info@hijiffy.com +351 21 123 0217

Success Story

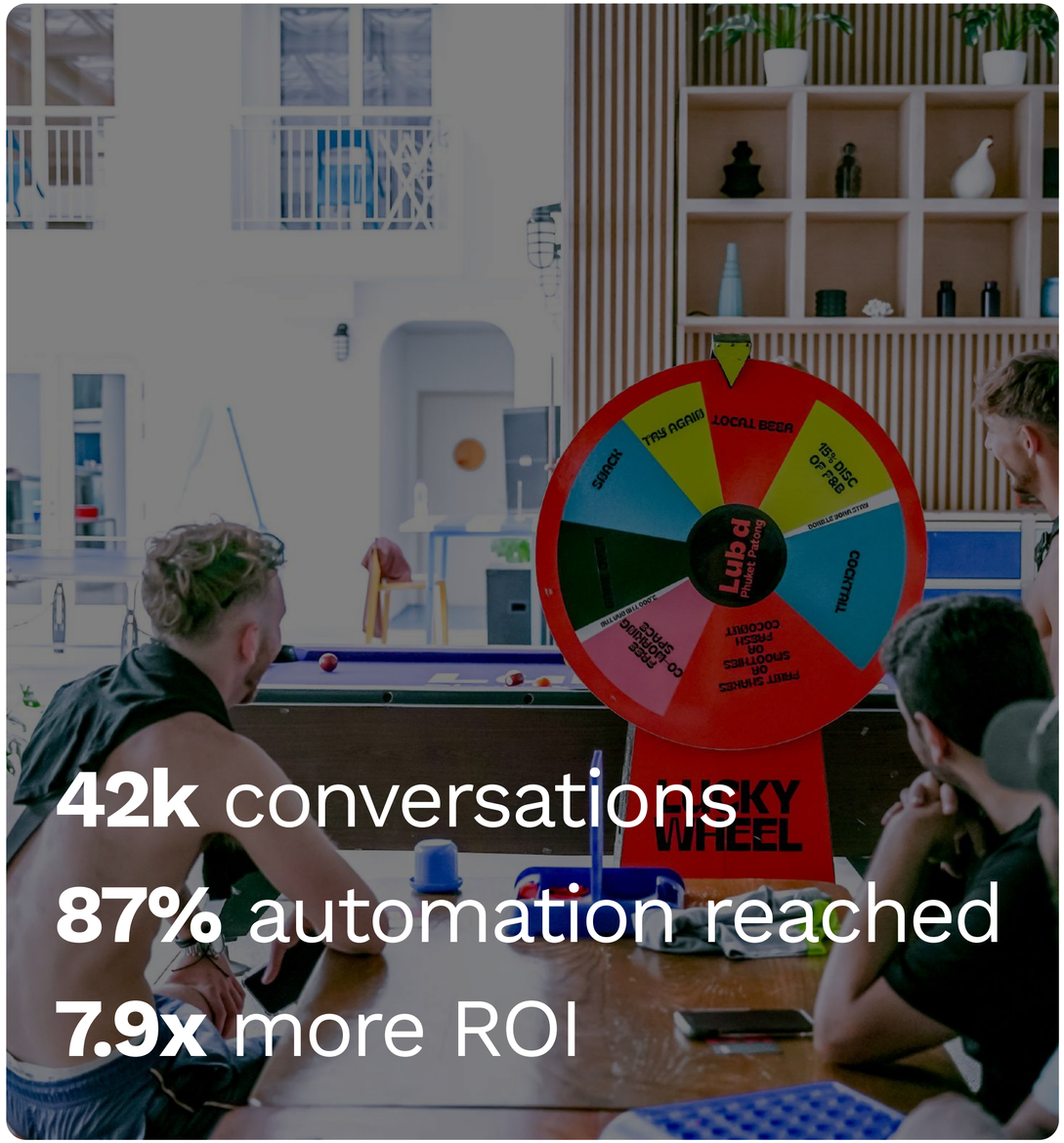
Lub d achieves an impressive **7.9x ROI with HiJiffy**, increasing direct bookings and guest engagement

Lub d

Drawing on data from HiJiffy and insights from Lub d, we explore how guest experiences were improved across multiple locations. From simplifying operations to making interactions with guests smoother, HiJiffy's smart tools helped Lub d tackle common communication issues head-on.

With real feedback from the Lub d team, this study highlights how the partnership boosted service quality and efficiency, raising the bar for guest satisfaction. It's a practical solution with clear benefits—for the guests, the staff, and the business as a whole.

HiJiffy is reshaping how hotels connect with their guests by integrating conversational AI into its Guest Communications Hub. This case study takes a closer look at how HiJiffy partnered with Lub d to solve guest communication challenges and improve engagement.



42k conversations

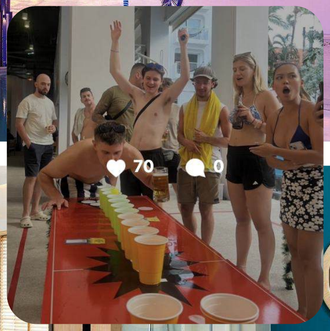
87% automation reached

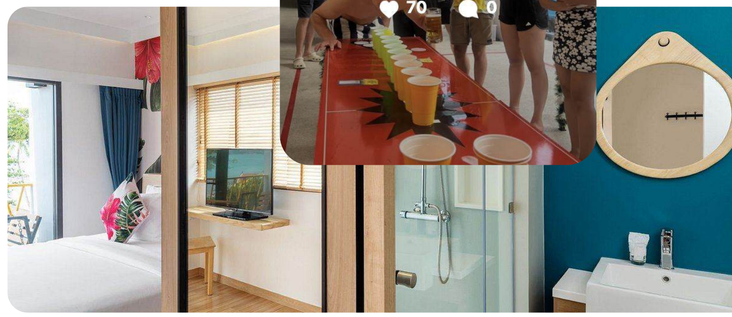
7.9x more ROI

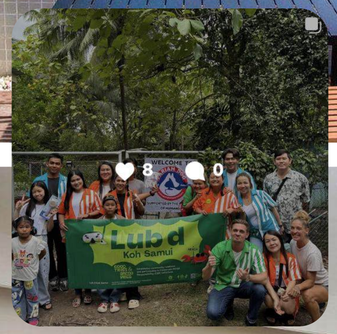
The Client: Lub d

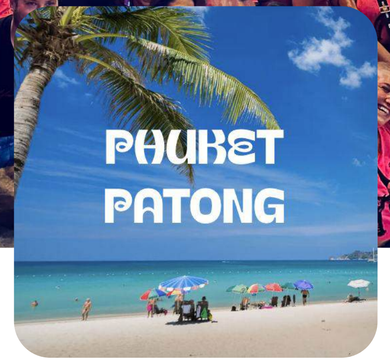
Lub d operates eight hostels across **Thailand, Cambodia**, the **Philippines**, and **Japan**, redefining modern hostel experiences in **Southeast Asia**.

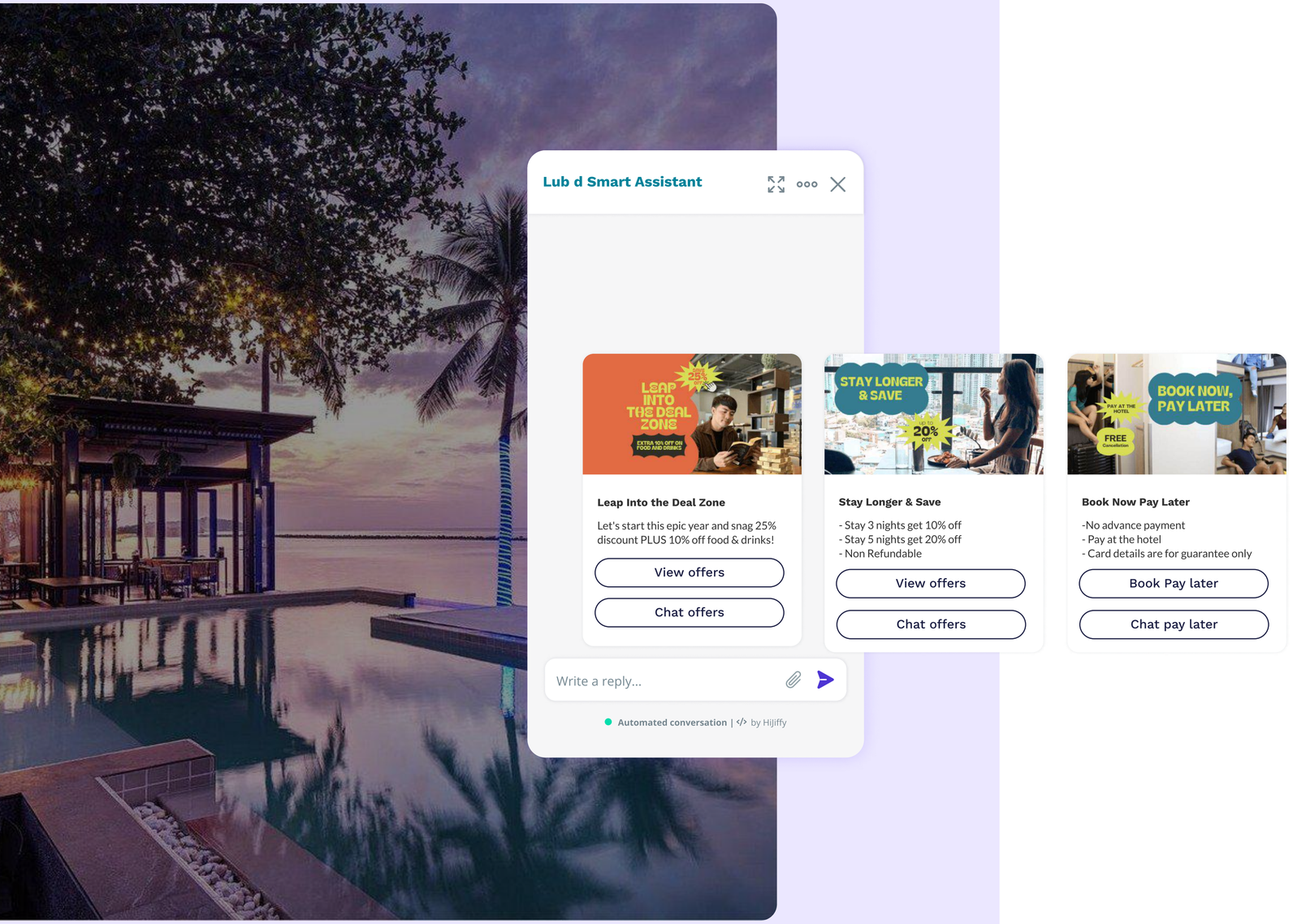
Known for its stylish accommodations and vibrant social spaces, Lub d offers travellers the perfect blend of comfort, functionality, and community.







