



Hôtel l'Elysée
Val d'Europe

Success Story

How **Hôtel l'Élysée Val d'Europe** tripled direct bookings in 2024 with HiJiffy's widget campaigns





8% increase
in direct
bookings
and reduced
its reliance
on OTAs



Hôtel l'Élysée
Val d'Europe

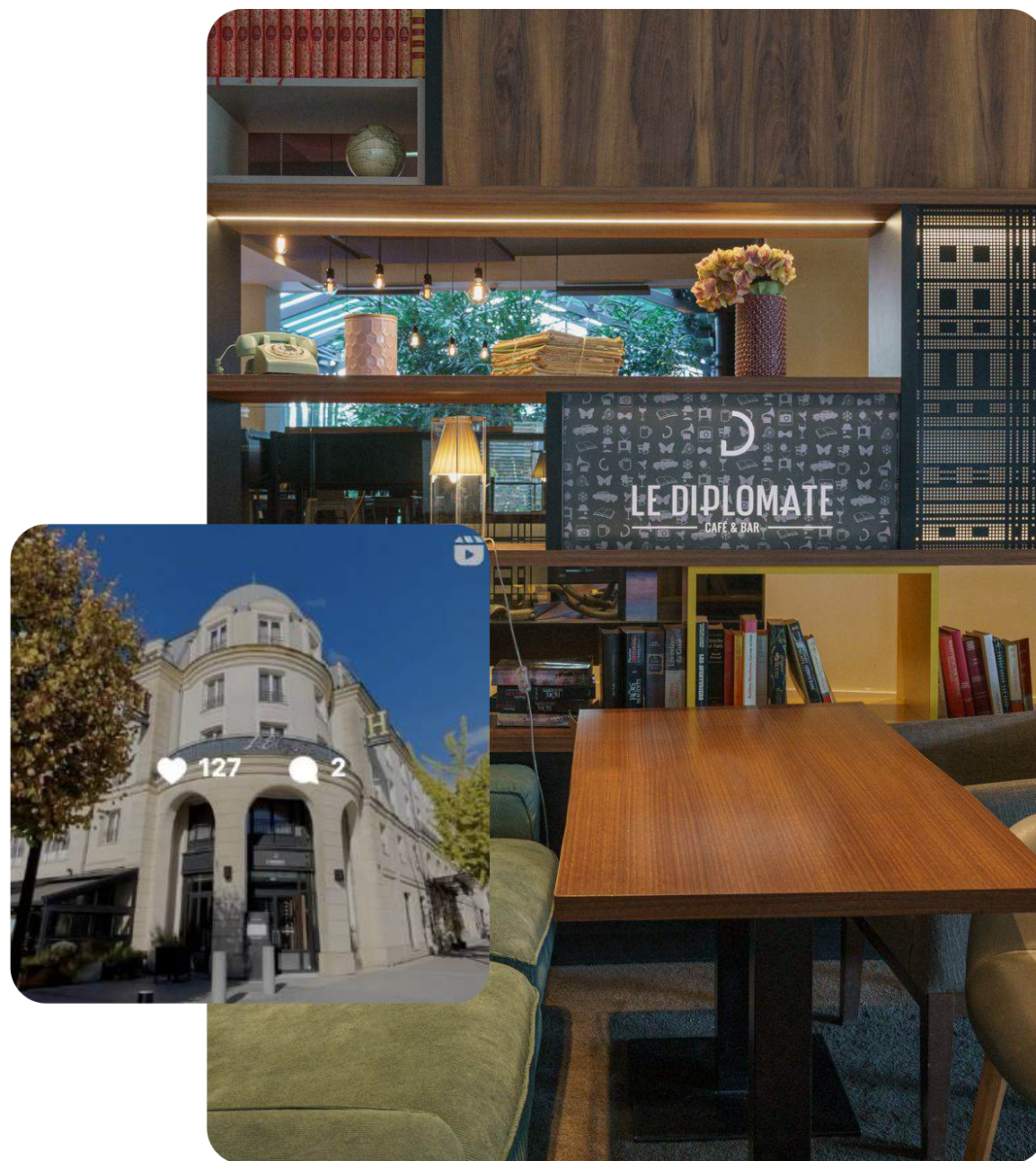
HiJiffy's mission is to develop the best conversational AI for the hospitality industry. With over 2,100 hotels in 60+ countries using our solutions, it is helping hoteliers improve the way they communicate with guests.

This case study shows how the Élysée Val d'Europe hotel benefited from HiJiffy's Guest Communications Hub. By using the AI chatbot, the hotel brand tripled direct bookings in 2024 and reduced its reliance on OTAs.

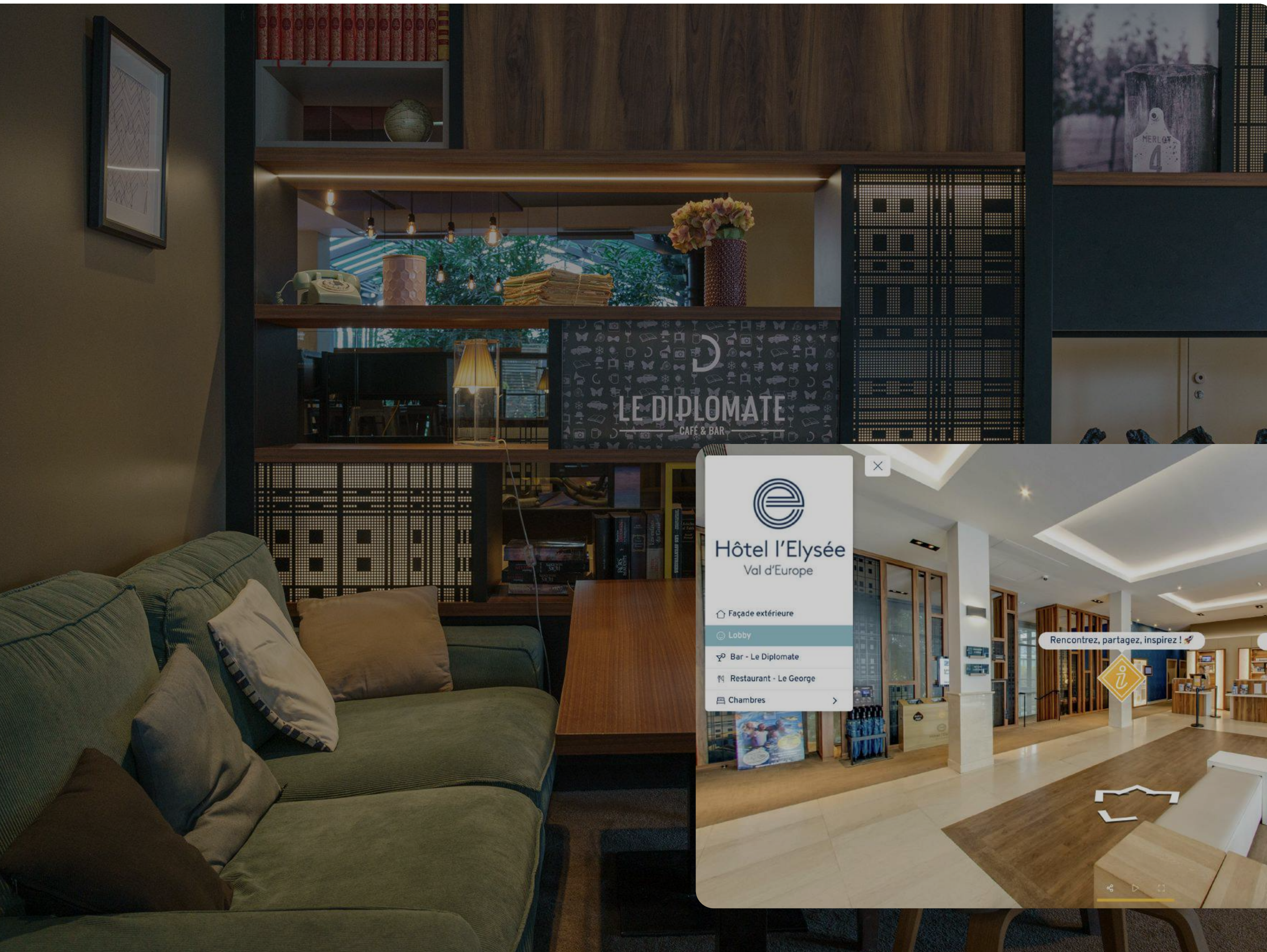
This publication presents the hotel's journey: the challenges they faced, the solutions they implemented, and the results they achieved. It is also illustrated with testimonials from the hotel staff about their experience and how these changes made their jobs easier while improving the guest experience.

