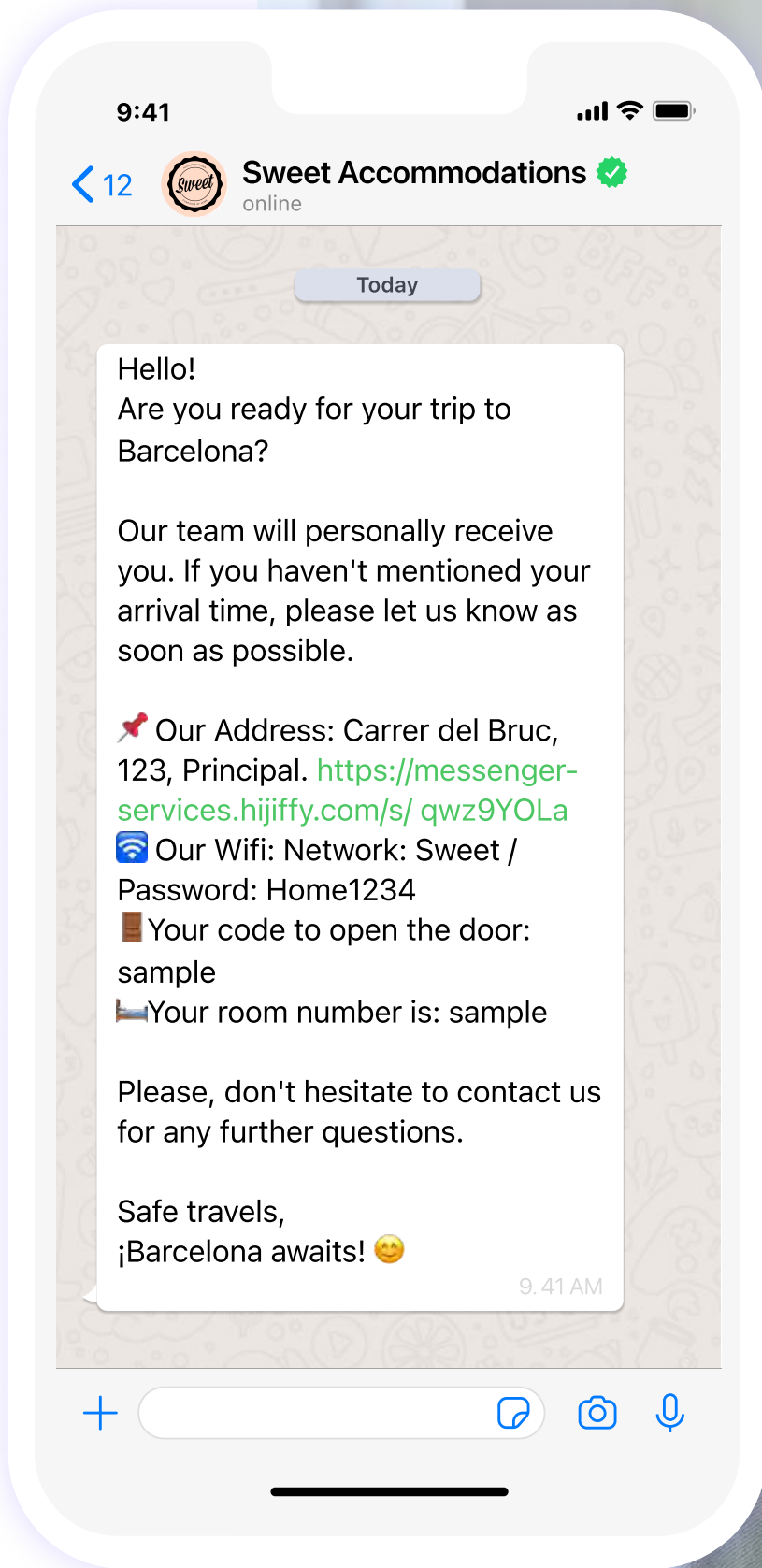


Message automation

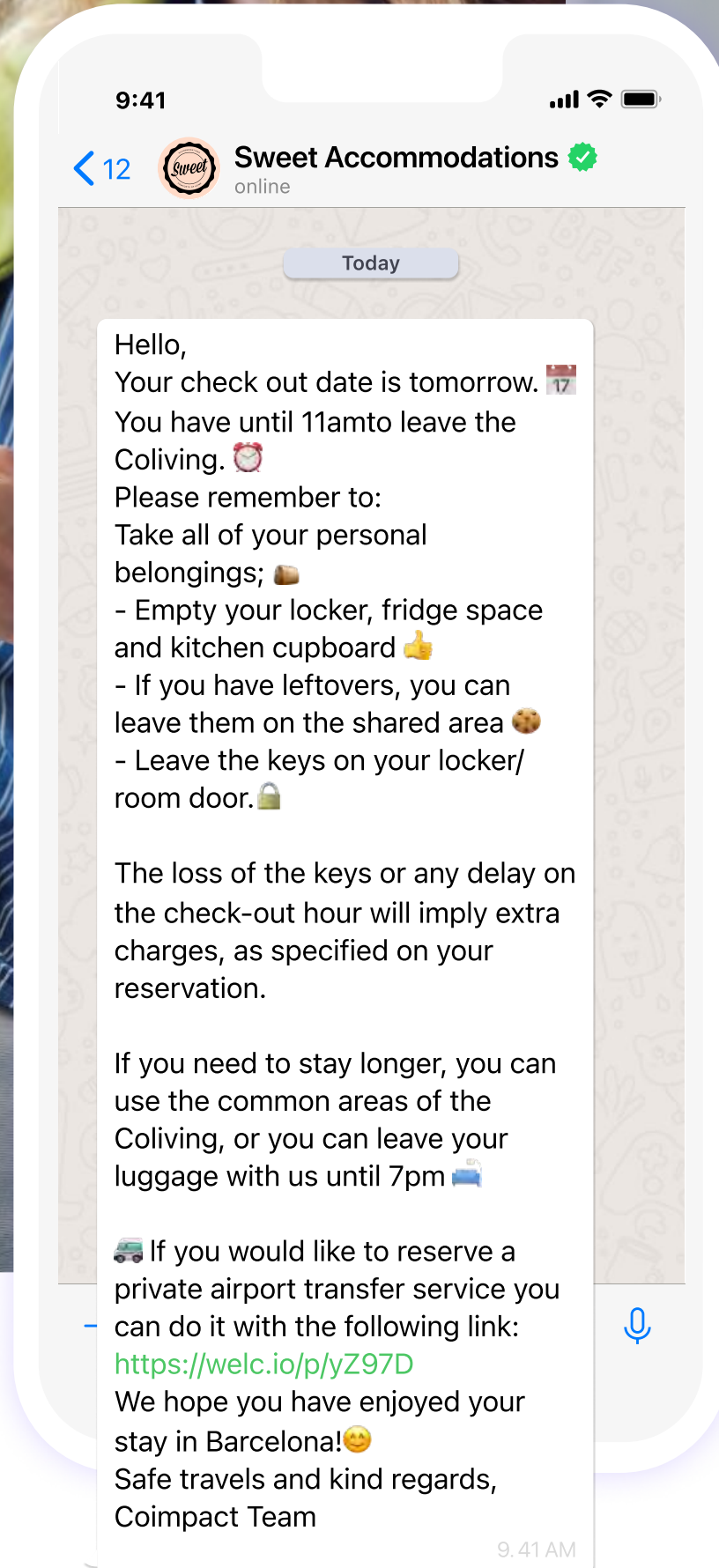
The implementation of HiJiffy enabled significant time savings by reducing the staff's manual workload. This has allowed the team to focus on more personalised guest interactions, greatly improving response rate and customer satisfaction.



