

# Success

# Story

## Kora Living

Journey to 60% online check-ins, increased cross-selling, and automating 83% of guest queries with HiJiffy's conversational AI



Top hospitality brands in over 50 countries around the world reimagine their guest communications with our advanced technology.

This case study explores the success **Kora Living** had implementing **HiJiffy's Guest Communications Hub** across their entire guest journey, from pre-booking to arrival and all the way to departure. They achieved fantastic results by combining their **focus on the exceptional guest experience** with openness and confidence in embracing automation powered by conversational AI.

HiJiffy's mission is to develop  
the most advanced conversational  
AI for hospitality.



This publication provides the context for the challenges **Kora Living** wanted to address, examples of the solutions they had access to by using HiJiffy's technology, the overview of the results, and further testimonials from hotel staff.



Kora Nivaria Beach

koragreencity

173 posts 4,634 followers 94 following

Kora Green City

- El alojamiento Passivhaus más grande de Europa
- Centro de #vitoria
- DESCUENTO: Hasta el -15%. Código: KORAINSTA
- linktr.ee/koragreencity

Hi! I'm Irati and I work at the reception. How can I help you? Use concise phrases or key words to help me understand your question. Thank you!

Book with the code "CHATGREENCITY" and enjoy UP TO 25% DISCOUNT

Kora NIVARIA BEACH

Entrada → Salida 1 ap. 2 adultos Código Promoc... RESERVAR

Nuestros apartamentos y villas

koragreencity

# The Client: Kora Living

Kora Living is a Spanish hospitality brand guided by the principles of flexibility and sustainability. At their properties, they facilitate and nurture a sense of **community, friendliness, and destination discovery** making it a perfect accommodation for travellers whether they want to stay for a day, a month or a year.

