



IMPLEMENTATION OF QUICKTEXT AT ZAFIRO HOTELS

ZAFIRO BEFORE QUICKTEXT

Calls and e-mails with repetitive questions and requests.

uests.

Implementation of the Virtual Assistant Velma. 85% of customer conversations were successfully automated and online direct revenue increased by 11%.



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

VELMA IMPLENTATION PROCESS

2 PILOT HOTELS INTEGRATION OF THE HOTEL BOOKING ENGINE AND VIRUTAL ASSISTANT

GROUP ROLL-OUT

MULTI-PROPERTY VIRTUAL ASSISTANT LAUNCH ON CORPORATE WEBSITE INTEGRATION OF THE VIRTUAL ASSISTANT TO OTHER MESSAGING PLATFORMS AND ZAFIRO'S CRM

Analysis of users interaction, FAQ...

The Virtual Assistant Velma's ability to help customers to book directly. The know-how acquired from the pilot hotels made it easier to deploy the Virtual Assistant in the other properties.

The Virtual Assistant Velma can answer customers requests about all properties. Integration of the Virtual Assistant Velma to other platforms such as Facebook Messenger.

RESULTS AFTER 5 MONTHS



CONVERSATIONS



CONVERSATIONS
SOLVED WITHOUT
THE NEED OF
HUMAN SUPPORT



INCREASE OF DIRECT SALES



SERVICE CENTER
PERFORMANCE
OPTIMIZATION

KEY BENEFITS

QUICKTEXT SERVICE

Customization of the Virtual Assistant's answers.

Support and quality monitoring.

Technical integrations: booking engine, CRM etc...

GUEST BENEFITS

Personalized customer experience.

Reservation support.

Instant response 24/7, in 30 languages.

HOTEL BENEFITS

Increase direct sales.

Increase lead generation.

Operational efficiency in customer relationship management.