Check-in



Check-out



Personalised messages

Personalised messages are sent during the guest's tour and include information on accommodation entry codes, room numbers and interactions to coordinate arrival time with check-in. Requests for post-departure reviews are also sent, helping to assess and improve customer satisfaction. Over 9,000 messages have been sent to guests across various properties, achieving an open rate of 80%. This has led to an increase in feedback and highly positive reviews regarding the hotel brand's communication standards.

Customer satisfaction

Personalised messages

Requests for post-departure reviews are also sent

Can I book for a group of 10 people?

What time is the check-in?

Can I change apartments?

9,000+ messages have been sent to guests across various properties

80% open rate

20% increase in upselling sales

30% increase in pre-arrival guest check-ins

Hi! We contact you for your reservation at Sweet Lloret Suites, Address: Calle Senia del Barral 58, <https://goo.gl/maps/40EBgPgZtiogHXK09> Could you tell us your arrival time?

🕒 Check-in time is from 2pm, although we will try to have it ready as soon as possible. If you arrive early you can leave your luggage until your room is ready.

👉 We need you to register all the guests through the following link. This is a mandatory step in our check-in process.

We guarantee the confidentiality of the information provided taking into account the Privacy Law. This information will only be shared with the Spanish Police as required by law.

📍 If you need parking, we have parking spaces available at 25€ per day. You can inquire about availability.

🚗 If you need you can book a transfer service through the following link: <https://welc.io/p/yxN1Q>

You can book activities for your trip in the following link: <https://civitatis.link/3AvHrLE>.

Hi , How are you? Hope you're doing good. Just wanted to thank you for staying with us in Barcelona, and hope you have enjoyed your stay and #CoimpactColiving.🥰

I also wanted to ask that if you could leave us an excellent review on Google to keep gaining popularity🙏

Google: <https://messenger-services.hijiffy.com/s/jnWKZXBZ>

Did you know that we offer accommodations in Barcelona, Sevilla, and Lloret de Mar? We have many options for you to come back 🥰

Use the exclusive code SWEETLIFE and get a 10% discount on your next stay with us! This code is valid for both Sweet Accommodations, www.sweetbcnApartments.com, and Coimpact Coliving, www.coimpactbcn.com.

Kind regards and happy onward journeys! 🙏

Check-in and upselling improvements

Thanks to HiJiffy, Sweet Accommodations has seen an estimated **20% increase in upselling sales, facilitating direct sales** of complementary services and unique local experiences to its guests. In addition, the online check-in process has shown a **30% increase in pre-arrival guest check-ins, improving operational efficiency and the guest experience**. This is made possible, in large part, by the integration HiJiffy has with its partner, Cloudbeds. Automated messages have also improved the overall experience, with significant differences in the check-out process.

Testimonials



“At Sweet Accommodations, integration with HiJiffy has meant a radical change in our working methodology. Previously, we faced several operational challenges, such as managing the volume of manual messages we had to send to all guests of our multiple properties, which are located in various cities. This manual process not only slowed down our receptionists’ work considerably, but also prevented us from offering our guests a personalised and efficient service.

With the implementation of HiJiffy, we have succeeded in significantly reducing the workload of our team. This has allowed us to not only free up valuable time for our receptionists, but also increase our guests’ response rate, greatly improving the level of customer service and satisfaction. HiJiffy has been instrumental in optimising our communication, allowing us to address one of our biggest challenges — the unification and centralisation of all our guests’ messages, no matter where their accommodation is.

This innovative platform has allowed our entire reception and management team to access the messages of any guest, regardless of the city in which they are being hosted. This centralised management capability has facilitated a faster and more coherent response to our guests’ needs, improving operational efficiency and the customer experience.

In short, HiJiffy has been a key tool in our development and advancement as a company. Its integration has transformed the way we operate, improving efficiency, quality of service and customer satisfaction, enabling us to maintain our competitiveness and reputation in the sector.”

Andrea Santiago — Reception and Quality Manager at Sweet Accommodations





“HiJiffy has proven to be an exceptional tool for accommodation management. One of its main enhancements lies in the wide range of useful tools it offers. The ability to customise various functions according to our needs has been especially remarkable and has allowed an experience more adapted to our requirements.

The speed of the interface is another highlight. HiJiffy provides an intuitive and agile interface, greatly facilitating navigation and booking management. In addition, the ease with which we can communicate with our guests through the platform is a significant advantage. The ability to maintain smooth and efficient communication with guests has greatly improved our ability to provide a high quality service.

In short, HiJiffy has proven to be a comprehensive tool that not only improves the efficiency of our operations, but also elevates the guest experience by offering customisable tools and an agile and fast interface”

Wael Mardi — Receptionist at Sweet Lloret Suites





“It has been a true pleasure working with the team at Sweet Apartments, especially Nuria, Andrea, and Gian Franco. From the very beginning, they have shown exceptional dedication to ensuring that every guest has an unforgettable experience in their accommodations. I have been impressed by their willingness to personalise every aspect of communication with the guests during their stay, tailoring welcome messages, local recommendations, and personalised assistance to make each visitor feel at home from the moment they step through the door. Their attention to detail and passion for providing high-quality service is reflected in every interaction. Guests not only receive useful and relevant information but also feel the personal touch and warmth that characterises Sweet Apartments. This dedication has resulted in high satisfaction and numerous positive reviews from clients. I greatly appreciate the collaboration and look forward to continuing to work together on current properties and the new ones that will be opening soon.”

Joana Rodrigues — Senior Customer Success Manager at HiJiffy



Integration with technology partners



Cloudbeds PMS

By seamlessly integrating with Cloudbeds, HiJiffy can access customer and booking information, allowing hotels to contact guests before their arrival, offer online check-in and check-out services, and provide upselling opportunities during the stay to personalise the guest's journey.

