

# Leading Global Hospitality Company

Agent CSAT

97%

Sales Conversions

3X

Monthly Self-Service Interactions

112K

Self-Service Containment Rate

18.4%

## Digital Upgrade to Bookings

A leading global hospitality company dedicated to fulfilling its mission to be the world’s most hospitable company, chose [\[24\]7.ai Conversations™](#) with [AIVA conversational AI](#) to deliver exceptional guest experiences, from the planning phase, to the guest enjoying their stay at one of their hotels.

## Challenge

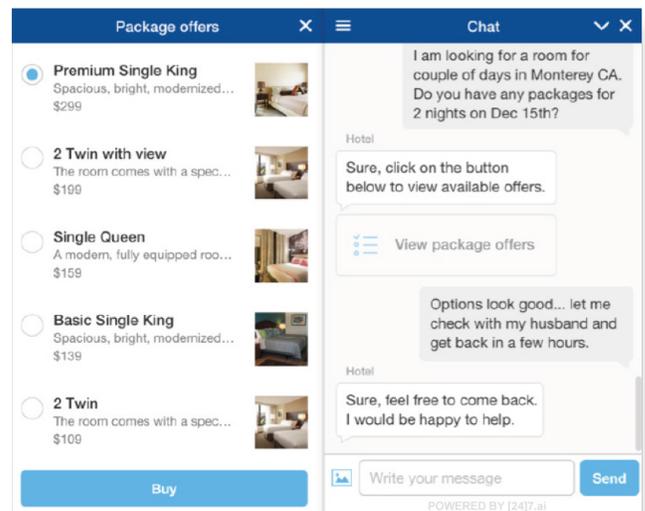
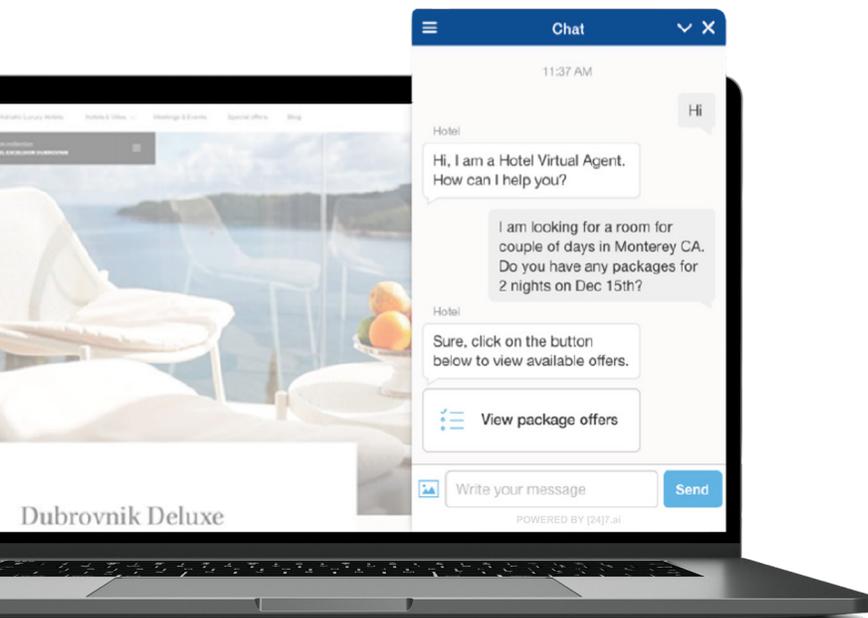
### Driving Direct Bookings

With a customer care team of over 3,000 reservation and guest assistance professionals, this global hotel serves more than 34 million guests annually. Initially their contact volume was only being handled via voice and email channels. The hotel needed a digital solution that would not only decrease call and email volume, but would increase direct bookings and limit guests using an online travel agency (OTA). Additionally, the hotel needed a platform that would make it easy for guests to self-serve and have their queries resolved quickly.

## Solution

### Proactively Assisting Guests

The hotel was looking for a digital transformation partner and did its due diligence to ensure it was not just buying technology, but a team that would act as trusted advisors and align with the hotel’s vision of continually improving their customer experience. After a successful pilot in the U.K. and Ireland, the hotel was convinced that [24]7.ai was the ideal partner and rolled out [24]7 Conversations globally among its more than 3,000 reservation and guest assistance specialists



## Why This Leading Global Hotel Chose [24]7.ai as Its Digital Transformation Partner

- Single solution that works across digital virtual assistant and live chat
- Easy, seamless experience for customers and agents
- Consistent knowledge experience across their digital properties
- Optimized journeys across channels and time
- Future-proof—easily add on emerging channels

The hotel was most impressed with the ability of [24]7.ai's AIVA Conversational AI platform to intuitively learn and anticipate customer behavior.

[24]7.ai AIVA conversational AI technology is built on predictive models that are designed to understand a guest's intent, and empower agents to know when to engage and what to recommend in real-time.

A customer can first engage with [24]7 Answers™ to research frequently asked questions, then move on to transactional intents like booking a room at a specific location with desired amenities, like pool, pet-friendly, restaurant on-site.

Equipped with a rich understanding of each individual guest's journey, [24]7.ai proactively initiates a chat conversation with those who may require assistance to complete their booking, and gives the hotel reservation specialists the ability to offer up rich media (such as photos of a property or room type) to help guests compare properties -- all within a single conversation thread.

While deploying [24]7.ai AIVA conversational AI all of the hotel's previous customer interactions were tagged and logged making it easier and faster to deploy the virtual agent. Now when customers click to chat on the website, they are first greeted by the [24]7.ai chatbot.

While [24]7 Conversations delivered on increasing direct bookings through the hotel's digital channels, [24]7.ai AI-powered virtual agent was a critical step in growing self-service rates. The hotel deployed AIVA conversational AI technology to deflect call and email volumes by handling service-based inquiries like "how many points do I have."

If their query isn't resolved by the virtual agent, they are seamlessly transferred to a chat agent. The full context of the conversation is provided to the chat agent, preventing the guest from having to repeat their inquiry or reauthenticate their identity. By knowing what the consumer is looking for (e.g. a five-star hotel or a four-star hotel) the agent quickly becomes a trusted advisor along the guest's journey.

## Results

### Increased Loyalty and Conversions

With [24]7 Conversations, the hotel is removing the friction from the online booking process, providing a white-glove level of hospitality to guests, and increasing revenue opportunities.

Beyond making it easier to engage with the hotel, [24]7 Conversations has contributed to more guests booking directly through the hotel's website, rather than third-party travel sites. To date, the hotel has achieved three times the conversion rate, and their agents have given Conversations a 97% CSAT rating. Those are phenomenal results that help the hotel's bottom line and strengthen relationships with the 34 million guests it serves annually.

[24]7.ai offers guests additional convenience. Monthly, over 112K guests engage with the virtual agent leading to an 18% containment rate that is continually growing and helping to deflect email and voice call volume. The hotel is well on its way to digital transformation and driving direct bookings, improving the guest experience, and streamlining servicing costs.

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## About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: [www.247.ai](http://www.247.ai)