

AUTOCAMP

Success Story

How AutoCamp generated over **\$1.5 million** while saving 15% in operational costs

AUTOCAMP

This case study explores how AutoCamp, a **leading US-based outdoor hospitality brand**, partnered with HiJiffy to enhance guest communication and booking processes. Faced with high call volumes and the need for greater efficiency, **AutoCamp turned to HiJiffy's AI Booking Assistant**.

By automating routine inquiries and **streamlining the booking system**, AutoCamp freed its reservations team to focus on higher-value tasks and direct bookings. This collaboration also unlocked **new revenue opportunities** through enhanced **upselling and cross-selling**, leading to cost savings, increased direct bookings, and improved customer satisfaction.

The study highlights the transformative impact of AI technology in driving operational excellence and guest satisfaction, positioning AutoCamp as a leader in luxury outdoor accommodations.



The Client: AutoCamp

AutoCamp is a US-based hospitality brand known for redefining outdoor experiences with its unique accommodations. Best known for transforming **Airstream trailers into luxurious guest suites**, AutoCamp also offers modern canvas tents and cabins, providing diverse options that blend comfort with nature.





Each accommodation is designed to deliver a **hotel-like experience**, featuring amenities like spacious bathrooms, bedrooms, and kitchenettes, all set in stunning natural locations. Central to each AutoCamp location is a clubhouse, serving as a vibrant communal hub with check-in services, a pool, fireplaces, and dining options. To further **enrich the guest experience**, AutoCamp partners with local outfitters to offer activities like hiking, mountain biking, and fly-fishing, ensuring guests enjoy both comfort and adventure.





Since its inception in 2015, AutoCamp has expanded to over 10 locations across the US, including iconic destinations like **Yosemite** and **Zion National Park**. With a focus on high-quality design, AutoCamp offers a distinctive, upscale alternative to traditional camping.



AutoCamp encountered several operational challenges that prompted the need for a robust guest communication platform like HiJiffy. These challenges included:



High Call Volume

Nature of Calls

A significant number of inquiries were from potential guests seeking basic information, such as what AutoCamp is, whether guests can bring their own trailers, and other general questions.

Impact

This led to inefficiencies, as many of these calls did not convert into direct bookings, consuming valuable time and resources without generating revenue.



Cost of Operations

Expense of Call Centre

Operating a call centre was costly, particularly since phone bookings were the most expensive channel due to the need for human agents.

Resource Allocation

The high volume of non-revenue-generating calls distracted agents from focusing on securing direct bookings, negatively impacting overall productivity and profitability.

The Challenges



Need for Automation

Desire for Efficient Solutions

AutoCamp required an automated solution to handle basic inquiries, allowing staff to focus on higher-value interactions and securing direct bookings. This solution also needed to reflect the brand's voice and provide a personalised experience, rather than a generic automated response.



Limited Upselling Opportunities

Third-Party Experiences

Most upselling opportunities, such as events and experiences, were managed by third-party vendors, which were not integrated with AutoCamp's systems.

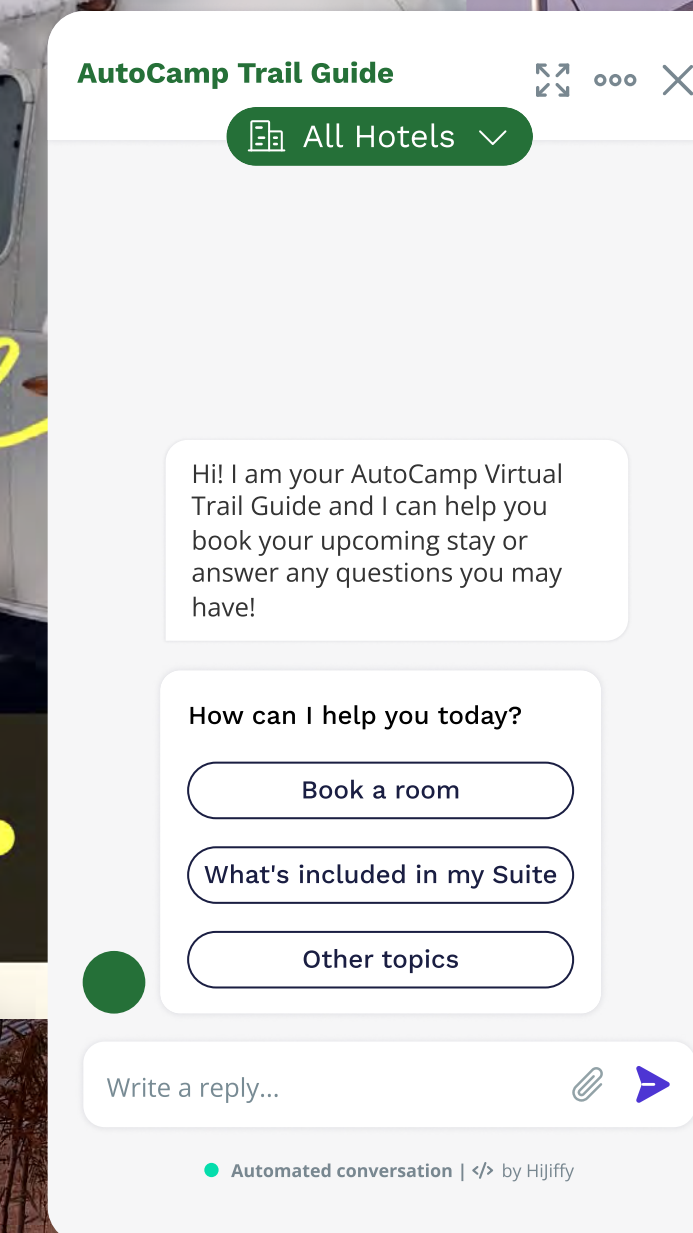
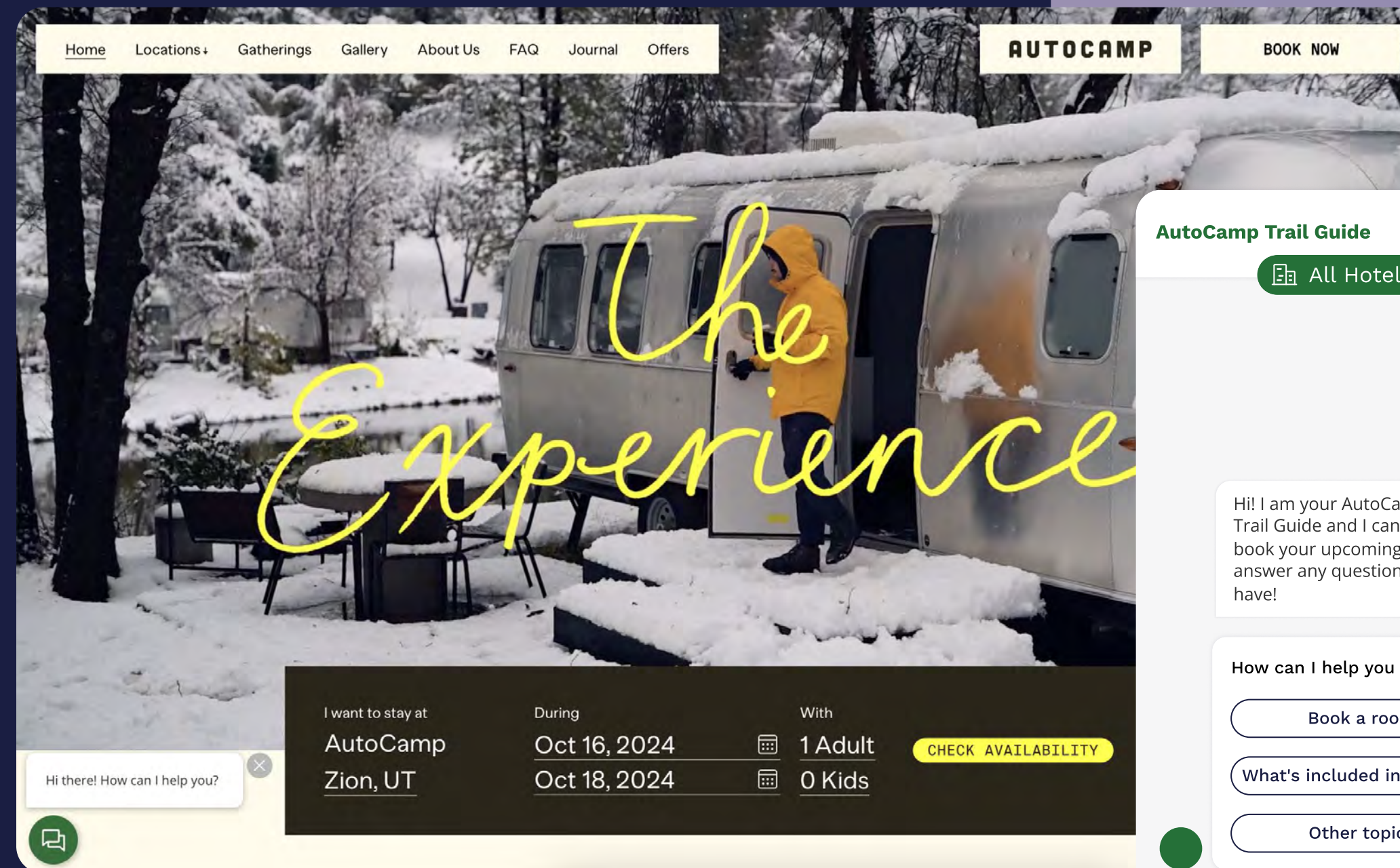
Revenue Generation