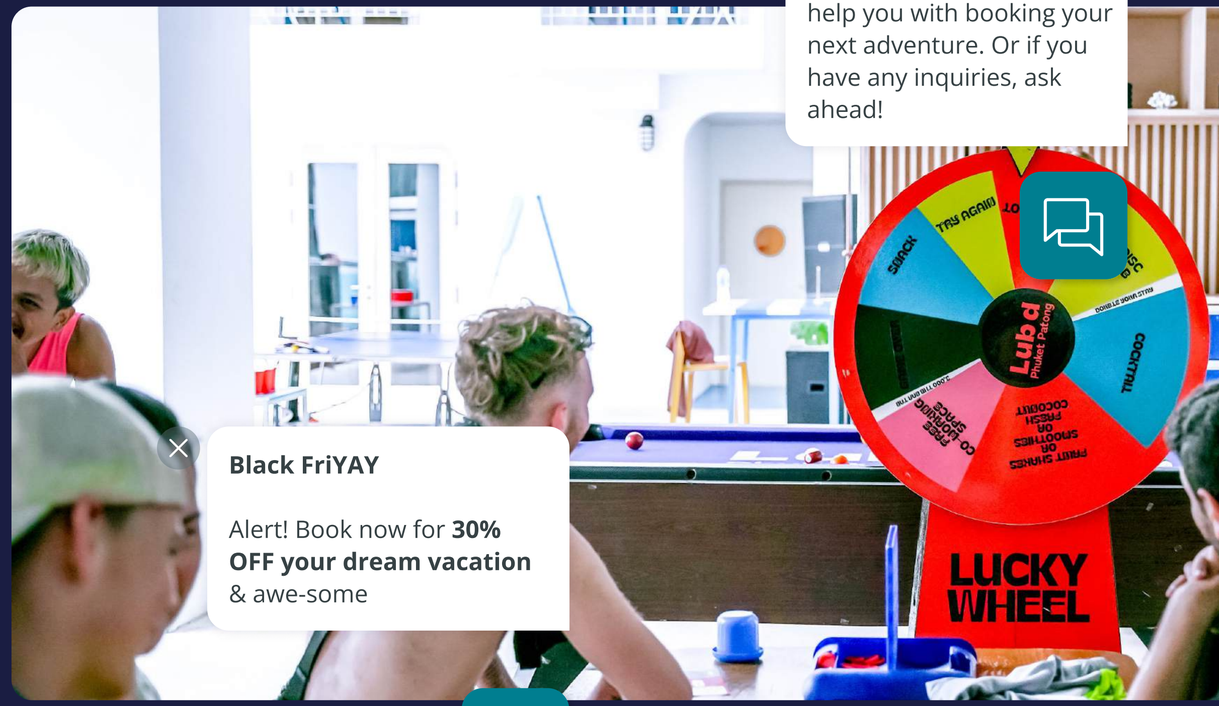




Lub d

Each **Lub d** location is strategically located near top attractions, making it the perfect base for adventure. From **vibrant social hubs** to beachfront bars and daily activities, there’s always energy in the air. Guests can join **cultural tours** or bond over games and events, creating unforgettable moments with fellow travelers.

Lub d wanted to improve guest communication and make booking faster and easier while keeping **operations running smoothly** across their locations. As a brand focused on creating **personalised guest experiences**, they faced **challenges** in meeting rising demands for quick support and simpler **booking processes**.



The Challenges

Managing repetitive questions

Guests often ask the same questions, taking time from your reservations and front desk teams. This makes it harder to focus on bigger tasks and meaningful guest interactions. A simple solution was needed to handle FAQs without reducing service quality.

Offering 24/7 support

With operations spanning multiple time zones, responding promptly to guest inquiries outside regular working hours was challenging.

The Challenges

Staying consistent across platforms

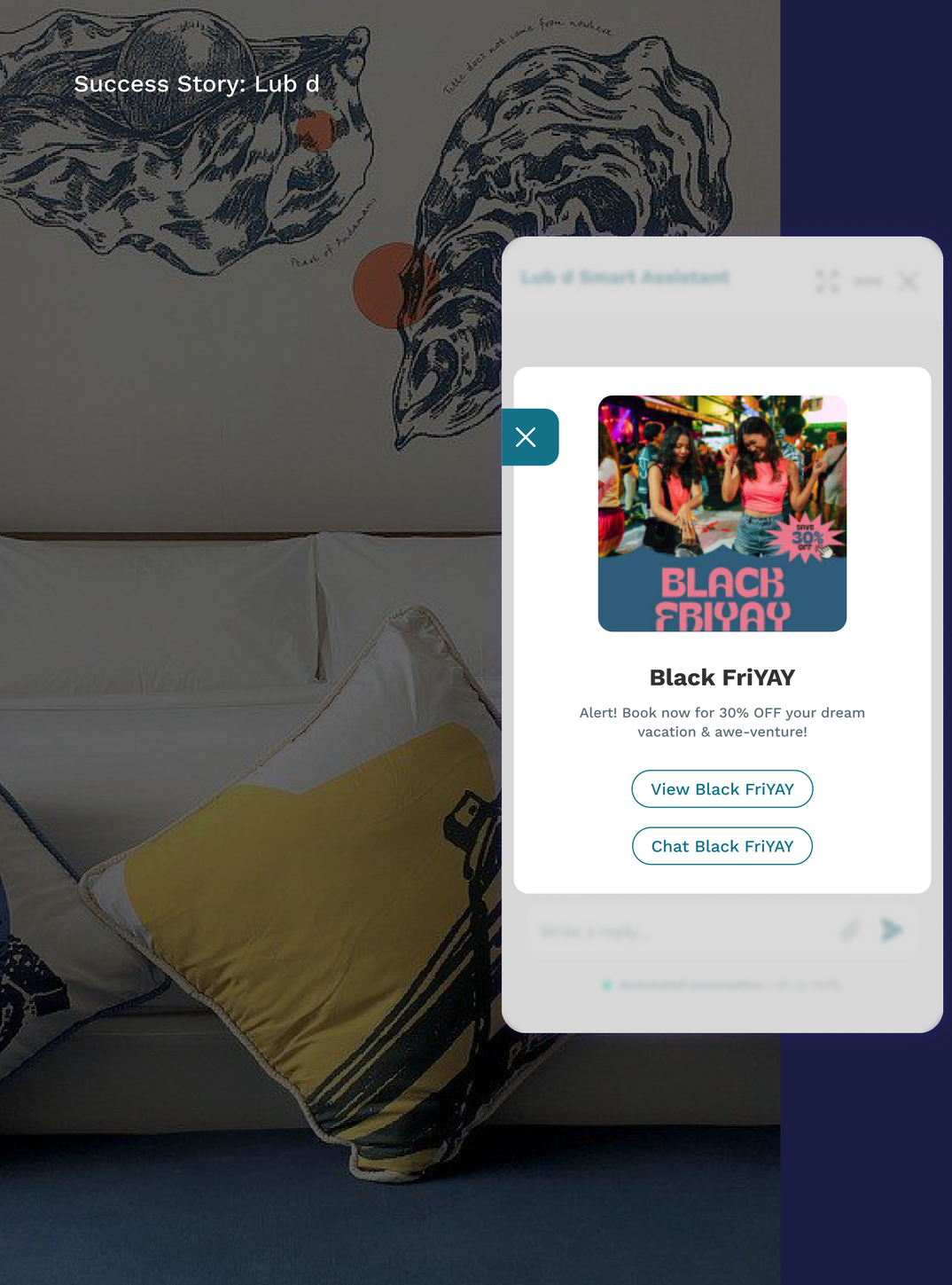
Guests reach out through webchat, Facebook Messenger, Instagram, and more. Keeping communication consistent across all these channels wasn’t easy.