The Client: L'hôtel l'Élysée Val d'Europe

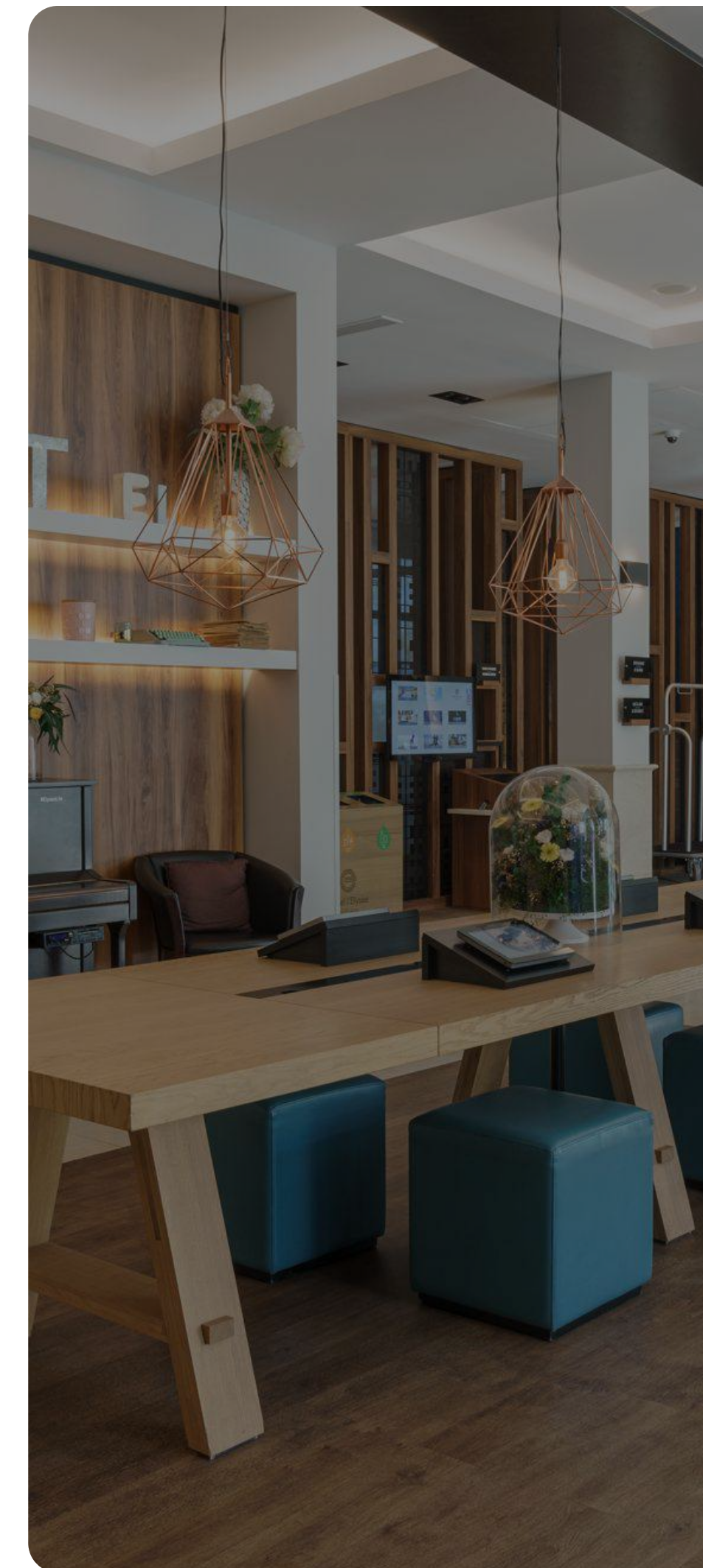
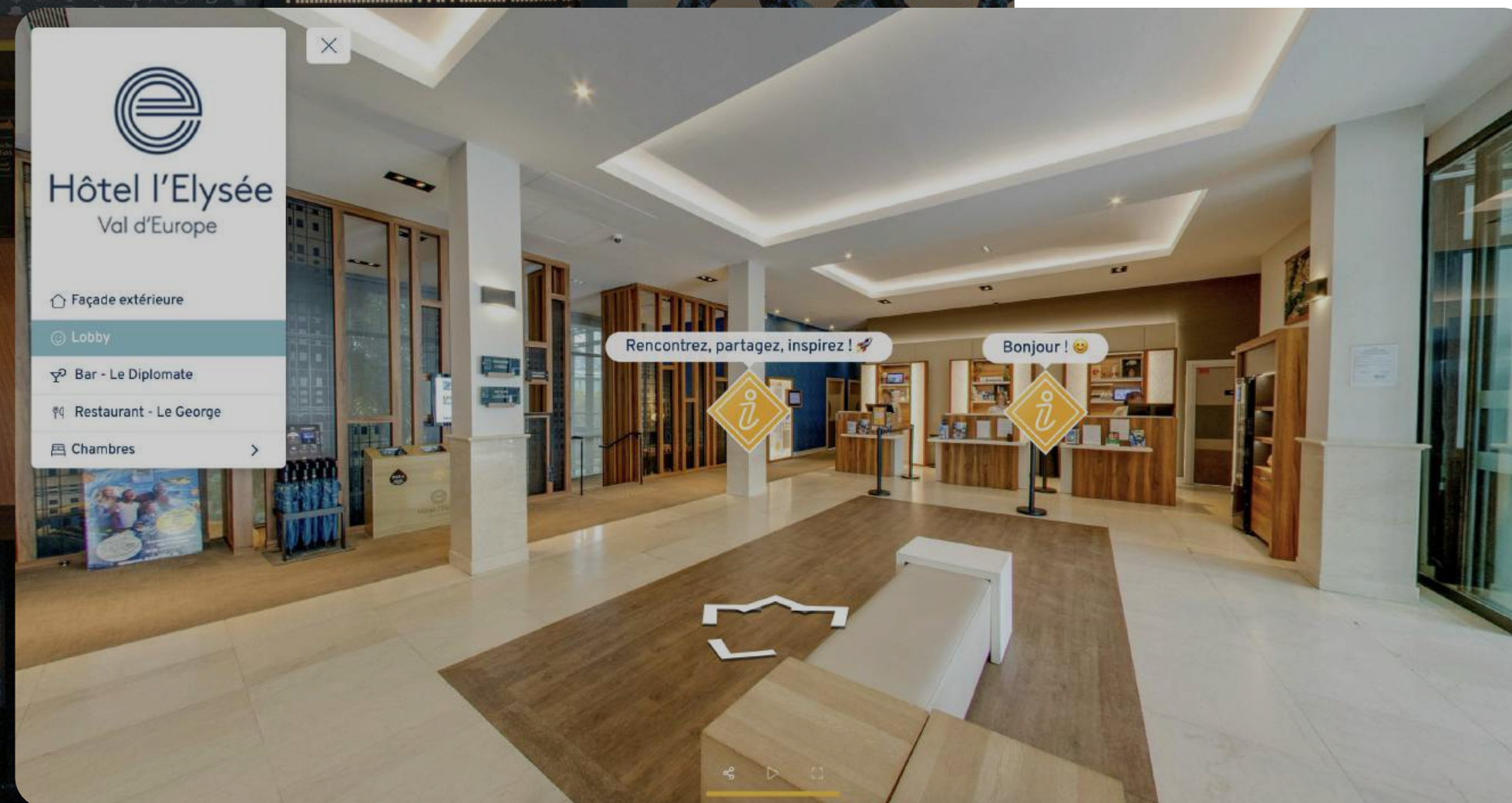
The Élysée Val d'Europe Hotel is a **4-star property with 152 stylish elegant rooms, perfectly located in Val d'Europe**. Just minutes from Disneyland Paris, it is directly across from the Val d'Europe shopping centre and close to the RER train station, making it an ideal spot for both relaxation and adventure.



Success Story: Hôtel l'Élysée Val d'Europe



Guests can unwind at the bar, Le Diplomate, or enjoy a meal at **the restaurant, Le George**, both open every day of the week.



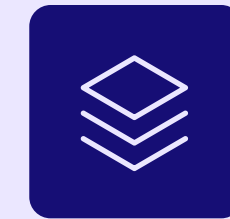
Success Story: Hôtel l'Élysée Val d'Europe

The Élysée Val d'Europe hotel needed a reliable, centralised, all-in-one solution to simplify and automate guest communications. They were focused on tackling two key challenges and wanted a system they could count on to get the job done efficiently:



Streamlining customer interactions

The hotel wanted to implement a chatbot to simplify and improve communication with its guests. The goal was to automate answering the most common queries, providing assistance 24/7.



Increase direct bookings

In a competitive market where OTAs dominate a large share of bookings, the hotel aimed to reduce reliance on third parties, increasing its revenue and driving better results.

The Challenges

Success Story: Hôtel l'Élysée Val d'Europe

The Élysée Val d'Europe hotel selected HiJiffy's platform for its user-friendly design and decided to integrate our conversational AI into the pre-stay phase in order to:

✕ Enjoy 10% off during Cyber Monday 🎁
During the Cyber Monday period, you can take advantage of a 10% discount for any reservation made before December 8th 2024, for stays between 1st to 19th December 2024 and from 6th January to 31st March 2025 inclusive

A boutique hotel offering the perfect location to explore Disneyland® Paris

Best rates when booking on our website

Best Rates Guaranteed

Check in	Check out	Number of guests	Promo code
Wed 04 Dec	Thu 05 Dec	3 Guests	Enter code

Search

Open On hold Closed Spam All

Search conversations ...

Conversations Start new

Agent: Unassigned

Mark as closed

Lorenzo Vargas
Messenger
Hôtel l'Élysée

Carmen Rodrigues
Instagram
Hôtel l'Élysée

Info Activity

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

Add new contact

Context

- Hôtel l'Élysée
- Hôtel l'Élysée Chat

Tags

- Language: English
- Pre-Stay: Hôtel l'Élysée

Requests (6)

- From Conversation (2) From Contact (6)
- Change Towel 30/07/2021
- Rooms 30/07/2021

Hijiffy sales (8)

- From Conversation (2) From Contact (6)
- 152 30/07/2021
- 423 30/07/2021

Hôtel l'Élysée

Hello and welcome to Hôtel l'Élysée Val d'Europe, I am here to help you book your next stay.

How can I help you today?

- Book a room
- Our Restaurant & Bar
- Other topics

Write a reply...

