



# Success Story

AI-Powered Messaging Helps  
Paradise Resort Achieve 12%  
More Direct Bookings & 82%  
WhatsApp Engagement





Paradise Resort Gold Coast needed a smarter way to manage guest communication and boost direct bookings while maintaining its signature personalized service. With guests engaging across multiple channels—social media, **WhatsApp**, **web chat**, **SMS**, and **email**—the resort sought a solution to automate responses, improve efficiency, and maintain its signature personalized service.

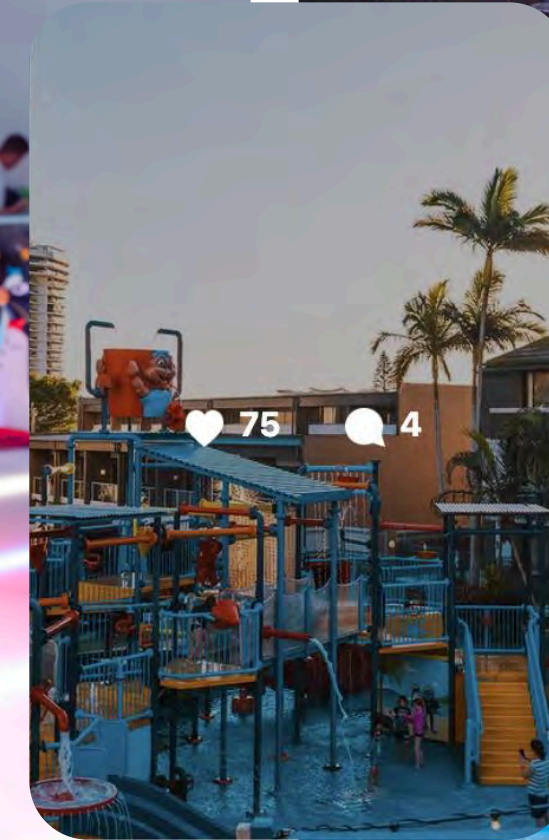
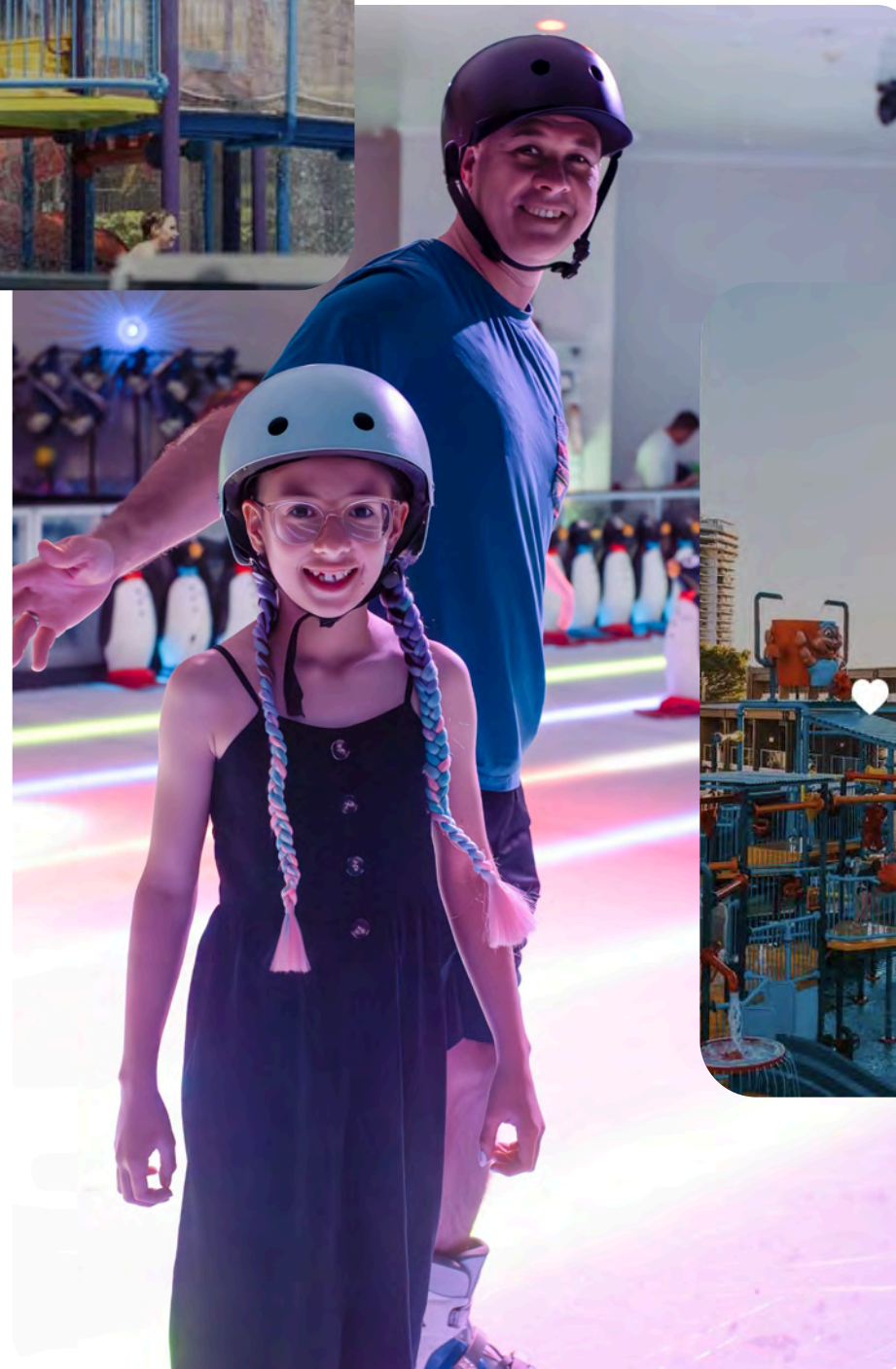
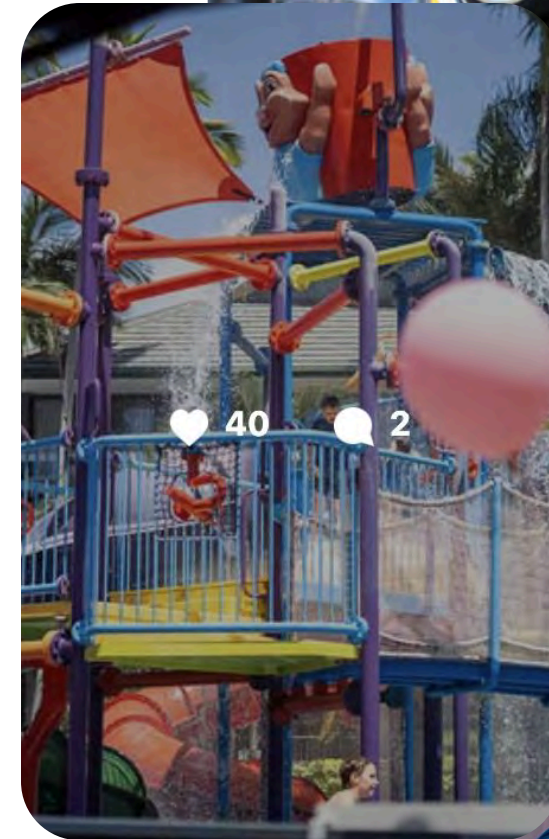
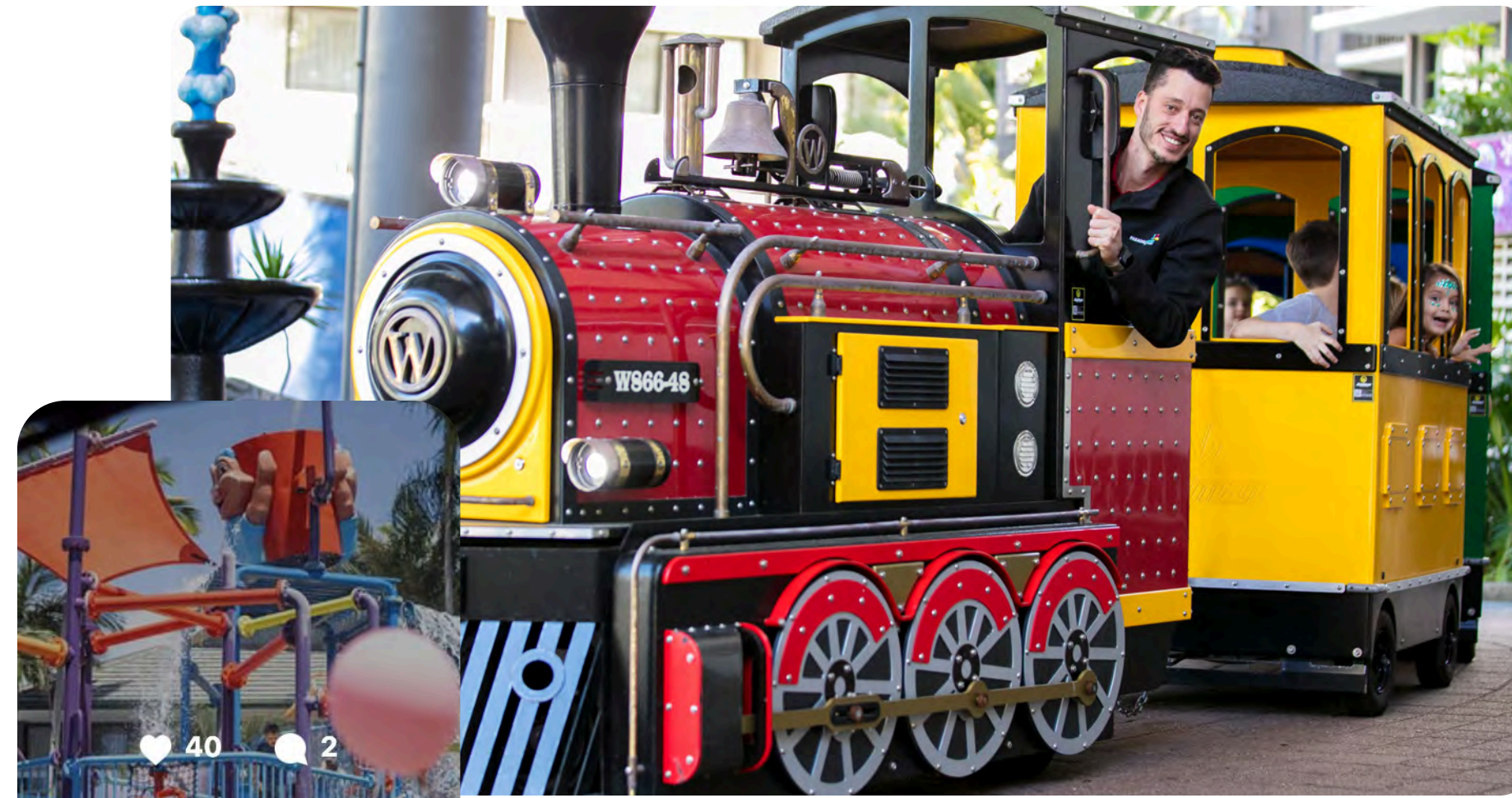
By implementing HiJiffy's AI-powered Virtual Concierge, **Campaigns Manager**, **Booking Assistant**, and **Console**, Paradise Resort enhanced guest interactions and streamlined operations.

The Campaigns Manager played a key role in increasing engagement at every stage of the guest journey, while webchat pop-up campaigns drove significant guest interactions. The chatbot also contributed to a **notable share of direct bookings**, and a large percentage of guests now complete **online check-in**, **reducing front desk congestion** and improving the overall experience.