Driving more direct bookings

Alongside managing guest interactions, Lub d wanted to increase direct bookings by engaging potential guests and making their online booking experience quick and hassle-free.

Promoting special deals

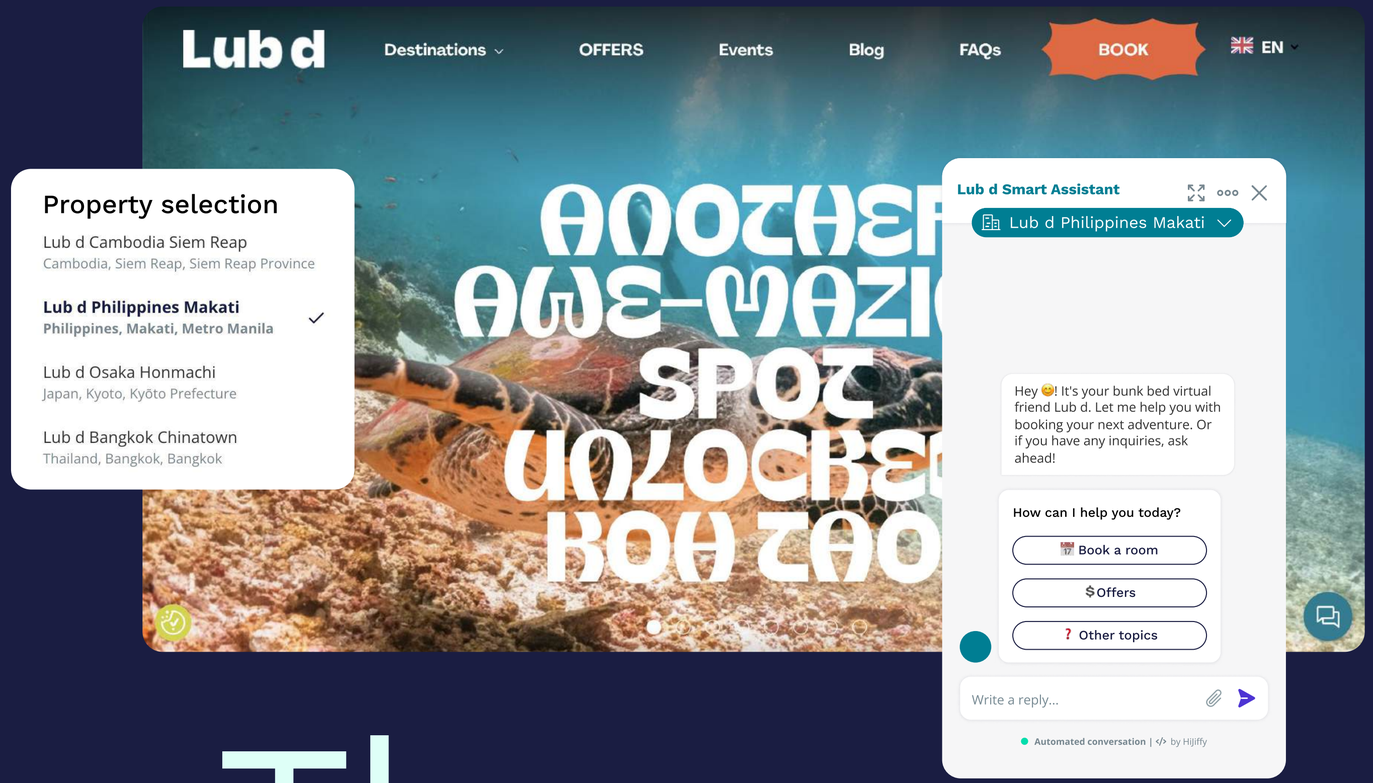
Lub d also needed an efficient way to share discounts and offers, ensuring guests could easily find and book special deals during their stay.



Lub d needed a smart, hospitality-focused solution to handle routine guest communications, **streamline booking processes**, and give their team more time to focus on creating outstanding guest experiences.

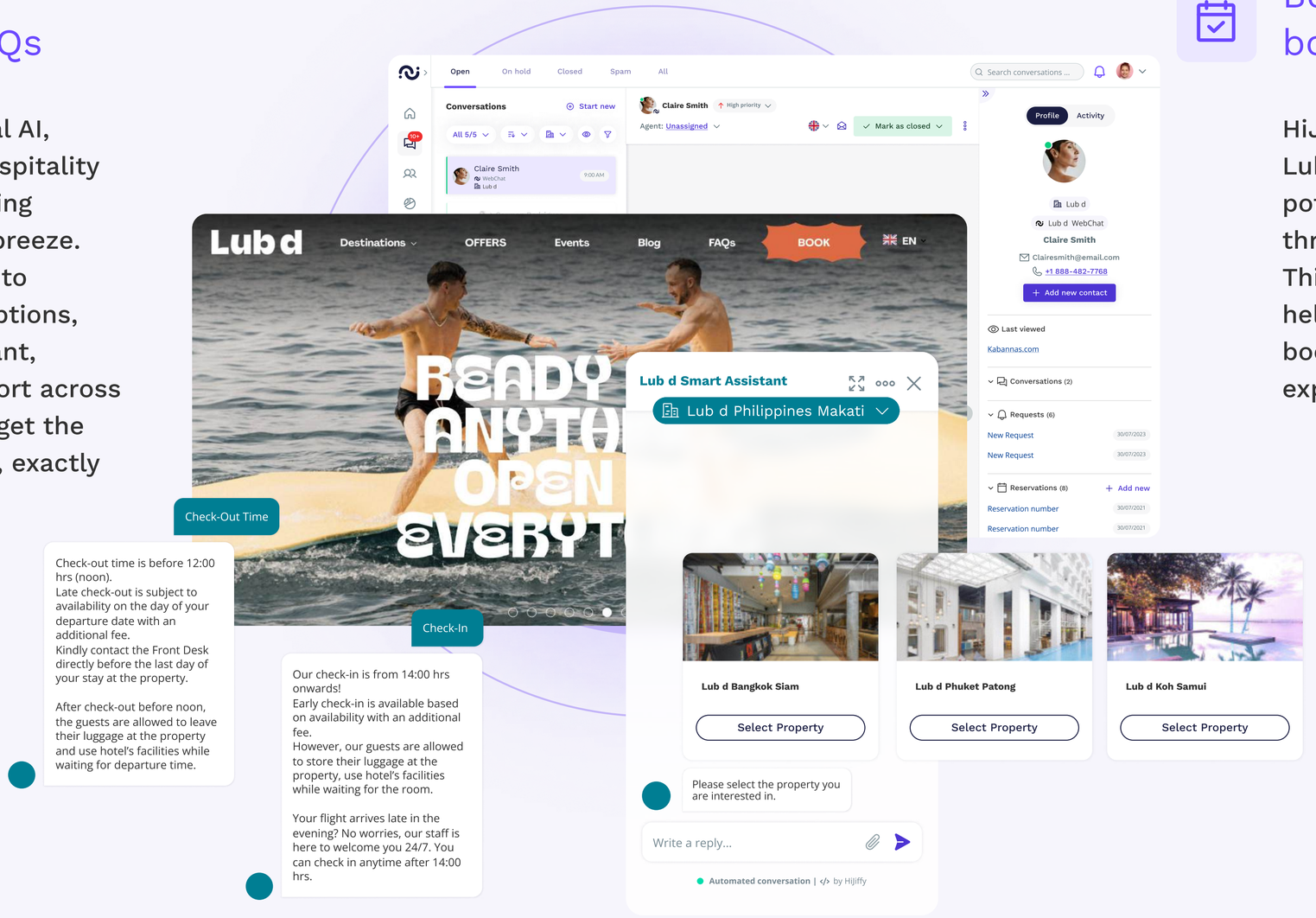
The Solutions

HiJiffy's Guest Communications Hub offered Lub d a **powerful suite of tools to address** its operational challenges and enhance guest communication. By i**ntegrating conversational AI** into their workflow, Lub d could **streamline processes**, **improve response times**, and drive more **direct bookings**.



Answering pre-booking FAQs

HiJiffy's conversational AI, tailor-made for the hospitality industry, makes handling common questions a breeze. From check-in details to discounts and room options, Lub d now offers instant, round-the-clock support across all properties. Guests get the information they need, exactly when they need it.