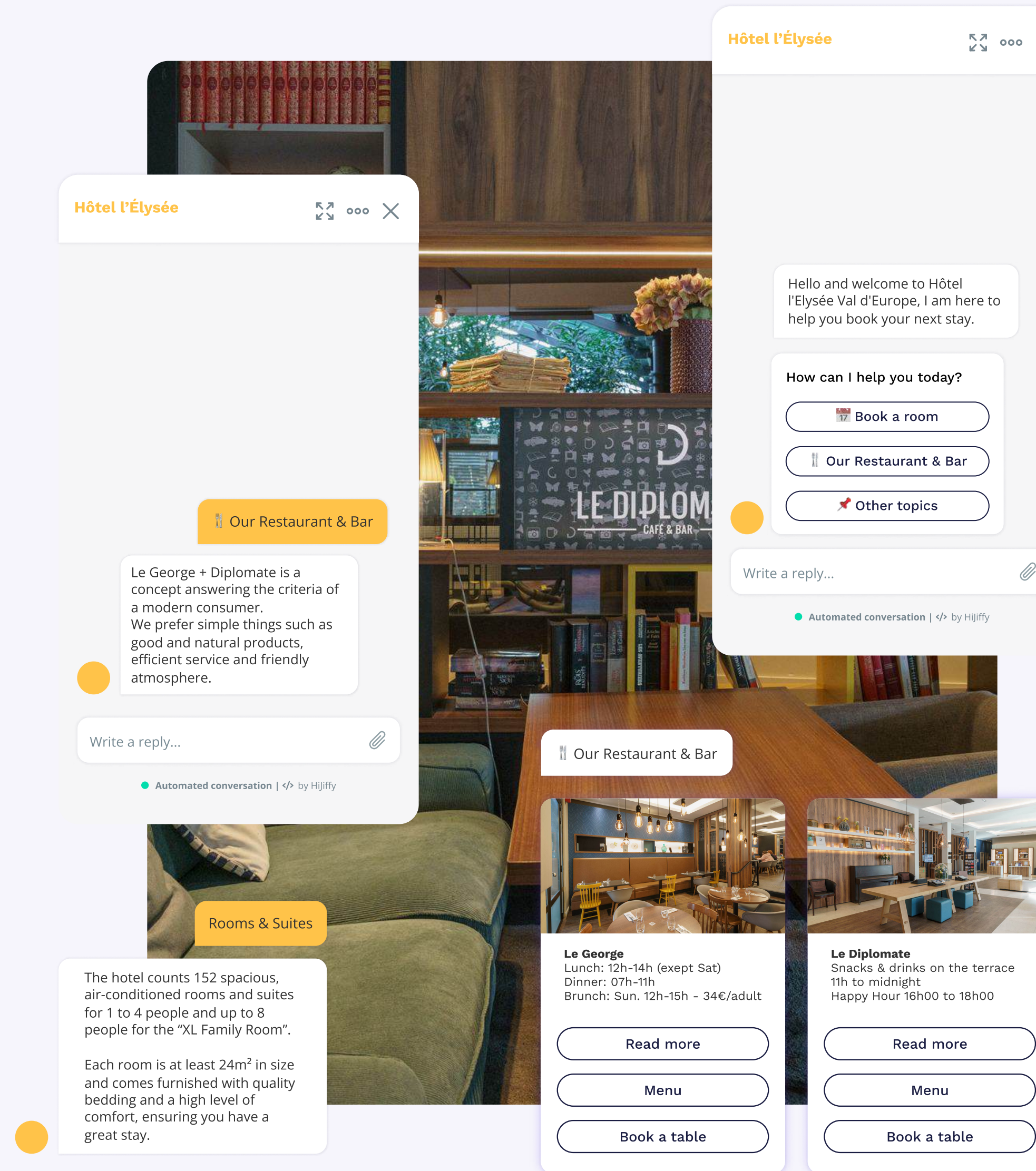
Automated conversation | by Hijiffy

The Solutions



Answer incoming questions instantly with an automated chatbot

HiJiffy's AI-powered chatbot makes life easier for both hotels and their guests. With in-depth expertise on more than **200 hospitality topics**, it provides instant, automatic answers to travellers' questions - any time, day or night. Whether it is through **website chat** or **social media**, prospective and current guests get the help they need, and the hotel's team saves time.



Make booking easier and guide visitors every step of the way.

With HiJiffy's conversational AI integrated with the **D-Edge booking engine**, prospective guests can complete their entire booking directly through the chatbot. It is a quick and intuitive process that benefits both hotel staff and future customers.



Create widget campaigns with offers that grab attention and drive results.

The hotel ran **pop-up widget campaigns** to promote special offers and drive bookings directly through the website. Between March and September 2024, **three targeted campaigns** rolled out: a **spring deal** in March, a **summer promotion** in May, and a **back-to-school** offer in August.

The screenshot displays the hotel's website interface. At the top, there is a navigation bar with a menu icon, a UK flag, location and heart icons, the hotel logo, and buttons for 'Gift Vouchers' and 'Book now'. The main banner features the headline 'A boutique hotel offering the perfect location to explore Disneyland® Paris' and a sub-headline 'Best rates when booking on our website'. Below this is a 'Best Rates Guaranteed' badge. The booking widget includes fields for 'Check in' (Wed 04 Dec), 'Check out' (Thu 05 Dec), 'Number of guests' (3 Guests), and 'Promo code' (Enter code), followed by a 'Search availability' button. Three pop-up campaigns are overlaid: 1. 'Other services and amenities' (top right) listing clubhouse, general store, and front desk hours, along with complimentary coffee and hot food options. 2. 'Enjoy 10% off during Cyber Monday' (middle right) offering a 10% discount for reservations made before December 8th, 2024. 3. 'Connecting rooms' (bottom right) explaining that only classic and premium quadruple rooms can be interconnected for an extra 30€ per night.

The Results

What results has the Élysée Val d'Europe hotel seen since introducing HiJiffy?

Here's a straightforward breakdown of
the key benefits they've achieved:

Free up hotel staff to focus on tasks that make a bigger impact.

Automating responses to frequently asked questions has cut down the **number of emails** and calls the team needs to handle. This means more time to focus on important tasks and deliver **a personal touch to on-site guests**. Plus, with the chatbot in place, guests can get instant answers 24/7, which has a positive impact on their experience.

Hôtel l'Élysée

Question: Travel with kids

Chatbot: Hôtel l'Élysée

Property: Hôtel l'Élysée

Topic: Children

Answer:

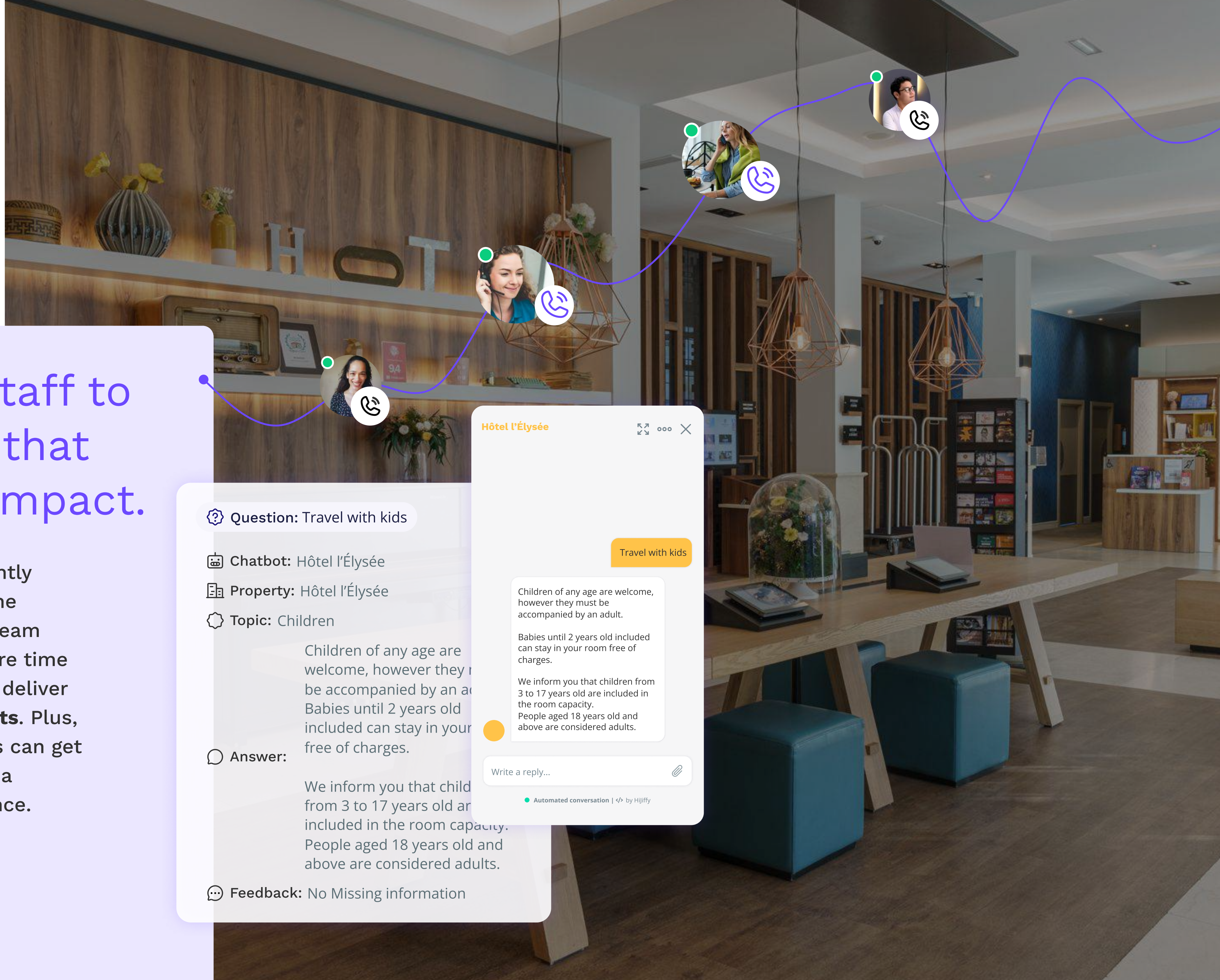
Children of any age are welcome, however they must be accompanied by an adult.

Babies until 2 years old included can stay in your room free of charges.

We inform you that children from 3 to 17 years old are included in the room capacity. People aged 18 years old and above are considered adults.