# The Client: Paradise Resort Gold Coast

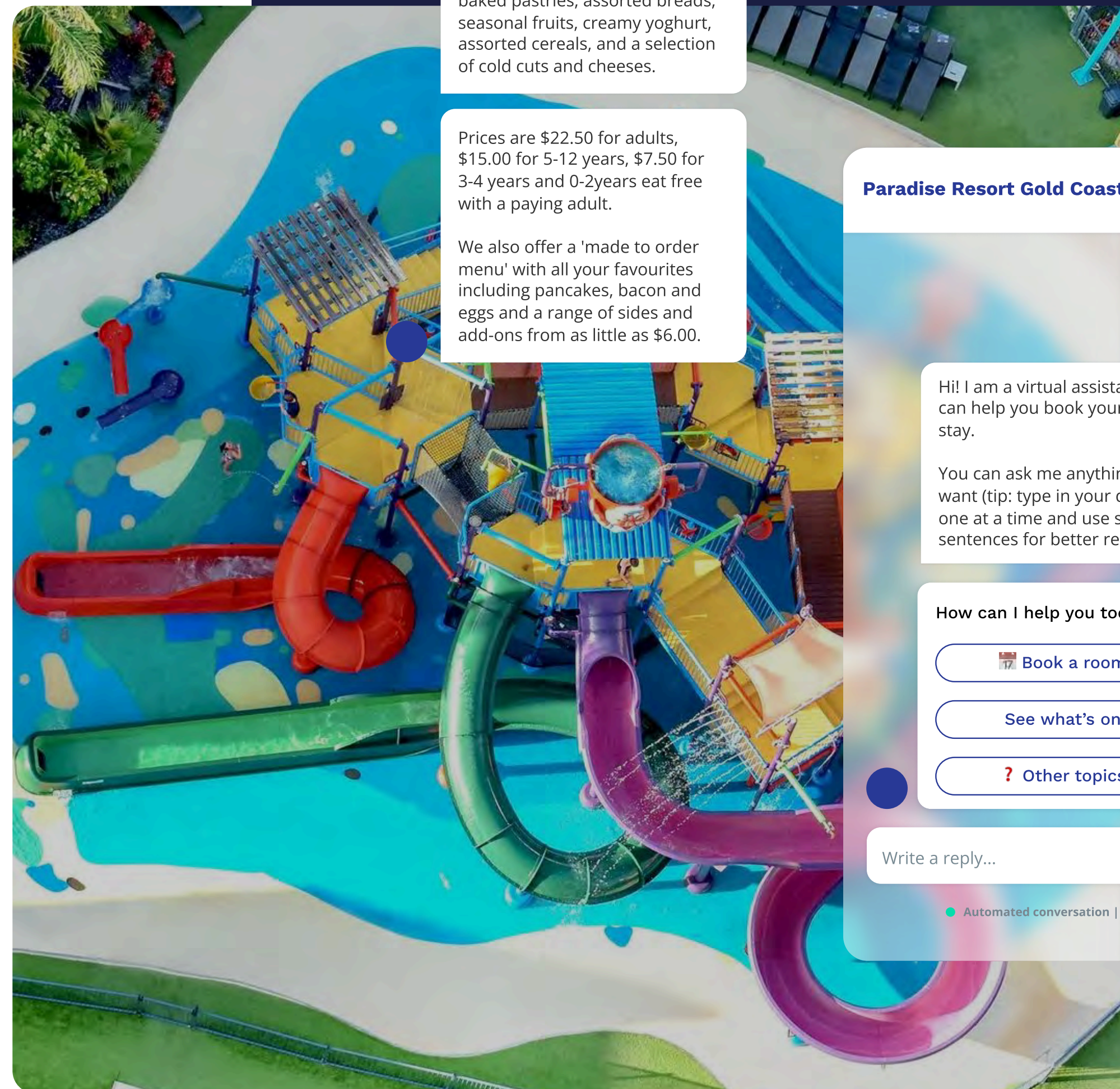
**Paradise Resort Gold Coast** is a family-focused resort designed for parents seeking a **stress-free holiday packed with entertainment**. Located just 250 metres from Surfers Paradise Beach, it offers 360 spacious rooms and various on-site activities, including a large water park, an ice-skating rink, and a Kids' Club for children aged six weeks to 12 years.



## Success Story: Paradise Resort Gold Coast



Known as a "cruise ship on land," the resort provides a lively, all-in-one experience where families can relax while children enjoy supervised fun and adventure. With multiple dining options, a Pamper Parlour for kids, and a focus on family-friendly service, Paradise Resort has built a reputation as a go-to destination for holidaying families.



### Breakfast

Our continental breakfast buffet, features a selection of freshly baked pastries, assorted breads, seasonal fruits, creamy yoghurt, assorted cereals, and a selection of cold cuts and cheeses.

Prices are \$22.50 for adults, \$15.00 for 5-12 years, \$7.50 for 3-4 years and 0-2years eat free with a paying adult.

We also offer a 'made to order menu' with all your favourites including pancakes, bacon and eggs and a range of sides and add-ons from as little as \$6.00.

### Restaurants

You won't go hungry at Paradise Resort. There's something for everyone.

Whether you want to eat out, in your room or enjoy a meal poolside, Paradise Resort features a range of affordable family dining options. And if you do feel like cooking, there's even a BBQ area.

### Check-out

Check-out time is before 10:00am. Should you wish to delay your departure, please contact reception the morning of departure as late check-outs are subject to availability and will incur a fee.

Before partnering with HiJiffy, Paradise Resort Gold Coast faced challenges in guest communication and engagement.

# The Challenges



Previous chatbots were limited in functionality, often providing inaccurate responses.



The reservations and guest services teams needed a centralised and reliable way to manage messages, ensuring a consistent guest experience.



Guests reached out via multiple channels—Facebook, Instagram, web chat, SMS, email, and phone—resulting in disorganised communication and inconsistent messaging.



The resort wanted a solution to engage with guests at every stage of their stay—from pre-arrival communication and online check-in to in-stay surveys, express checkout, and upselling opportunities.

To address these challenges, Paradise Resort set clear priorities to enhance automation, streamline communication, and improve guest experiences.

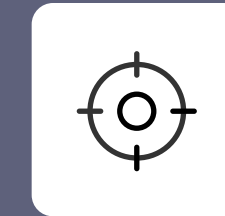
# Project Priorities



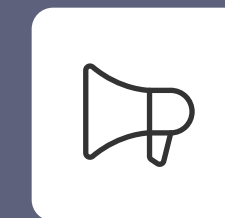
Ensure accuracy and consistency – Giving staff clear tools to respond confidently across all channels.



Increase automation and reduce response times – Providing instant, accurate replies without overwhelming the team.



Bring all guest messaging into one place – Connecting Facebook, Instagram, web chat, WhatsApp, and SMS to improve efficiency.



Support guest engagement at key touchpoints – Automating pre-arrival messaging, online check-in, welcome messages, in-stay surveys, and express checkout.

The **right solution** needed to integrate with their existing technology without adding **unnecessary complexity.**



## Success Story: Paradise Resort Gold Coast

The image displays three overlapping screenshots demonstrating the implementation of HiJiffy's Console for Paradise Resort Gold Coast. The top screenshot shows a central inbox interface with a list of conversations, a search bar, and a profile card for 'Claire Smith'. The middle screenshot shows the resort's website with a 'WELCOME TO PARADISE' banner, a 'LET'S PLAY!' section with 'SELECT DATES' and 'BOOK NOW' buttons, and a 'Penguins Restaurant' menu with options for 'Breakfast Menu', 'Dinner Menu', and 'Dinner Reservation'. The bottom screenshot shows a chatbot interface with a welcome message, a list of service options like 'Book a room', and a text input field for user replies.

Centralising Guest Communication: To resolve disorganised guest messaging across multiple platforms, Paradise Resort Gold Coast implemented HiJiffy's Console, providing a centralised inbox where staff could manage inquiries from Facebook, Instagram, web chat, WhatsApp, SMS, and email in one place.

# Solutions

# HiJiffy's Console

**Unifying Guest Messaging:** Previously, messages were scattered across multiple channels, leading to delays and missed inquiries. **The Console brought all conversations into one system**, allowing staff to respond faster and more efficiently.

**Ensuring Accuracy Across Channels:** Pre-set responses and AI-powered automation enabled staff to provide consistent and accurate answers, reducing errors and confusion.

**By connecting with Mews (PMS & Booking Engine Provider)**, staff accessed real-time booking and availability data, ensuring guests always received correct, up-to-date information.

With HiJiffy's Console, Paradise Resort reduced response times, eliminated communication gaps, and improved service accuracy.

**Restaurants**

You won't go hungry at Paradise Resort. There's something for everyone.

Whether you want to eat out, in your room or enjoy a meal poolside, Paradise Resort features a range of affordable family dining options. And if you do feel like cooking, there's even a BBQ area.

**Conversations**

Open On hold Closed Spam All

Search conversations ...

Start new

Claire Smith High priority

Agent: Unassigned

Mark as closed

Claire Smith WebChat Paradise Resort Gold Coast 9:00 AM

**Dashboard**

Date range: last 30 days

Welcome back John Doe!

You've solved 80% of conversations this month! Keep it up and improve your performance!

AVERAGE TIME FOR FIRST REPLY: 11:45 h +10:20 hours than your team avg.

**OVERVIEW**

- AUTOMATION RATE: from previous 30 days
- BOOKINGS MADE VIA CHAT: from previous 30 days
- CHATBOT CSAT SCORE: from previous 30 days
- Conversations closed by the team: from previous 30 days

**OPEN CONVERSATIONS**

8 conversations to select

Start solving your open conversations now and enhance your clients CSAT score.

- John Smith Messenger Hotel Central 1 day
- Steve Doe Webchat Hotel Central 2 days
- Joanna Silva Whatsapp Hotel Central 1 week

**CONVERSATIONS EVOLUTION**

Week

Automated Conversations Requests To Chat With Staff

**USER ACTIVITY**

Channels from where the user initiated the conversation.

3 599 ACTIVE USERS

- Webchat
- F. Messenger
- Whatsapp
- Booking Messages
- WeChat
- Telegram
- Line
- Instagram
- Email
- Booking

**FAQS INSIGHTS**

Learn how you can improve your FAQ topics with valuable insights and feedback from users.

- QUESTIONS ASKED THIS WEEK
- UNANSWERED OR NEGATIVELY SCORED
- TOPICS TO IMPROVE ON

**Mews**

PMS Systems

Booking Engines

# AI Booking Assistant

Optimising the Booking Phase to improve efficiency in the Booking Phase, Paradise Resort Gold Coast implemented HiJiffy's AI-powered Booking Assistant, ensuring potential guests received fast, accurate responses across the resort's website, social media and WhatsApp.

Omnichannel Guest Communication Guests could inquire and book through multiple channels, with all interactions centralised in one platform, ensuring a consistent experience.

Instant Responses to FAQs The chatbot provided automated answers to common questions, such as amenities, cancellation policies, and check-in details, reducing repetitive inquiries for staff.

Guided Booking Process AI-driven prompts helped guests navigate the booking process in real time, increasing direct bookings and reducing drop-offs.

Finally, web chat pop-up campaigns helped gain visibility and performance on different upselling and promotion of services across the hotel's website.

The composite image illustrates the AI booking assistant's integration with the resort's website and chat interface. On the left, a website banner for Paradise Resort Gold Coast features a 'Stay 2 Nights & Save!' offer with 'UP TO 10% OFF' and a 'CHECK AVAILABILITY' button. A 'Breakfast' callout points to a text box describing the continental breakfast buffet and its pricing. In the center, a chatbot window titled 'Paradise Resort Gold Coast' displays a friendly greeting, a list of service options ('Book a room', 'Breakfast', 'Latest Offers'), and a 'Booking form' with fields for check-in and check-out dates, and 'Confirm' and 'Cancel' buttons. A 'Write a reply...' input field is at the bottom of the chat window. The background is an aerial view of a resort pool area with lounge chairs and slides.

**Breakfast**

Our continental breakfast buffet, features a selection of freshly baked pastries, assorted breads, seasonal fruits, creamy yoghurt, assorted cereals, and a selection of cold cuts and cheeses.

Prices are \$22.50 for adults, \$15.00 for 5-12 years, \$7.50 for 3-4 years and 0-2years eat free with a paying adult.

We also offer a 'made to order menu' with all your favourites including pancakes, bacon and eggs and a range of sides and add-ons from as little as \$6.00.

**Paradise Resort Gold Coast**

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

You can ask me anything you want (tip: type in your questions one at a time and use short sentences for better results).

**How can I help you today?**

- Book a room
- Breakfast
- Latest Offers

**Booking form**

Please insert the following data:

Check-in	Check-out
12 Mar 2025	13 Mar 2025

Confirm Cancel

Write a reply...