Boosting direct bookings

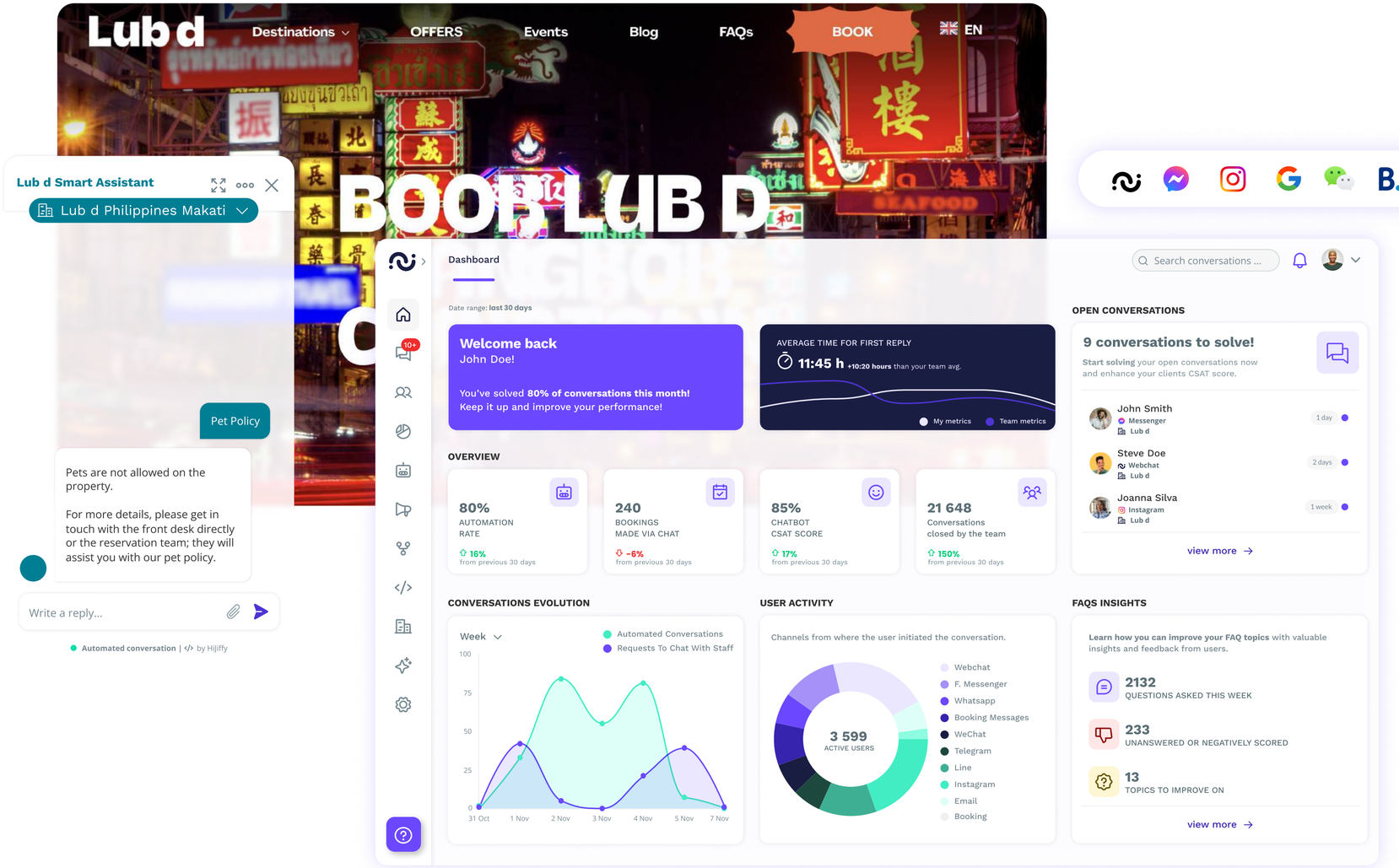
HiJiffy integrates directly with Lub d's booking system, guiding potential guests step-by-step through the booking process. This straightforward approach helps drive more direct bookings while making the experience smoother for guests.

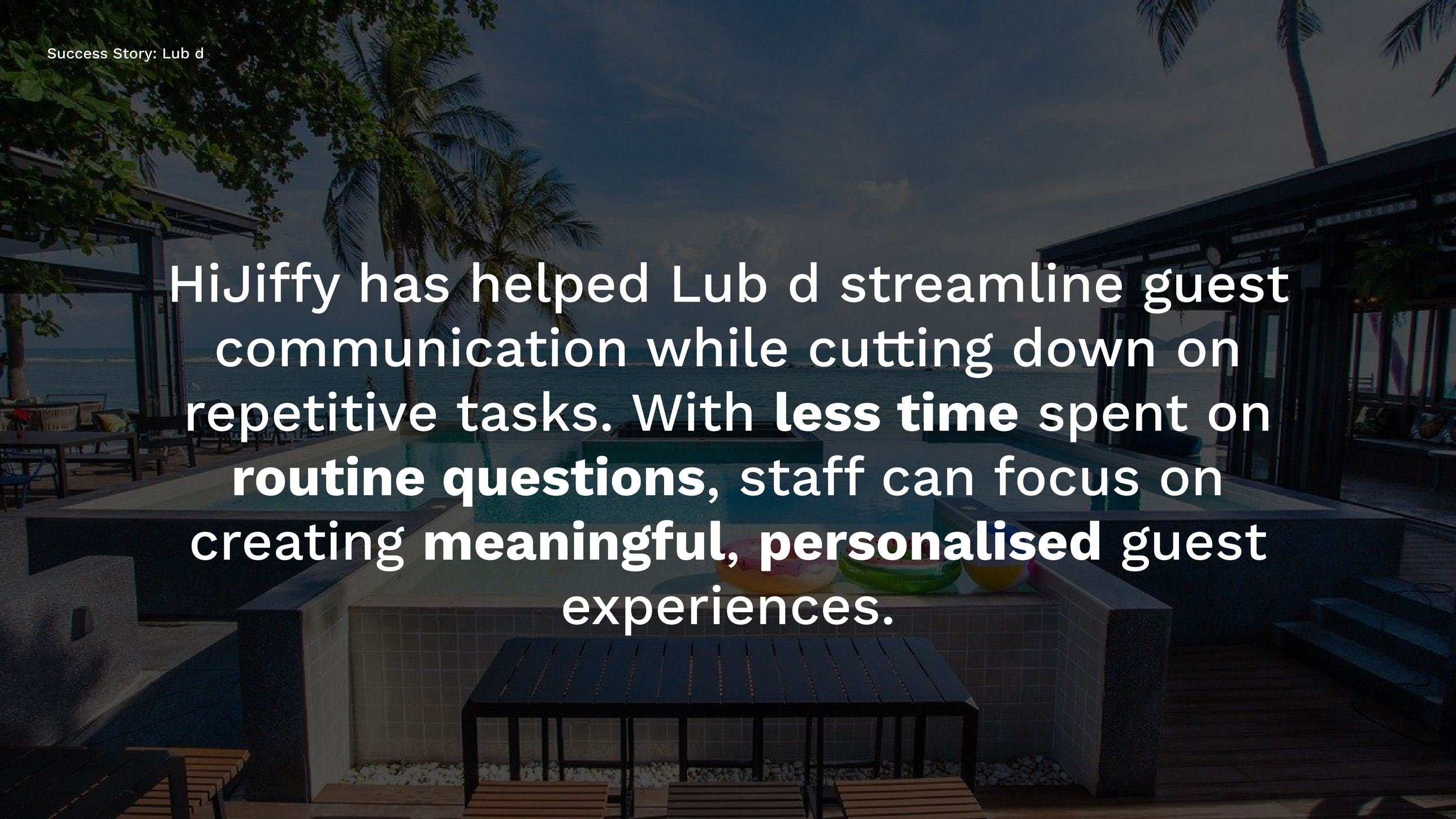
Connecting with guests across channels

With HiJiffy, all guest conversations—from webchat to **Facebook Messenger and Instagram**—are managed in one place. Guests get consistent, reliable support no matter how they reach out, making communication more accessible for everyone.

Giving teams the tools to work smarter

HiJiffy's **user-friendly dashboard** gives Lub d's team a clear view of analytics and **performance data**. This helps them fine-tune chatbot flows and align communication with what guests expect.





HiJiffy has helped Lub d streamline guest communication while cutting down on repetitive tasks. With **less time** spent on **routine questions**, staff can focus on creating **meaningful**, **personalised** guest experiences.

Lub d turned to HiJiffy with a clear goal: to simplify guest communication and make daily operations more efficient. After struggling with a previous chatbot provider that couldn’t deliver the features they needed, they looked for a more reliable solution designed for hospitality.