The lack of an effective upselling strategy through the chatbot or automated systems limited the potential for additional revenue streams and opportunities to enhance direct bookings.

The Challenges

Recognising these challenges, AutoCamp sought a solution that could not only streamline operations but also enhance guest interactions and drive direct bookings. This led to the implementation of **HiJiffy's AI Booking Assistant**, a tailored solution designed to address these specific needs.

To overcome the identified challenges, AutoCamp partnered with HiJiffy to implement its AI Booking Assistant, a conversational AI solution crafted to optimise hospitality operations while maintaining AutoCamp's unique brand voice. This strategic move addressed the following key objectives:



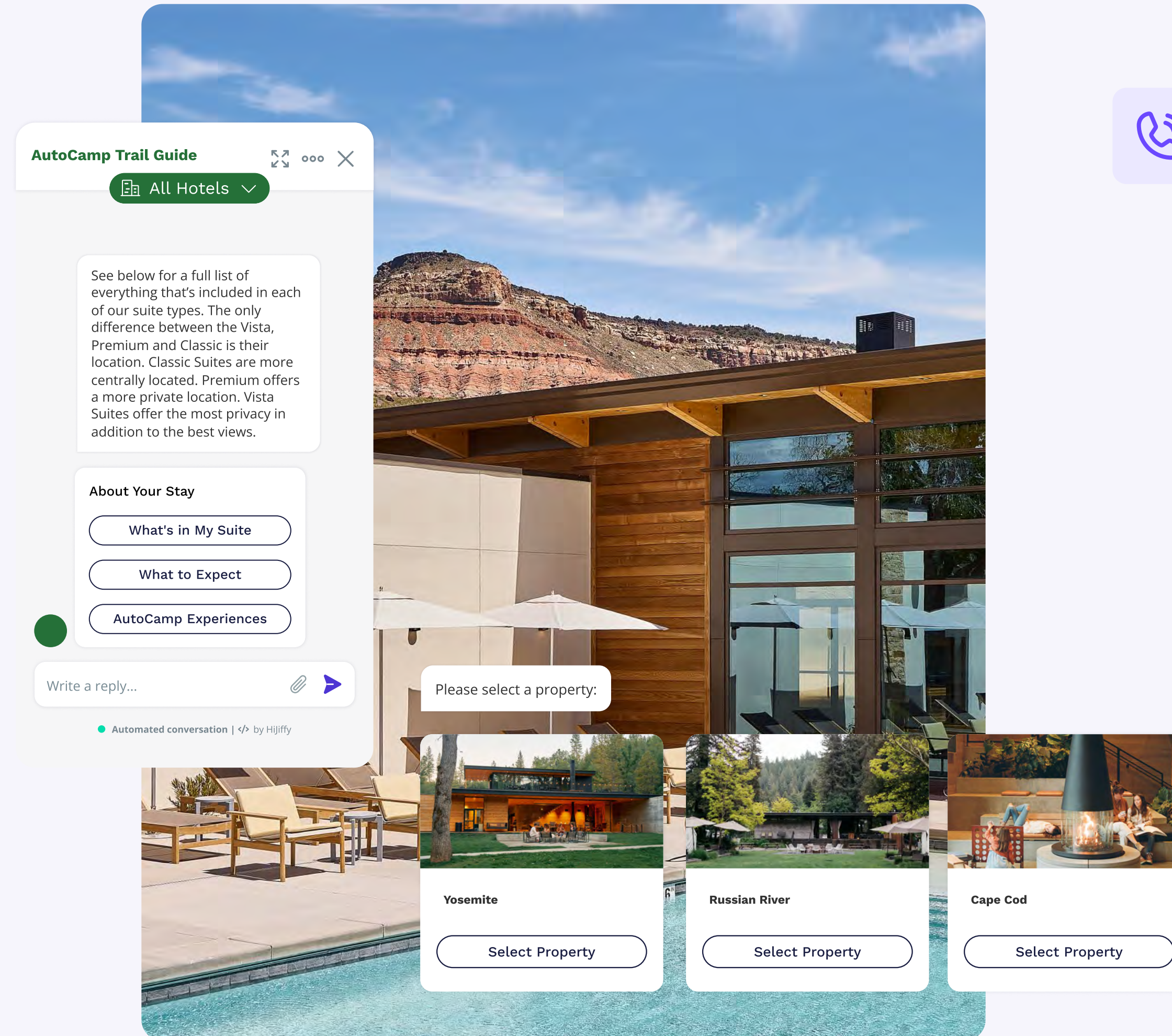
The Solutions



Handling Basic Questions

HiJiffy's AI was equipped to address common inquiries such as what AutoCamp is, whether guests can bring their own trailers, and other basic information. By automating responses to these frequently asked questions, AutoCamp was able to reduce the volume of calls that required human intervention while ensuring the communication reflected the brand's friendly and inviting nature.

Automated Guest Support for Common Inquiries



Freeing Up Call Centre Resources

With basic inquiries efficiently managed by the AI, the call centre staff could focus on more complex and serious inquiries, such as direct bookings and detailed guest requests. This not only improved the efficiency of the call centre but also allowed AutoCamp to maintain a consistent and personalised brand voice across all guest interactions.