Feedback: No Missing information

Automated conversation | </> by Hijiffy



+ 1648

additional direct
overnight stays

From May to December 2023 (the year the chatbot was implemented), the hotel saw an **impressive boost in direct bookings** compared to the same period in 2022. With an **additional 1,648 direct overnight stays**, that's nearly 7 extra rooms booked every night - a **solid 4.5% increase** in nightly occupancy. These results clearly show how the chatbot is driving real value by helping the hotel fill more rooms and connect directly with guests.

~7 Extra Rooms

⊕ Booked every night

↑ 1,648

Direct overnight stays

+4.5%

✓ Booked!

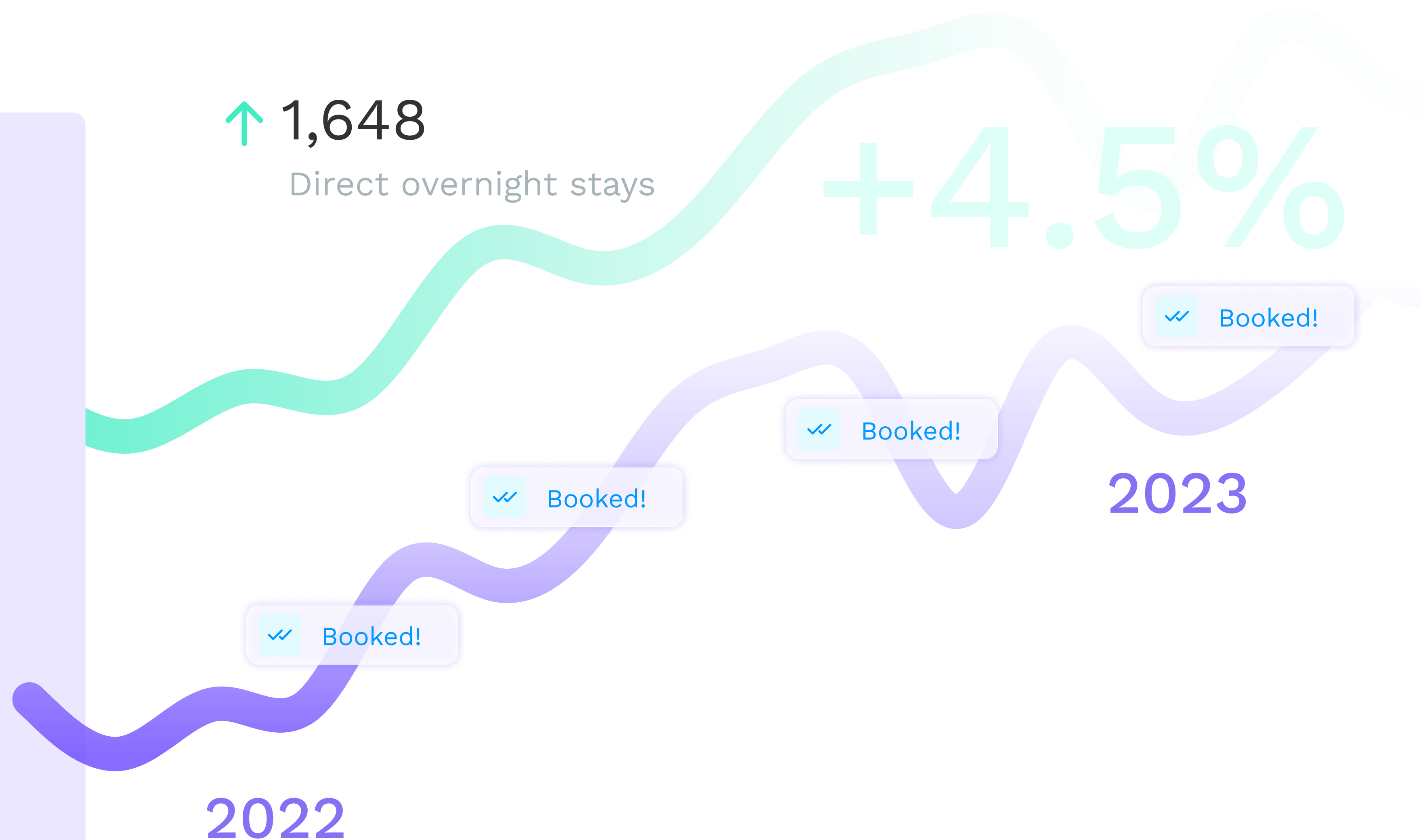
✓ Booked!

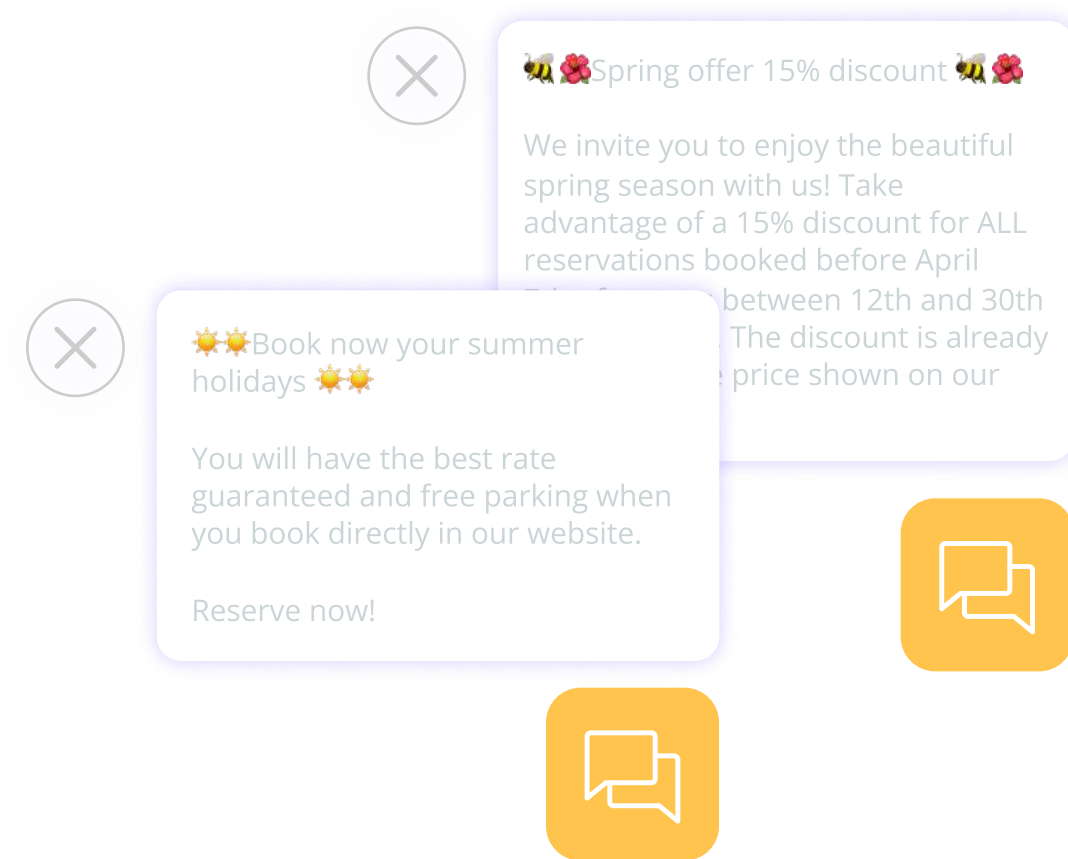
✓ Booked!

✓ Booked!

2023

2022





3.5x

more bookings with effective widget campaigns

4 times more revenue
4 times more revenue
4 times more revenue

than a similar period without a campaign

3.5 times

more bookings with effective widget campaigns

The hotel saw a clear boost in chatbot interactions and bookings during the three active widget campaigns. For example, the "spring campaign," which offered a 15% discount on bookings from 15 March to 7 April 2024, delivered nearly **3.5 times more bookings** and **almost 4 times more revenue than a similar period without a campaign**. These results highlight how effective HiJiffy's widget campaigns are at driving bookings and helping the hotel significantly increase revenue.

"We launched our first campaign in April 2024, through which we saw an **increase in bookings during the given period from the very first days of the campaign**. The same was true for the campaigns we ran in May and June 2024, demonstrating the real advantage of this tool. The pop-up that appears provides excellent visibility for the current campaign/offer."

Magali Pascal, Reservations and Revenue Manager
Hôtel l'Élysée Val d'Europe



The Élysée Val d'Europe hotel is building on its success by incorporating HiJiffy into its in-stay guest experience this year.

One exciting addition is automated WhatsApp campaigns, which are set to launch soon and are expected to drive even more positive results. This move reflects the hotel's commitment to improving communication with guests and delivering a smoother, more enjoyable stay.

Testimonials

"Beyond the time saved and the significant reduction in the number of emails/calls received, having access to statistics and metrics allows us to understand the impact of the team's work and the tool on our communication with clients, as well as the revenue generated by the tool."

Magali Pascal — Reservations and Revenue Manager - Hôtel l'Élysée Val d'Europe



Hôtel l'Élysée
Val d'Europe

"On a daily basis, HiJiffy is our ally for handling the most common requests, allowing us to improve our customer relations. It is also an asset for promoting special offers, thereby boosting sales."

Margaux Ferreira et Maria Ines Sanchez Rangel - Booking agents — Hôtel l'Élysée Val d'Europe



Hôtel l'Élysée
Val d'Europe

"Working with Magali and her team has been an absolute pleasure. They quickly got to grips with the tool and were always very open to exploring the range of features we offer. They were among the first to adopt the widget campaigns, implementing them with great intelligence, both in terms of message choice and timing. The results we observed were incredible, with a significant ROI. A true partnership has developed over time, and it is always very rewarding to collaborate with them. We continue to have regular discussions to understand their needs and explore actions to further enhance the HiJiffy solution while ensuring we meet their expectations as best as possible."

Elodie Soares — Senior Customer Success Manager - HiJiffy



Guest communications managed in one place.