The Implementation & Adoption

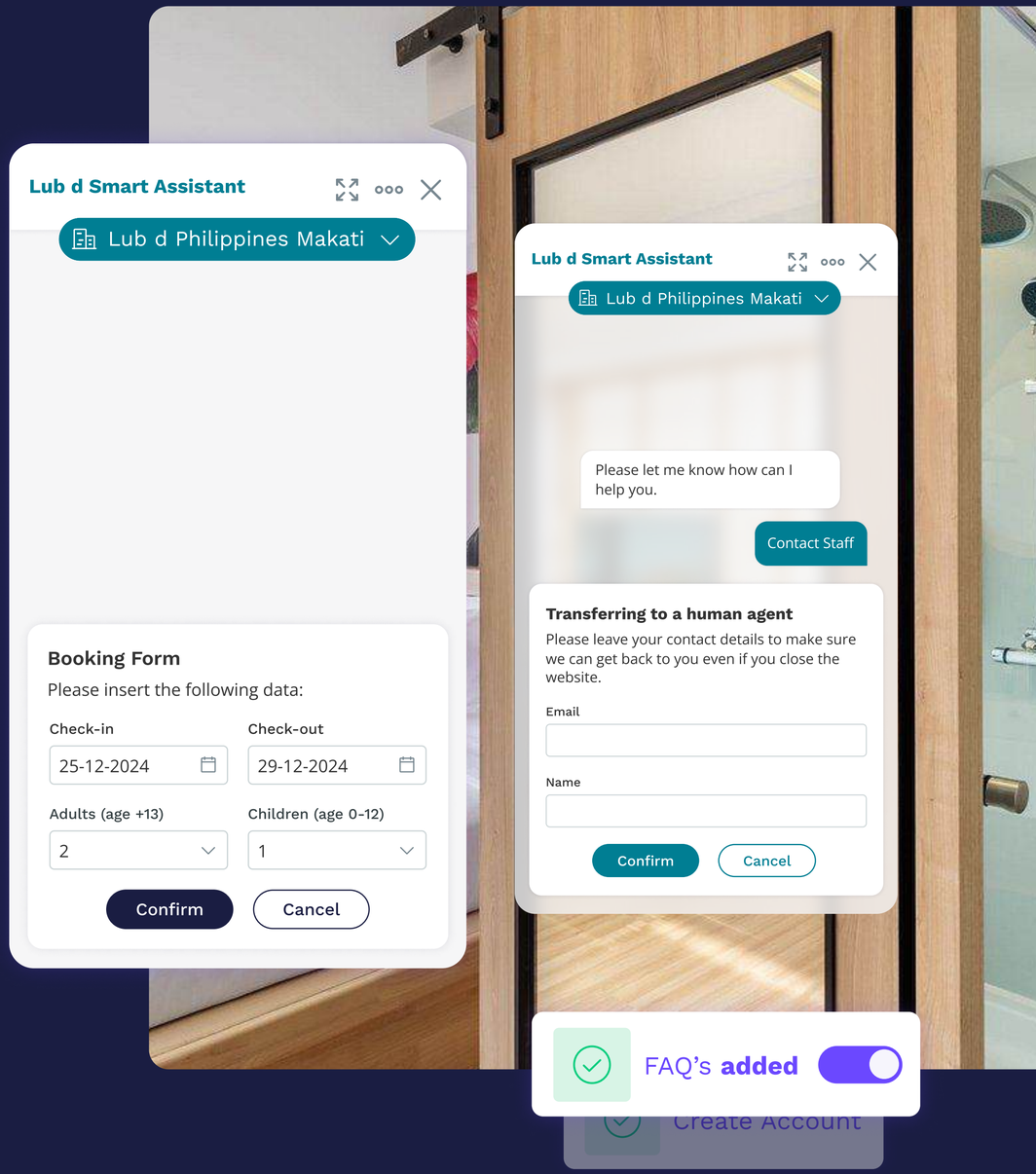
Why Lub d chose HiJiffy?

Automation made simple

Lub d wanted to save time and improve guest experiences by streamlining their processes. HiJiffy fits the bill perfectly.

Easy to get started

HiJiffy's easy setup and responsive support made the switch simple and stress-free.



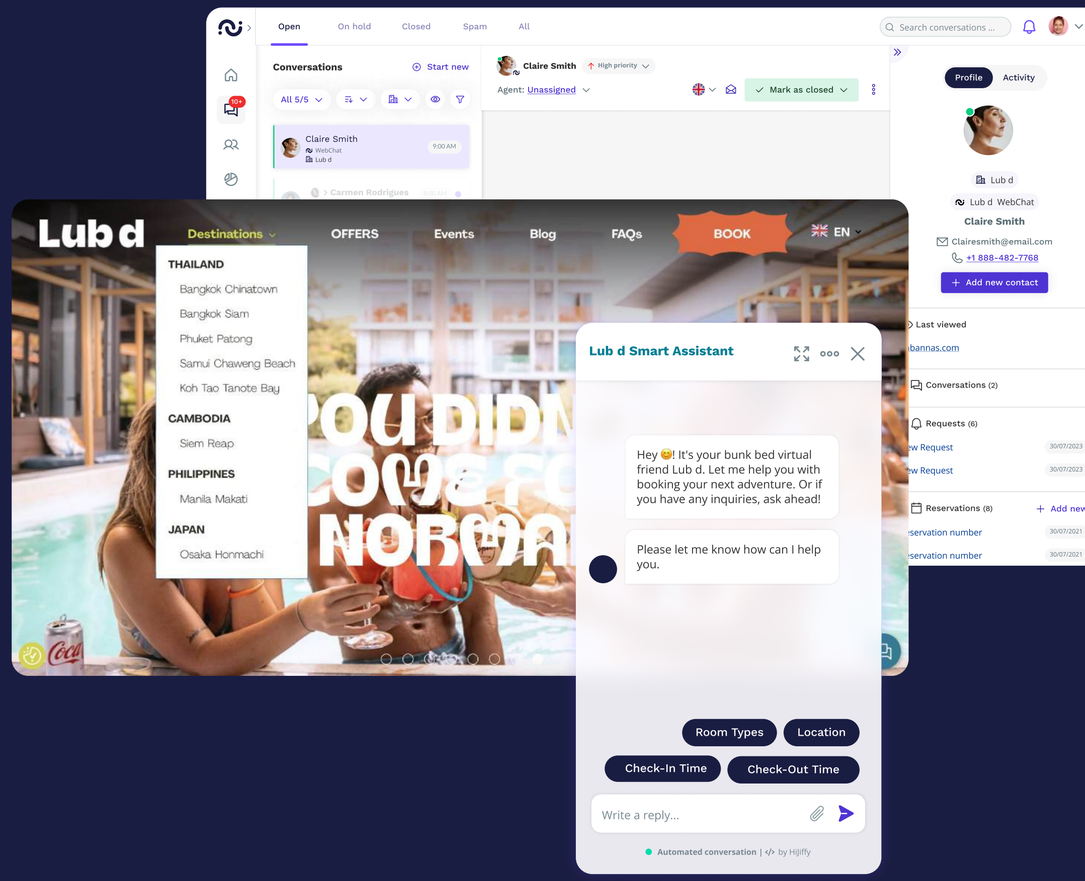
Thanks to HiJiffy's efficient onboarding, Lub d was able to quickly integrate AI-powered tools into their communication channels. The result? Instant improvements with minimal disruption to their operations.

A better alternative

HiJiffy addressed the shortcomings of their previous provider with a robust and reliable solution.

A partner that listens

The professional approach and understanding of Lub d's needs made HiJiffy stand out during the decision-making process.



The Results

HiJiffy’s Guest Communications Hub has enabled Lub d to achieve significant operational efficiencies and improved guest experiences across its properties in Southeast Asia.

87% Automatically resolved with the AI chatbot

Top FAQs Discounts, room types, and check-in

What time is the check-in?

Can I book for a group of 10 people?

Can I change rooms?

87% automation rate achieved

This year, Lub d’s chatbot stepped up in a big way, now handling 87% of guest queries automatically. It tackles common questions like discounts, room types, and check-in details with ease. The result? Reservations and front office teams have more time to focus on what matters most—providing personalised and meaningful interactions with guests. It's a win for both the staff and the guests they serve.

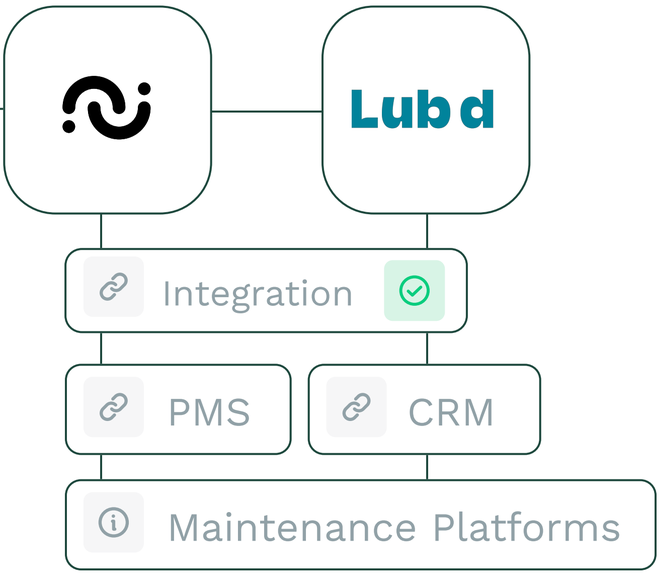
7.9x ROI through increased direct booking revenue