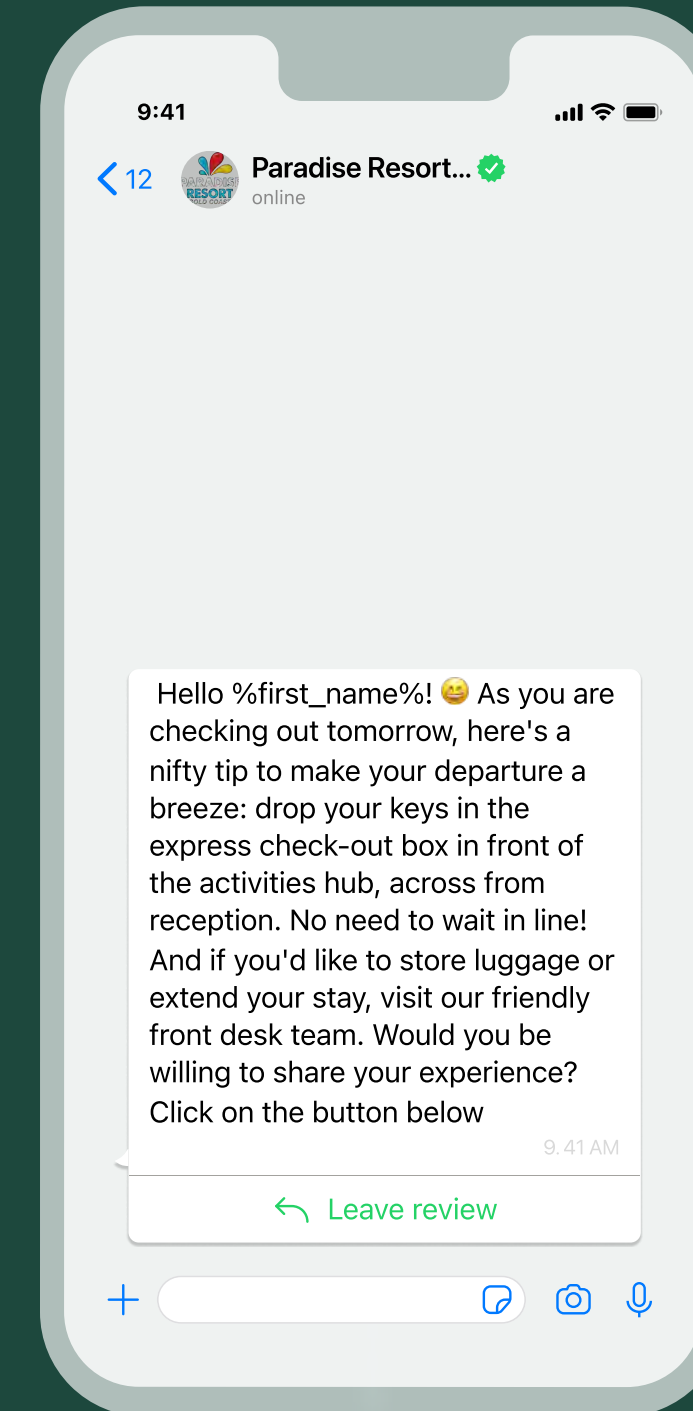
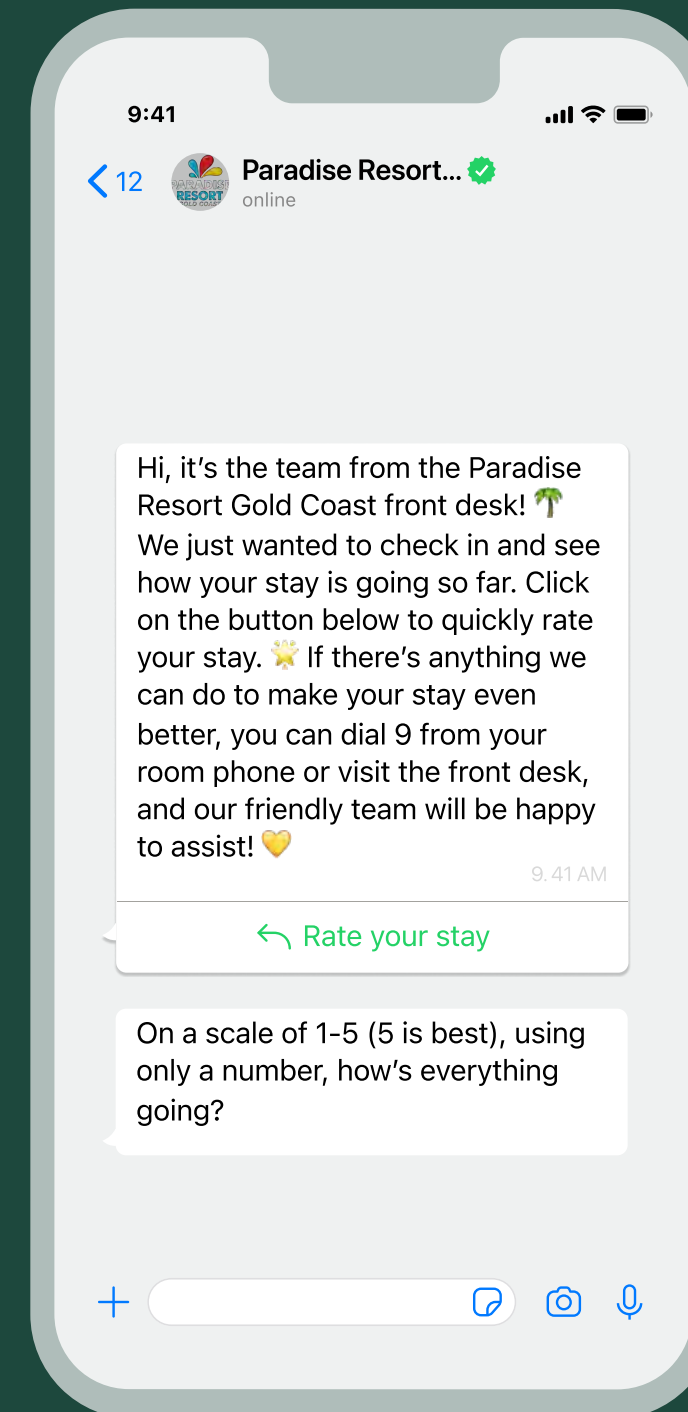
Automated conversation | </> by Hijiffy

# Virtual Concierge & Campaigns Manager

Enhancing the guest journey to streamline communication and guest engagement, **Paradise Resort Gold Coast** implemented HiJiffy's Virtual Concierge and **Campaigns Manager**, automating key interactions while maintaining a personalized experience.

The **Virtual Concierge centralized guest messaging**, ensuring fast, consistent responses across channels. Automated, pre-scheduled messages kept guests informed before, during, and after their stay, reducing delays and improving service. The **Campaigns Manager allowed the resort to deploy targeted messaging for check-in**, promotions, and in-stay engagement, enhancing the guest experience without increasing staff workload.

By integrating these solutions, **Paradise Resort improved efficiency, ensured seamless coordination across teams, and elevated guest satisfaction at every stage.**



Sent Express Check-Out Campaign

**Premium Account Plan**

4 campaign messages per reservation  
Included in the plan

Want more campaign messages without additional costs?  
[Ask for more campaign messages to your plan!](#)

Messages Sent

- Included in the plan
- Additional to plan

[View all detailed sent messages](#)



Sent SMS Fallback

Sent Mid-Stay Survey Campaign  
2 days after Check-in

- Score 1-2: Apology & invite to front desk for resolution
- Score 3: Ask for suggestions to improve stay
- Score 4: Thank guest & offer further assistance
- Score 5: Celebrate positive experience & encourage further engagement

# The Results

# Console & AI Booking Assistant: Driving Automation & Direct Bookings

The AI Booking Assistant streamlined the Booking Phase, automating most guest inquiries and improving efficiency with incredible **results in under 6 months.**

# Key Performance Metrics

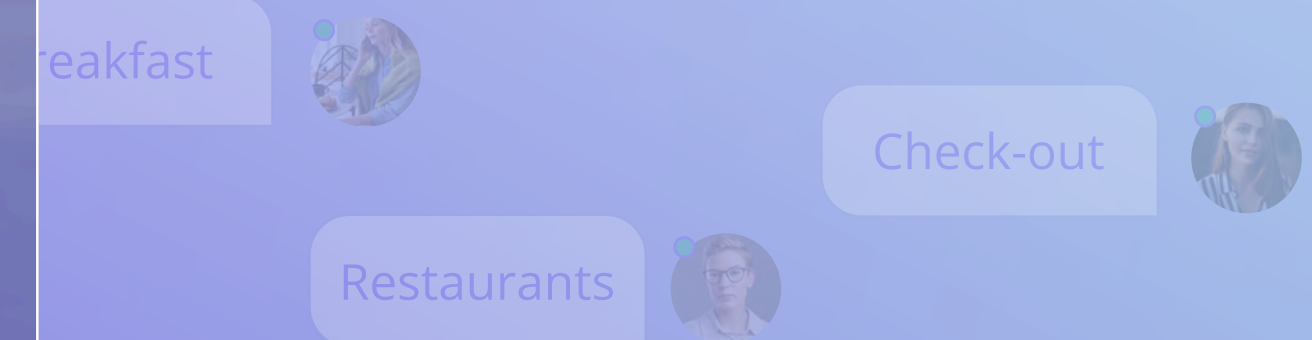


# 91.1%

Automation Rate → Reduced staff workload by handling most interactions.

# 34,655

Total Conversations → Managed via the AI assistant.



# Impact on Direct Bookings



531



Total Bookings  
via the chatbot

450



Fully Automated  
(85%)



No staff intervention  
needed.



Agent: Cara Martin



Agent: Jazmin Walton



Agent: Dominick Kaur



Total Booking Value

+AUD \$750K



(€450K)



# Webchat Pop-Up Campaigns: Boosting Engagement & Revenue

Webchat pop-ups played a crucial role in converting website visitors into **direct bookings and upsell opportunities**, ensuring guests received timely and relevant offers while maximizing revenue.

# Performance Overview in the past 6 months



× **Ice-Skating Show Tickets from \$20pp**  
Catch the excitement every Friday night from 13 of December to 24 January at 7pm

**5 Targeted Campaigns Launched**  
Each campaign addressed specific guest needs, ensuring personalized engagement rather than generic promotions.

× **Final Days: Book before 21 August**  
Stay 3 nights from 929\$ or 5 nights from 1299\$. Includes Dreamworld tickets, Daily Breakfast, Kids Club sessions and much more.



**17,814** ↑

Total Clicks

Strong engagement indicated high guest interest in promotions, improving conversion potential.

**Tracked Metrics: Impressions, Click-Through Rate (CTR)**

Provided data insights to optimize campaign effectiveness.



# Impact on Guest Engagement & Revenue

By targeting website visitors with tailored promotions, Paradise Resort drove higher direct booking conversions, increased upsell opportunities, and enhanced the pre-arrival guest experience.

## Seasonal Promotions

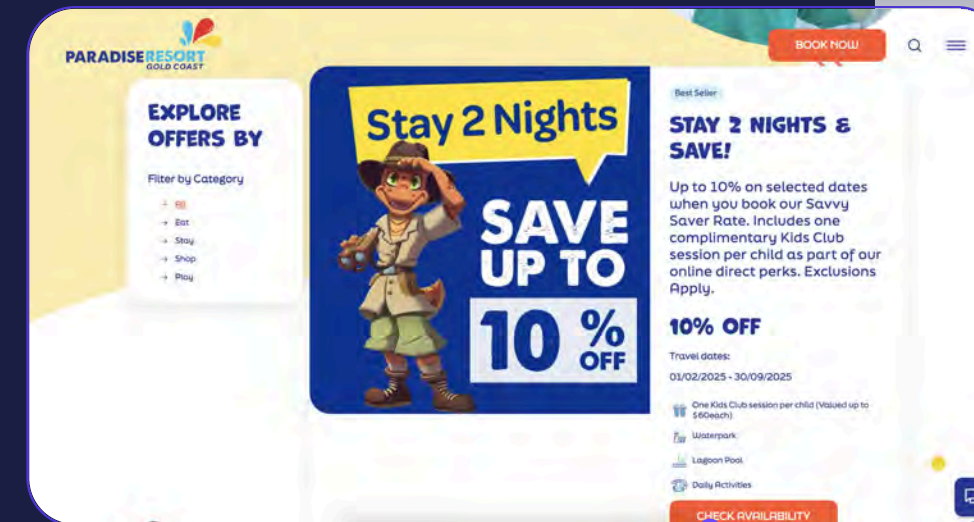
Drove early bookings, increasing peak-season occupancy while offering guests exclusive discounts.

## Ticket Upselling

Boosted revenue by enabling guests to pre-book activities, ensuring availability for popular experiences.

## Direct Booking Deals

Encouraged direct reservations, cutting commission costs and providing guests with better rates and perks.



Paradise Resort Gold Coast

Can I assist you with anything else? Choose below:

How can I help you today?

Latest Offers

Kids Club

Breakfast

Write a reply...

Automated conversation | </> by Hijiffy



Penguins Restaurant

Open daily for breakfast and dinner.