Cloudbeds is the leading platform redefining the concept of PMS in the hospitality industry, serving tens of thousands of properties in over 150 countries worldwide. Developed from the ground up to be perfectly unified and scalable, the award-winning Cloudbeds platform brings together built-in and integrated solutions that modernise hotel operations, distribution, guest experience, and data and analytics.

Founded in 2012, Cloudbeds has been named Best PMS, Hotel Management System, and Channel Manager (2021-2024) by Hotel Tech Report, Best Hotel PMS Solutions Provider Worldwide (2022) by the World Travel Awards, and recognised in Deloitte's Technology Fast 500 ranking in 2023.

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, noting that 80% of conversations were solved this month.
- Average Time for First Reply:** 11:45 h, which is 10:20 hours faster than the team average.
- 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 (green) and requests to chat with staff (purple) from October 31 to November 7.
- User Activity:** A donut chart showing 3,599 active users across various channels: Webchat, F. Messenger, Whatsapp, Booking Messages, WeChat, Telegram, Line, Instagram, Email, and Booking.
- Open Conversations:** A list of 9 conversations to solve, including John Smith (1 day), Steve Doe (2 days), and Joanna Silva (1 week).
- FAQs Insights:** 2132 questions asked this week, 233 unanswered or negatively scored, and 13 topics to improve on.
- Conversations List:** A sidebar showing a list of individual conversations with details like name, channel, and status.
- User Profile:** A detailed view of a user's profile, including contact information and a list of recent requests.

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€

< 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

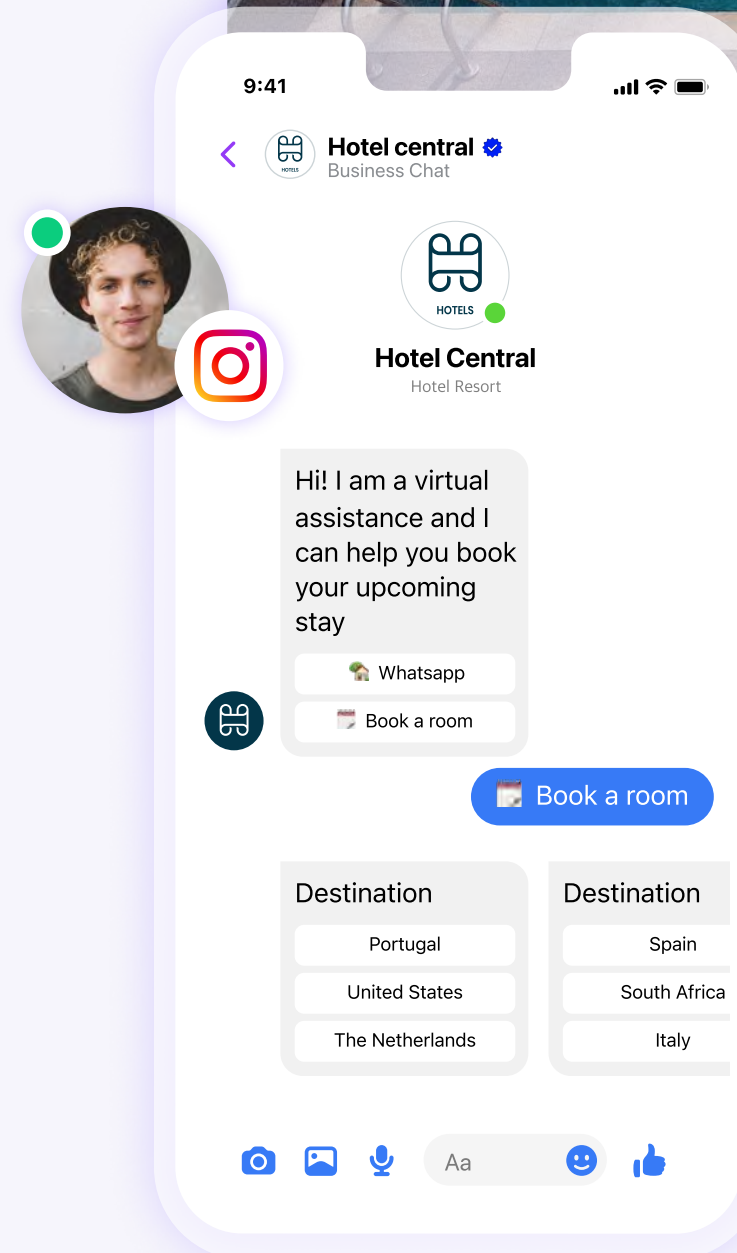
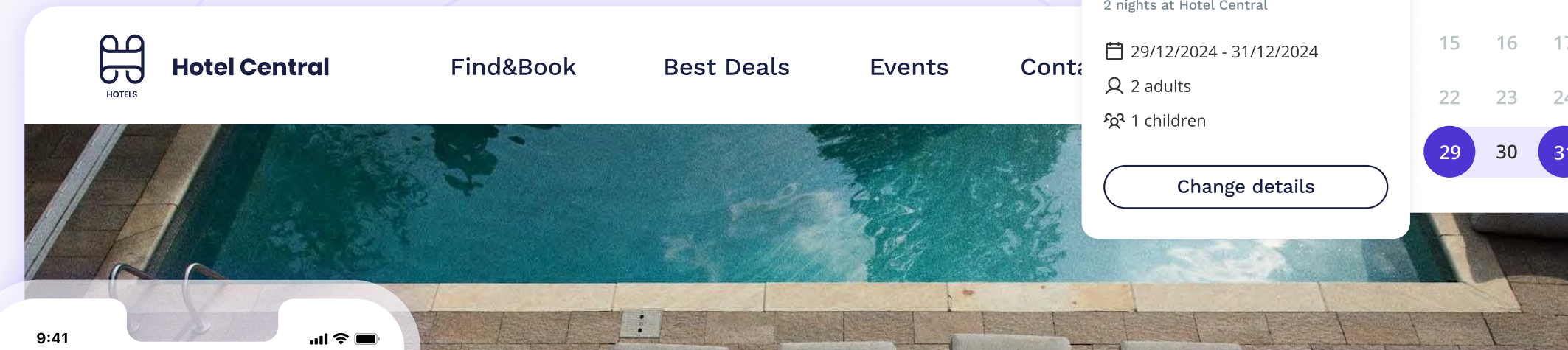
2 nights at Hotel Central