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

- Dashboard Overview:** A central hub with a search bar and user profile. It displays a date range of 'last 30 days' and a 'Welcome back' message for John Doe, noting that 80% of conversations were solved this month.
- Performance Metrics:** A line chart shows the 'AVERAGE TIME FOR FIRST REPLY' at 11:45 h, which is 10:20 hours slower than the team average.
- OPEN CONVERSATIONS:** A list of 9 conversations to solve, including those from John Smith, Steve Doe, and Joanna Silva.
- OVERVIEW:** Four key performance indicators (KPIs) are shown:
 - 80% AUTOMATION RATE:** Up 16% from the previous 30 days.
 - 240 BOOKINGS MADE VIA CHAT:** Down 6% from the previous 30 days.
 - 85% CHATBOT CSAT SCORE:** Up 17% from the previous 30 days.
 - 21 648 CONVERSATIONS CLOSED BY THE TEAM:** Up 150% from the previous 30 days.
- CONVERSATIONS EVOLUTION:** A line graph comparing 'Automated Conversations' (green) and 'Requests To Chat With Staff' (blue) from October 31 to November 7.
- USER ACTIVITY:** A donut chart shows 3,599 active users across various channels: Webchat, F. Messenger, Whatsapp, Booking Messages, WeChat, Telegram, Line, Instagram, Email, and Booking.
- FAQS INSIGHTS:** A section for improving FAQ topics, showing 2132 questions asked this week, 233 unanswered or negatively scored, and 13 topics to improve on.
- Conversation List:** A sidebar on the left lists individual conversations with customer names, contact methods, and status (Open, On hold, Closed).
- User Profile:** A detailed view of a user profile for Lorenzo Vargas, including contact information and a list of recent interactions.

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

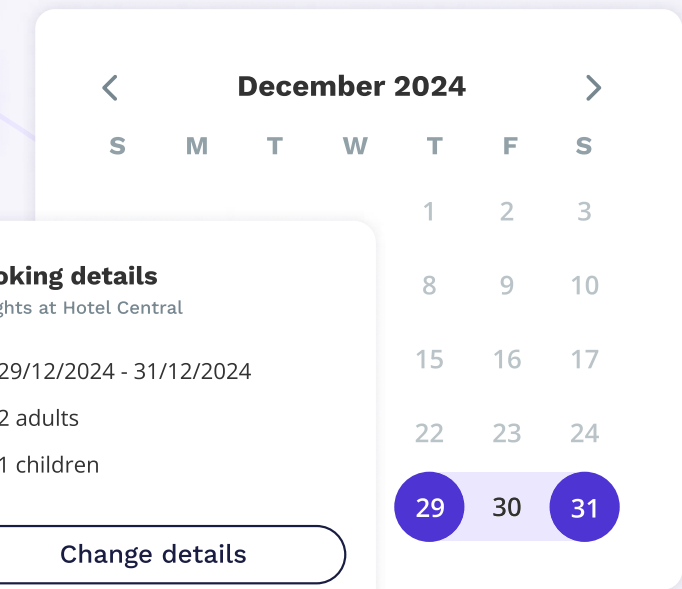
Channels



✓ 105 95€

✓ 230 123€

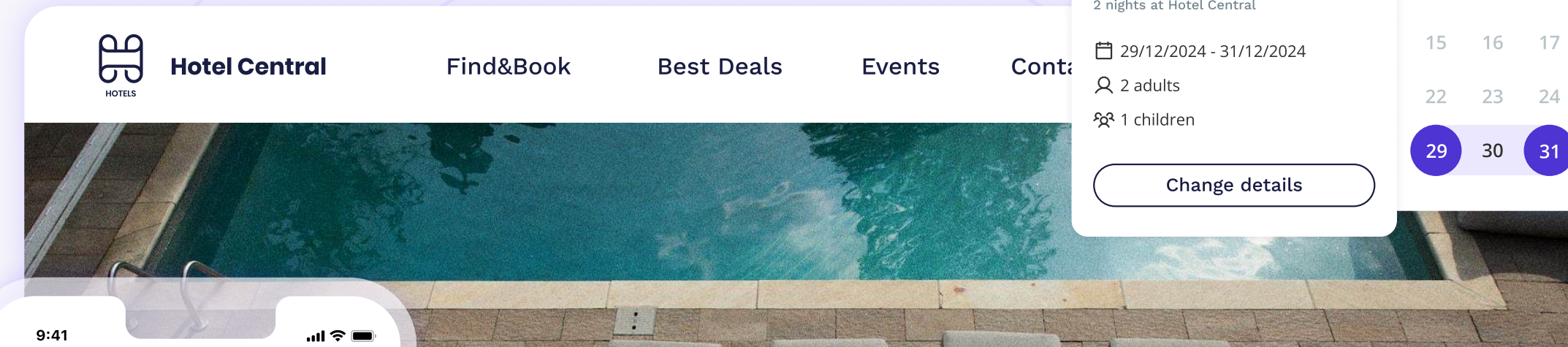
✓ 754 452€



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

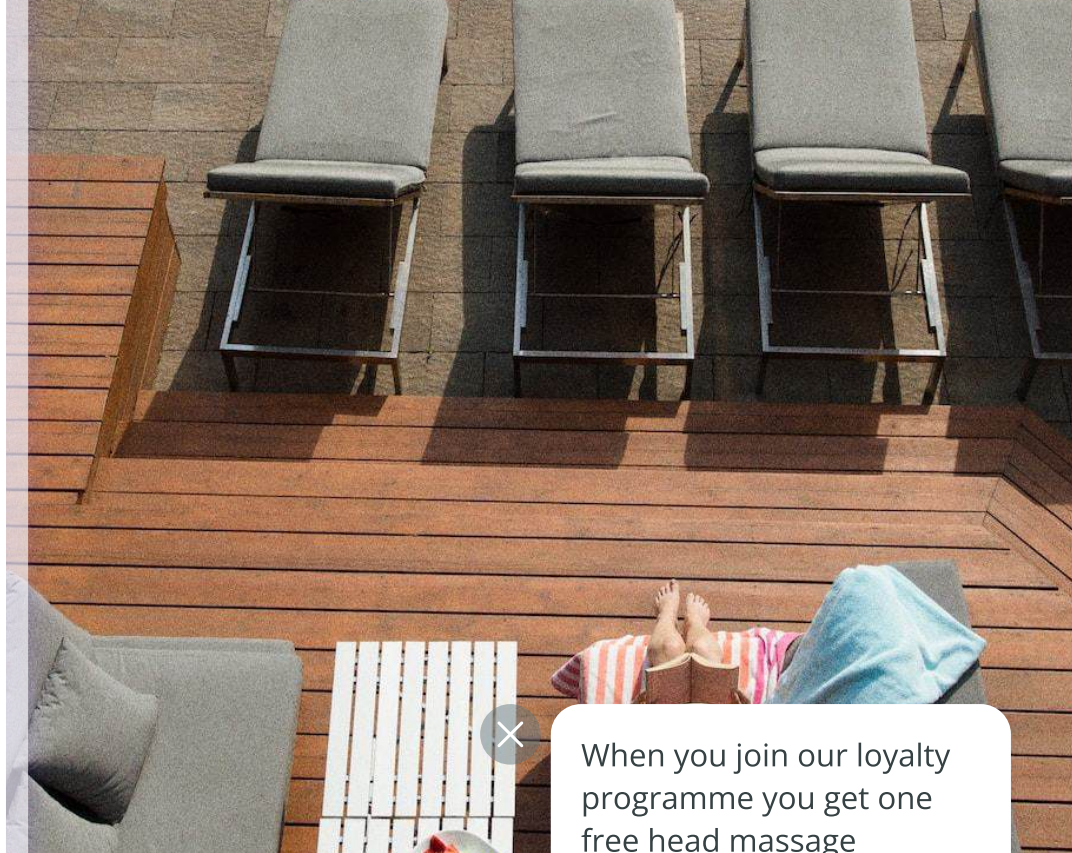
Hi! I am a virtual assistance and I can help you book your upcoming stay

Select property

Book a room

Book a room

Destination: Portugal, United States, The Netherlands, Spain, South Africa, Italy



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

Write a reply...