See Menu

# Virtual Concierge & Campaigns Manager: Enhancing Guest Communication

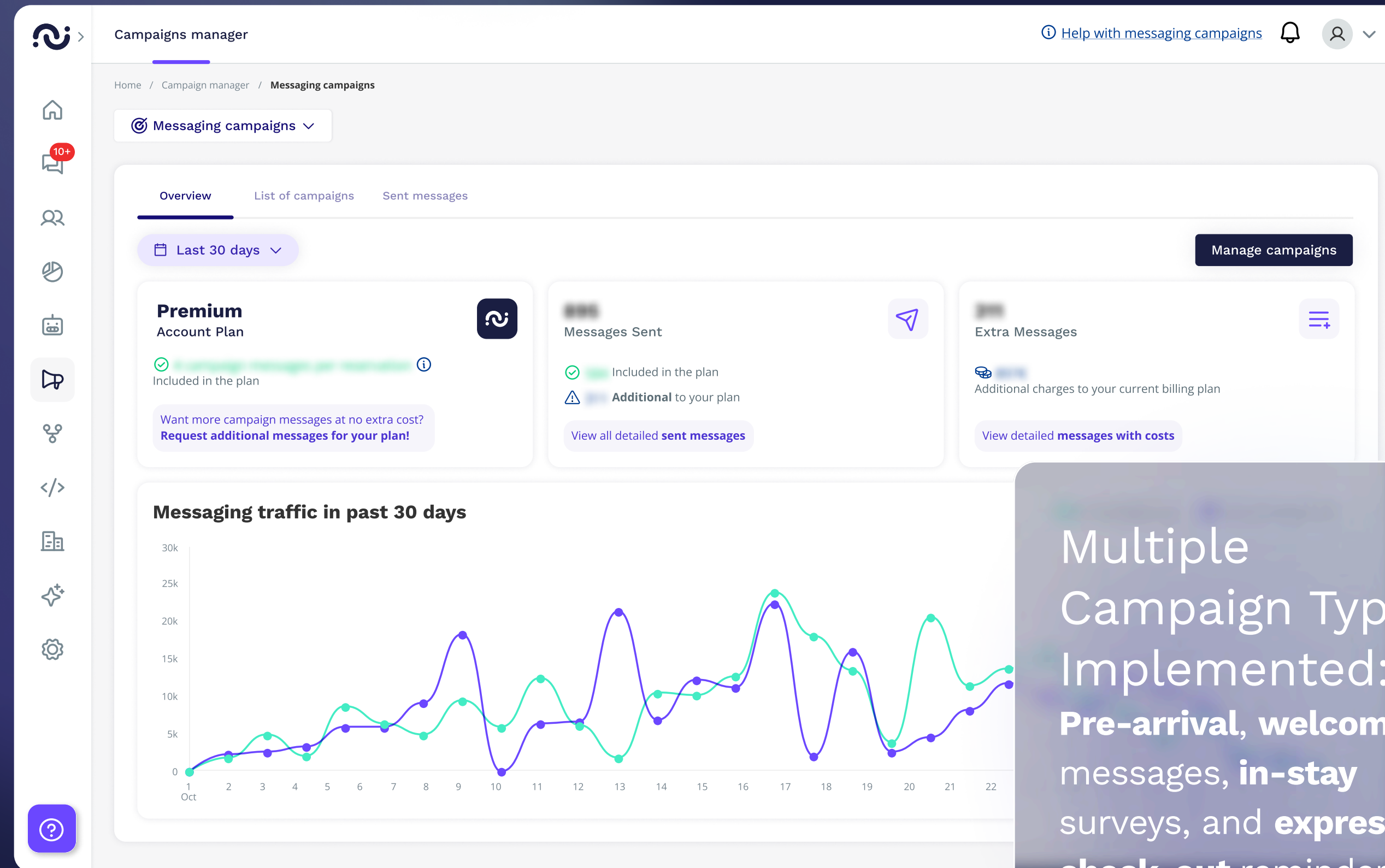
By automating key guest interactions, Paradise Resort streamlined operations, improved service efficiency, and ensured guests received timely information at every stage of their stay.

# Performance Overview

15,589



Automated Messages Sent



Multiple Campaign Types Implemented: Pre-arrival, welcome messages, in-stay surveys, and express check-out reminders → Ensured guests stayed informed at key moments.

Express Check-Out Campaign Message Sent

Hello %first\_name%! 🌟 As you are checking out tomorrow, here's a nifty tip to make your departure a breeze: drop your keys in the express check-out box in front of the activities hub, across from reception. No need to wait in line! And if you'd like to store luggage or extend your stay, visit our friendly front desk team. Would you be willing to share your experience? Click on the button below

9:41 AM

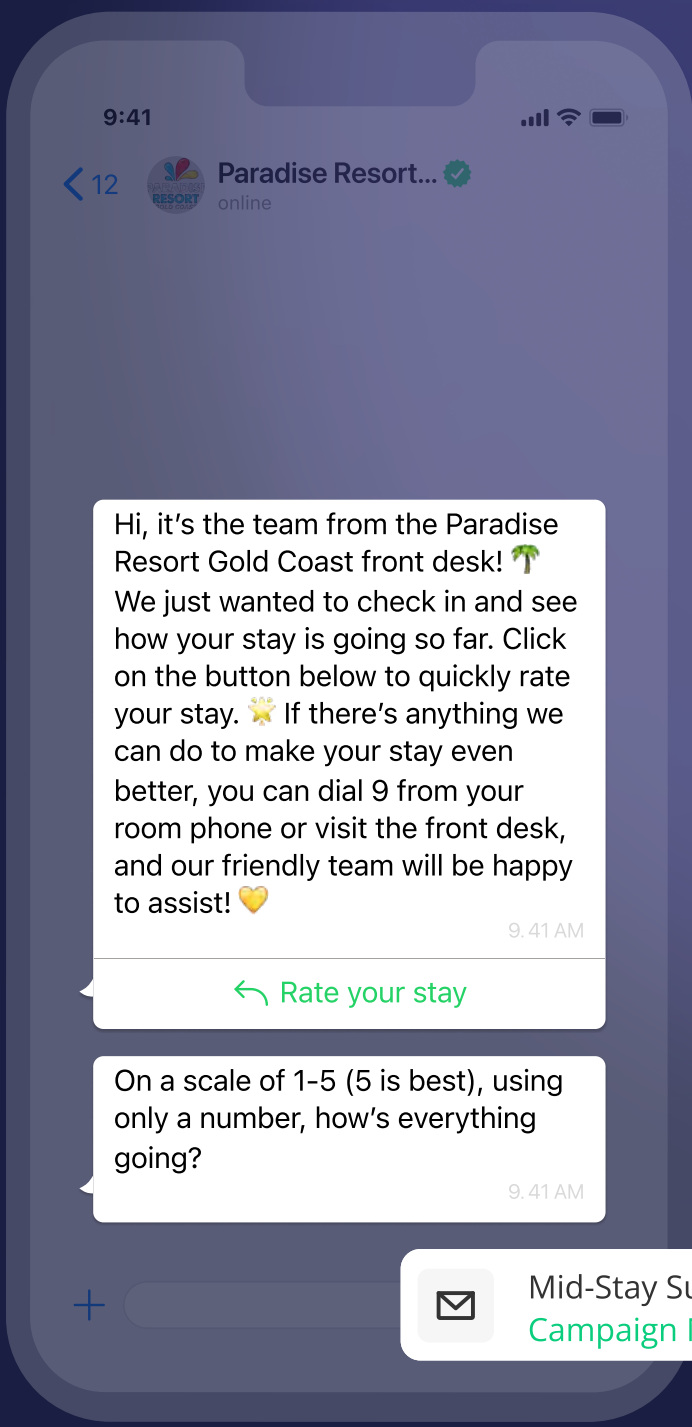
← Leave review

12,856



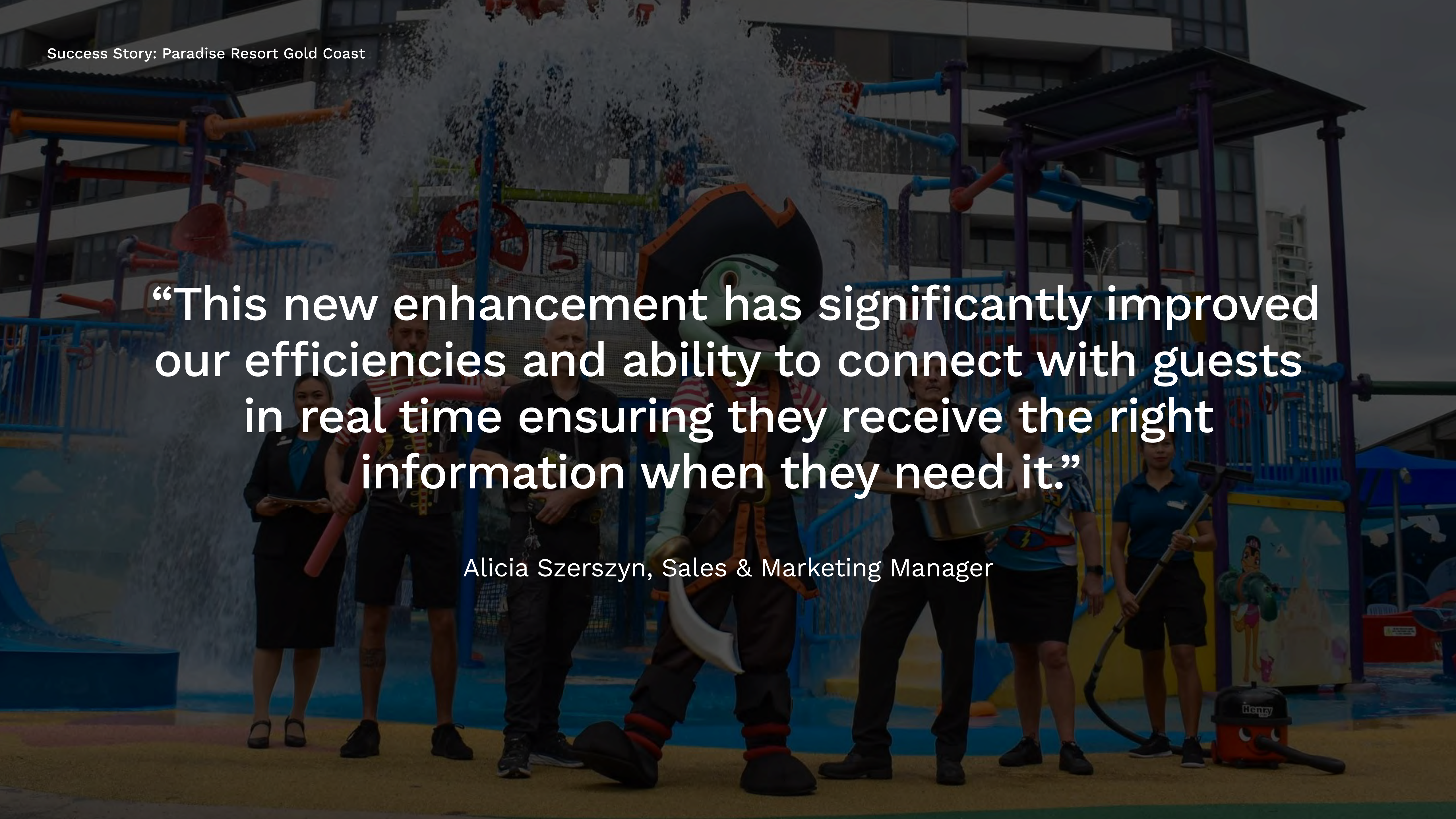
Read (82% Engagement Rate)

High guest engagement confirmed the value of automated communication.

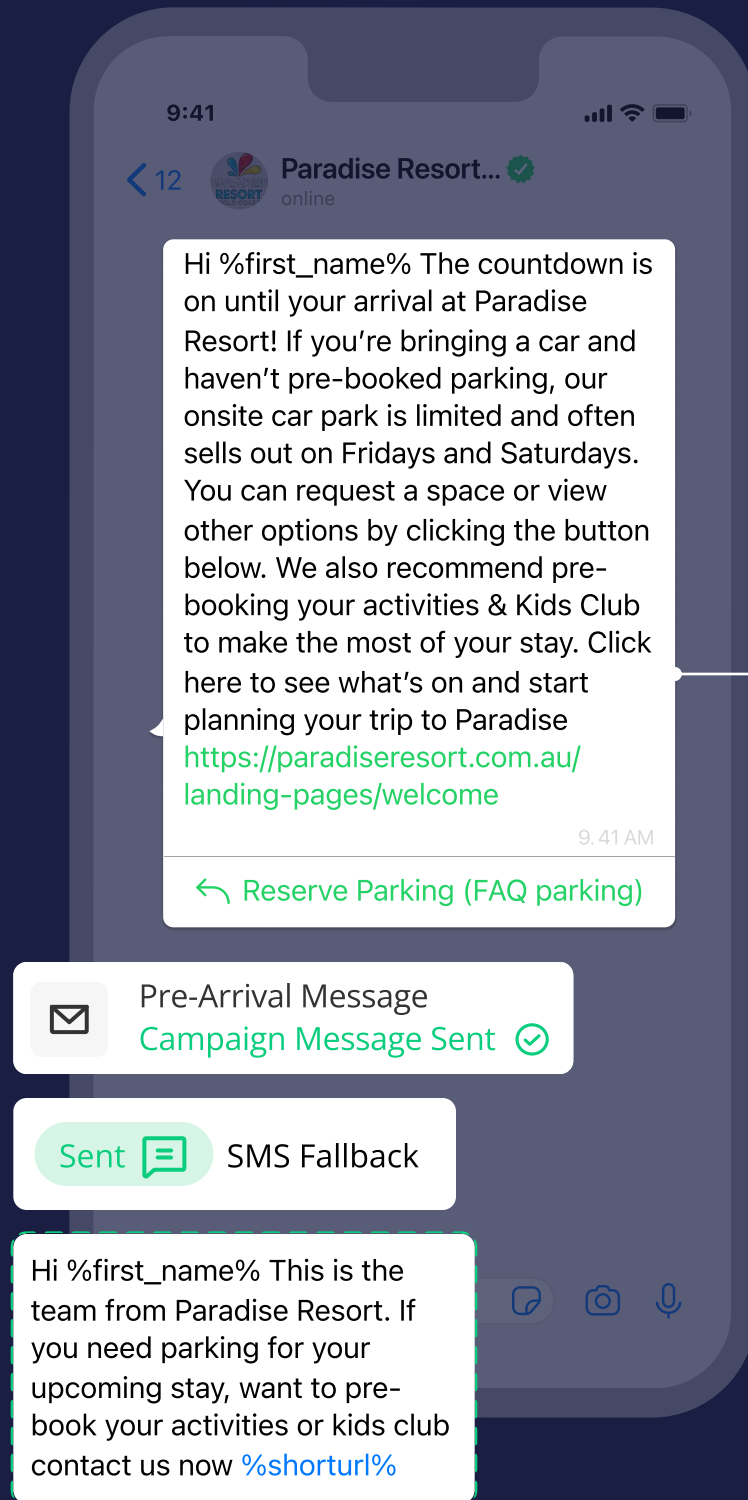


“This new enhancement has significantly improved our efficiencies and ability to connect with guests in real time ensuring they receive the right information when they need it.”

