

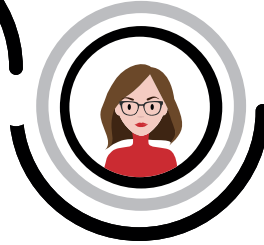
IMPLEMENTATION OF QUICKTEXT AT ZAFIRO HOTELS

ZAFIRO BEFORE QUICKTEXT

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



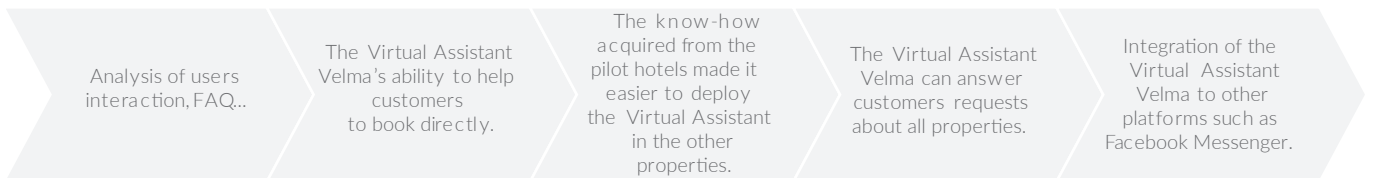
3 Implementation of the Virtual Assistant Velma. 85% of customer conversations were successfully automated and online direct revenue increased by 11%.



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



VELMA IMPLEMENTATION PROCESS



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.