



## SUCCESS STORY

### SUMMARY

TRAVEL & HOSPITALITY | NORTH AMERICA | [24]7 Chat & AIVA

#### 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 Chat and AIVA to deliver exceptional guest experiences, from the planning phase, to the guest enjoying their stay at one of their hotels.

Agent CSAT

97%

Sales Conversions

3X

Monthly Self-Service Interactions

112K

Self-Service Containment Rate

18.4%

## 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 Chat globally among its more than 3,000 reservation and guest assistance specialists. The hotel was most impressed with the intuitive [24]7 Chat platform's ability to learn and anticipate customer behavior.

[24]7 Chat 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. Equipped with a rich understanding of each individual guest's journey, [24]7 Chat 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.

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

- Single solution that works across digital VA 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
- Guaranteed success with outcome-based pricing



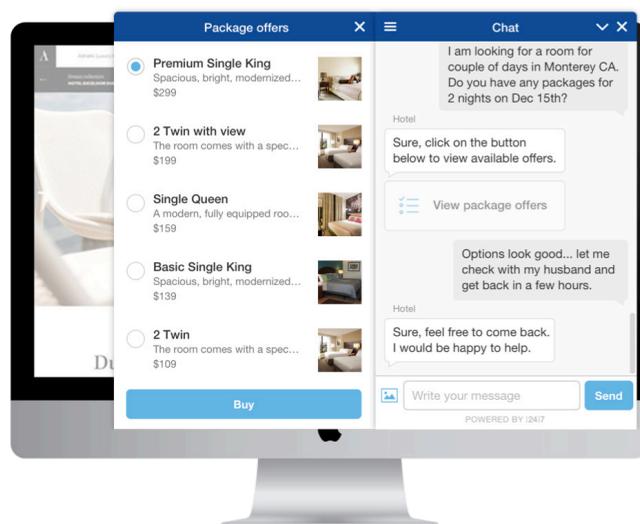
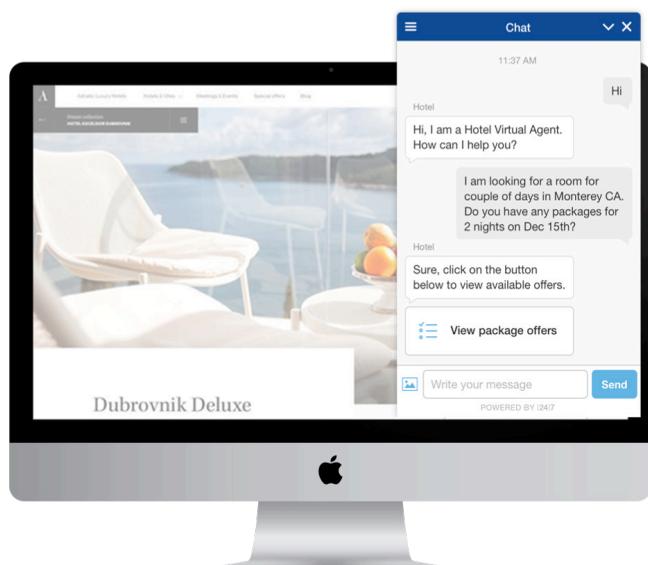
## SOLUTION

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

Deploying [24]7 AIVA was seamless, as it operated on the same underlying platform as [24]7 Chat. 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 [24]7 AIVA. 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 vs. a four-star hotel), the agent quickly becomes a trusted advisor along the guest's journey.

“ Our guests begin interacting with us well before they set foot into one of our hotels, so it's critical that we deliver the best possible online experience.”

— SVP, Global Reservations and Customer Care





## RESULTS

### Increased Loyalty and Conversions

With [24]7 Chat and AIVA, 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 Chat 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 chat agents have given [24]7 Chat 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 AIVA 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.

[24]7.ai helps us anticipate what our guests want and ensure they receive the guidance that's right for them, at the right time in their journey. We are already seeing improvements in both agent and guest satisfaction, and we expect that to continue over time."

— SVP, Global Reservations and Customer Care

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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## About [24]7.ai

[24]7.ai is a customer experience software and services company that is redefining the way companies interact with consumers. We help businesses attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.