Alicia Szerszyn, Sales & Marketing Manager



# Impact on Guest Experience & Operations



## Pre-Arrival Messaging (Time-Based):

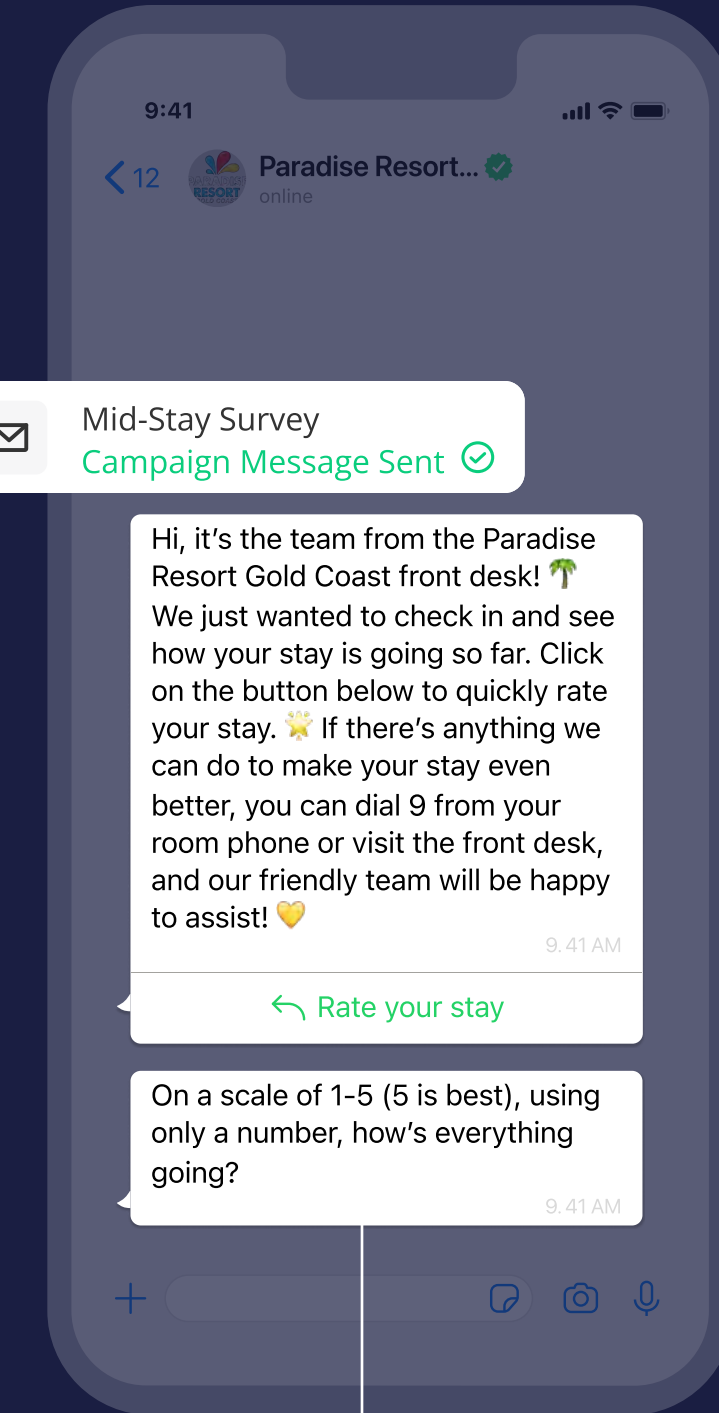
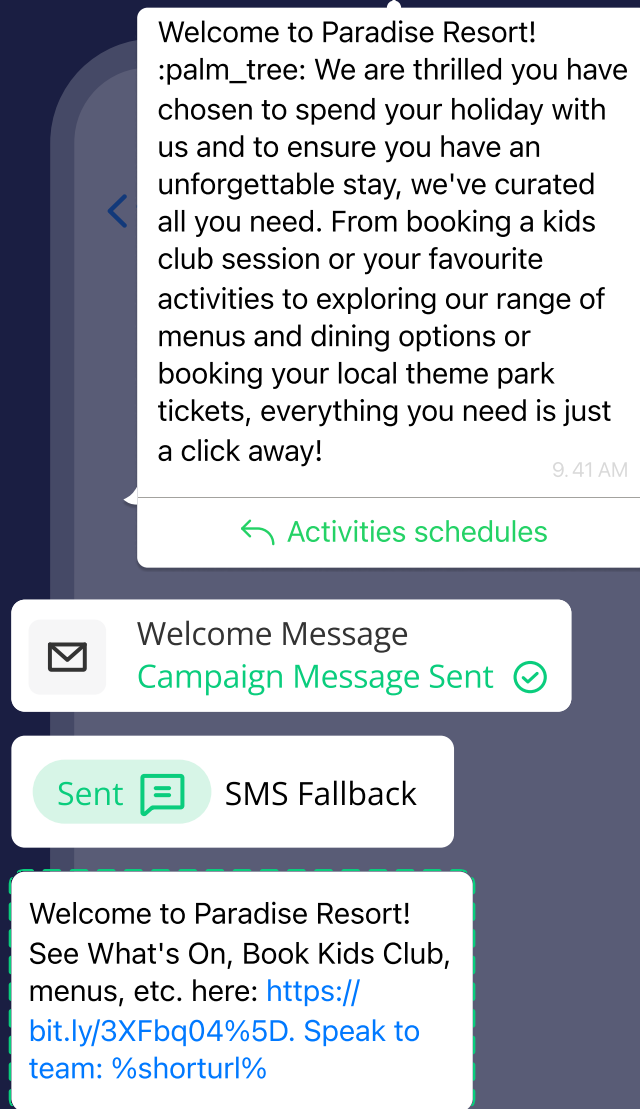
Encouraged online check-in and provided trip preparation details.

→ Reduced front desk workload and helped guests arrive informed and ready for their stay.

## Welcome Messages (Event-Based):

Sent automatically at check-in, providing key resort information.

→ Improved guest independence by ensuring immediate access to essential details on dining, activities, and amenities.



## In-Stay Surveys (Time-Based):

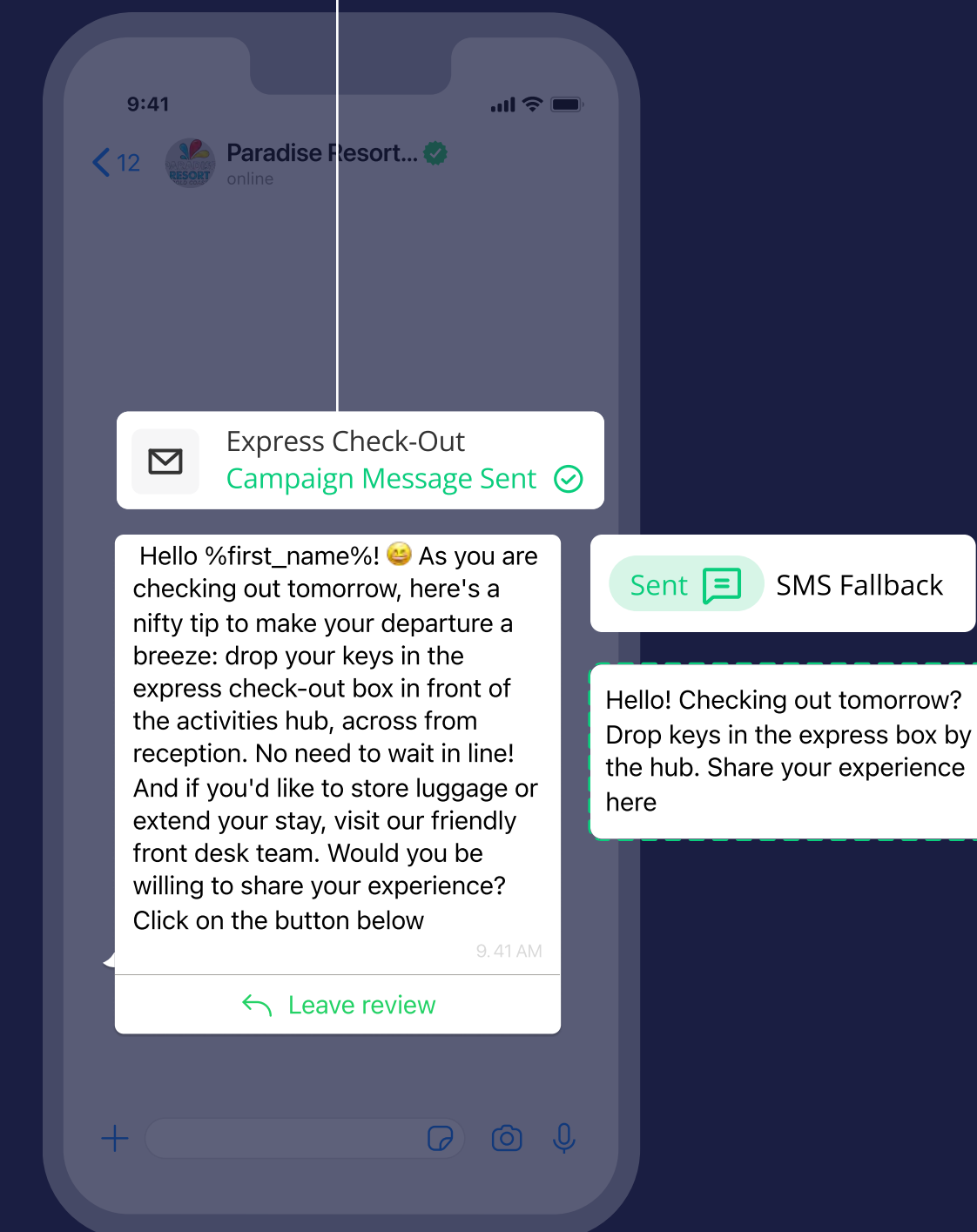
Requested real-time guest feedback.

→ Allowed the resort to address concerns before check-out, reducing negative reviews and increasing satisfaction.

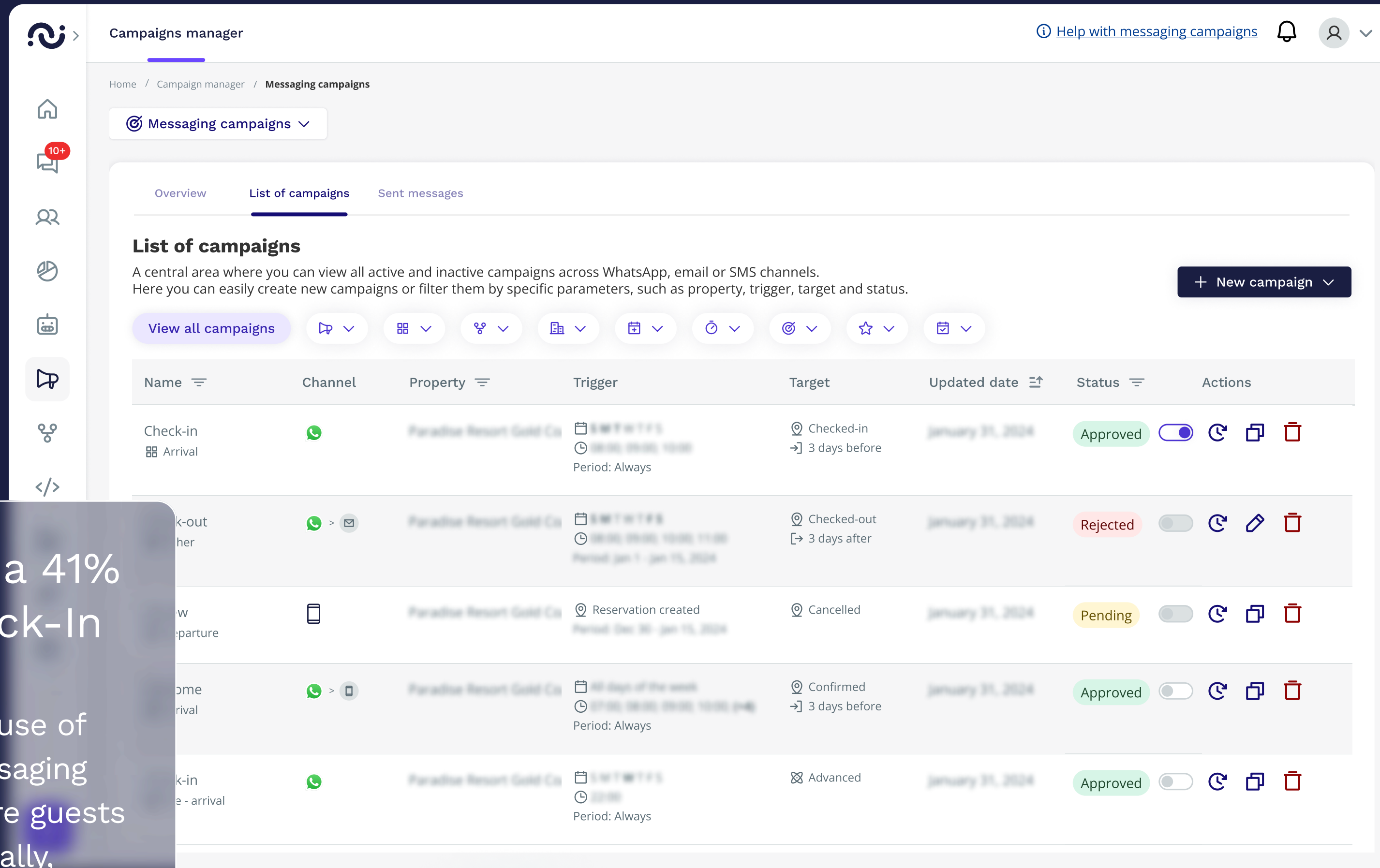
## Express Check-Out Reminders (Time-Based):

Automated departure guidance to streamline check-out.