Automated conversation | ⚡ by Hijiffy

Booking

Arrival

In-stay

Departure

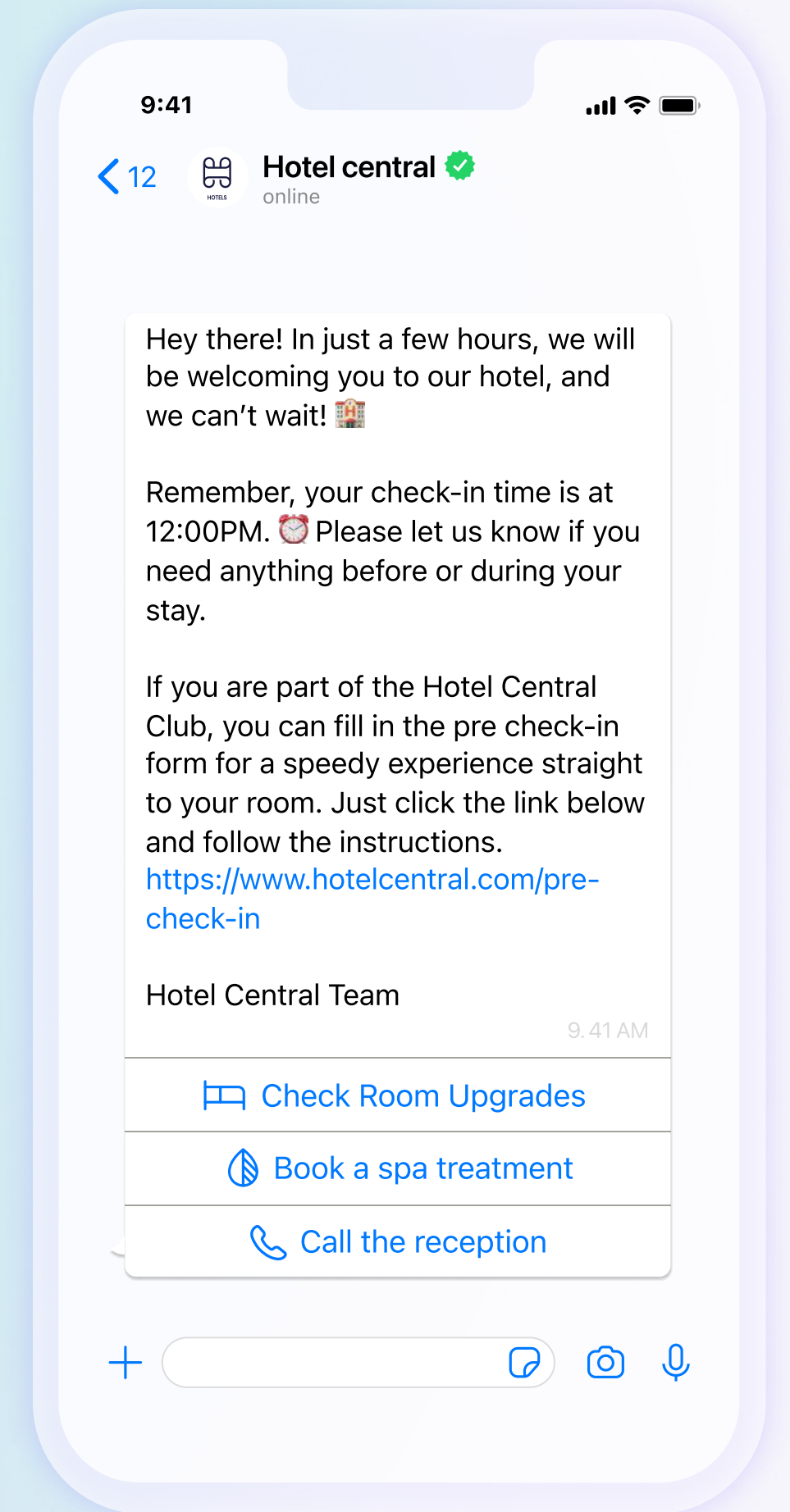
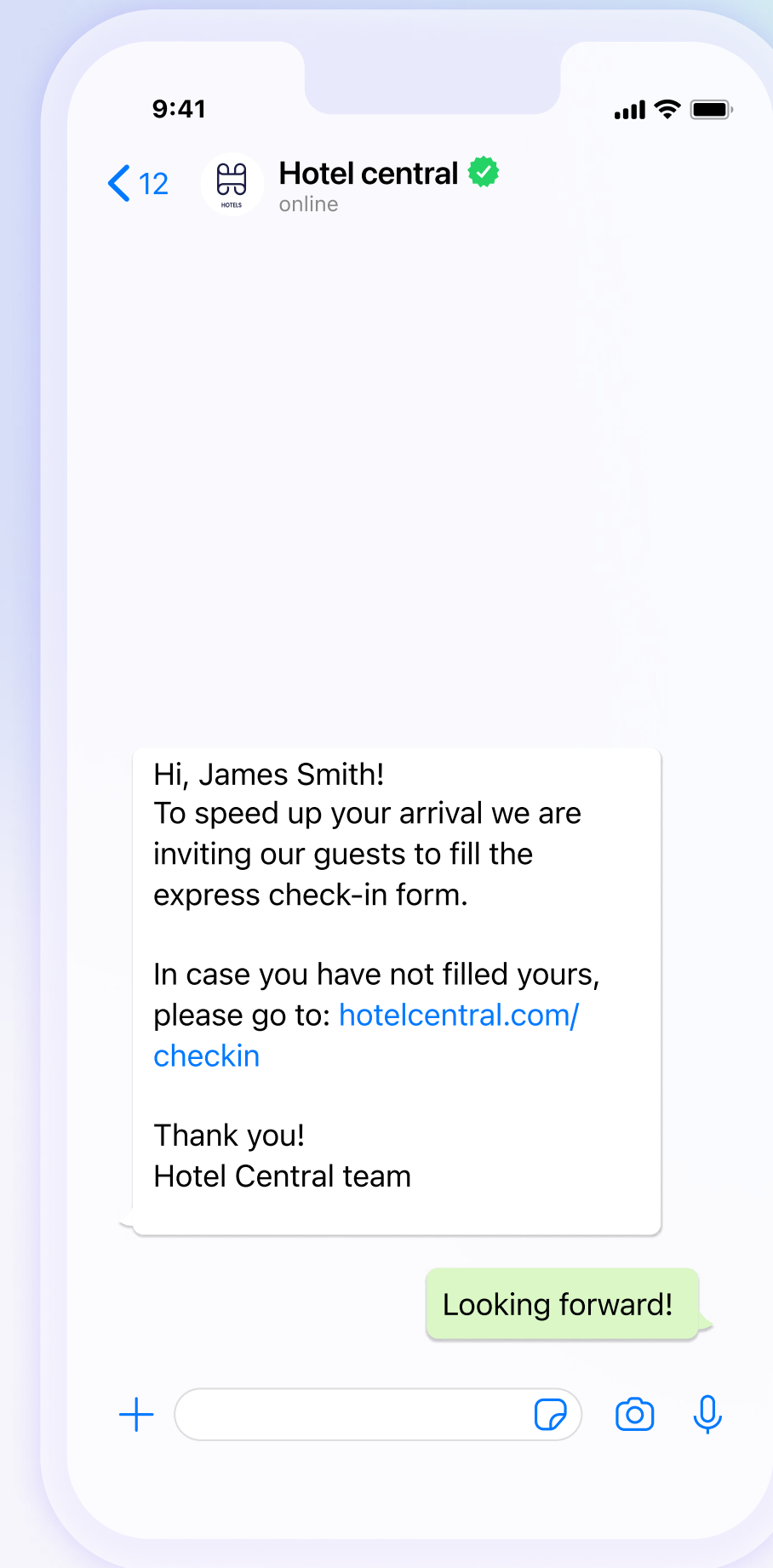
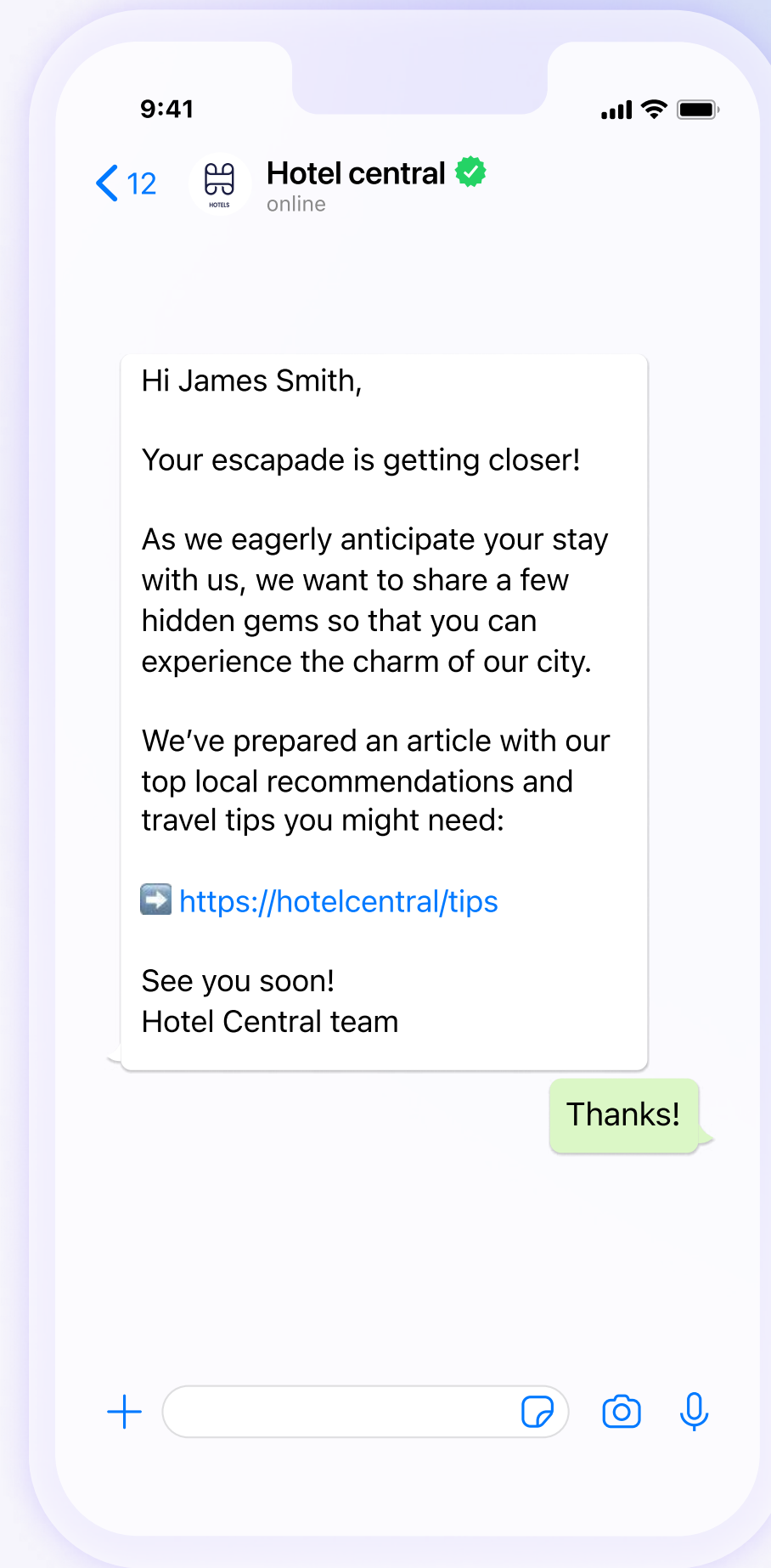
Arrival