29/12/2024 - 31/12/2024

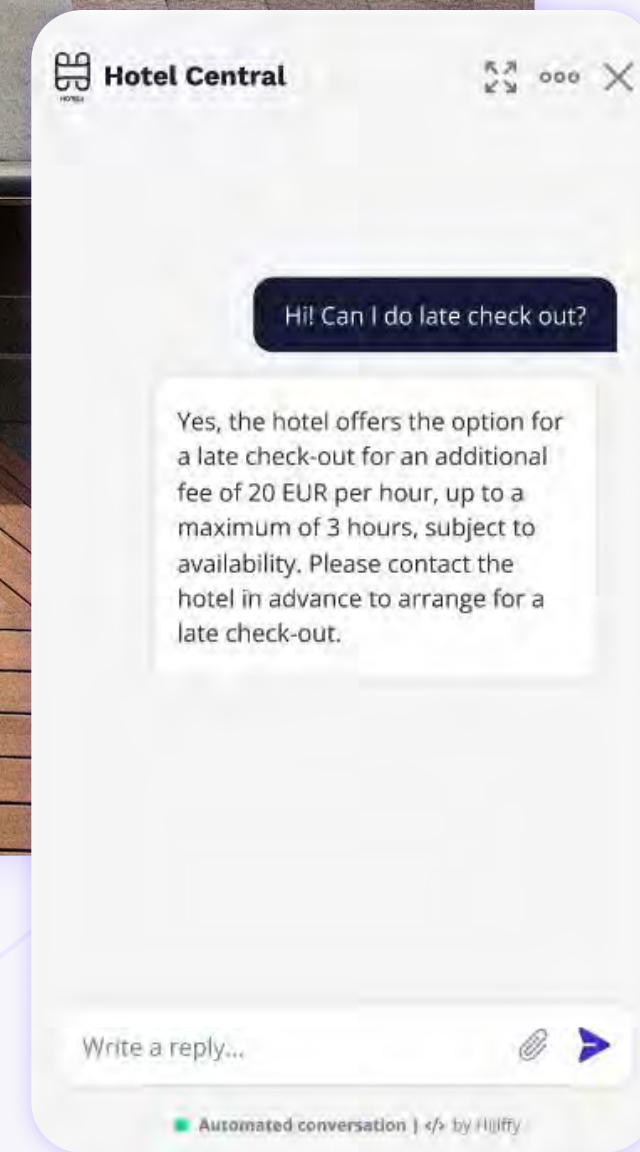
2 adults

1 children

Change details



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