→ Minimized front desk congestion and made departures smoother for guests.



# Success Story: Paradise Resort Gold Coast



## Influenced a 41% Online Check-In Rate

→ The strategic use of automated messaging encouraged more guests to check in digitally, directly reducing front desk congestion and improving efficiency.

41%



Online Check-In Rate

By automating guest communication across key touchpoints, Paradise Resort optimized daily operations, increased guest satisfaction, and influenced behaviour to improve efficiency, particularly in online check-ins.

**Premium Account Plan**

4 campaign messages per reservation

Included in the plan

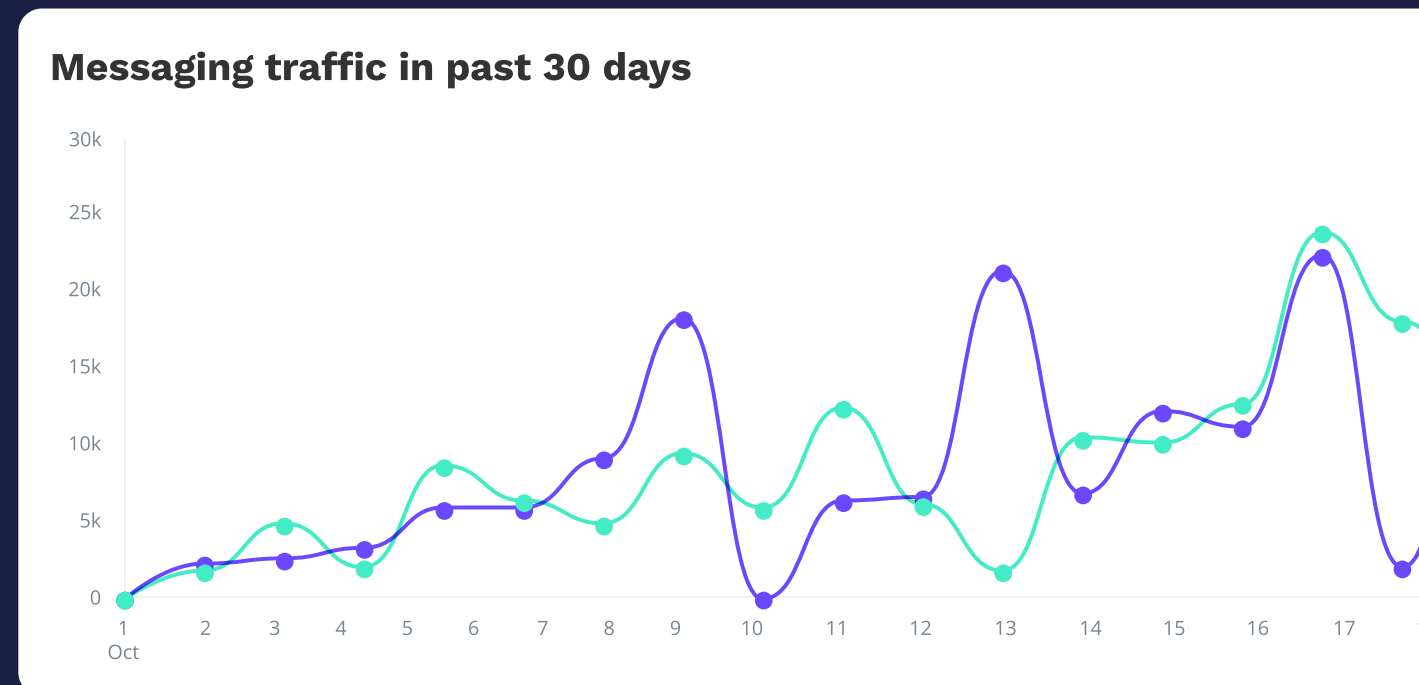
Want more campaign messages without additional costs?  
[Ask for more campaign messages to your plan!](#)

**Messages Sent**

Included in the plan

Additional to plan

[View all detailed sent messages](#)





# Testimonials



HiJiffy has transformed the way we interact with guests. The AI-powered chatbot ensures instant, accurate responses, reducing pressure on our team while enhancing the guest experience. The ability to consolidate all messaging channels into one platform has been a game-changer, allowing us to respond faster and more efficiently, whilst also being able to easily see if the guest has messaged us on any other channels so we can reply as one.

Alicia Szerszy — Sales & Marketing Manager at Paradise Resort Gold Coast

## Success Story: Paradise Resort Gold Coast



As someone who interacts with guests daily, HiJiffy has improved our team's efficiency and made communicating with our guests so much easier. We no longer have to manually respond to repetitive questions, and the integration with WhatsApp and social media also means we never miss an inquiry, leading to faster resolutions and happier guests.

Tia Sadler — Reservations Manager at Paradise Resort Gold Coast



Collaborating with Paradise Resort Gold Coast has been an outstanding experience. They have embraced the latest technology and consistently adopt AI innovations to enhance operations and elevate guest experiences. They stand out for their proactive use of our solution, particularly in personalizing guest interactions and optimizing resource management. Their enthusiasm for AI-driven guest engagement makes them an exemplary partner. We proudly support their journey and look forward to their continued success.

Hannah Rohlfs — Customer Success Representative at HiJiffy



## About Hotel Tech **Partners**

# MEWS

Mews is the leading platform for the new era of hospitality. Powering over 5,500 customers across more than 85 countries, Mews Hospitality Cloud is designed to streamline operations for modern hoteliers, transform the guest experience and create more profitable businesses. Customers include BWH Hotels, Strawberry, The Social Hub and Airelles Collection. Mews was named Best PMS (2024, 2025) and listed among the Best Places to Work in Hotel Tech (2021, 2022, 2024, 2025) by Hotel Tech Report, and won the Tech Hero 2024 Award at CIODAY.

# 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 navigation icons. 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 Cards:** Four key performance indicators (KPIs) are shown: 80% automation rate (up 16%), 240 bookings made via chat (down 6%), 85% chatbot CSAT score (up 17%), and 21,648 conversations closed by the team (up 150%).
- Conversations Evolution:** A line chart comparing 'Automated Conversations' (green) and 'Requests To Chat With Staff' (purple) 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 highlighting 2,132 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).
- Contact Profile:** A detailed view of a contact, Lorenzo Vargas, including his 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€

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

Hotel Central

Find&Book Best Deals Events Cont...

9:41

Hotel central Business Chat

Hotel Central Hotel Resort

Hello and welcome to Independent Hotel, I am here to help you book your next stay.

How can I help you today? How can

Book a room Other topics

Book a room

When do you want to check in? Please write the date. Example: "November 10"