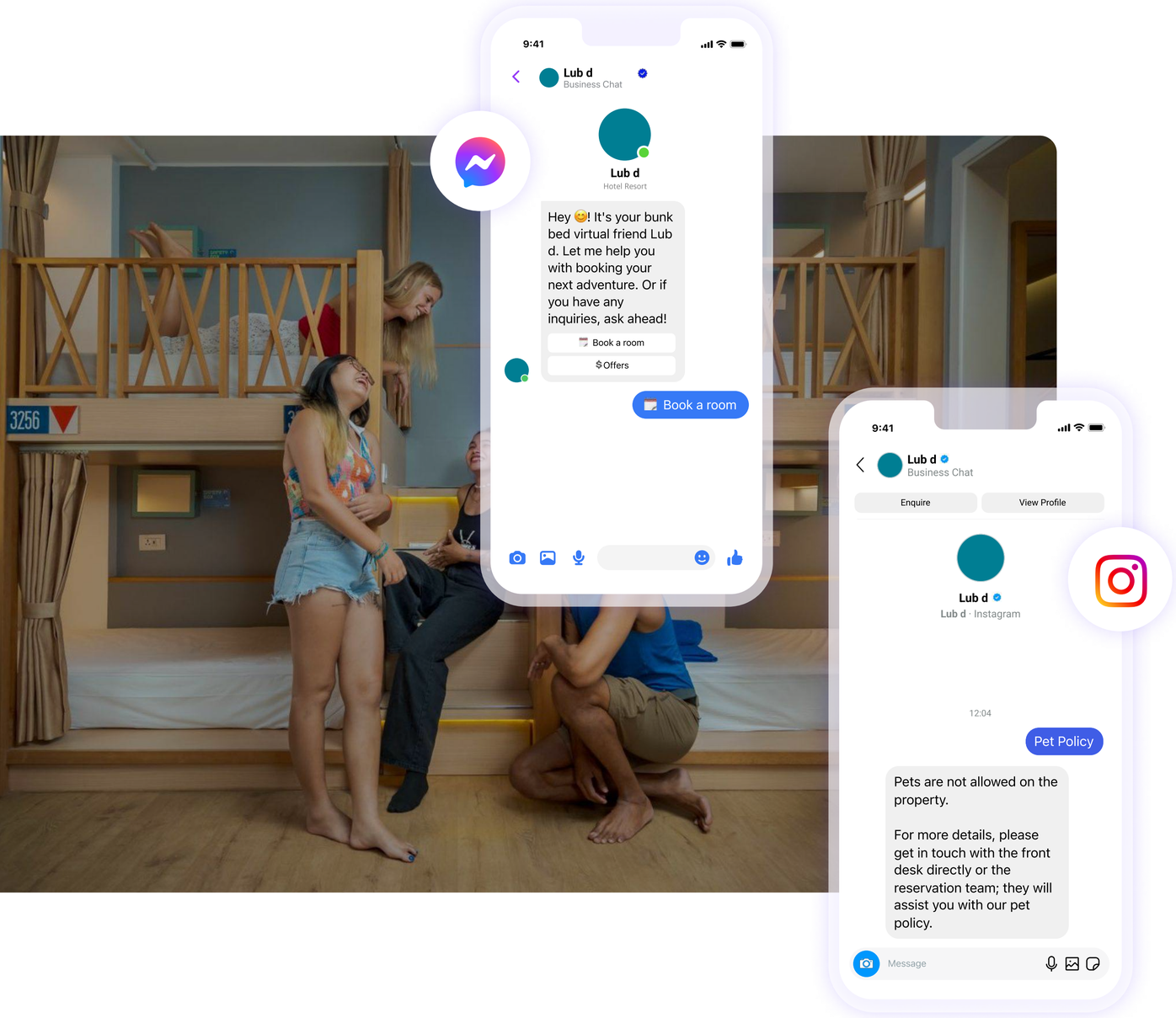
HiJiffy's conversational AI significantly improved Lub d's booking process, driving a notable **increase in direct booking revenue** and delivering an impressive **7.9x return on investment** (ROI). By connecting directly to Lub d's **booking system, the AI solution streamlined the guest experience**, making it easier for travellers to search and book their stays. This not only enhanced customer satisfaction but also drove a noticeable increase in Lub d's revenue, demonstrating how smart technology can deliver real results for the hospitality industry.

ROI

7.9x

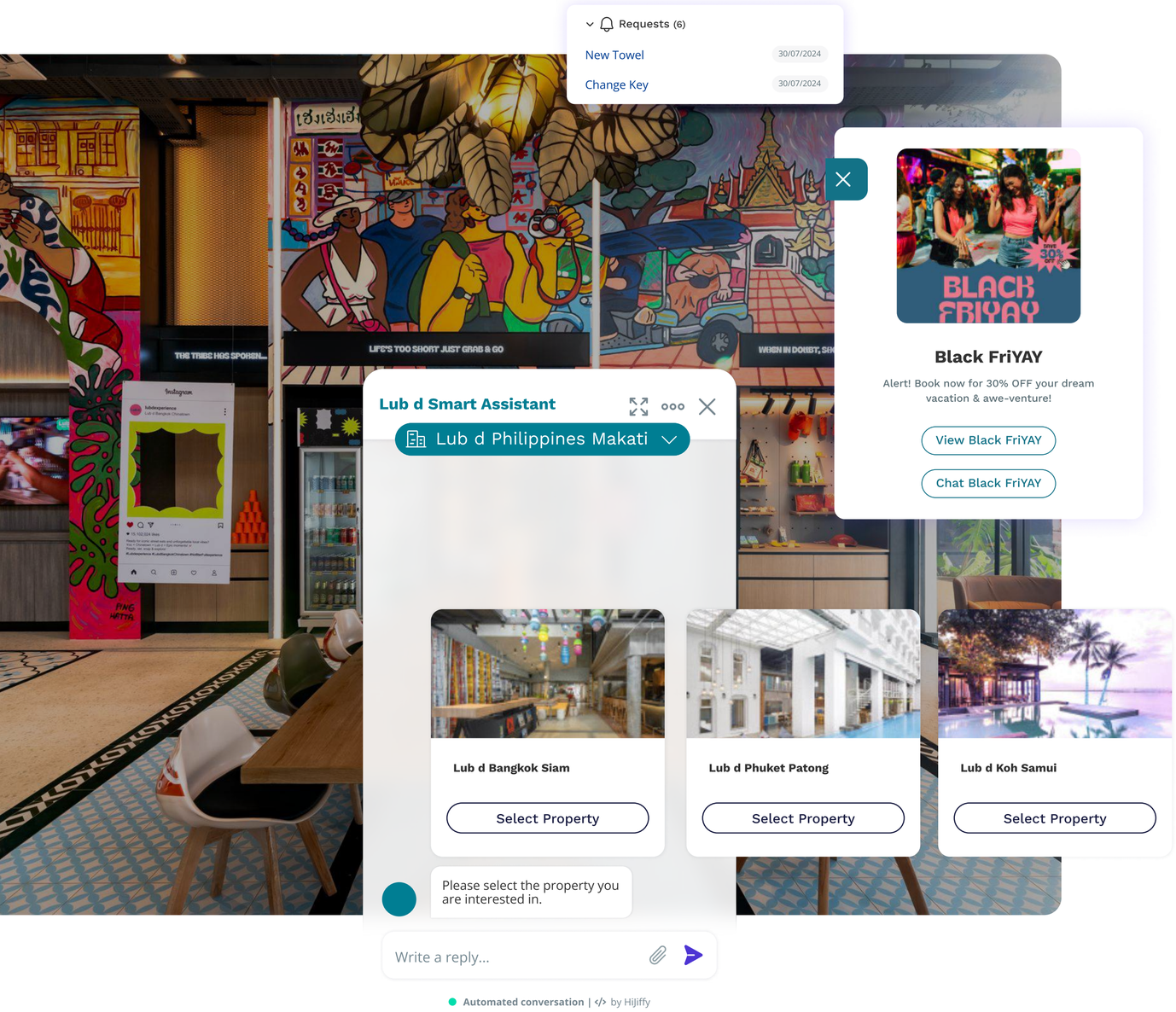
return on investment





Streamlined communication across channels

Lub d streamlined **guest communication across webchat, Facebook Messenger, and Instagram** with the help of HiJiffy, making it easier to manage conversations. Guests enjoyed quick responses on their preferred channels, improving their experience. At the same time, the team used a single, organised console to handle everything, ensuring consistent and efficient support.



Optimised team efficiency

By automating routine guest enquiries, Lub d's team can focus on what truly matters—handling complex, **personalised interactions that boost guest satisfaction**. The setup ensures the team is always ready to step in when needed, offering timely support and maintaining excellent service. This smart balance between automation and human availability means staff can concentrate on delivering standout guest experiences without being slowed down by repetitive tasks. It's all about working smarter to keep guests happy and the team productive.

Testimonials

Partnering with Hijiffy has been a positive experience for us at Lub d. Their technology integrated smoothly into our operations, enhancing efficiency and improving guest engagement. The team's dedication to understanding our specific needs and providing ongoing support has been invaluable. It's been a pleasure collaborating with them to enhance our direct bookings and guest interactions via our multiple channels.

Dionis Kole — Group Director of Content and Digital Marketing, Narai Hospitality Group at Lub d & Marasca

Lub d

"Being in hospitality, we are primarily a people-focused business, providing unique experiences. Many of the messages we receive can be automated, which allows us to concentrate more on the remaining 20% and provide a personalised human touch to our guests. Having the chatbot doesn't remove the human element from the equation; on the contrary, it enables us to be more effective in addressing the guest interactions that do require human intervention."