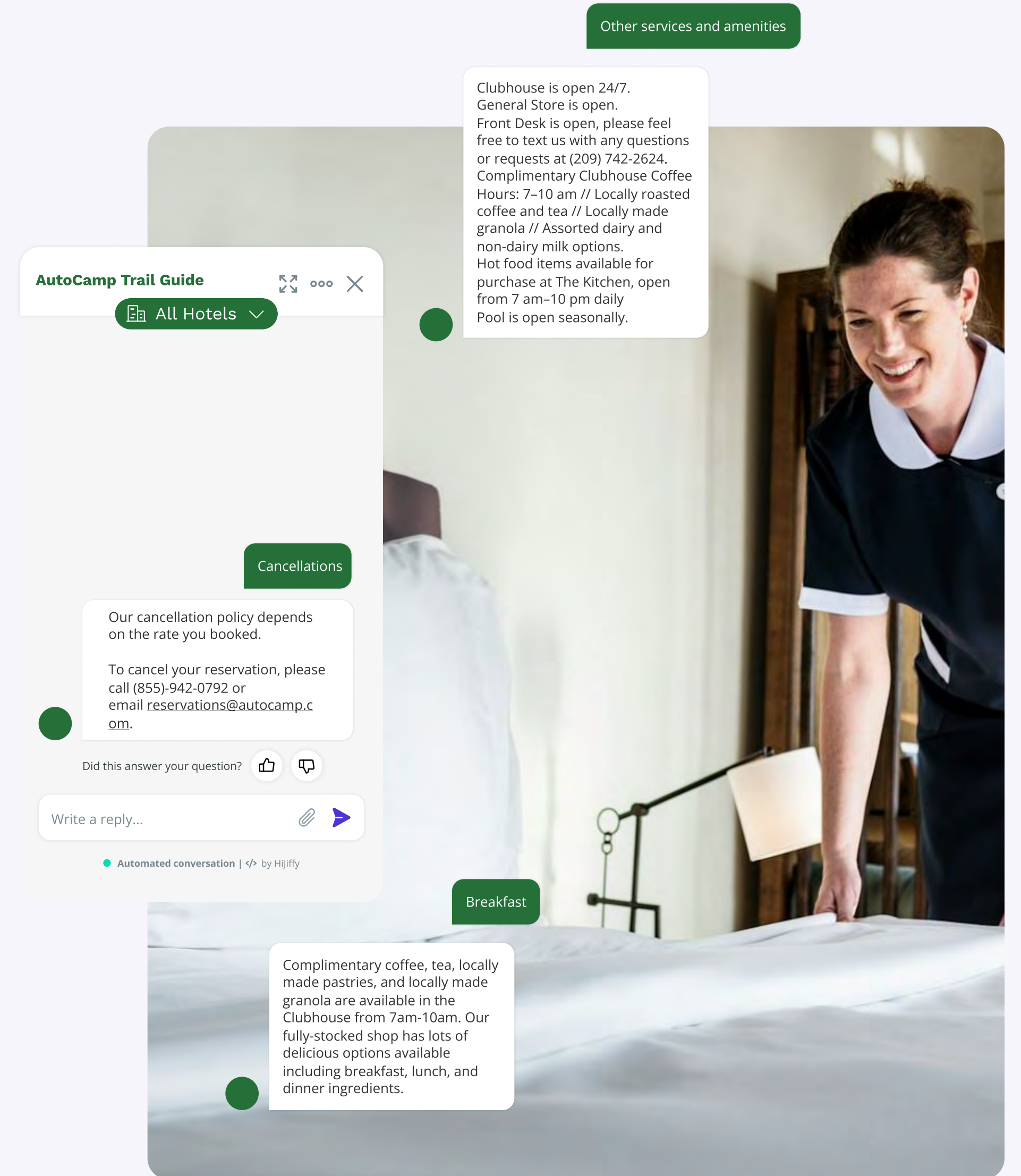
Lowering Labour Costs

By reducing the need for human agents to answer repetitive, low-value questions, AutoCamp significantly cut down on the operational costs associated with running a call centre. The AI's ability to handle routine inquiries in a personalised, brand-consistent manner allowed for a more efficient allocation of resources, directly contributing to cost savings.

Cost Reduction through Booking Operational Efficiency

Optimising Staff Efforts

The AI Booking Assistant enabled the AutoCamp team to redirect their efforts from answering routine inquiries to more strategic tasks, such as upselling stays, enhancing the overall guest experience, and focusing on converting inquiries into direct bookings. The personalisation of the chatbot ensured that even automated interactions felt warm and aligned with AutoCamp's ethos of creating memorable, nature-driven experiences.





Enhanced Direct Booking Experience

Seamless Booking Integration: HiJiffy's AI was integrated into AutoCamp's booking engine, guiding guests smoothly through the booking process. This seamless experience helped to increase the rate of direct bookings, ensuring that potential customers could easily transition from inquiry to reservation, all while feeling personally attended to by a brand that values customer experience.

Booking Engine



AutoCamp Trail Guide

All Hotels

Booking Form

Please insert the following data:

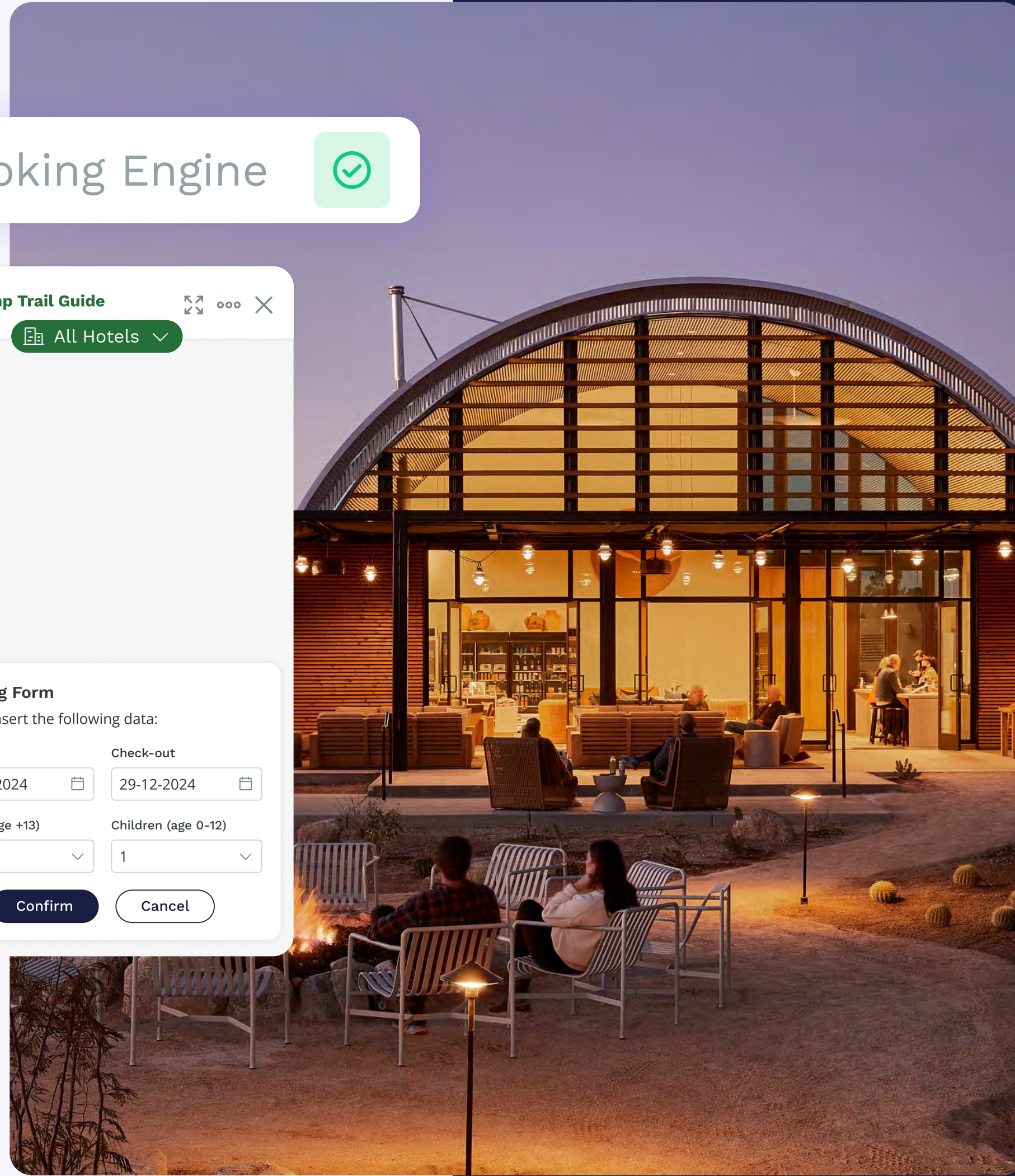
Check-in: 25-12-2024
Check-out: 29-12-2024

Adults (age +13): 2
Children (age 0-12): 1

Confirm

Cancel

By addressing these key areas with a focus on **maintaining the brand's identity**, HiJiffy's solutions resolved AutoCamp's operational challenges and enhanced the guest experience, ensuring every interaction **felt personal and aligned with AutoCamp's values**.