November 14

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

Hotel Central

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 Hully

Booking

Arrival

In-stay

Departure

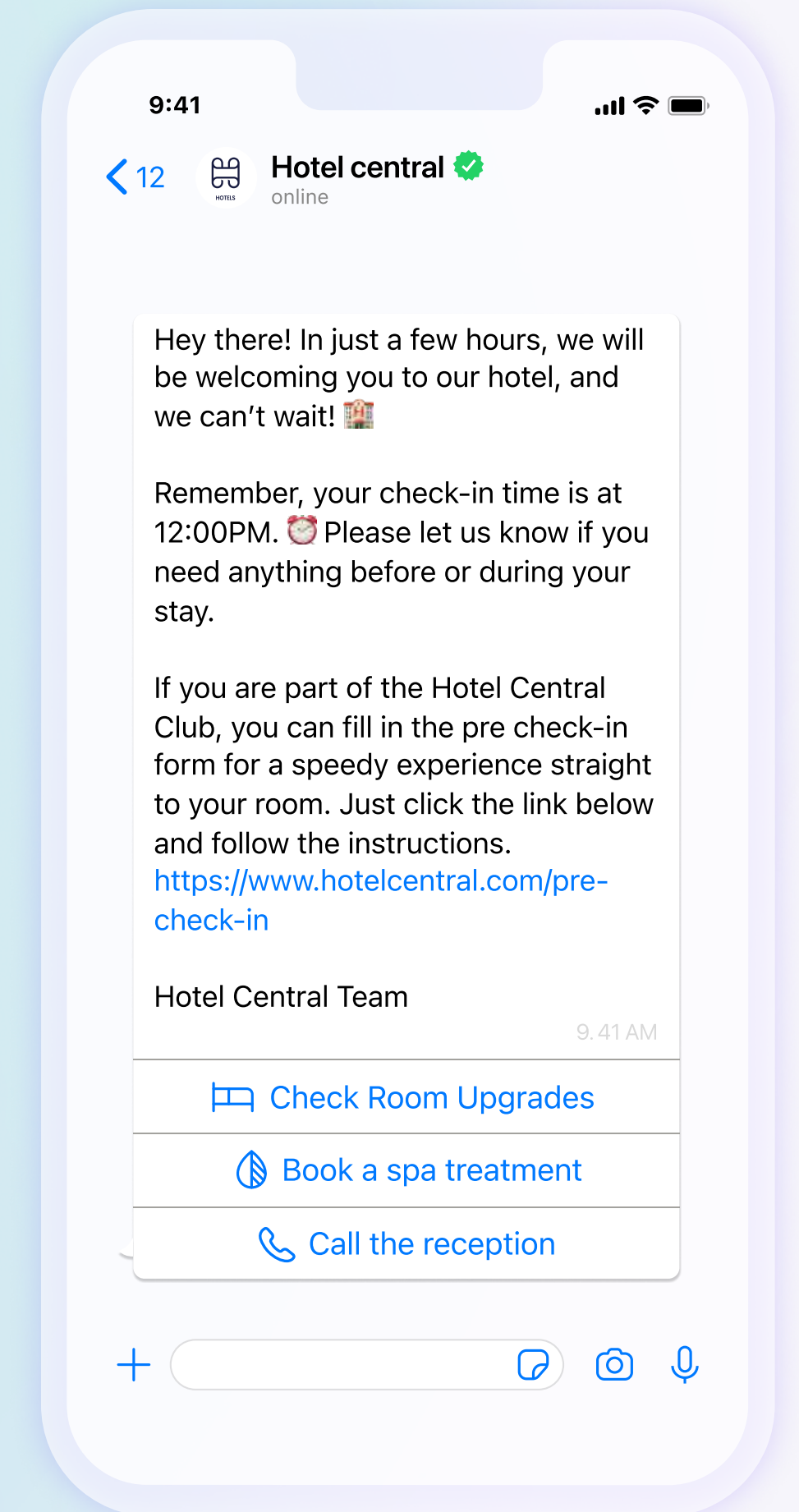
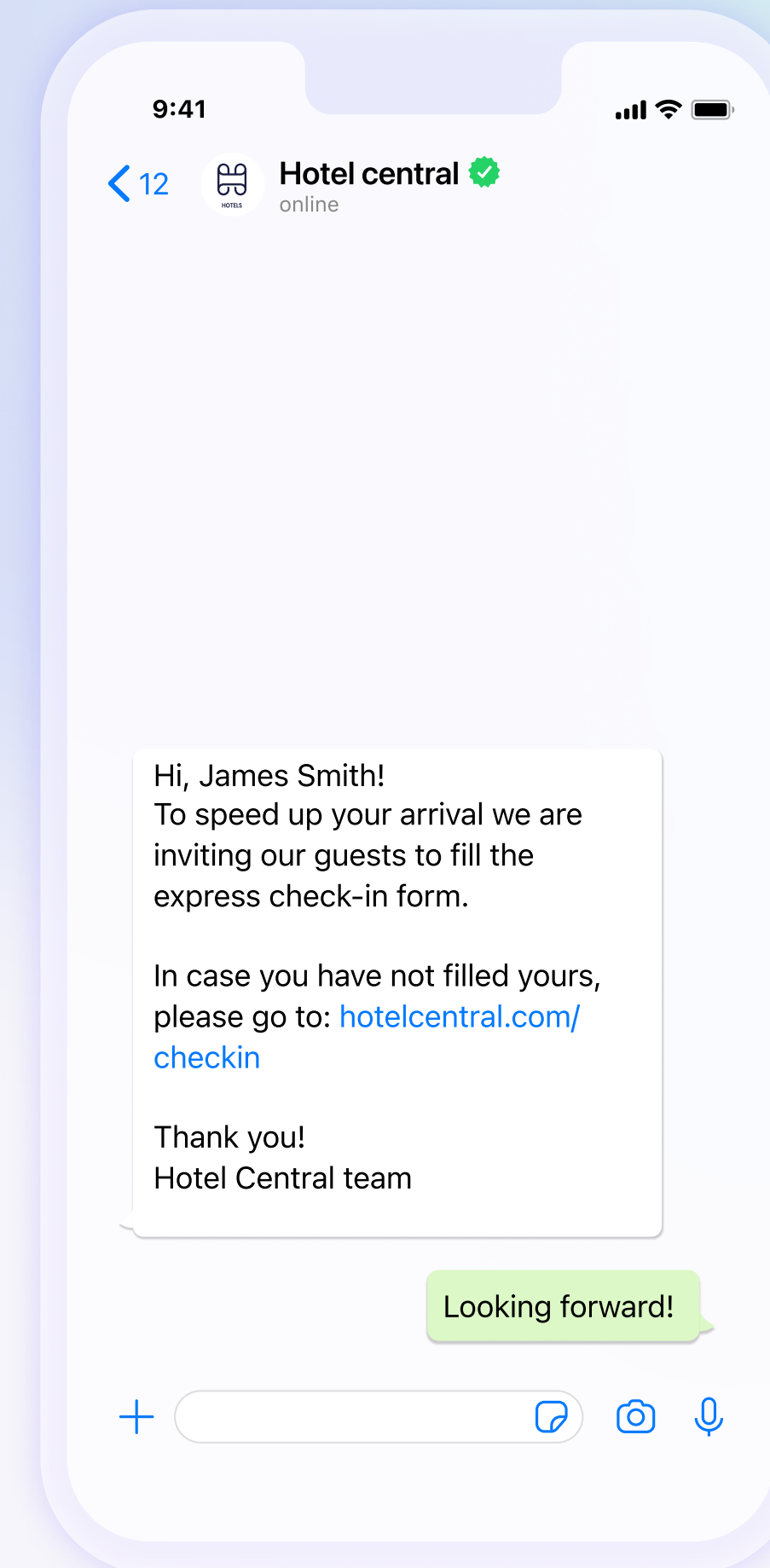
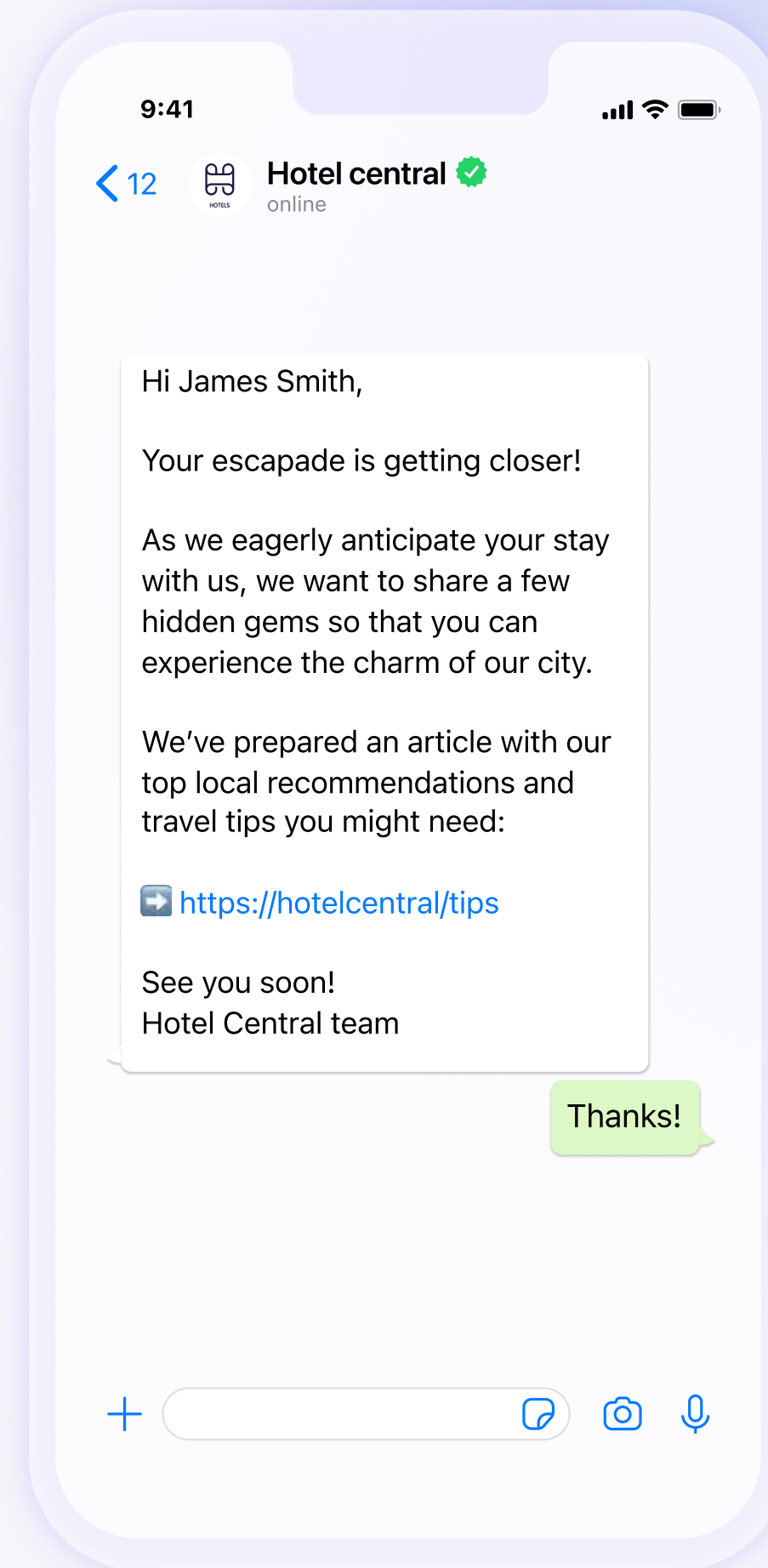
# Arrival

- 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

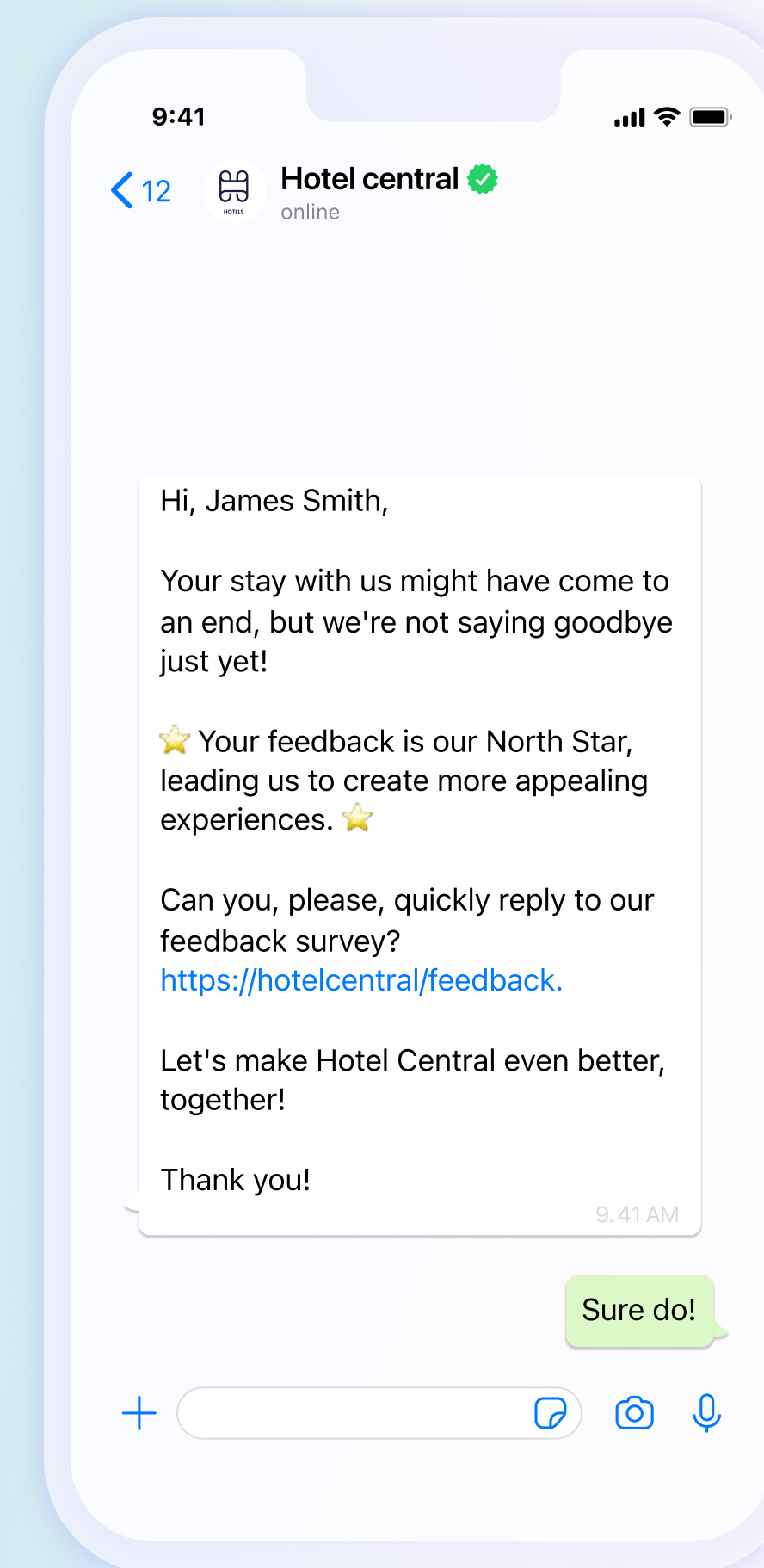
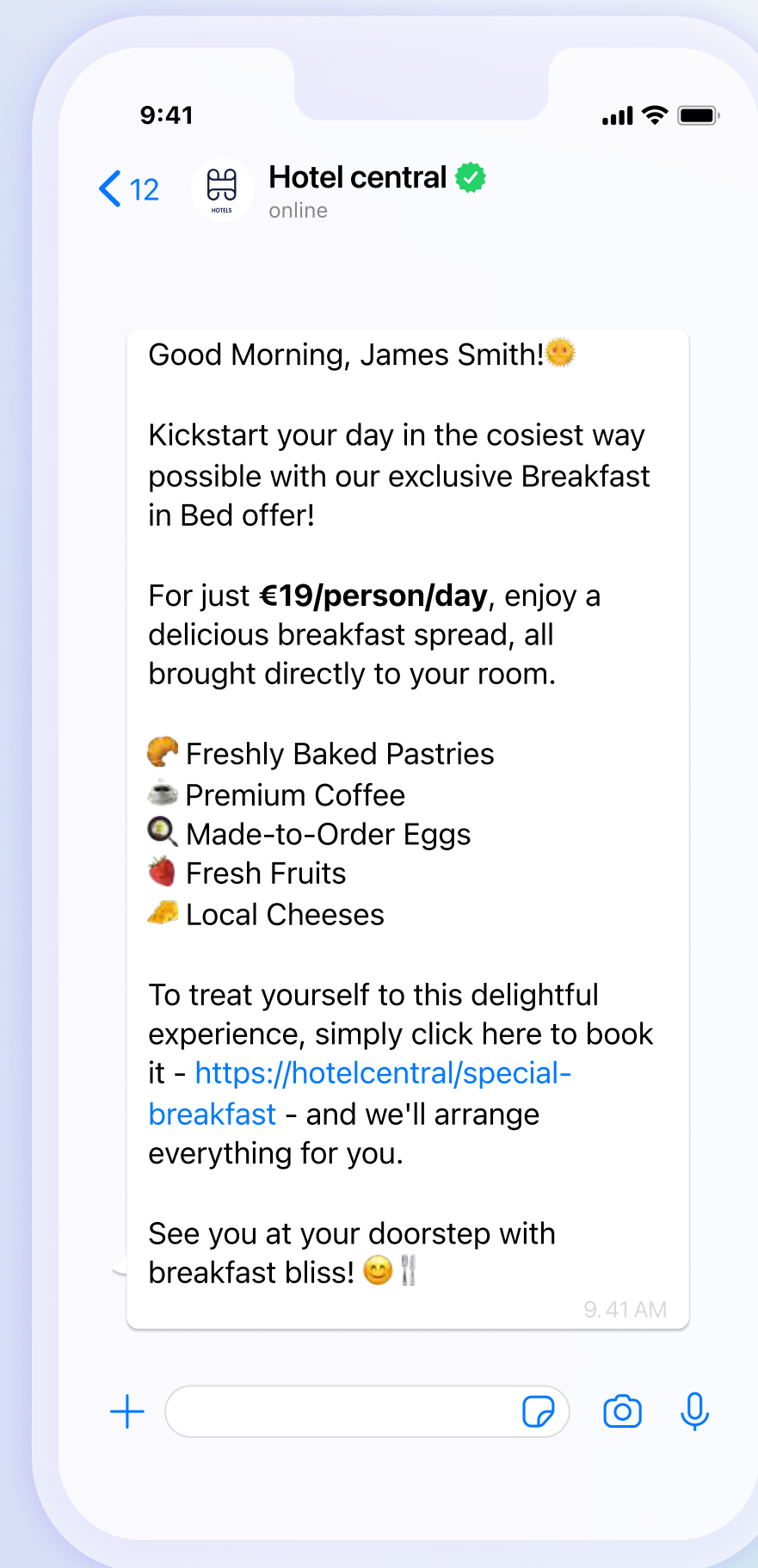
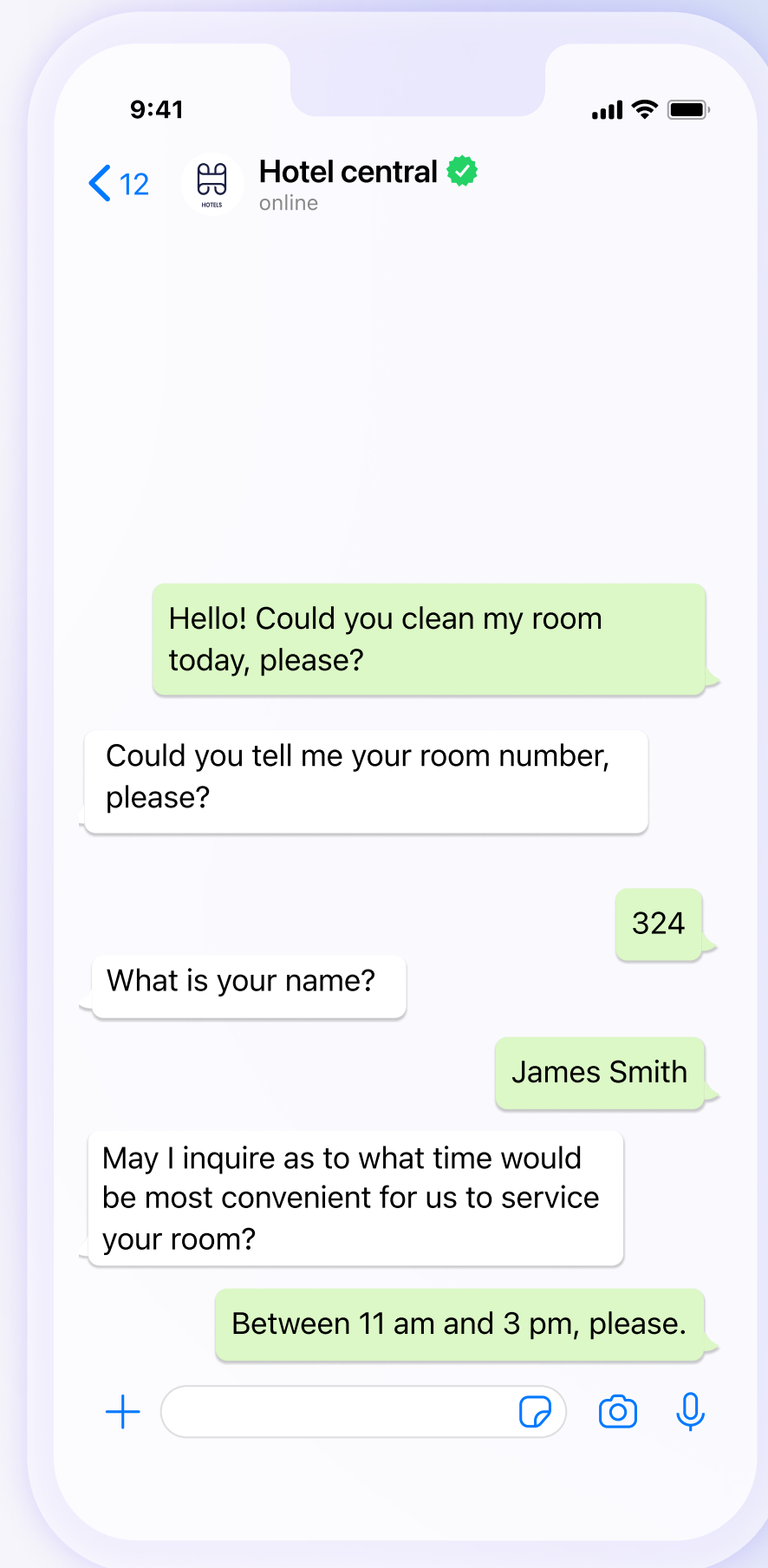
# In-stay