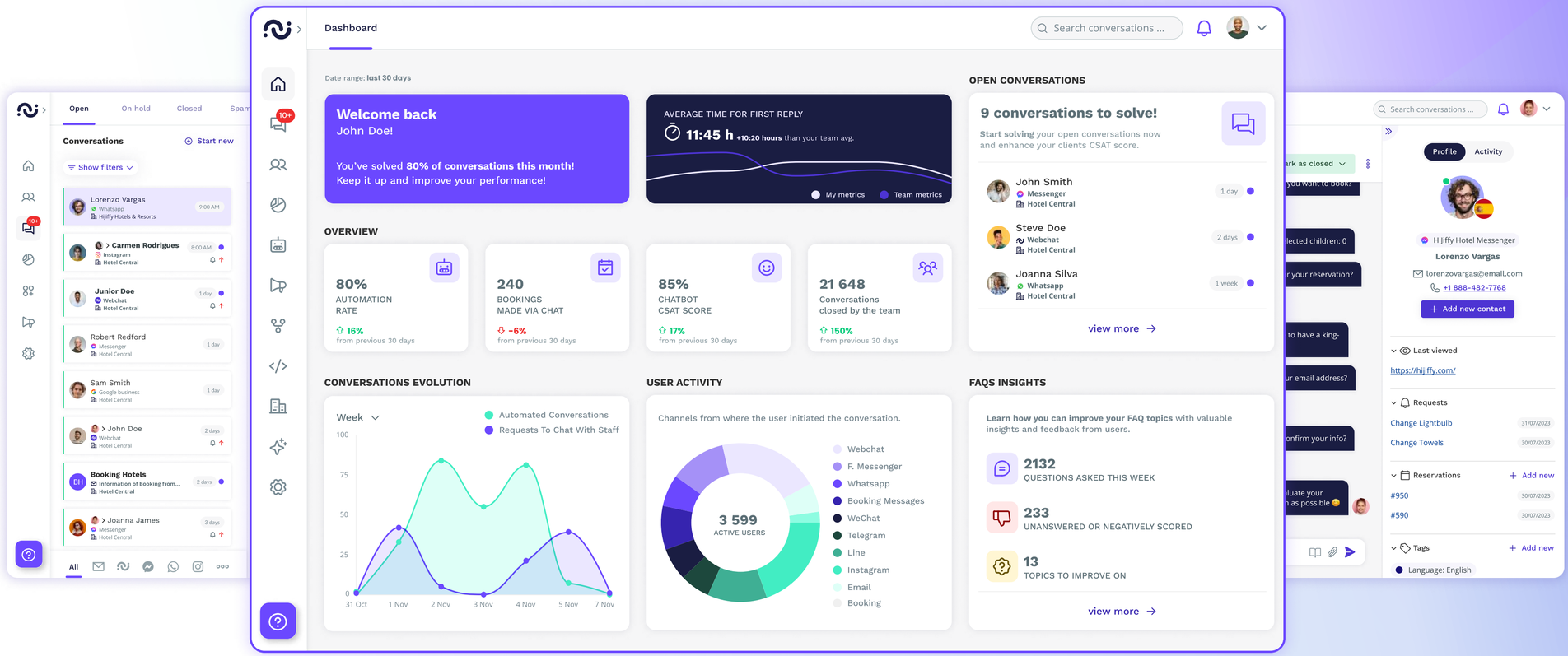
Aline Massart — Group Director of Commercial,
Narai Hospitality Group at Lub d & Marasca

Lub d

"Working with K. Kay and the team at Lub d has been a truly enriching experience. Together, we have built a genuine partnership, continuously pushing the boundaries of what our product can achieve. Through our collaborative discussions about the group's needs, we've not only developed tailored solutions to support their teams and enhance their reporting but also improved our product in ways that benefit all our clients globally. This partnership exemplifies the power of open dialogue and shared goals in driving innovation and delivering meaningful results."

Elodie Soares — Customer Success Manager at HiJiffy

Guest communications managed **in one place**.

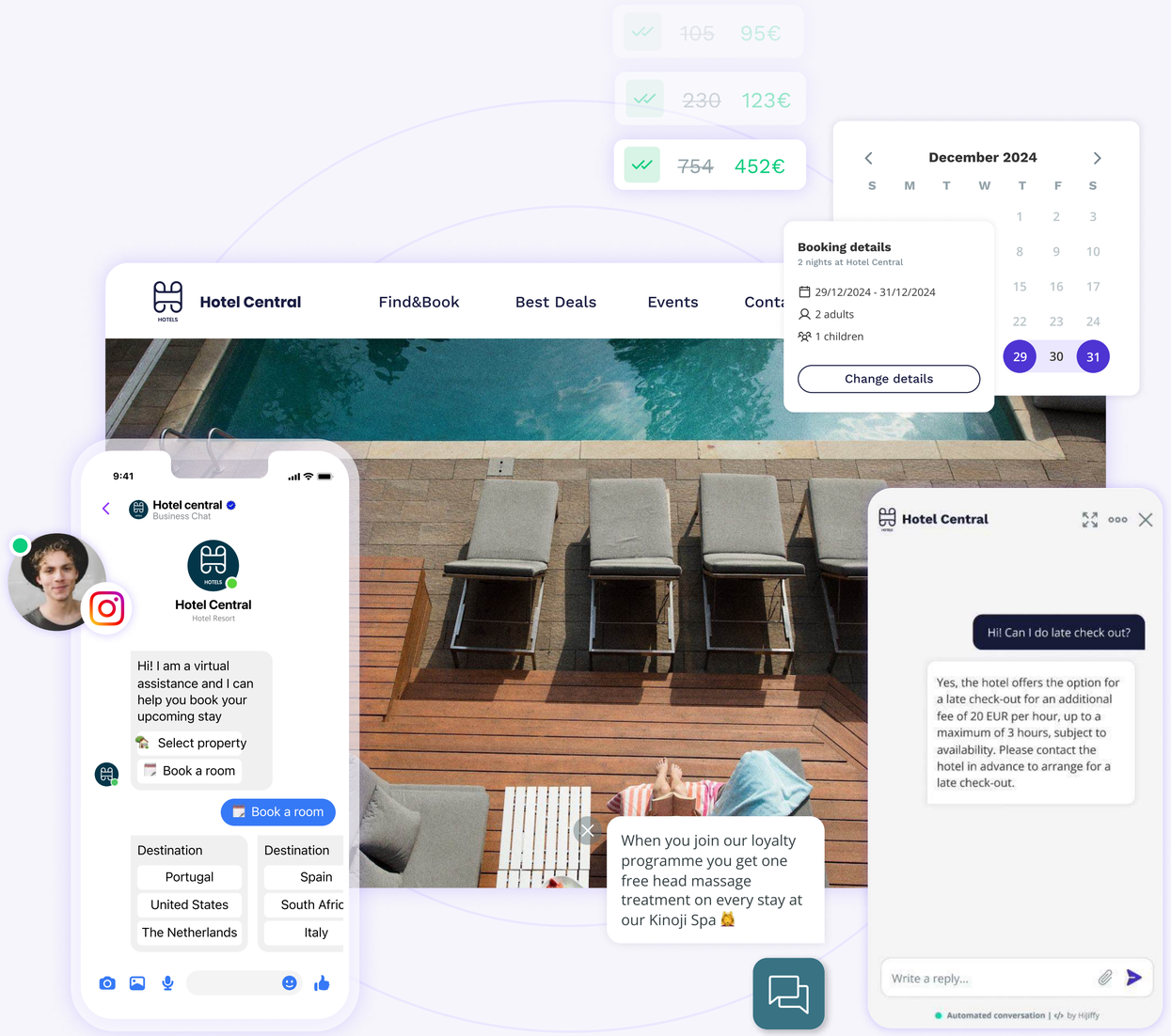


Centralise, **automate** and **measure** customer care and communications in a single powerful platform.

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

Booking | Arrival | In-stay | Departure

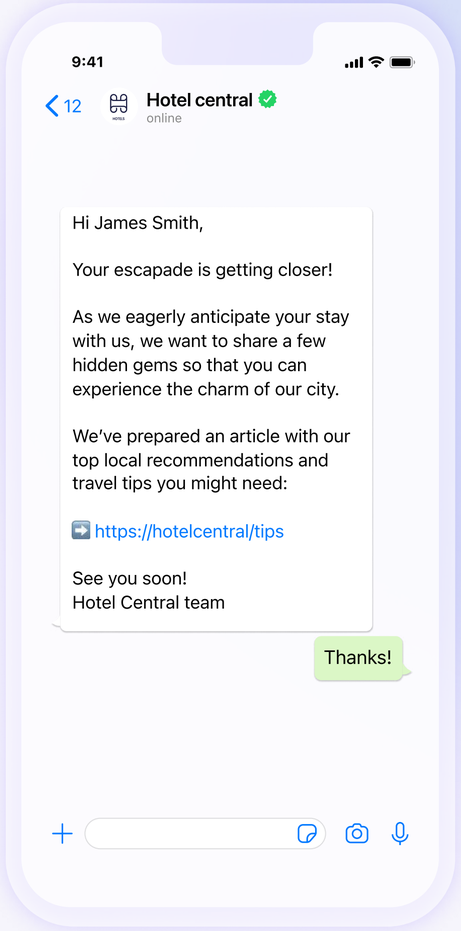
Arrival

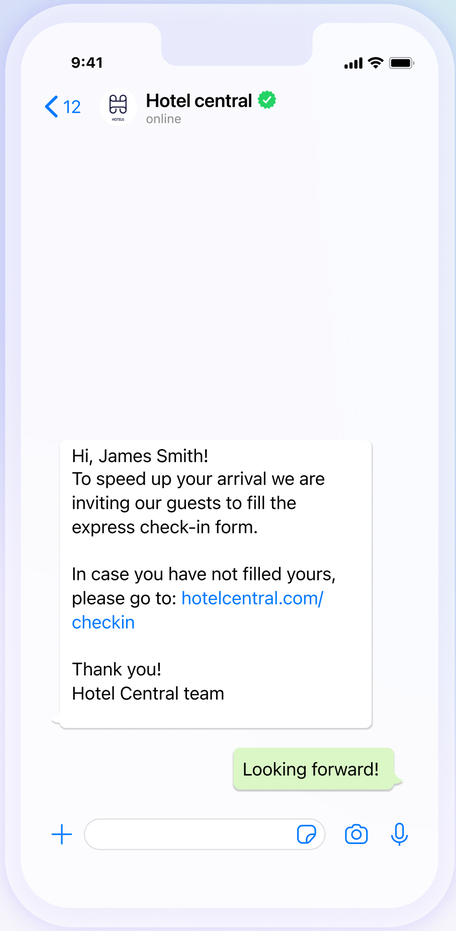
- Welcome message
- Digital check-in
- Loyalty programme promotion