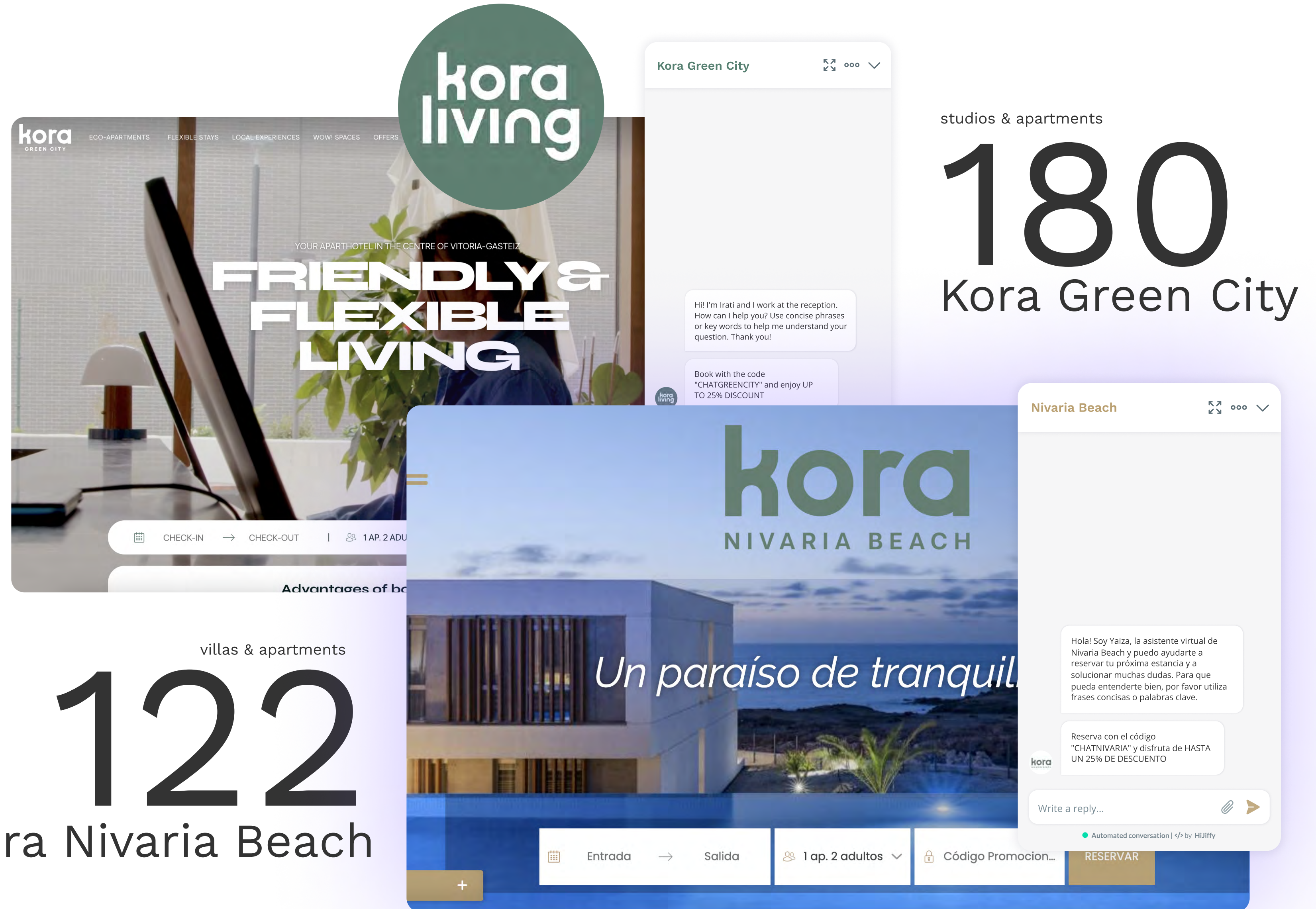


The hospitality brand has two properties: **Kora Green City** (180 studios & apartments) is an urban aparthotel in **Vitoria-Gasteiz**, the largest Passivhaus Accommodation in Europe, and **Kora Nivaria Beach** (122 villas & apartments) is a seaside resort in **Tenerife**. Kora Living plans to open three new properties in Andorra, Cabanyal (Valencia) and Tenerife between 2024-2025.

 Vitoria-Gasteiz

 Tenerife

villas & apartments  
**122**  
Kora Nivaria Beach



**180**  
Kora Green City

studios & apartments

**122**  
Kora Nivaria Beach

villas & apartments

Un paraíso de tranquilidad



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## Automating procedures

The brand wanted to encourage guests to do **check-ins** and **check-outs online** to **reduce the volume of work for Front Desk** staff and improve the guest experience by removing the necessity to wait at the reception.

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## Increasing upselling and cross-selling revenue

Kora Living has a wide range of available facilities and experiences that hotel guests can book to enhance their experience. The goal was to be able **to send automated cross-selling campaigns via WhatsApp** to reach their guests with the offers.

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## Improving guest experience

Having flexibility at their core, Kora Living wanted to optimise their communication channels to provide immediate, **24/7 answers to most incoming queries** while having a possibility for **their teams to take over when needed**.

# The Challenges

Having explored available hotel tech solutions on the market, Kora Living decided to choose the Guest Communications Hub as the best solution to address their challenges and achieve their improvement goals. HiJiffy's conversational AI has been implemented across the entire guest journey at both properties, Kora Nivaria Beach and Kora Green City, since 2022.

Why did you choose HiJiffy?

“We did a small market analysis beforehand, but having such good references from several hotel managers and being convinced by the demo, we felt it was the right tool.”

- Iñigo Boulandier, Brand Manager at Kora Living

# The Solutions

# The hospitality brand was able to seamlessly integrate HiJiffy's conversational AI

The hospitality brand was able to seamlessly integrate HiJiffy's conversational AI with other hotel tech systems they were already using: **Mirai (booking engine)**, **SIHOT (PMS)**, and **Civitfun (digital check-in/out service provider)**, opening up the potential for further automation.