The Results



AUTOCAMP

The introduction of **HiJiffy's AI Booking Assistant at AutoCamp** not only streamlined operations but also ensured that the brand's unique voice and ethos were preserved across all guest interactions. By **automating routine inquiries** while reflecting the friendly, inviting nature of AutoCamp, the reservations team was able to focus on what truly matters—providing exceptional **service and driving direct bookings**. The impact of these changes was both substantial and far-reaching:

Automated Guest Support for Common Inquiries

153,096+

Conversations Handled Automatically

The AI system efficiently managed these inquiries, reducing the need for high call volumes while maintaining AutoCamp's brand voice. This freed up significant time for the call centre staff and allowed them to focus on more complex guest needs and direct bookings.

88% ↑
Automation Rate

With almost all routine inquiries managed by the AI, AutoCamp experienced a seamless and efficient guest interaction process, dramatically reducing the workload on human agents while ensuring that every interaction felt personal and in line with the brand's ethos.

612,384 Minutes

(10,206 Hours) Saved in
Call Centre Calls

The AI's ability to handle basic questions resulted in substantial time savings, allowing the reservations team to concentrate on securing bookings rather than addressing repetitive inquiries. The personalised nature of the AI interactions ensured that guests felt well-cared-for, even in automated exchanges.

**Cost Reduction through
Booking Operational Efficiency**





Internal Savings of
10-15% ↓
in Booking Operational Costs

These efficiencies translated to approximately \$1 million in cost savings, significantly reducing the expenses related to running a call centre and enhancing overall profitability.

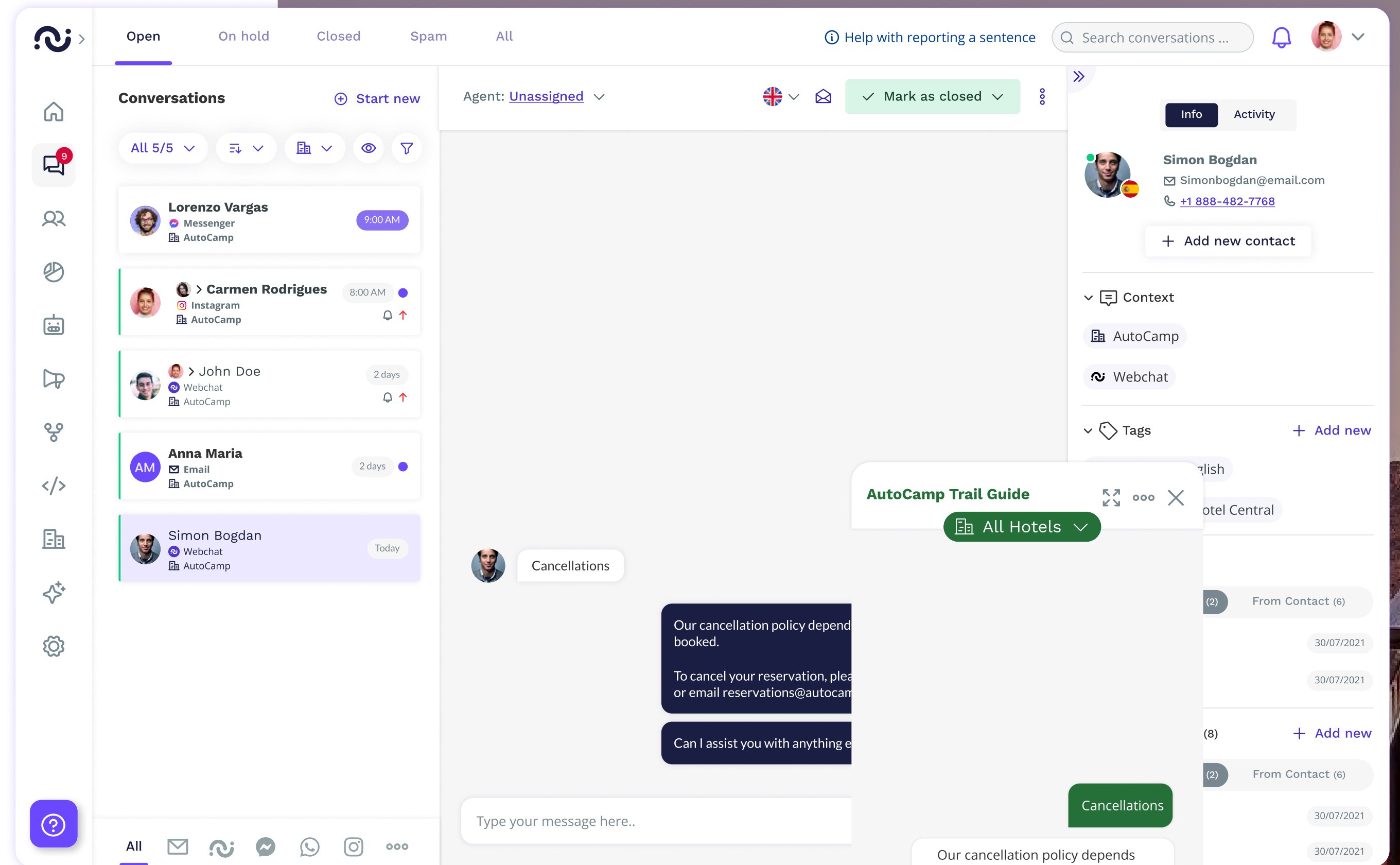
New Upselling
and Cross-Selling
Opportunities

With more time available, the reservations team could also focus on upselling and cross-selling opportunities, offering tailored recommendations that boosted additional revenue streams within the existing structures.

\$1.63 Million

Generated in Direct Bookings with the Chatbot's help

The AI's seamless integration with AutoCamp's booking engine led to a smoother, more efficient booking process, resulting in a significant increase in direct bookings and a direct impact on revenue. The personalised and brand-consistent experience ensured that guests felt valued throughout the booking journey.



Testimonials



"HiJiffy has been a great partner of ours as we scale our Outdoor Hospitality Brand across the country. Not only does the platform provide best-in-class automation, allowing our Guest Service team to spend more time on the phone with our guests, it has also proven to be an invaluable revenue-generating channel. Our team's interaction with the platform could not be easier, as they are able to efficiently and effectively update info to ensure our guests are getting the best advice and information.

The ease of use also extends into the data that we use to better understand the performance of the platform and its impact on our organisation. Reports and dashboards are easily accessed and digested by our team, allowing us to make tweaks to our processes to best serve our guests, employees, and investors."

Vinny Cuneo — Vice President of Revenue Strategy at AutoCamp Hospitality Group

AUTOCAMP



"Since implementing HiJiffy, our customer support has reached new heights. The platform's advanced capabilities have improved our response times and accuracy, allowing us to handle inquiries with unprecedented efficiency. The ability to make real-time adjustments to settings and content ensures we consistently provide the most accurate information to our guests. HiJiffy's intuitive and reliable solution has seamlessly integrated into our operations, becoming an indispensable tool for our team. We are thrilled with the profound impact it has had on our organisation."

Michelle Waldron — Director of Reservations at AutoCamp Hospitality Group

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Working with AutoCamp has been an exciting opportunity for HiJiffy to showcase the flexibility of our AI communication solutions. While we typically work with traditional hotels, our partnership with AutoCamp demonstrates our ability to tailor our technology to meet the unique needs of their upscale, outdoor-focused guest experiences. From streamlining booking inquiries to personalizing responses, our solution has been adapted to reflect AutoCamp's brand and the expectations of their adventurous guests.

This collaboration also marks an important milestone as HiJiffy continues to expand into the U.S. market. AutoCamp's iconic locations required a solution that not only improved operational efficiency but also enhanced the guest journey, and we are proud to have delivered a seamless, customized communication platform that supports their growth and innovation.

