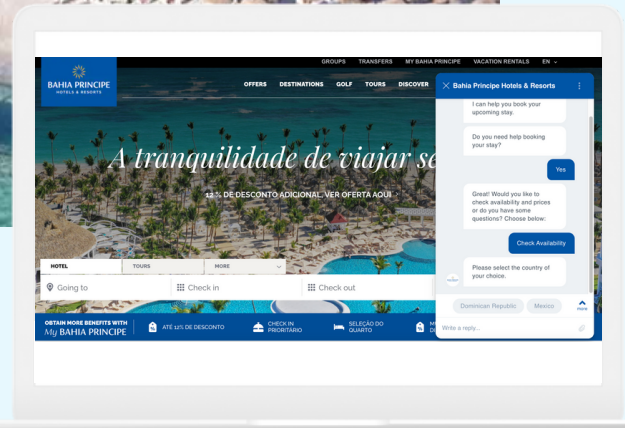


How Bahia Principe Hotels & Resorts generated

€14M

**in direct bookings
with HiJiffy**



PROFILE

Bahia Principe Hotels & Resorts is the hotel chain of Grupo Piñero, a prestigious Spanish family group present throughout the entire value chain of the vacation industry.

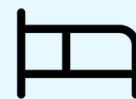
The company, managed entirely by the Piñero family, has three business units: Living Resort (which encompasses the Hotel, Residential and Golf activities), Travels and Services



Hotel Chain



4 countries



27 properties

CHALLENGES



Costs



Bookings



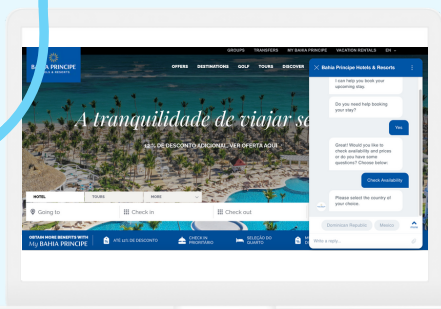
Time saved

Bahia Principe Hotels & Resorts needed a solution that could help **increase direct sales**. They did not want to overload the team, in fact, they wanted to **relieve** them from **repetitive tasks**. They were also looking to keep **the costs** modest or even **decrease them**. These hoteliers needed a solution that could help them **automate some tasks** while maintaining or **increasing the quality** of the service.

SOLUTION

BOOKING ASSISTANT

HiJiffy's AI-powered technology was utilised to transform Bahia Principe's sales and customer care. HiJiffy's **Booking Assistant** works with an optimised compilation of personalised **instant responses**, AI-machine learning, designated decision trees, and availability in over **100 languages**. HiJiffy's **Booking Assistant** helped them to focus on **increasing sales** whilst enabling guests to have answers to their FAQs instantly and 24/7.





RESULTS

€14M

in bookings

12,200+

reservations

500K

conversations

100%

automation

71%

CSAT score



REVIEW

HiJiffy has been the solution to be able to continue delivering unique experiences to our guests through these challenging times. We were able to automate repetitive tasks and help our in-house team to focus on what's most important for us, our guests. Today HiJiffy is helping us to increase our bookings and exceed our guest's satisfaction.

ROBERTO MARTIN

**Digital Guest Experience Manager
Bahia Principe Hotels & Resorts**

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