With the support of HiJiffy's Customer Success team, Kora Living reimagined their guest communications, deploying conversational AI to automate the following tasks:



## Answering FAQs

HiJiffy's AI specialised in over 200 hospitality-specific topics replies to incoming queries instantly, 24/7, across various channels managed by the brand, including the web chat, WhatsApp and Google Business.

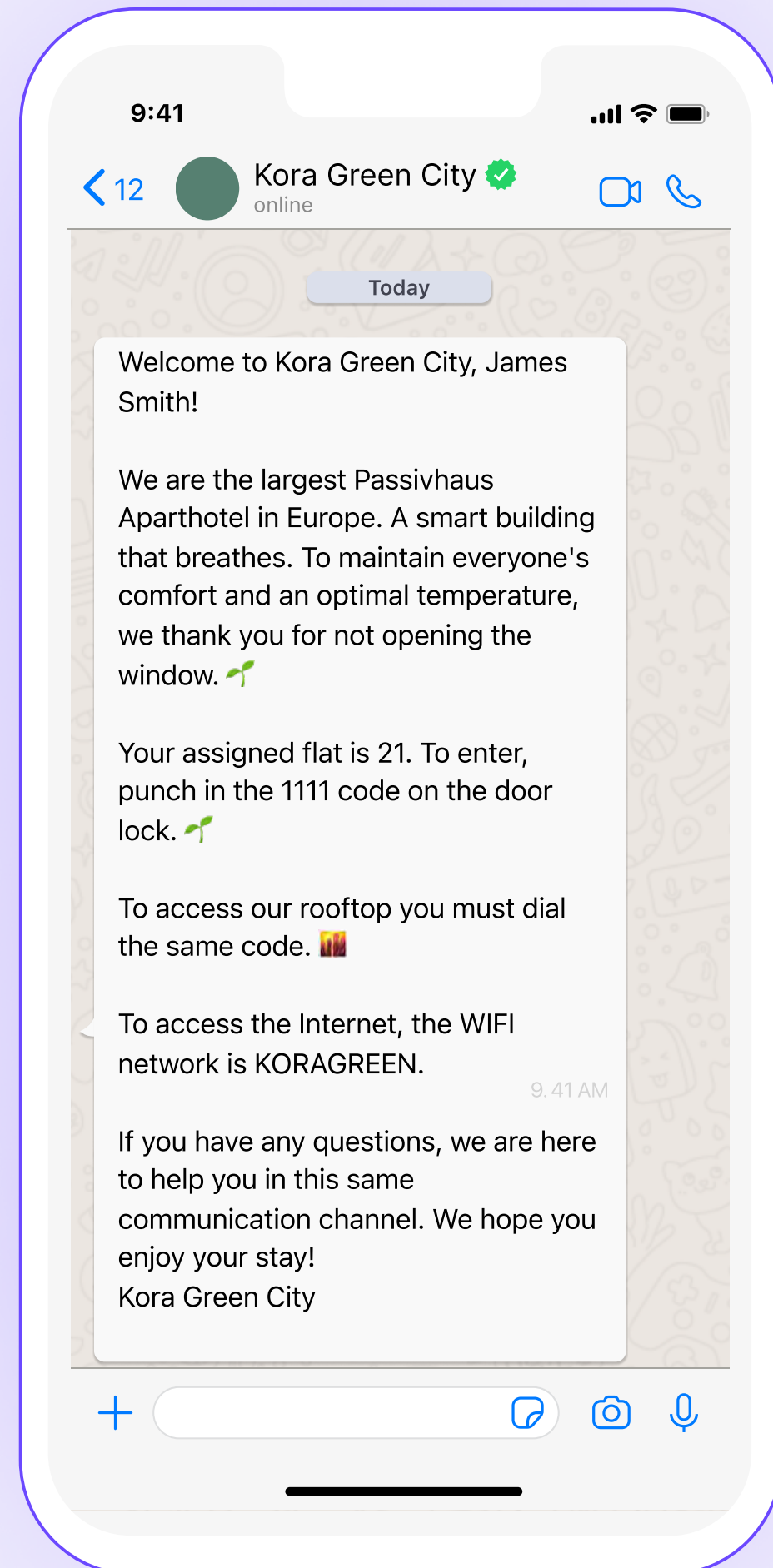
The collage features several key elements:   
1. A desktop view of the Kora Living website with a 'FRIENDLY FLEXIBLE LIVING' banner and a 'BOOK A ROOM' button.   
2. A mobile booking form titled 'Kora Green City' with fields for 'Check-in', 'Check-out', and 'Adults (age +13)', along with 'Confirm' and 'Cancel' buttons.   
3. A chat interface showing a conversation with 'Lorenzo Vargas' from 'Kora Green City' and a 'Mark as closed' button.   
4. A social media sharing bar at the bottom with icons for WhatsApp, Telegram, Instagram, Google, and WeChat.