- 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

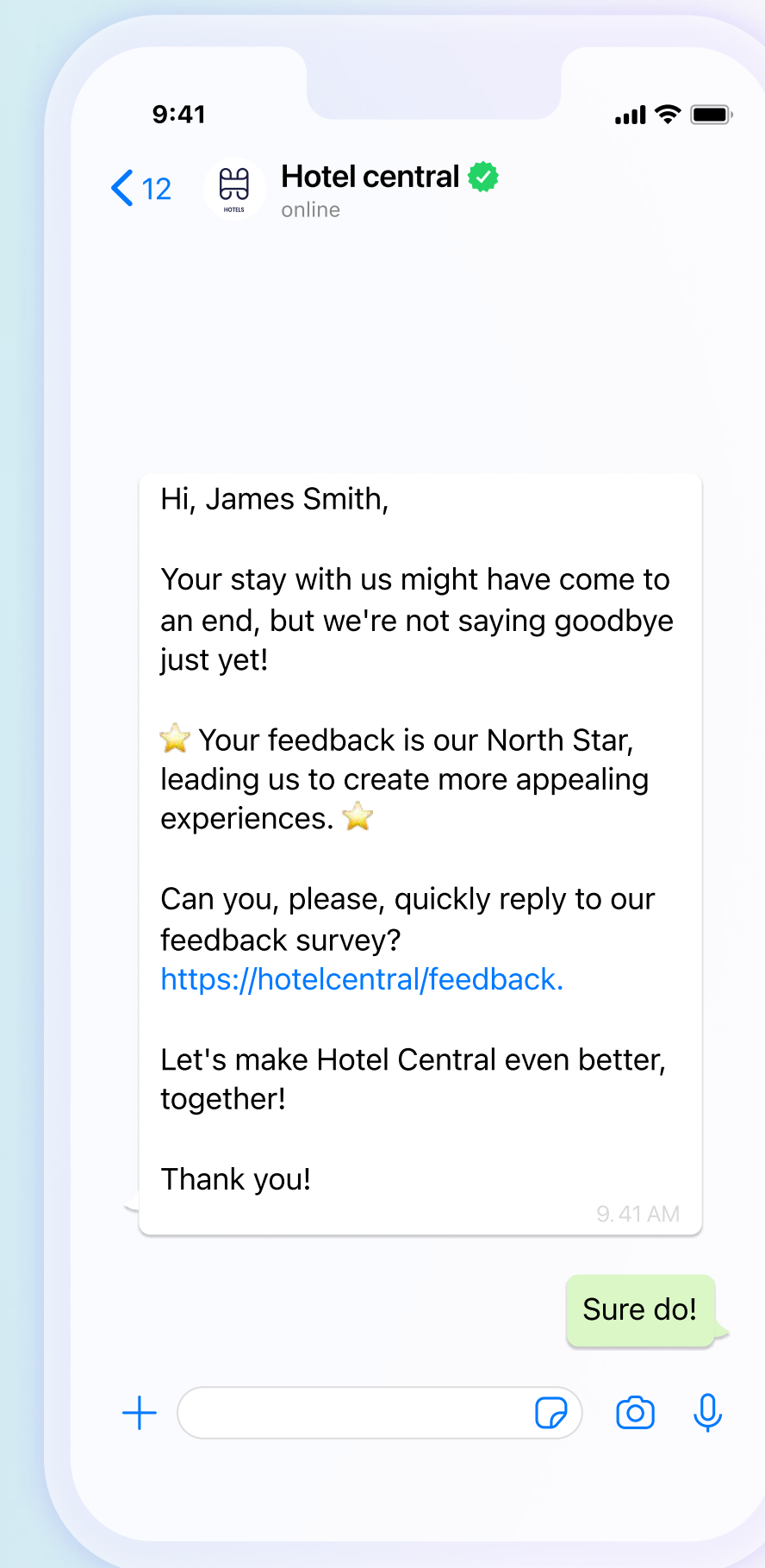
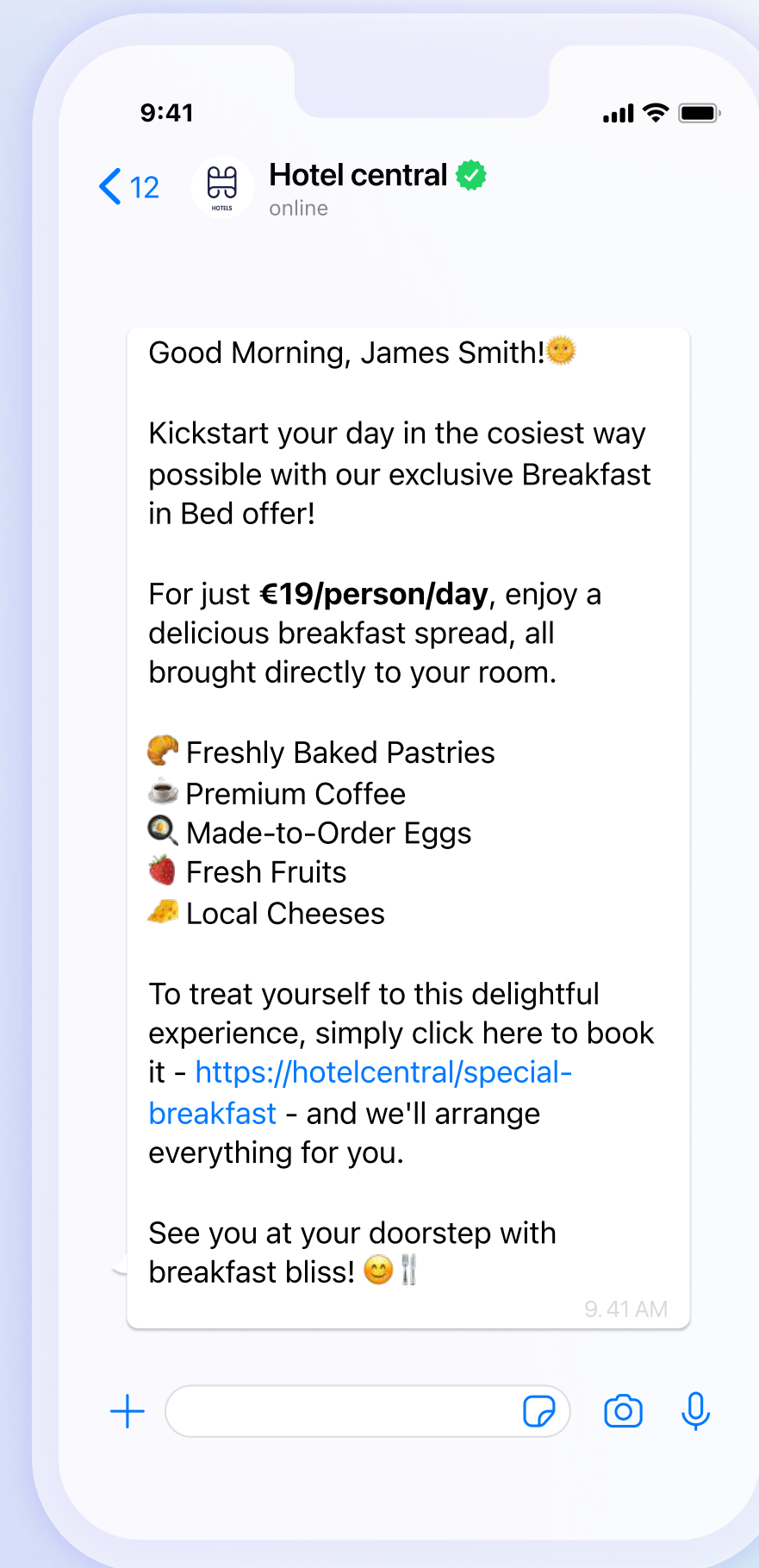
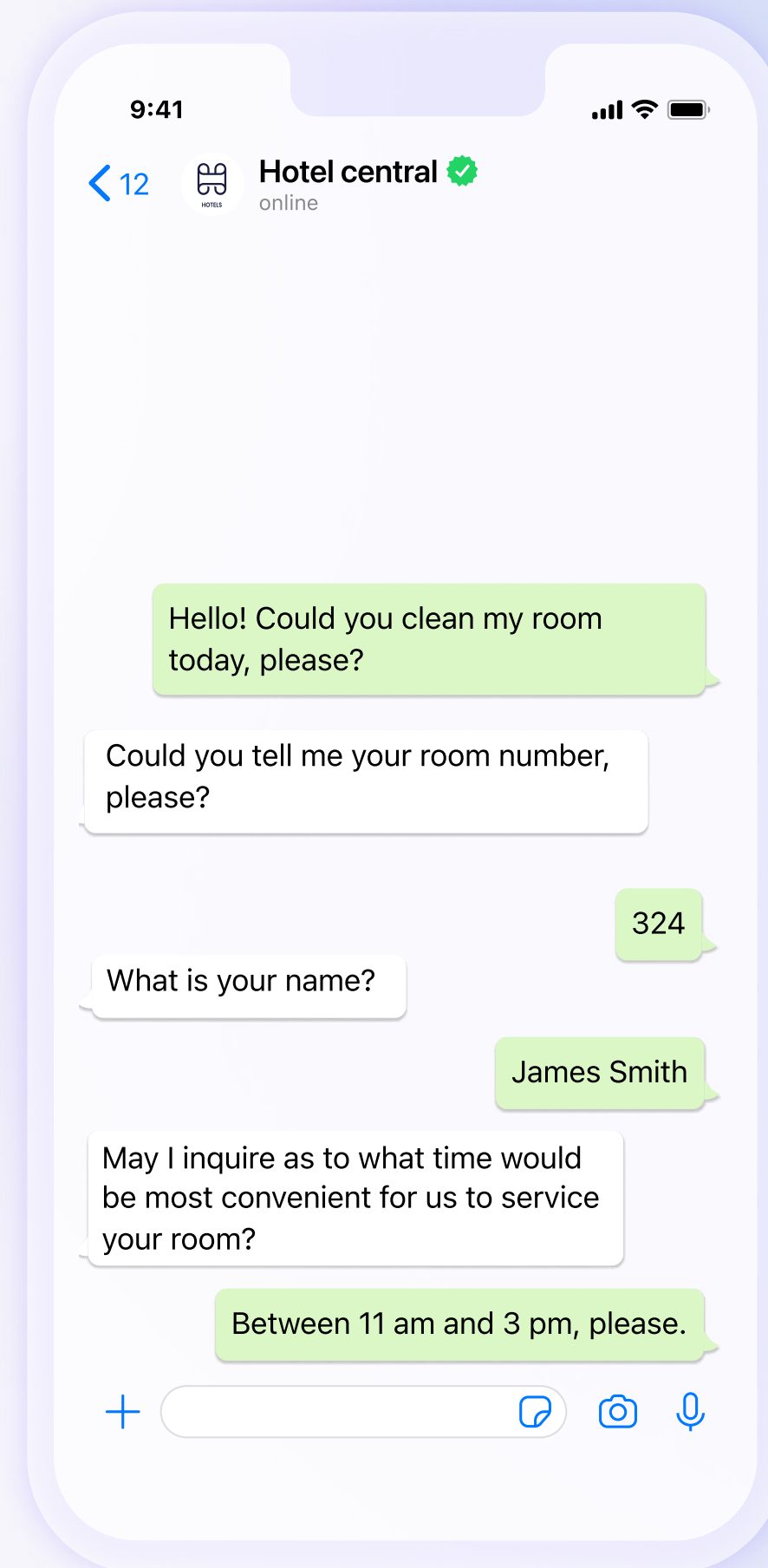
In-stay

