



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# “AI RECEPTIONIST” FOR 24/7 GUEST COMMUNICATION

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## Overview

Name: Leonardo Hotels (part of Fattal Hotel Group)

Location: Operates across Europe (multi-property portfolio)

Type: Hotel group (implemented across 213 properties per the case study)

Digital skill applied:

- *Conversational AI & unified communications hub (multi-channel messaging - automation - analytics). Conversational AI refers to chatbot-style systems that can understand questions, answer them automatically, and hand off to staff when needed.*

## Introduction

Hotels receive large volumes of repetitive questions across many channels (website chat, messaging apps, social platforms). This case shows how a hotel group centralized those interactions and used conversational AI to automate common requests while capturing structured data on guest intent.

## Implementation

### *The problem:*

- Guest messages arrived across multiple channels, creating operational strain and inconsistent response times.
- Front office teams carried repetitive workloads that reduced time for higher-value guest interactions.
- Leadership wanted better visibility into what guests ask most often (so they could improve both service and conversion).

### *What they implemented:*

- Implemented Hijiffy, a hospitality guest communications platform that provides a “Guest Communications Hub” and conversational AI.
- The platform centralized guest conversations across channels (such as website chat, WhatsApp, and Facebook Messenger) and automated answers to frequently asked questions.
- The conversational AI was integrated into the booking flow to help guests move from “question” to “booking completion.”



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## Key insights

### Success factors:

- The highest Return on Investment (ROI) typically comes from automating high-frequency, low-complexity requests and escalating exceptions to staff.
- Centralizing all messaging creates usable “big data” on guest intent: what people ask, when they ask it, and where the guest journey gets stuck.
- The result is not just faster replies, but operational learning at scale.

### Tangible results:

- 280,622 conversations handled in 2023.
- 93% automation rate (about 261K conversations handled automatically, per the case study).
- 14,000 hours saved replying to repetitive questions (their estimate uses an average handle time assumption cited in the case study).
- The case study also reports that conversion rate from conversation to booking increased, but it does not provide a specific percentage/value in the visible content.

## Recommendations

1. Start with your top 20 FAQs and build perfect, policy-approved answers (pets, parking, check-in/out, breakfast, cancellation, invoices).
2. Roll out on the highest-impact channels first (website & WhatsApp are common starting points), then add social messaging.
3. Design escalation rules: what the bot can answer, when it hands off, and who receives the handoff (and in what system).
4. Connect to your booking engine early: the best ROI comes when the bot can move from “question answering” to “booking completion.”
5. Use analytics weekly: track automation rate, top intents, unanswered questions, response time, and where handoffs fail—then update flows.

## References

Hijiffy. (n.d.). Success story: Leonardo Hotels achieved 93% automation of 281K queries using Hijiffy’s conversational AI (January 2023 – December 2023). Hijiffy. <https://www.hijiffy.com/success-stories/leonardo-hotels>