## Booking assistance

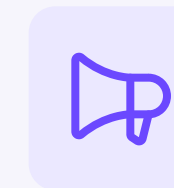
Guests are guided through the booking process by conversational AI integrated with the booking engine for a seamless experience.





## Sending check-in campaigns

An automated message to incoming guests with a link to the **online check-in** form encourages completing the process before arrival and skipping the reception queues.



## Cross-selling experiences

During the stay, guests receive personalised messages **promoting special events, exclusive deals** and various in-house and local experiences available to book at the property.



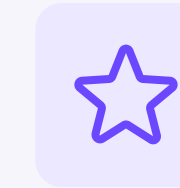
## Sending welcome messages

Guests who complete the **check-in receive a WhatsApp message** on their arrival with the door entry code, **WiFi password**, and tips on making their stay sustainable in line with the brand's principles.



## Sending check-out campaigns

An automated reminder about the **check-out time** and instructions for a **fully autonomous procedure** if guests are in a hurry.



## Collecting guest feedback

**Sharing a link to the internal feedback** form upon guests' departure.

Let's look at the key achievements directly related to the challenges indicated in the earlier section. The results are supported by HiJiffy's data (visible to the client in the dashboards and reports section of the Guest Communications Hub), as well as Kora Living's own data insights and observations they contributed to this case study.

# The Results

Thanks to seamless integrations between HiJiffy and Kora Living's hotel management systems (their PMS and a digital check-in service), the brand was able to send **automated online check-in campaigns on WhatsApp** ahead of the guests' arrival. With over 80% open rate on this channel.

Kora Living achieved an online check-in rate of:

55%  
Kora Nivaria Beach

60%  
Kora Green City

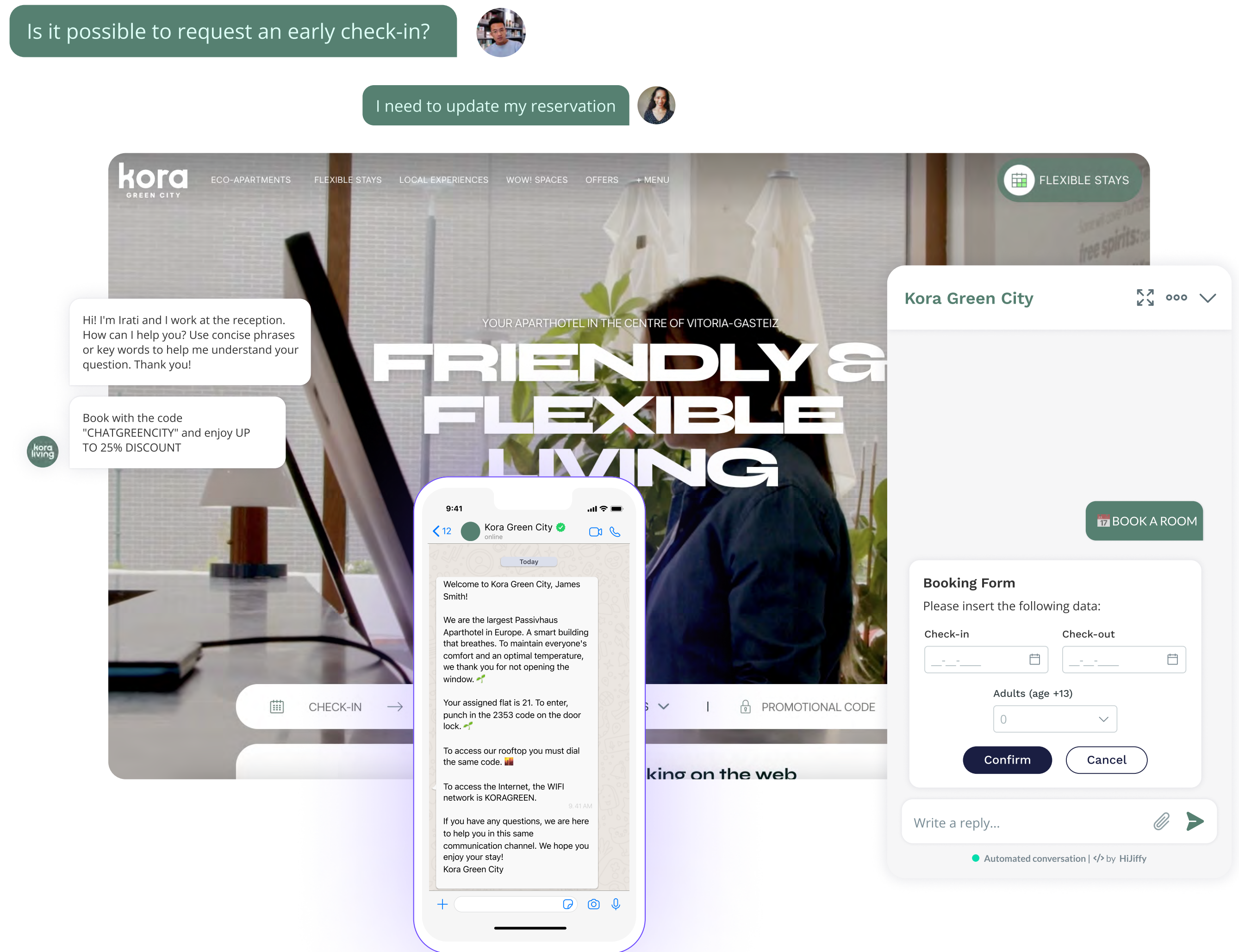



55%

of all check-ins at  
**Kora Living** properties  
are done online



Subsequently, **the queues were significantly reduced** at the front desk on guest arrival, and the reception teams could dedicate their time and attention to what is core to the brand: offering **personalised care** to the guests. Such developments positively impacted both the guests (**improved customer care**) and the staff (**reduced repetitive tasks**).