Joana Rodrigues — Senior Customer Success Manager at HiJiffy

 **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, noting that 80% of conversations were solved this month.
- Average Time for First Reply:** 11:45 h, which is 10:20 hours slower 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)
- Open Conversations:** 9 conversations to solve, including those from John Smith, Steve Doe, and Joanna Silva.
- 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, WhatsApp, and Booking Messages.
- FAQs Insights:** 2,132 questions asked this week, with 233 unanswered or negatively scored, and 13 topics identified for improvement.
- 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



Hotel Central

Find&Book Best Deals Events Contact

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

9:41

Hotel central Business Chat

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

Select property

Book a room

Book a room

Destination

Portugal

United States

The Netherlands

Destination

Spain

South Africa

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 | [Help](#) | [Privacy](#)

Booking

Arrival

In-stay

Departure

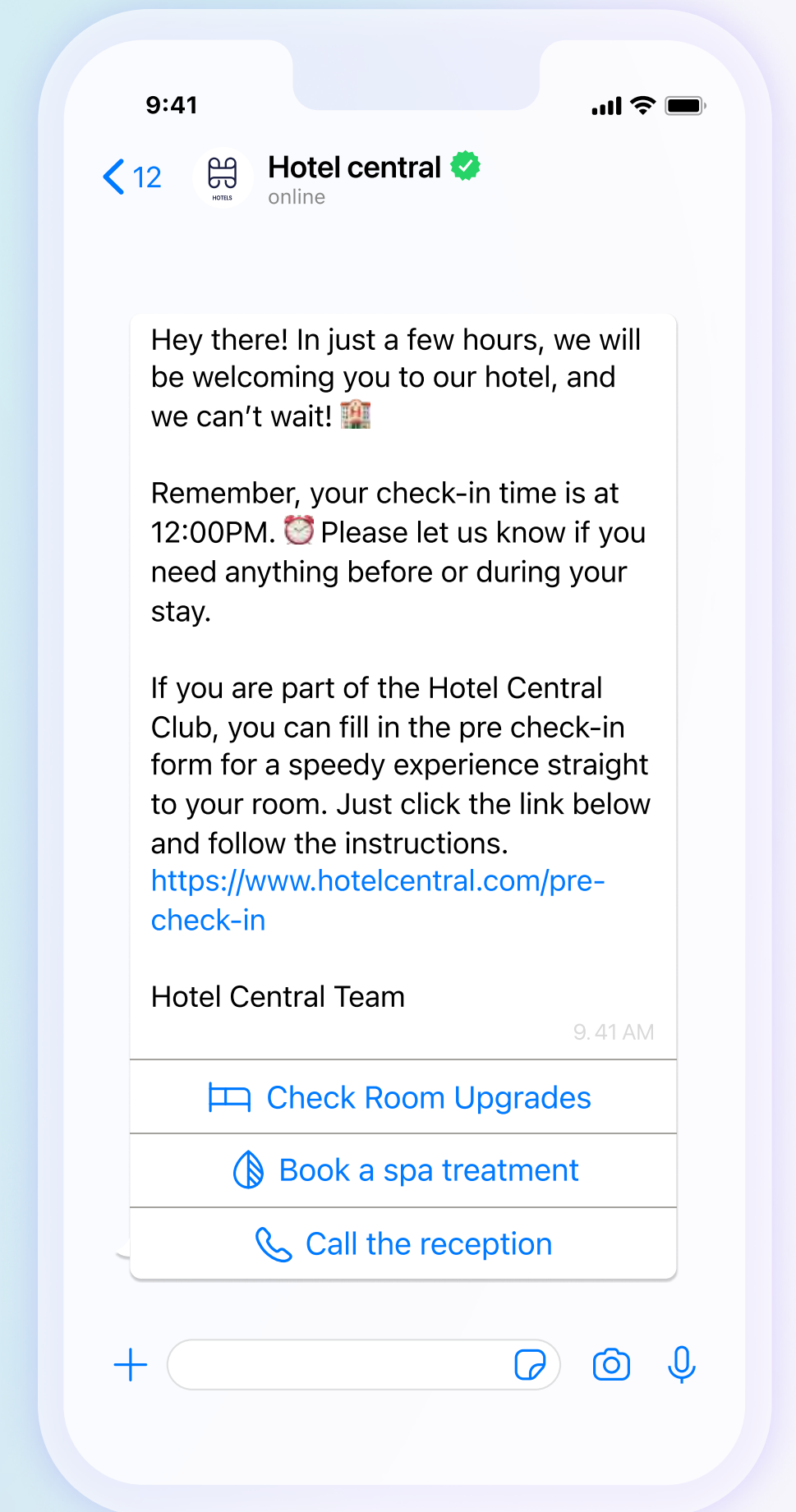
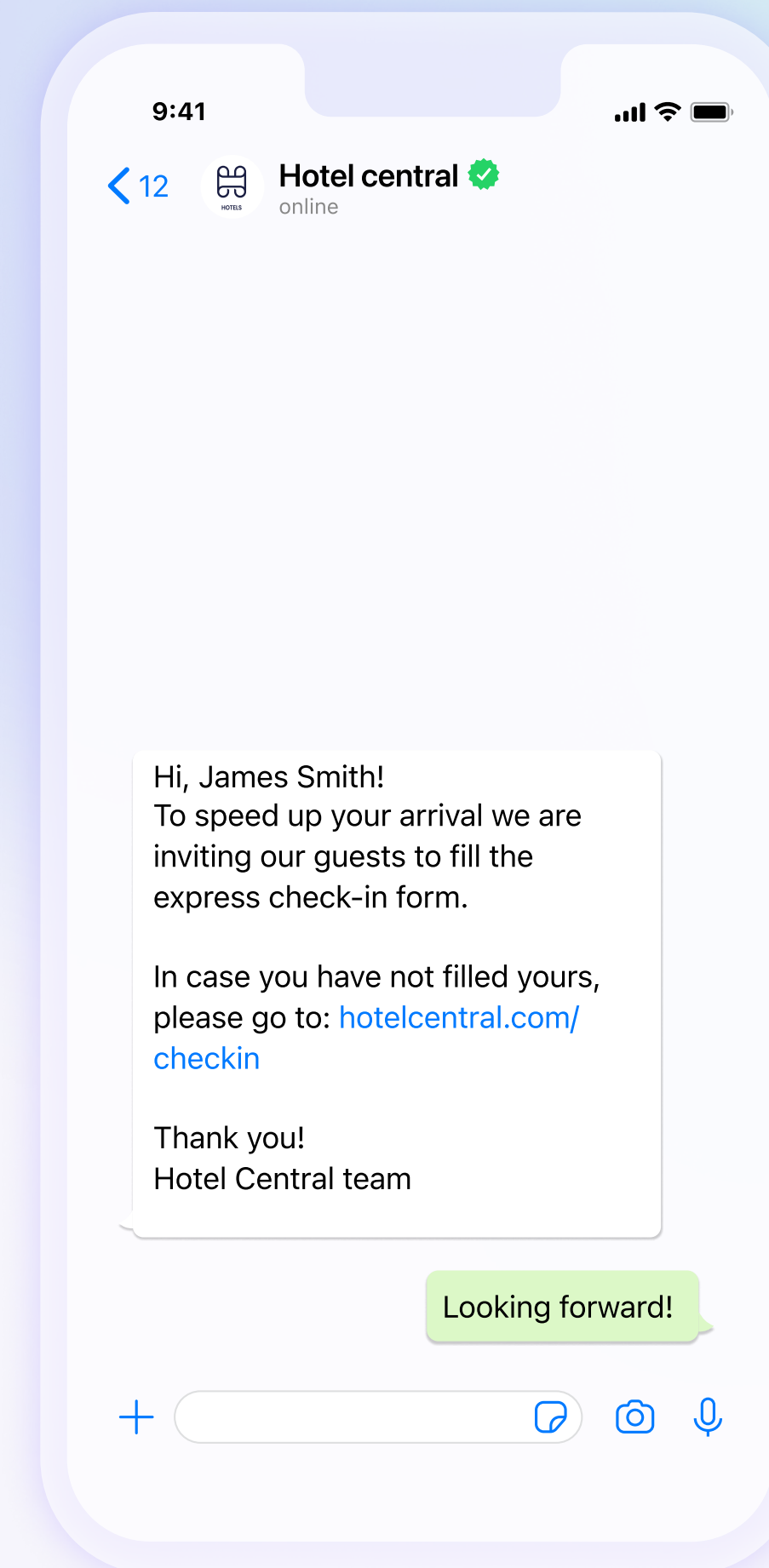
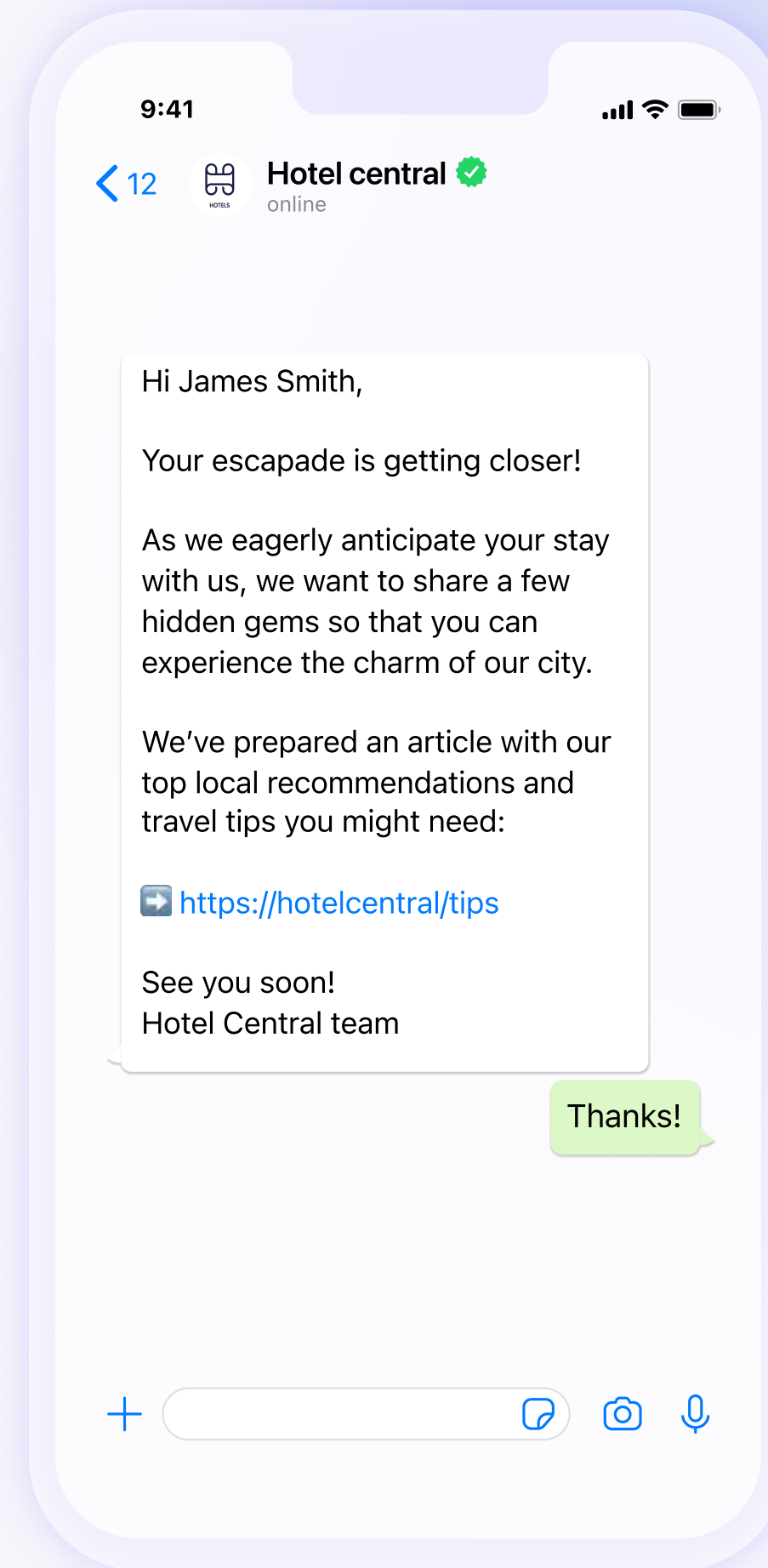
Arrival