Booking

Arrival

In-stay

Departure

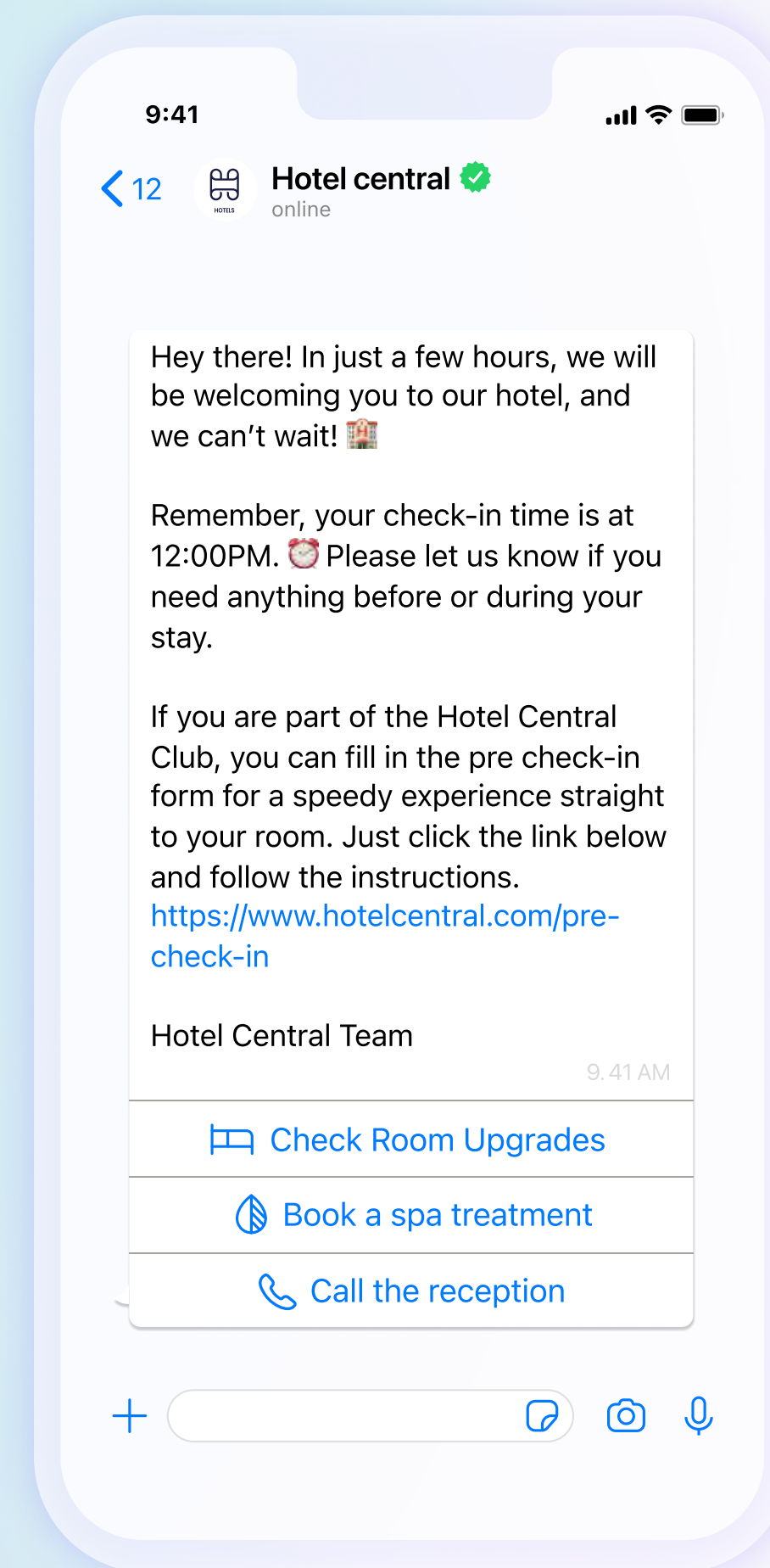
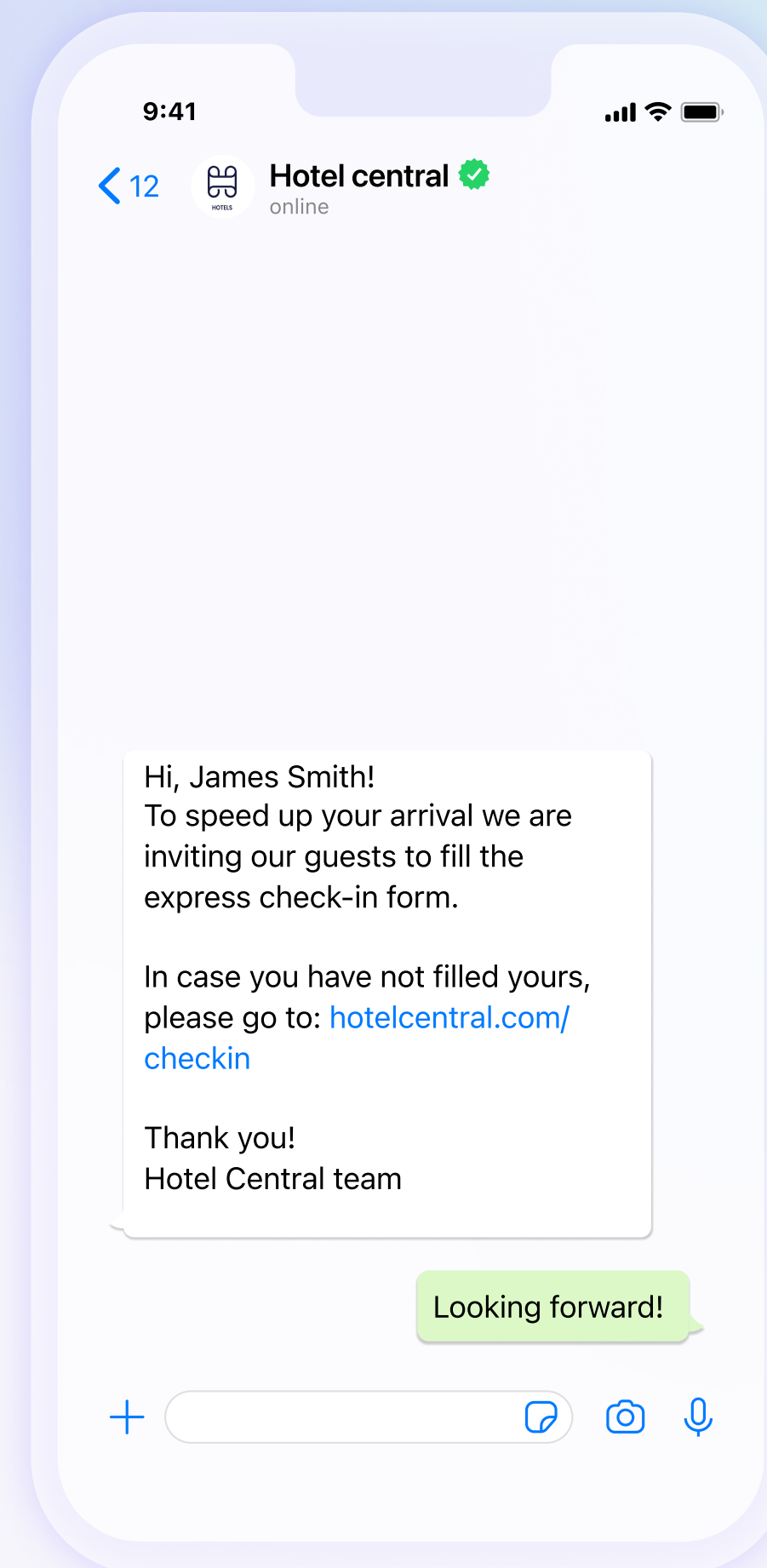
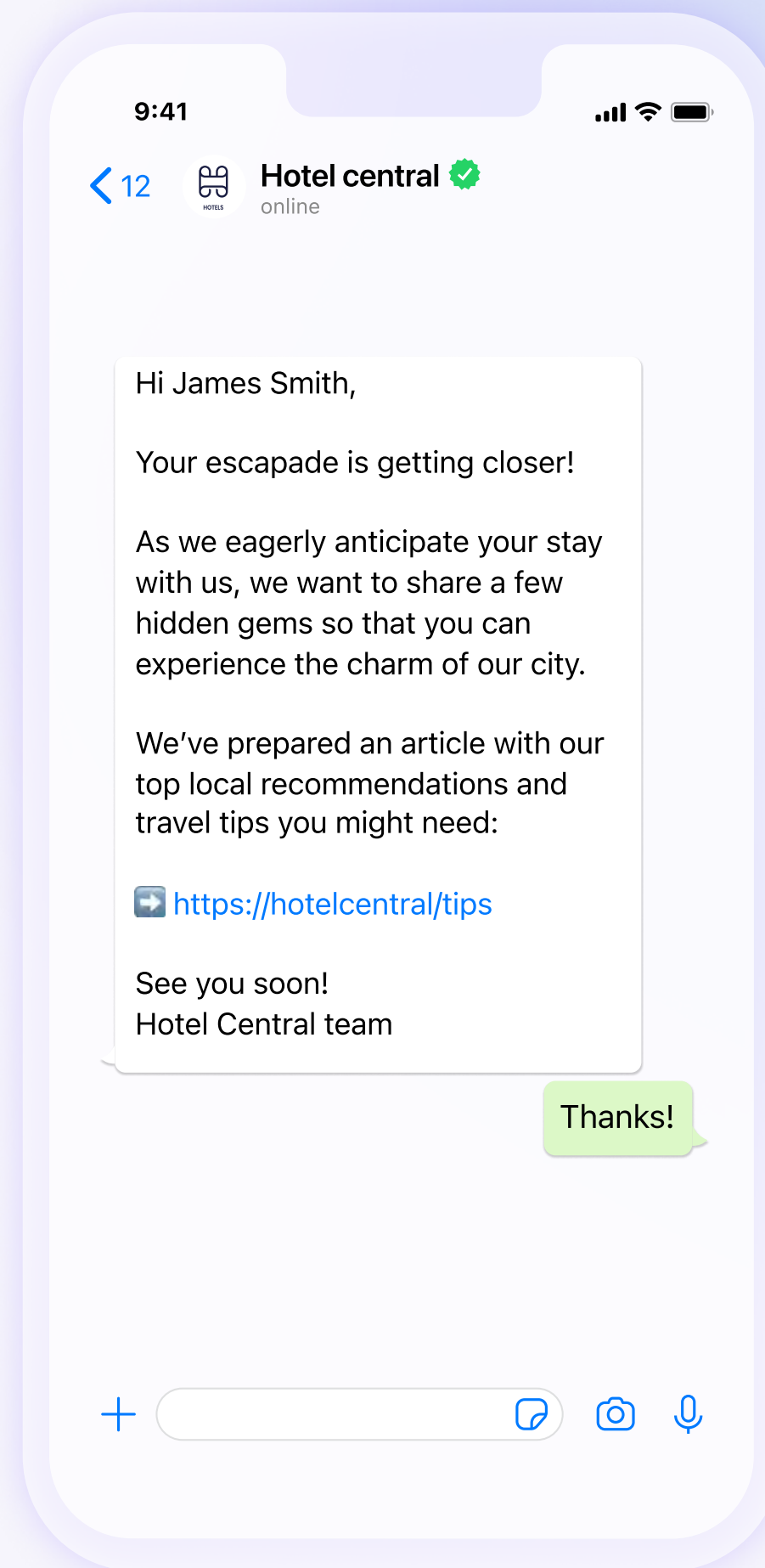
Arrival

