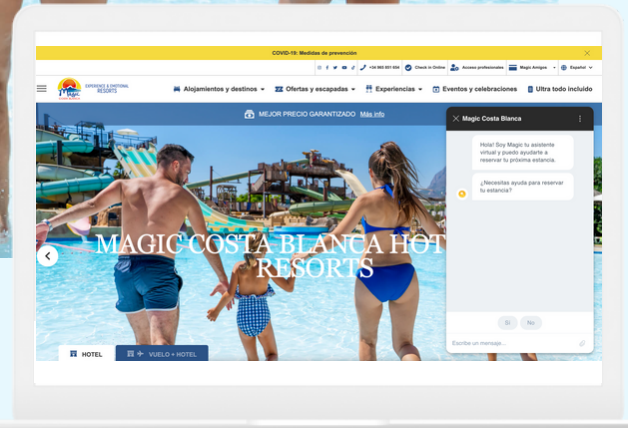
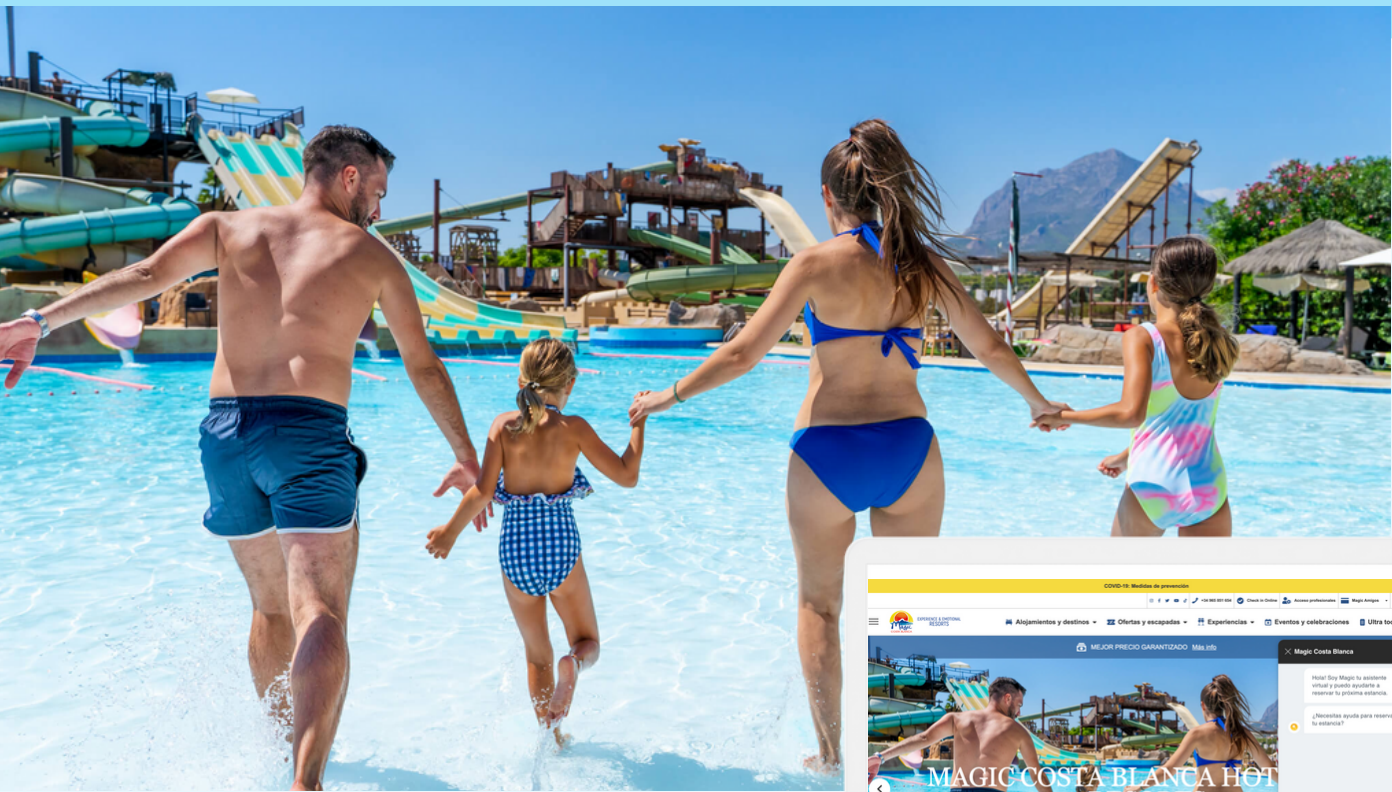


# How Magic Costa Blanca reached in one year

**87% automation of guest requests with HiJiffy**

A success story from the collaboration of Roiback and HiJiffy



# PROFILE

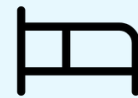
With 12 properties located on the Costa Blanca and Gandía, Magic Costa Blanca specialises in 'Ultra All Inclusive' holidays for families, which we have pioneered over 25 years. Guest's can enjoy much more than a magnificent hotel room: they have shows, excursions, themed restaurants, exclusive areas and unique services. An assortment of activities for a time to remember.



Hotel Chain



Spain



12 properties

# CHALLENGES



Costs



Bookings



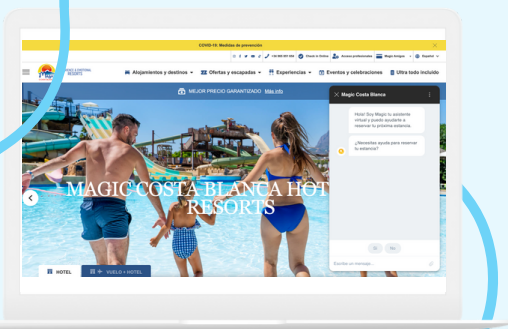
Save Time

Magic Costa Blanca needed a solution that could help **increase direct sales** and that would **integrate with their Booking Engine**. They didn't want to complicate things, in fact, they wanted to **relieve** the team 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 keeping or **increasing the quality** of the service.

# SOLUTION

## BOOKING ASSISTANT

HiJiffy's AI-Powered technology was utilized to transform Magic Costa Blanca's sales and customer care. HiJiffy's **Booking Assistant** work with an optimized compilation of personalized **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

**155**

Bookings

**87%**

Automation\*

**83%**

Customer  
Satisfaction Rates

**160,000+**

Conversations

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



## REVIEW

"We were introduced to HiJiffy through our trusted Booking Engine provider, Roiback. We needed a solution to automate tasks and to be more present in the guests booking decision process. With HiJiffy we are now able to connect better with our guests and to provide a better service. We are happy with our results. "

**FRANCISCO JAVIER GARCIA CUENCA**  
**VP at Magic Costa Blanca**