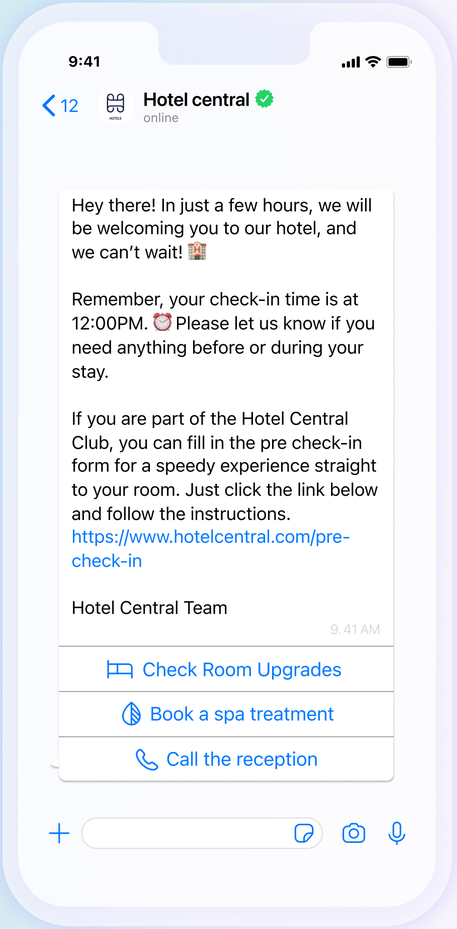
Integrations

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

Channels







Booking | Arrival | In-stay | Departure

In-stay

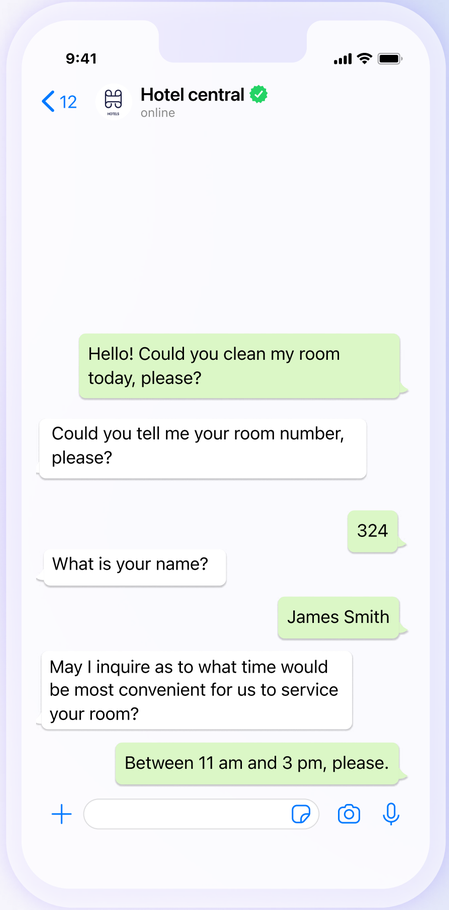
- In-house assistance
- Upsell and cross-sell campaigns
- Satisfaction surveys

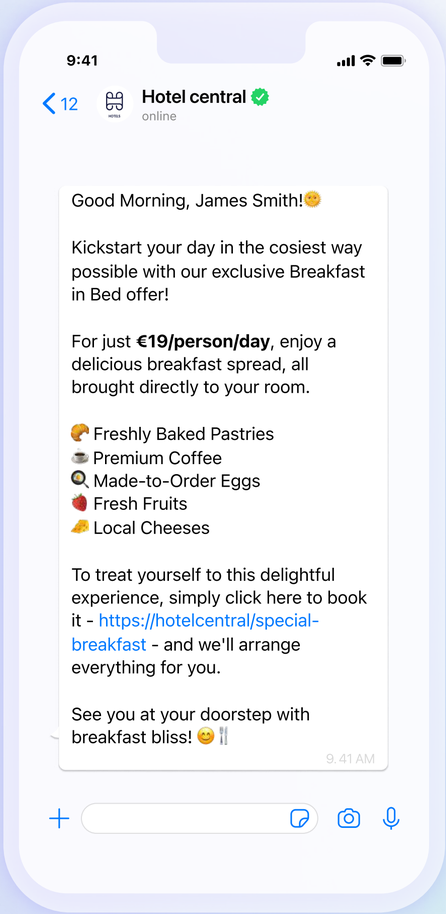
Integrations

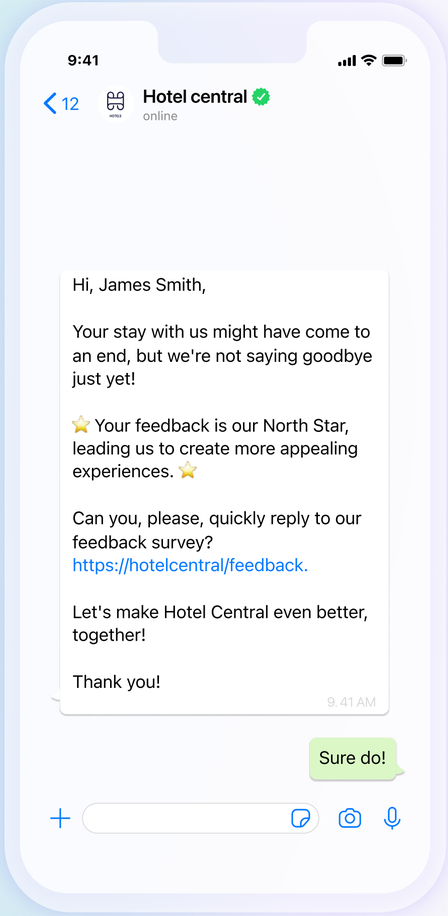
- PMS
- Check-in
- CRM
- Hotel App
- Upselling
- Maintenance
- Check-out
- Reviews

Channels

SMS



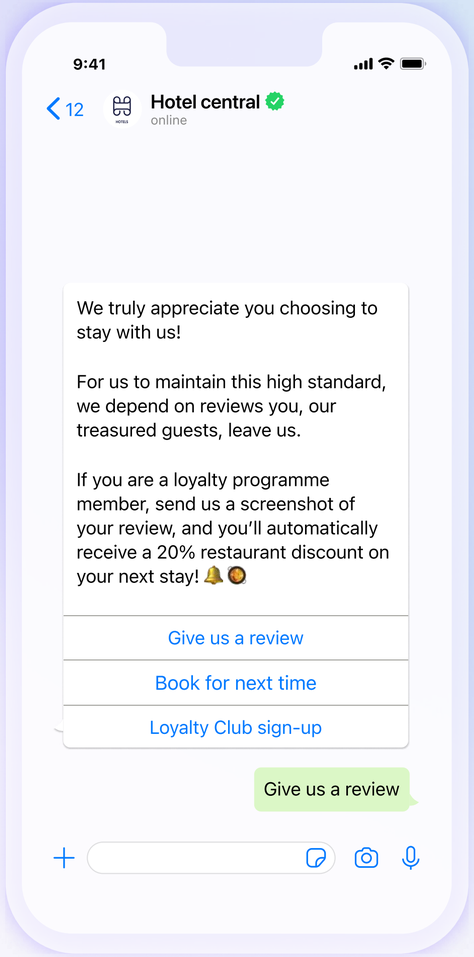


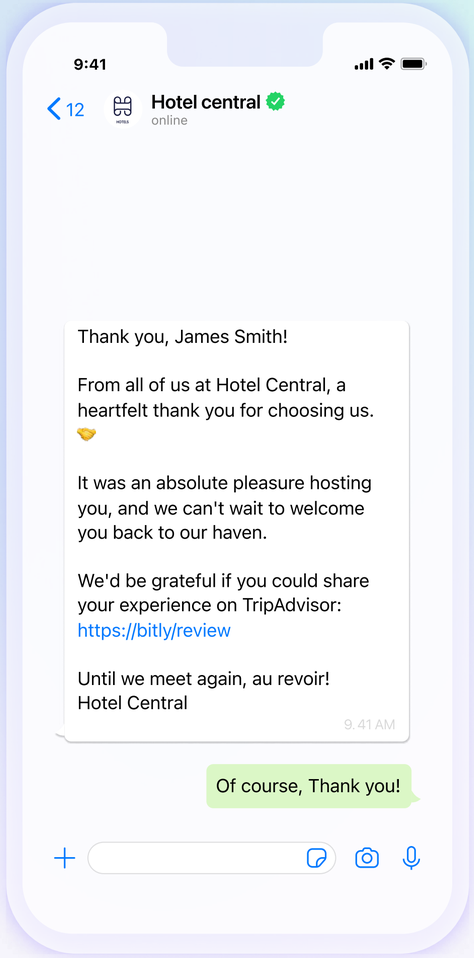


Booking | Arrival | In-stay | Departure

Departure

- Check-out campaigns
- Guest reviews campaigns





Integrations

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

Channels

SMS

Success Story

Lub d

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