- 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

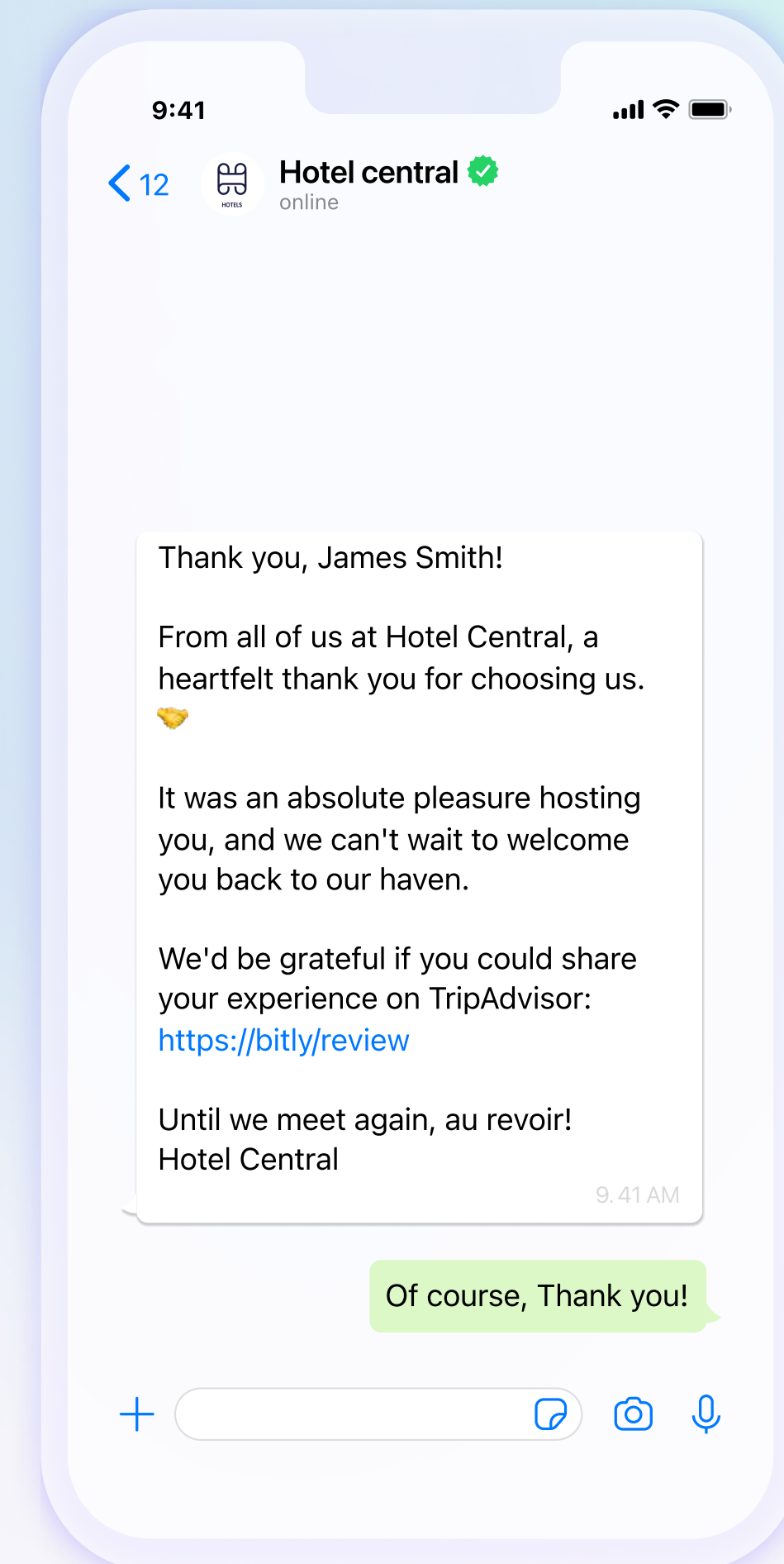
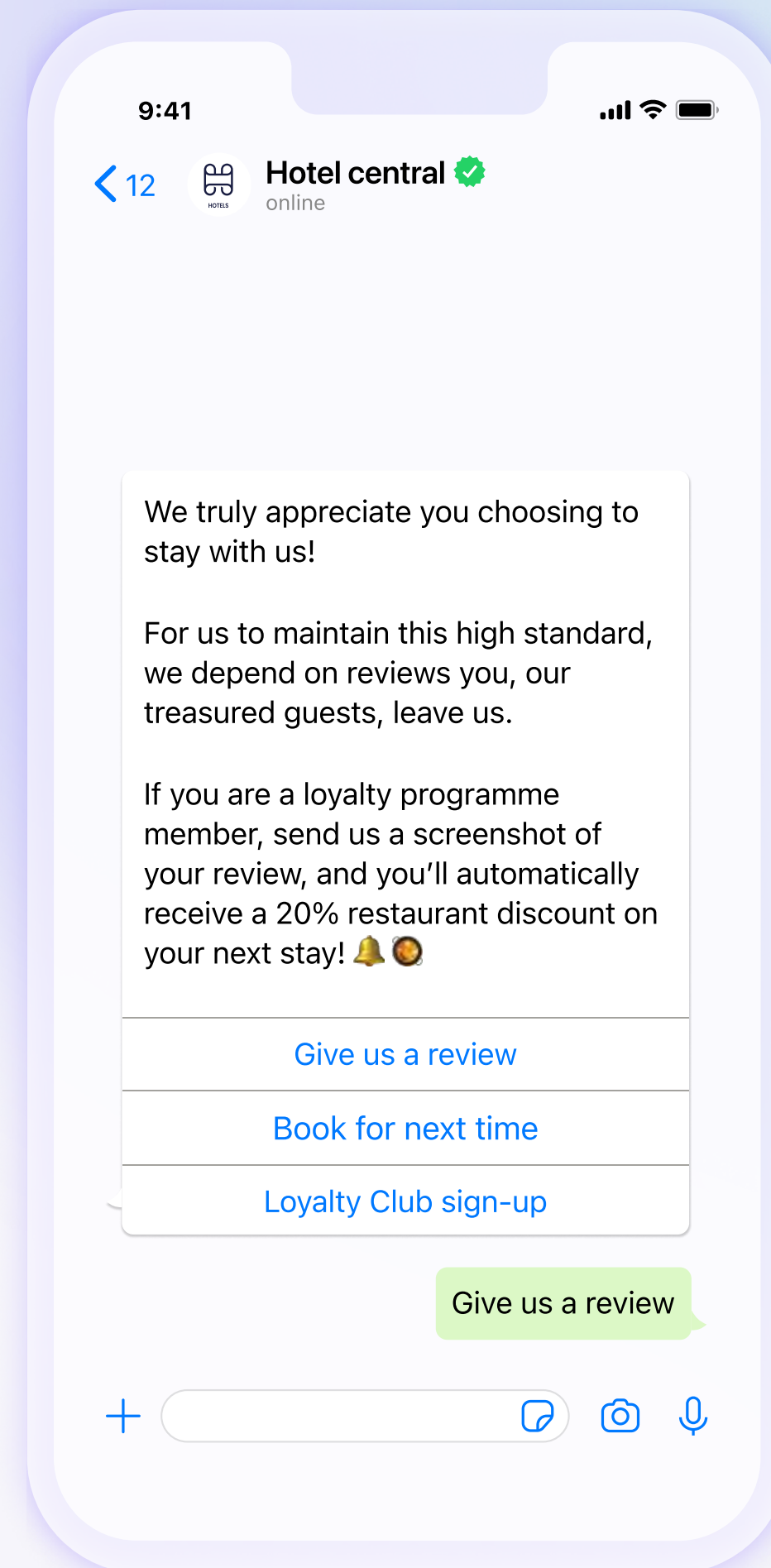
# Departure

- Check-out campaigns
- Guest reviews campaigns

## Integrations

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

## Channels





# Success Story



Connect with us

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[Book a demo](#)