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

Integrations

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

Channels



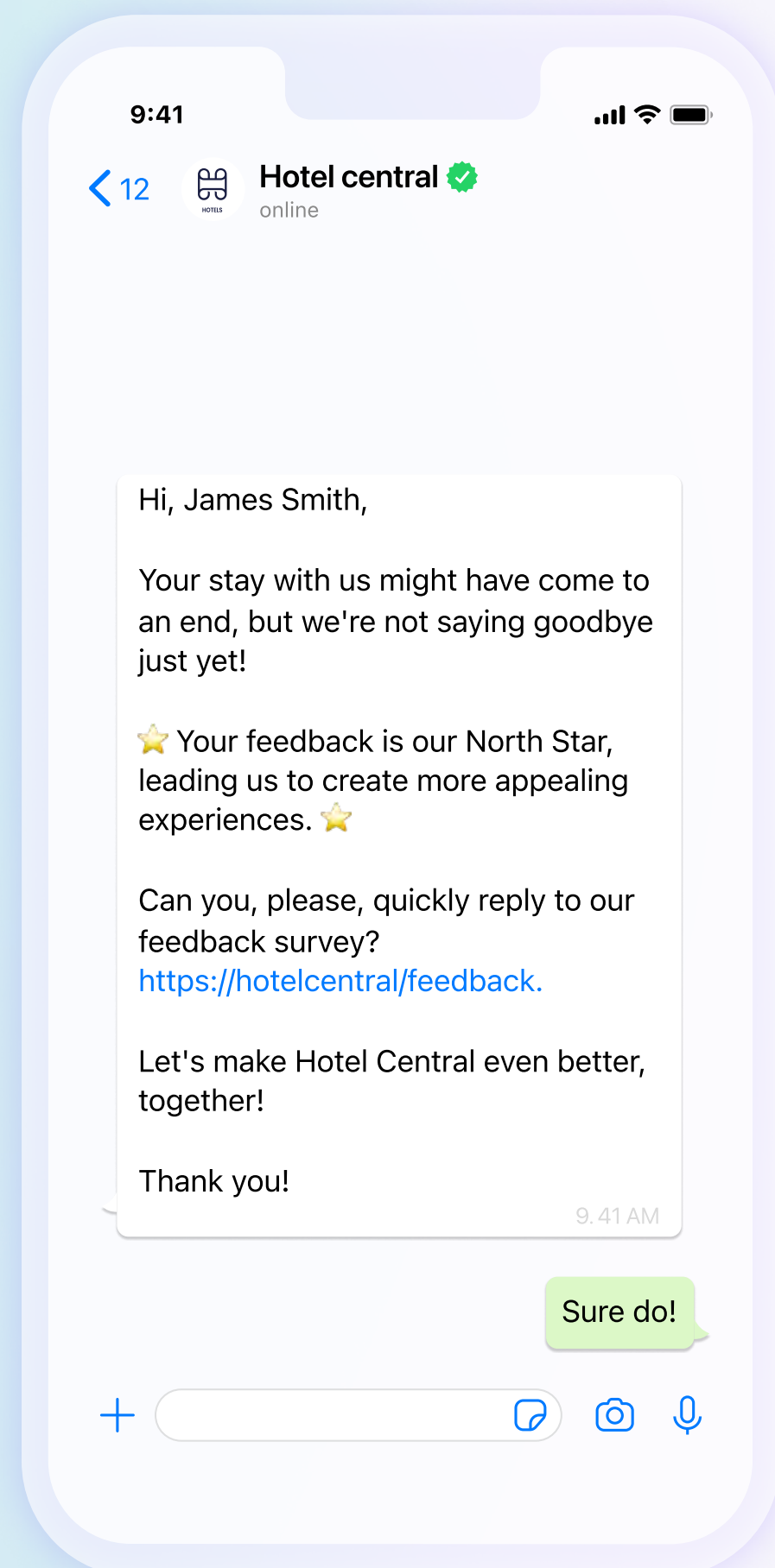
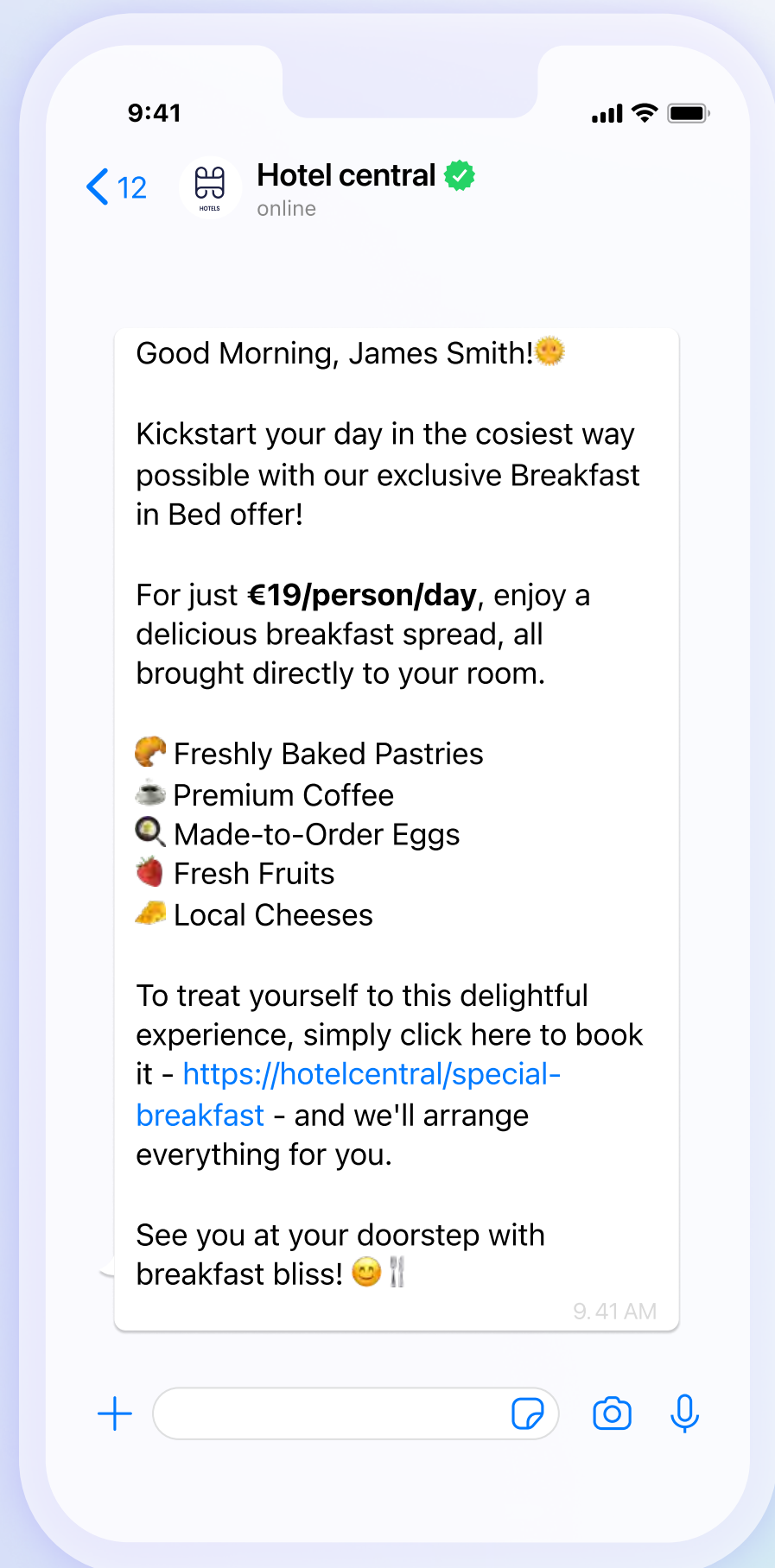
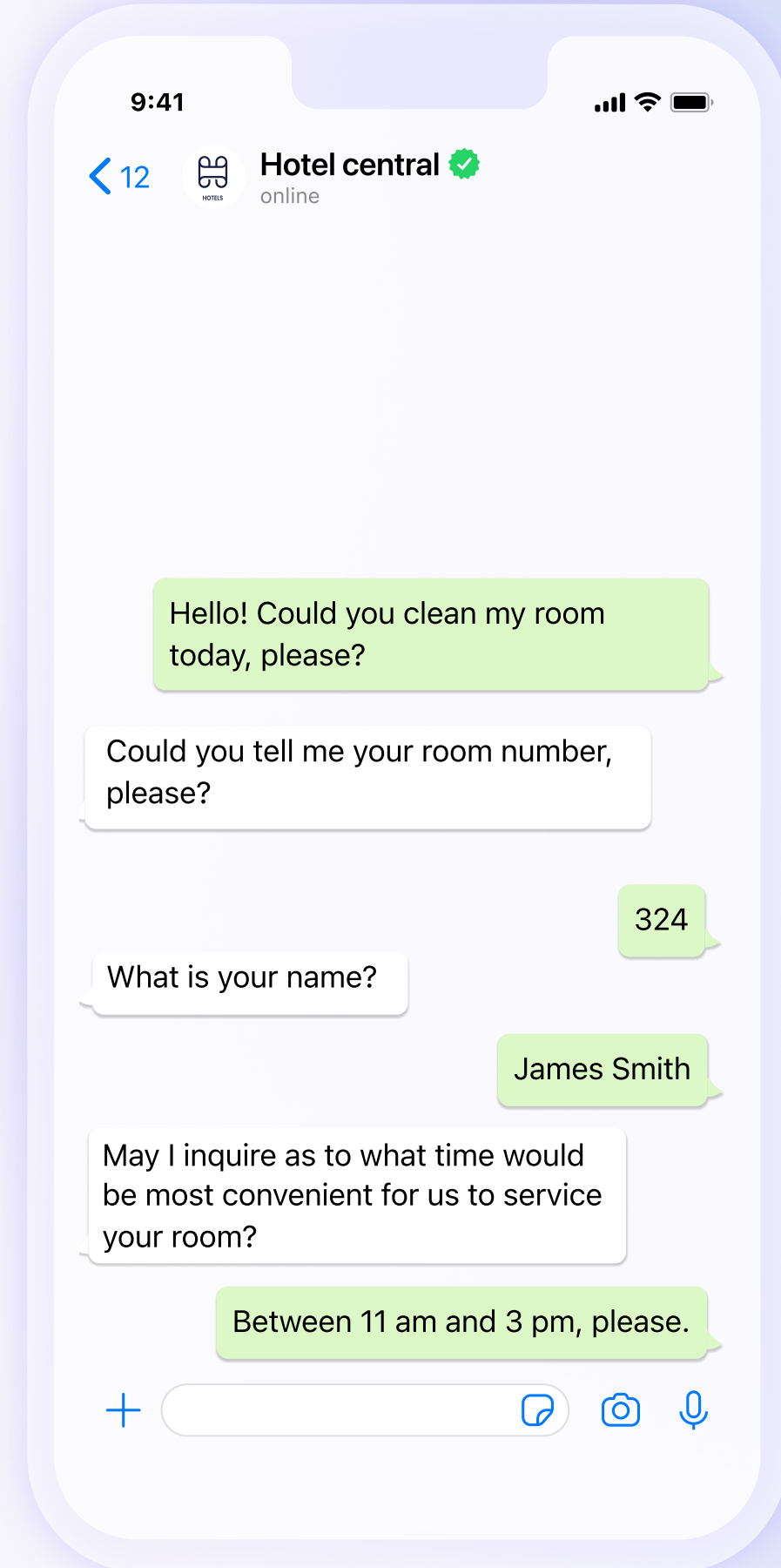
In-stay

