IMPLEMENTATION OF QUICKTEXT CHATBOT AT ZAFIRO HOTELS

ZAFIRO BEFORE QUICKTEXT

1 Calls and e-mails with repetitive questions and requests.

2 Service Center saturation with requests that didn't lead to sales.

3 Implementation of the chatbot, Zalia. 80% of customer conversations were successfully automated and online direct revenues increased by 11%.

ZALIA IMPLEMENTATION PROCESS

2 PILOT HOTELS	INTEGRATION OF THE HOTEL BOOKING ENGINE AND CHATBOT	GROUP ROLL-OUT	MULTI-PROPERTY CHATBOT LAUNCH ON CORPORATE WEBSITE	INTEGRATION OF THE CHATBOT TO OTHER MESSAGING PLATFORMS AND ZAFIRO'S CRM
Analysis of users interaction, FAQ...	The Chatbot's ability to help customers to book directly.	The know-how acquired from the pilot hotels made it easier to easily deploy the chatbot in the other properties.	Chatbot can answer customers requests about all properties.	Integration of the chatbot to other platforms such as Facebook Messenger.

RESULTS AFTER 5 MONTHS

+3,600 CONVERSATIONS

80% CONVERSATIONS SOLVED WITHOUT THE NEED OF HUMAN SUPPORT

+11% INCREASE OF DIRECT SALES

SERVICE CENTER PERFORMANCE OPTIMIZATION

KEYS BENEFITS

QUICKTEXT SERVICE

Customization of the chatbot's answers.

Support and quality monitoring.

Technical integrations: booking engine,CRM etc...

GUEST BENEFITS

Personalized customer experience.

Reservation support.

Instant response 24/7, in 16+ languages.

HOTEL BENEFITS

Increase direct sales.

Increase lead generation.

Operational efficiency in customer relationship management.