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

Integrations

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

Channels



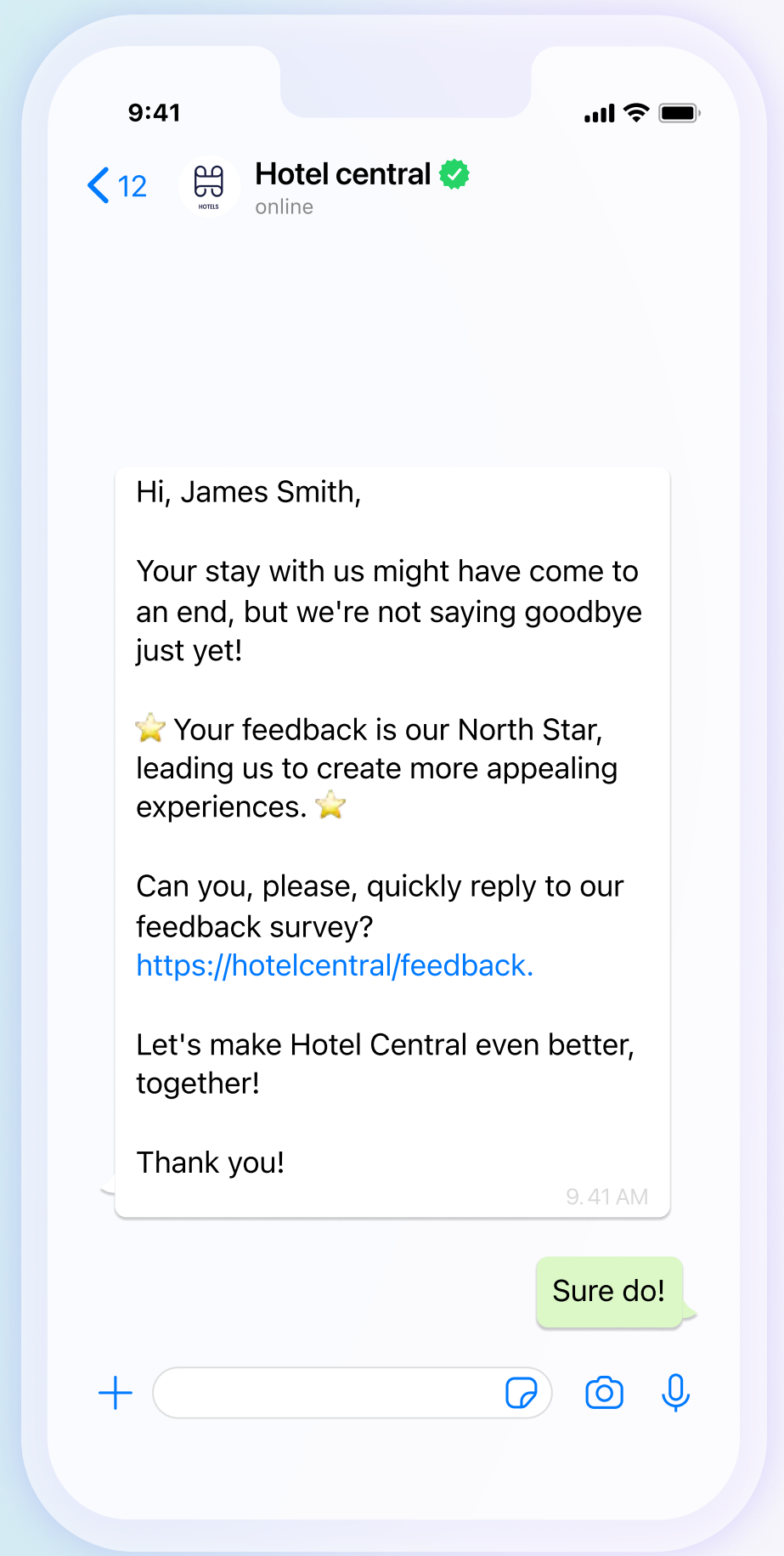
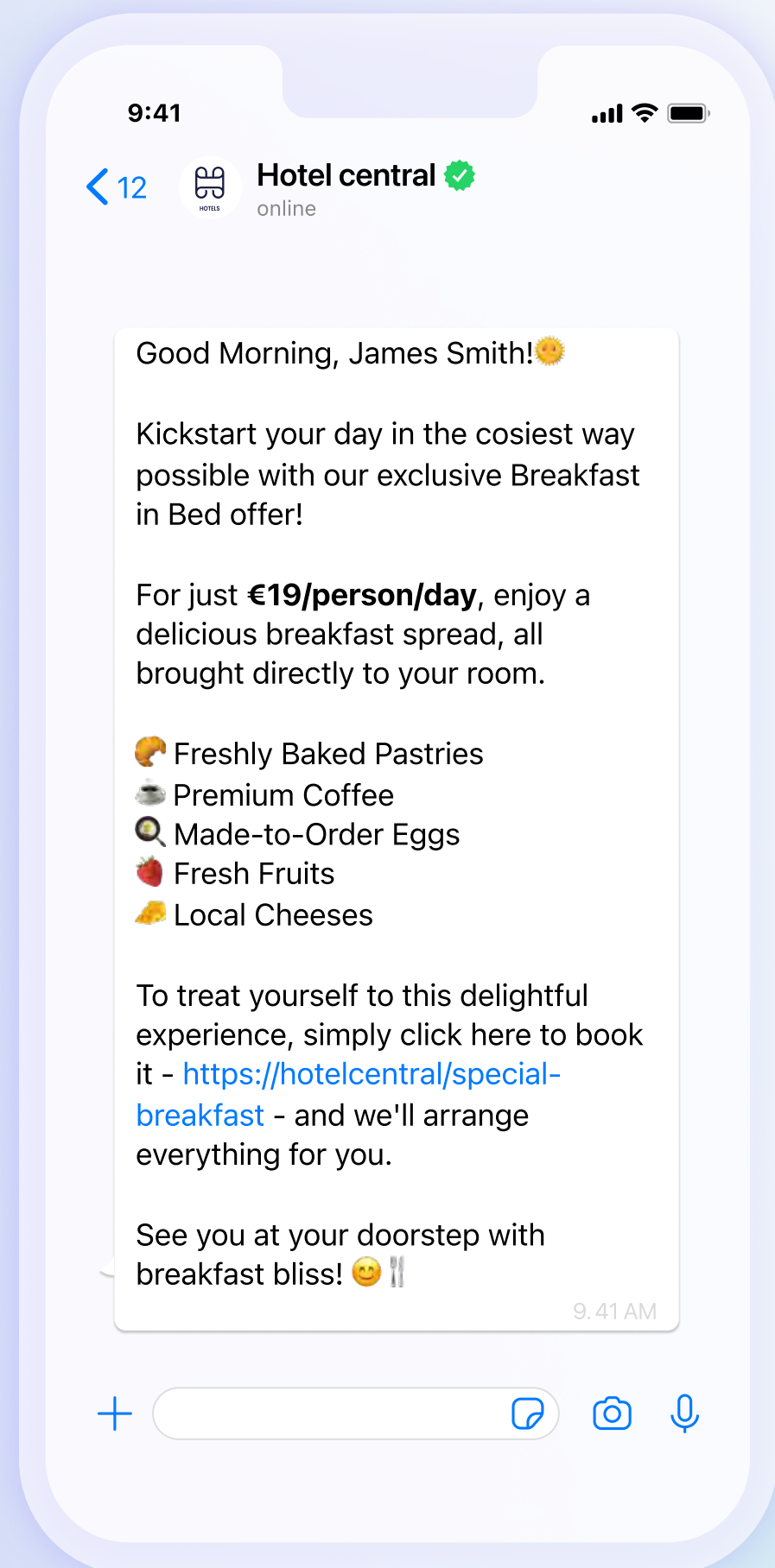
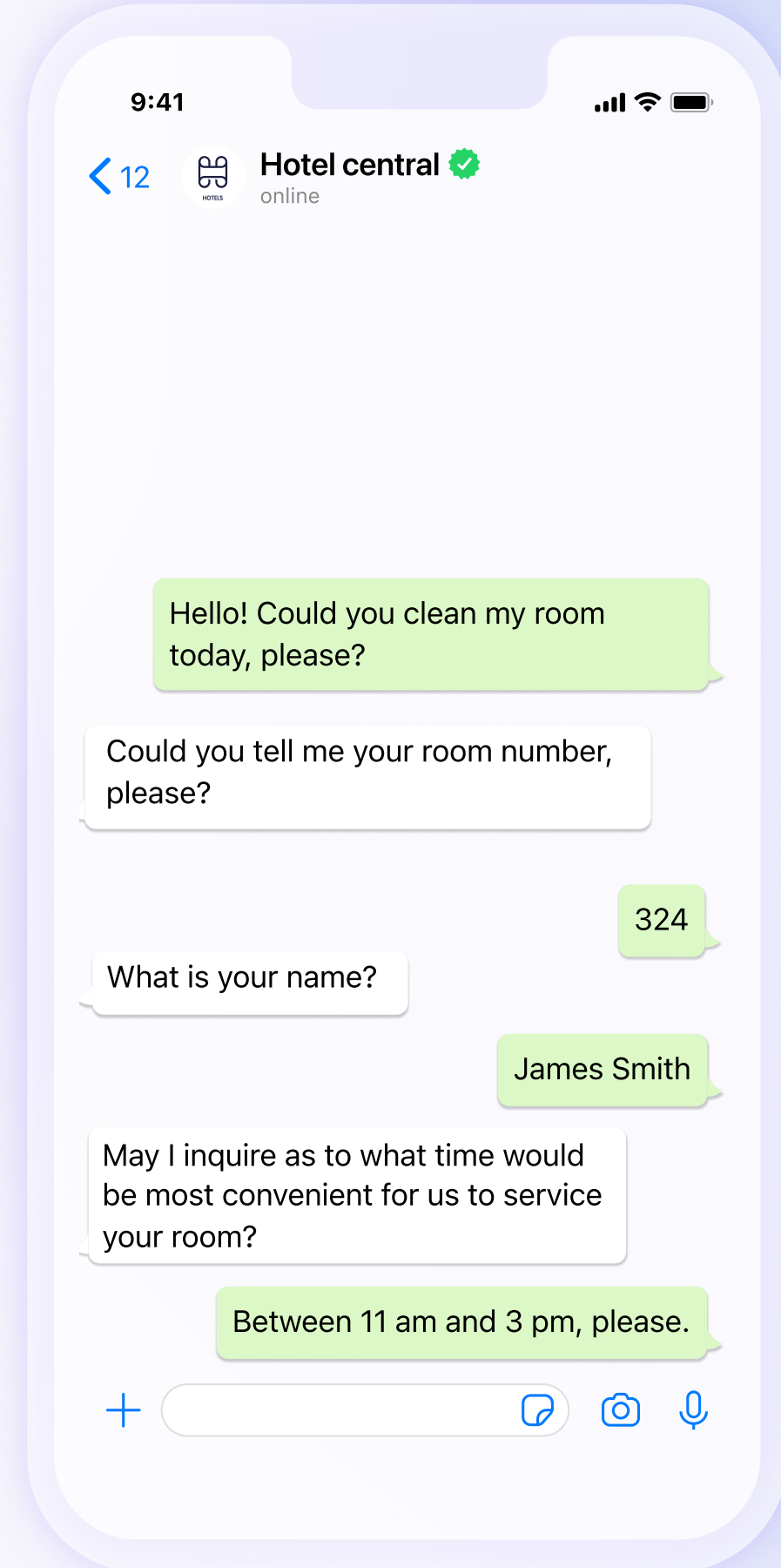
In-stay

