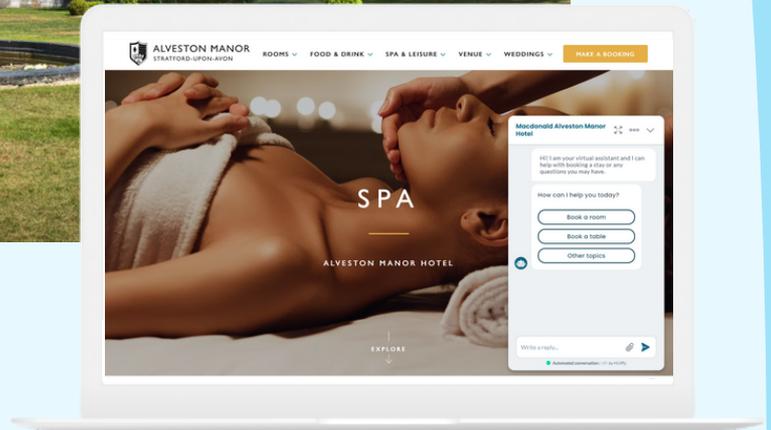
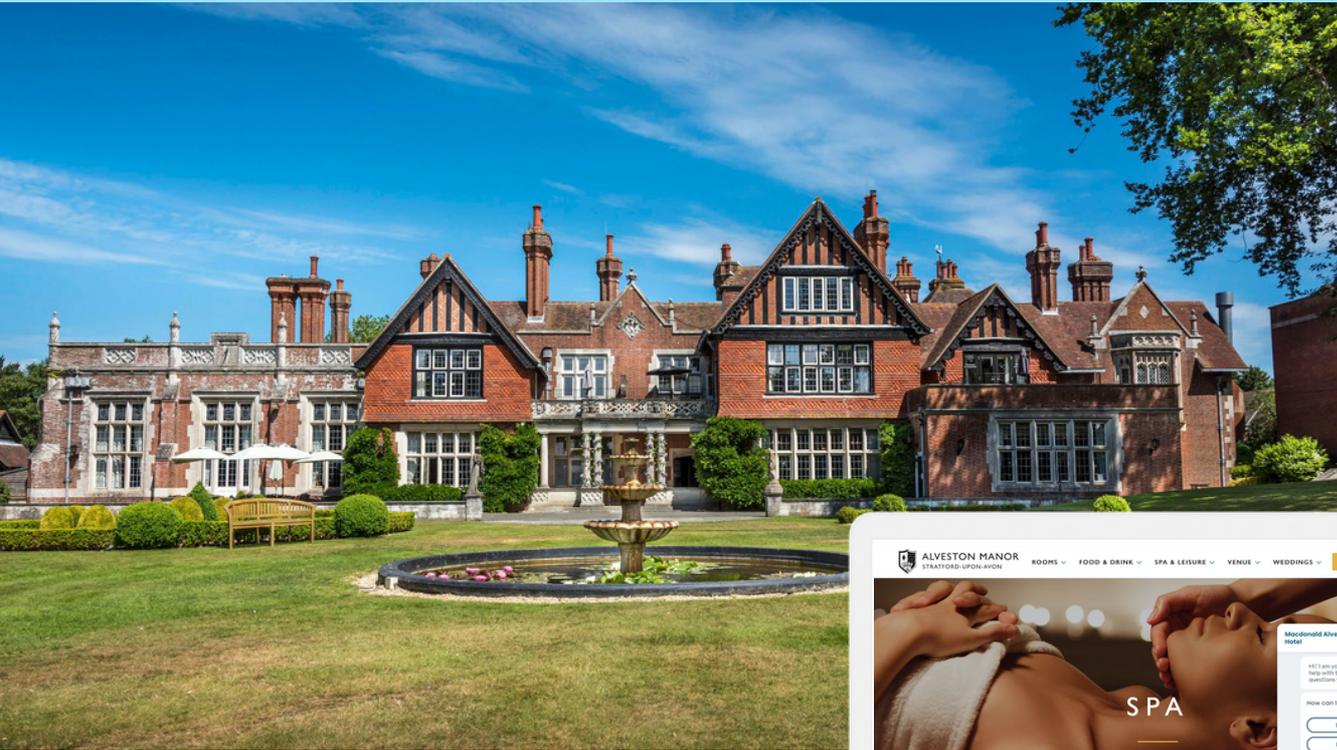


**How Macdonald
Hotels & Resorts
is delivering
100% automation
for their online
communication.**



PROFILE

A stunning group of hotels & self-catering resorts across the UK and Spain, each with its own unique style.

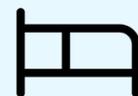
From countryside to city, every Macdonald Hotel is full of individual charm and strong local character. It is an awarding collection and one setting the highest standard across the industry.



Hotel group



UK & Spain



43 properties



CHALLENGES



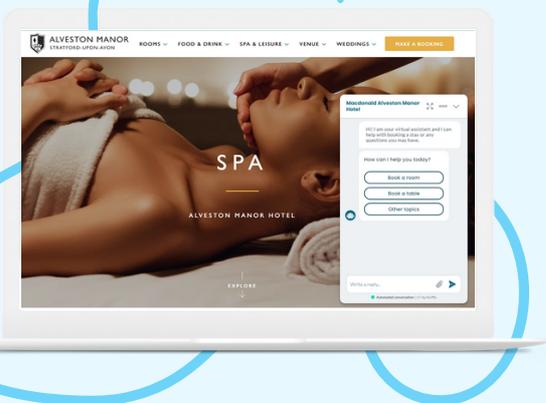
In the summer of 2021, Macdonald Hotels & Resorts were faced with the challenge of delivering a high level of customer service alongside the post-pandemic re-opening of their properties. Their central reservation team made up of 12 was tasked with the goal of driving more reservations for the group, answering email requests and telephone enquiries.

This put the team under significant pressure as it became difficult to manage over a thousand contacts a day split across the telephone and email. Instead of delivering a high volume of reservations, the team found themselves having to pivot their focus towards answering guests' frequently asked questions. Consequently, there was a dip in revenue generated from reservations across the team.

SOLUTION

Macdonald Hotels digital team were given the project to find a robust and scalable chatbot solution to support their central reservation team by reducing the number of contacts.

HiJiffy was deployed to provide a comprehensive chatbot solution delivering 100% automation. 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

£420K

In bookings

100%

Automation*

82%

CSAT score

84K

Conversations

**Automation Percentage: % of requests automatically solved by the AI-powered virtual agent.*



REVIEW

We selected HiJiffy as an established leader in the hospitality industry, making onboarding and automation simpler. Since launch, HiJiffy has not only been able to answer thousands of common customer queries each day but also allowed us to learn what questions are most important to our guests and develop on-site content. Despite having high levels of automation, we have seen 80%+ in guest satisfaction and impressively generated a significant level of chat-based bookings from HiJiffy's Booking Assistant.

DAVID MCLEAN

Head of Digital

Macdonald Hotels & Resorts