- 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

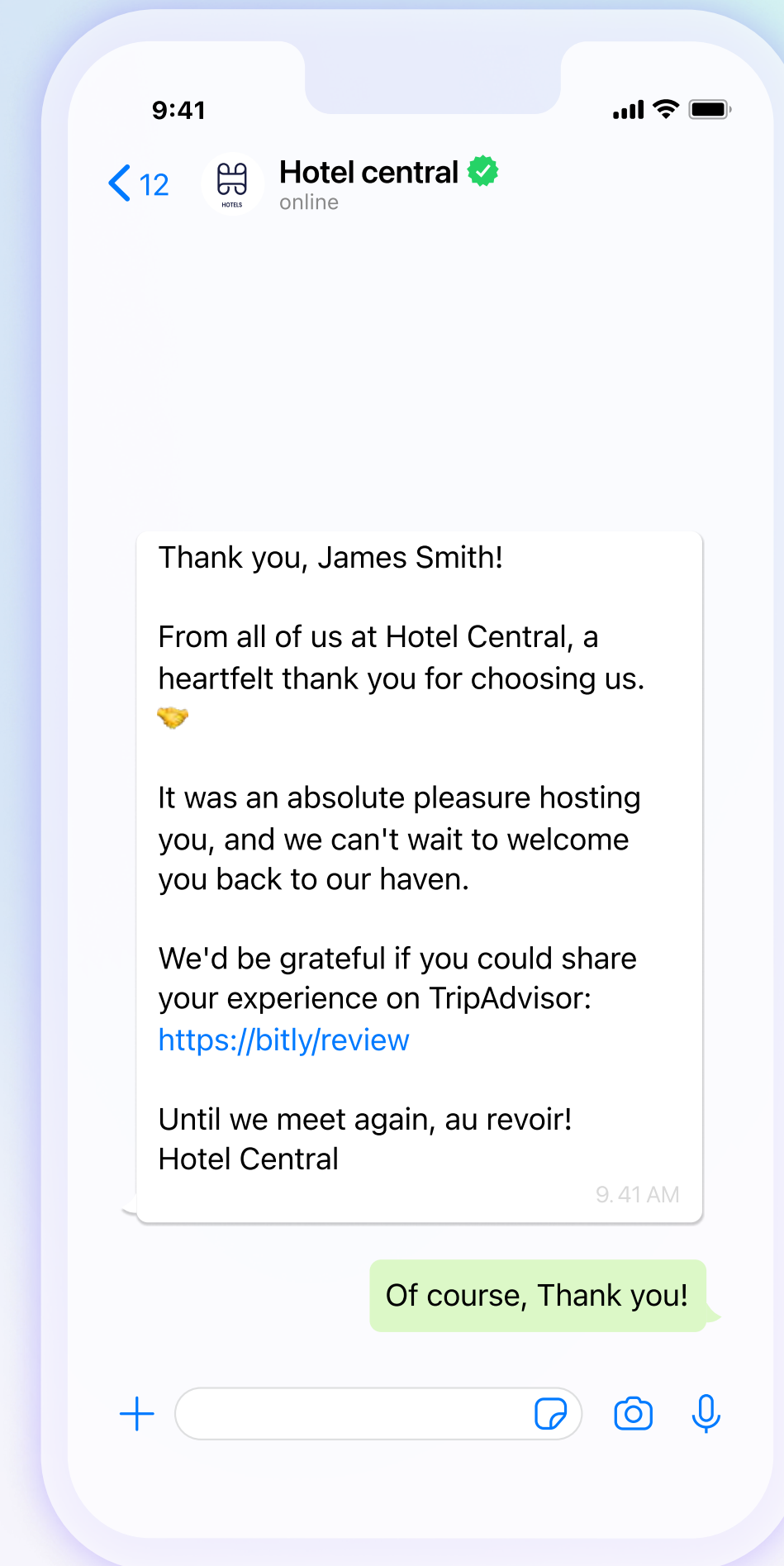
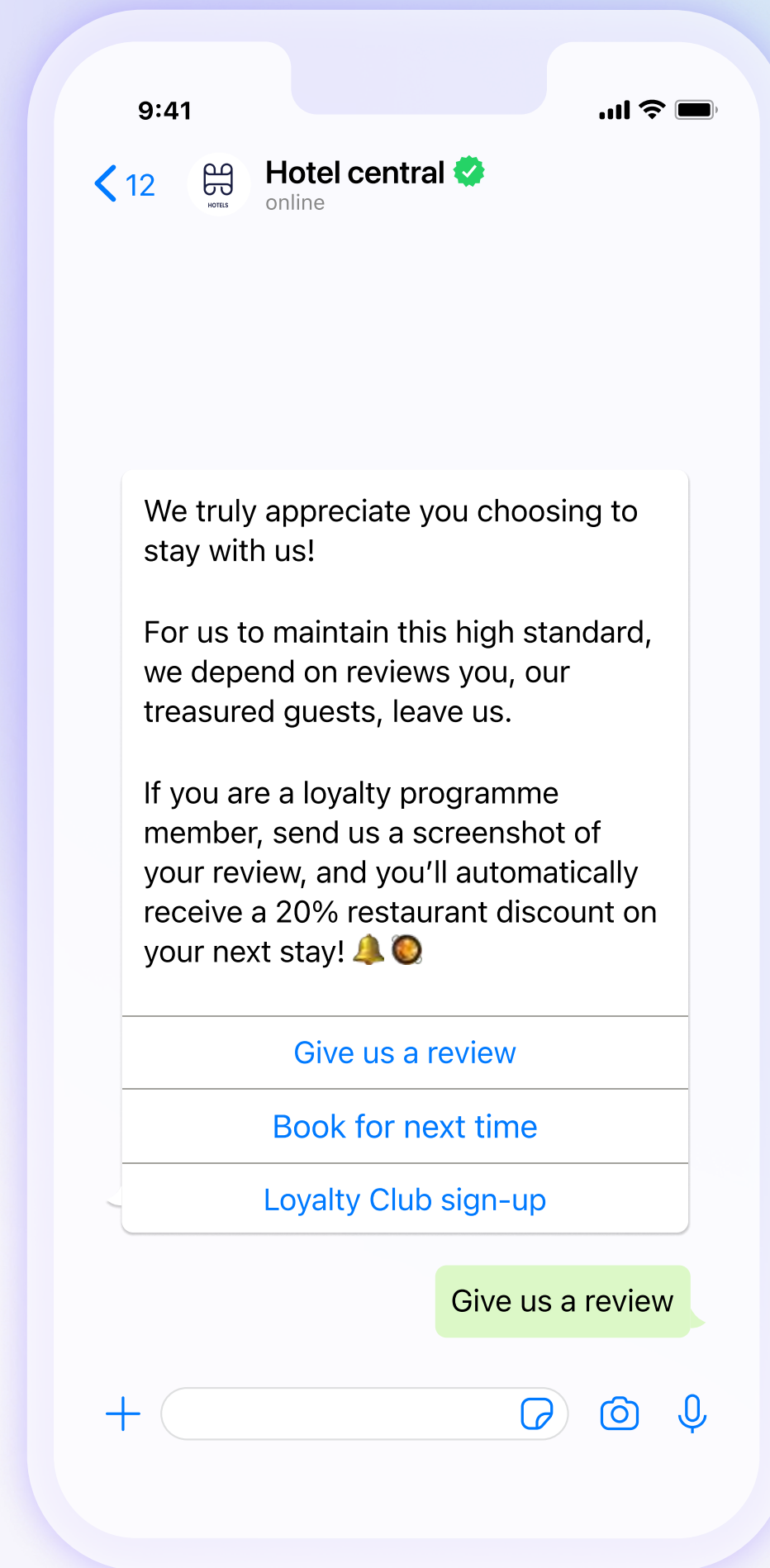
Departure

- Check-out campaigns
- Guest reviews campaigns

Integrations

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

Channels



Success Story



Connect with us

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