- 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

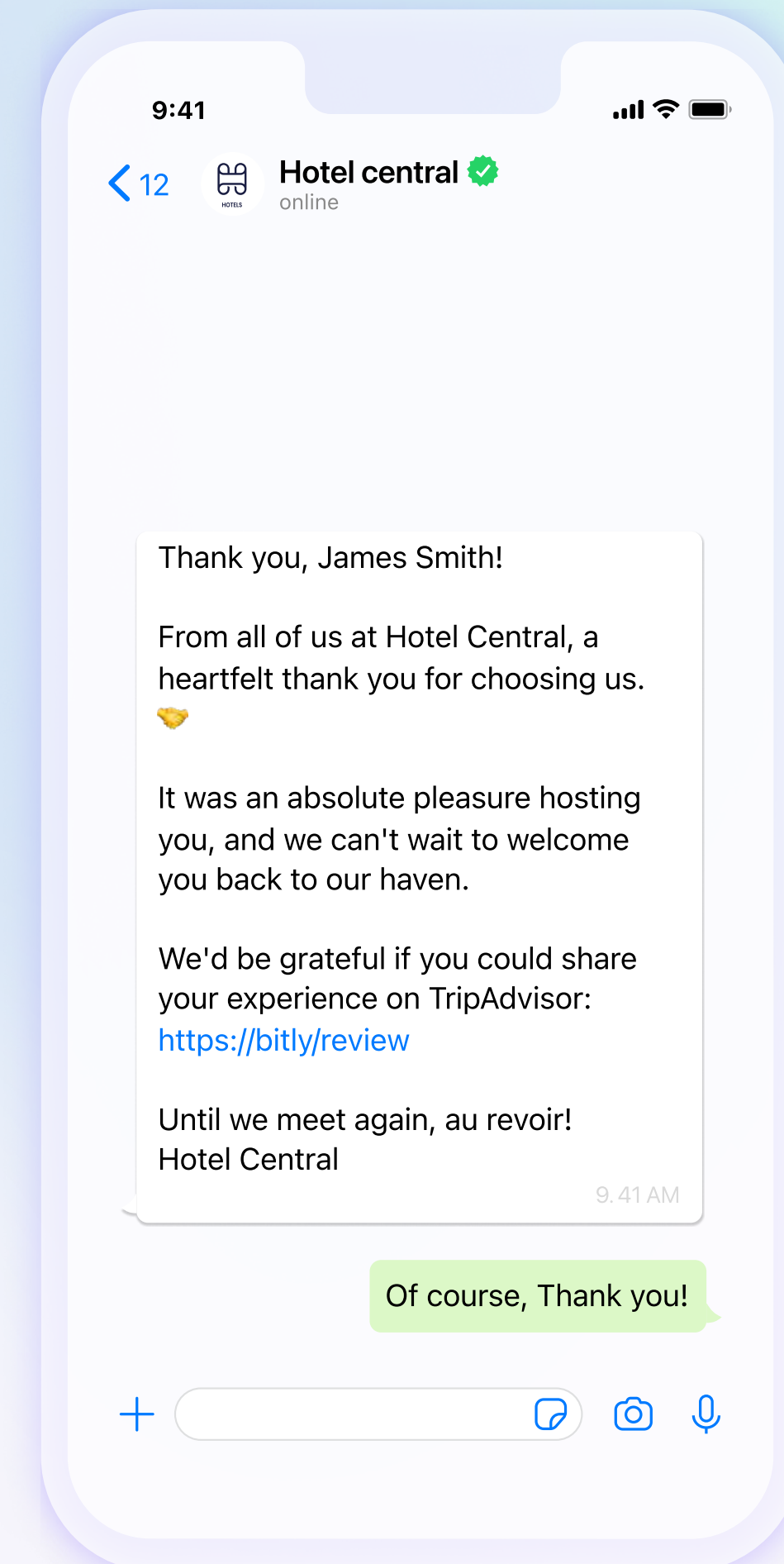
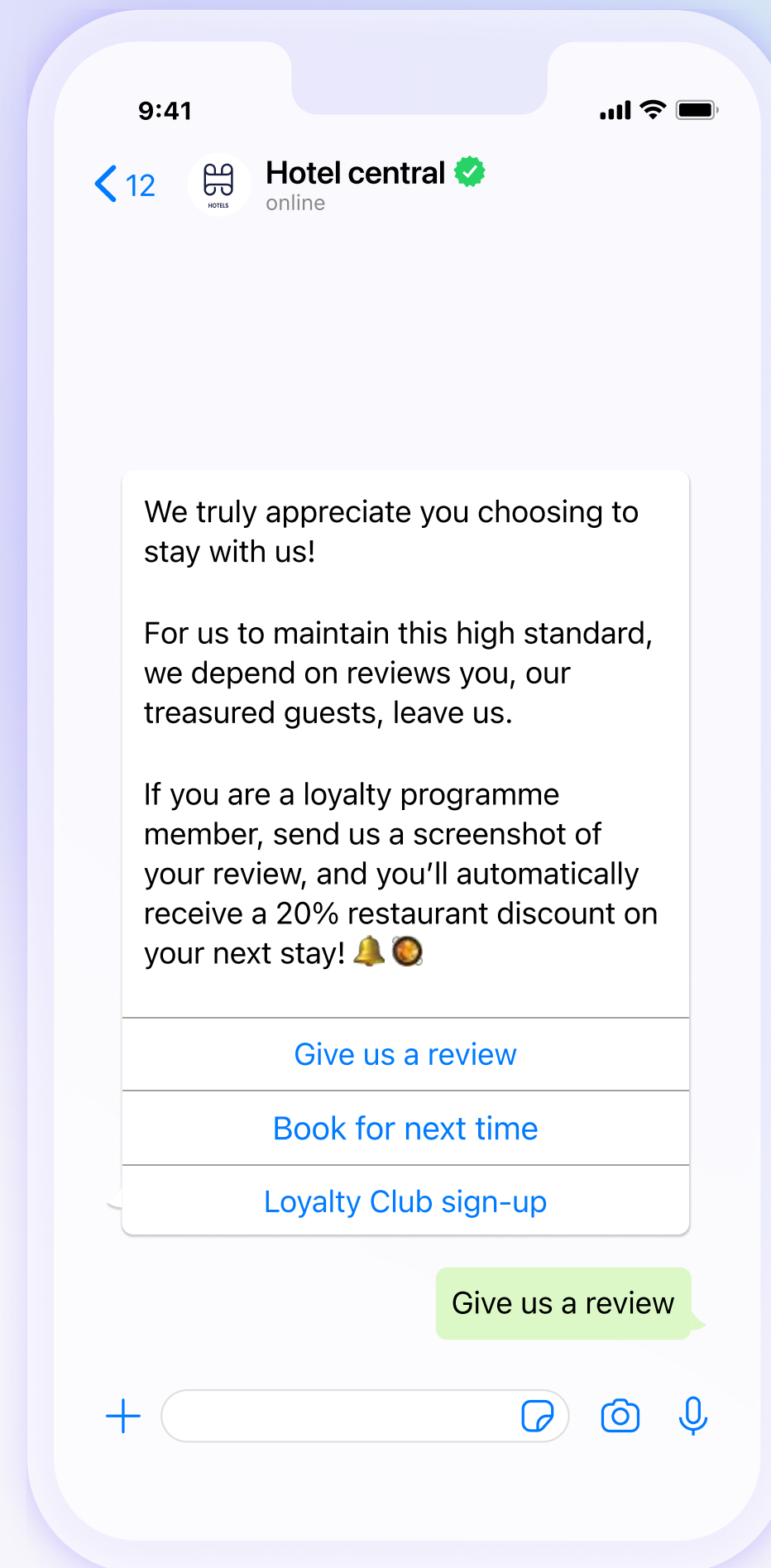
Departure

- Check-out campaigns
- Guest reviews campaigns

Integrations

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

Channels





Success Story

AUTOCAMP

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