- 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

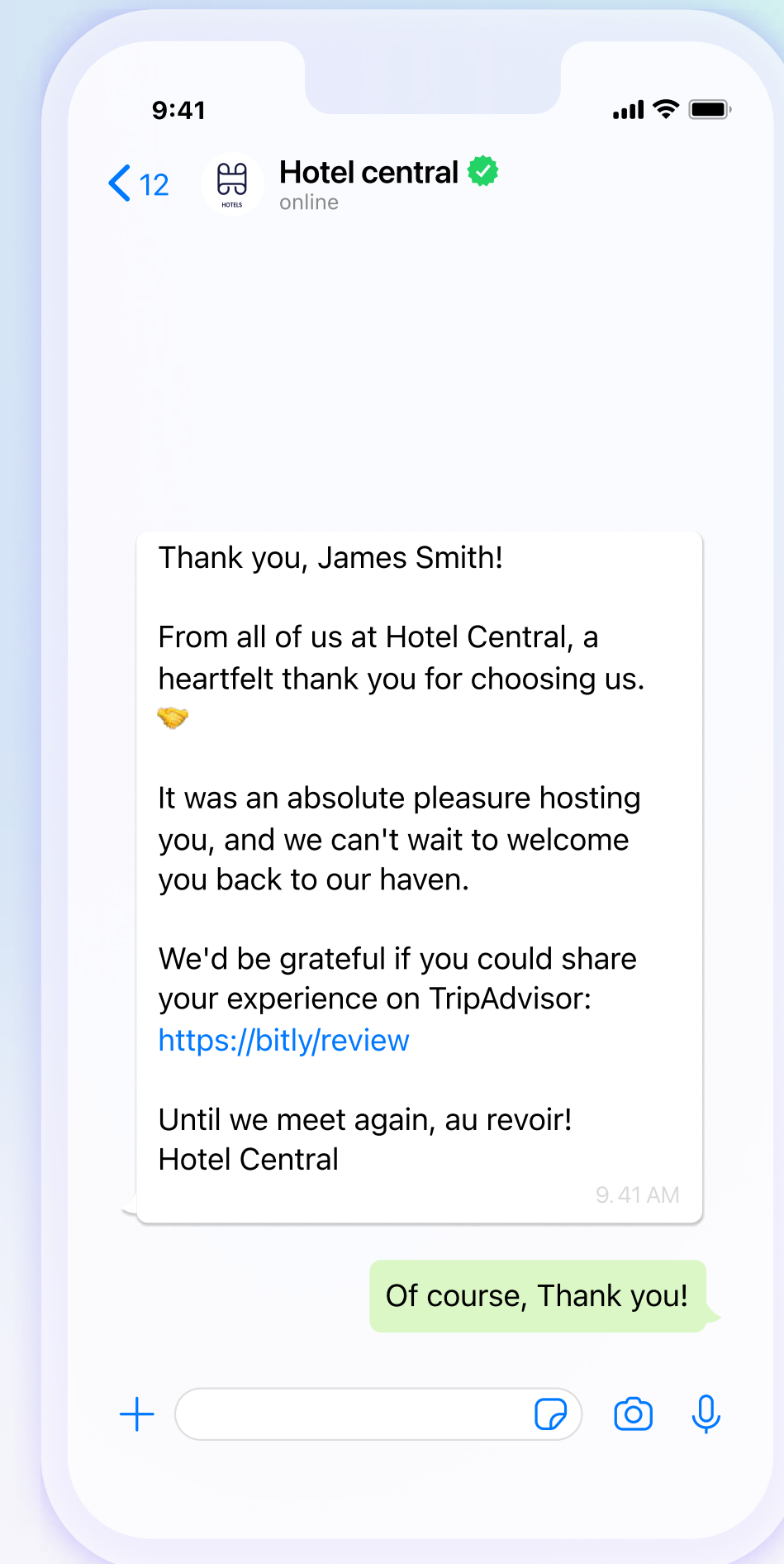
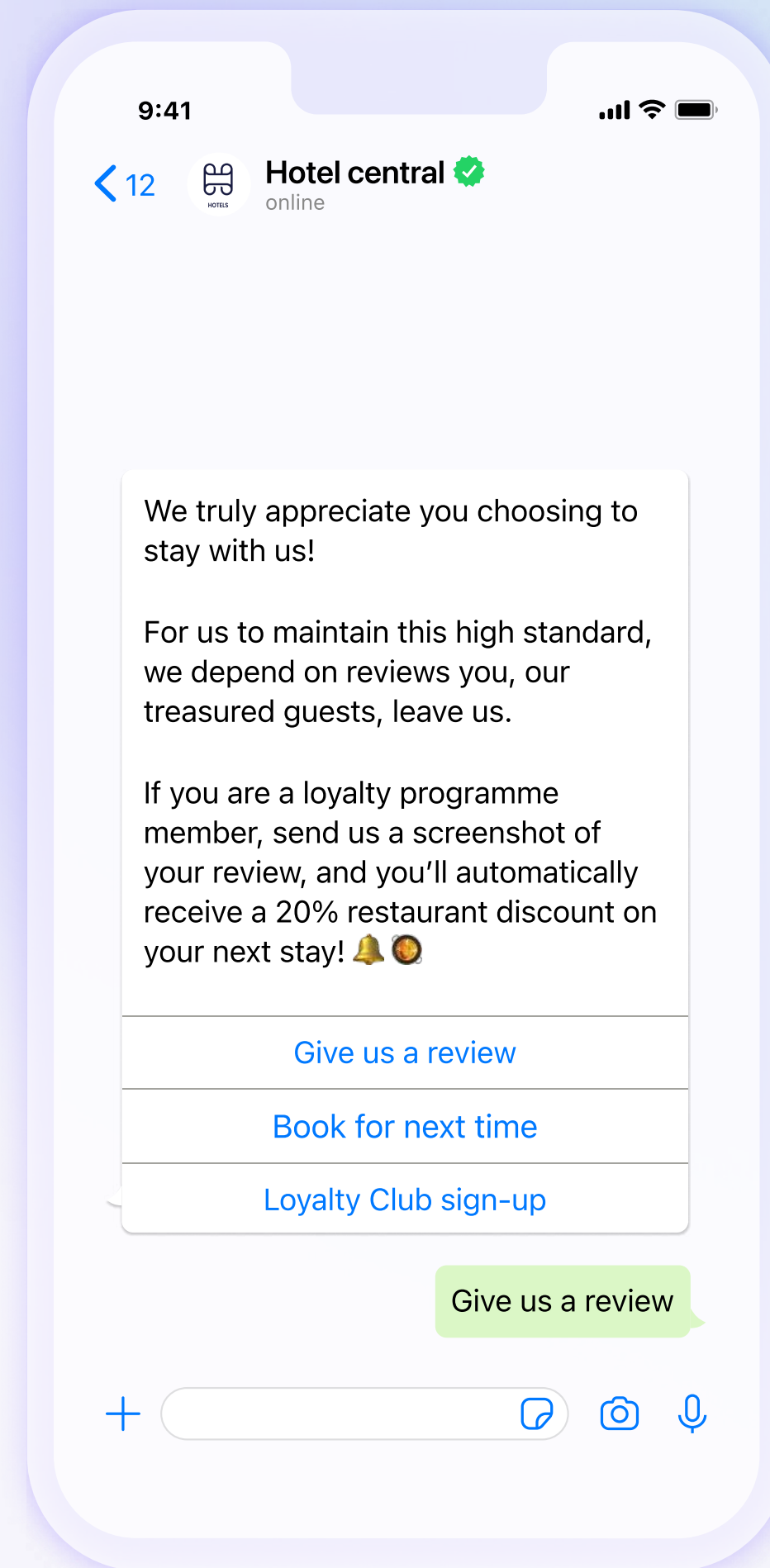
Departure

- Check-out campaigns
- Guest reviews campaigns

Integrations

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

Channels



Success Story



Hôtel l'Elysée
Val d'Europe

Connect with us

+351 21 123 0217

info@hijiffy.com

[Book a demo](#)