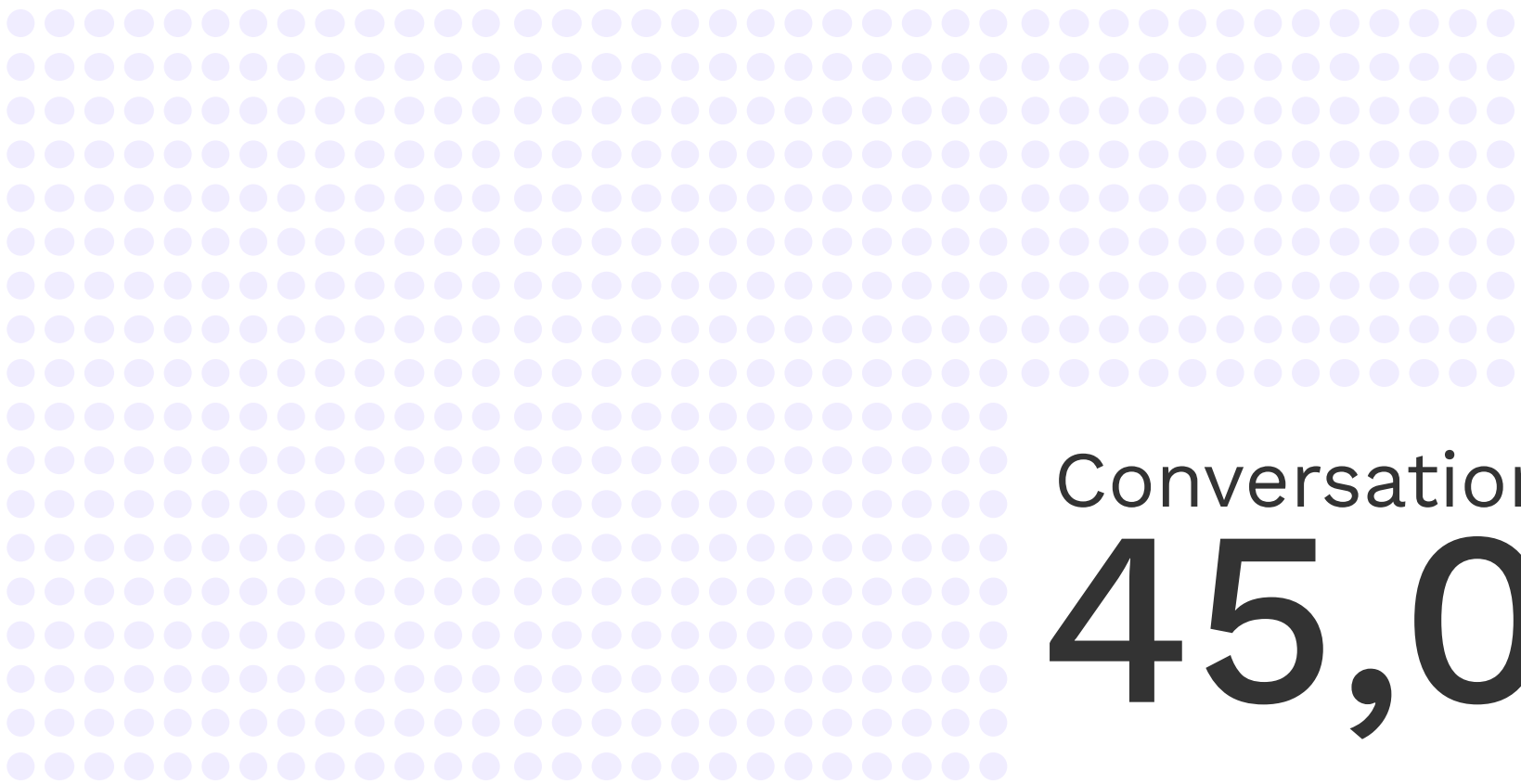


Increased upselling  
through **WhatsApp**   
campaigns with

**80%**

open rates

Kora Living used HiJiffy's Guest Communications Hub as a central platform to communicate the range of experiences and services available to book. The brand observed **increased reservations made since implementing WhatsApp campaigns**, from one-off seasonal campaigns to regular ones scheduled throughout the year.



Conversations  
**45,000**

## Conversational AI

CSAT score **85%**

Automation **83%**

**78-80%** ~Average open rate



During 12 months (August 2022 - July 2023), HiJiffy's conversational AI implemented at Kora Living properties engaged in over **45,000 conversations** with an **automation rate of 83%** and a **CSAT score of 85%**. The average **open rate** of those various WhatsApp **campaigns is 78-80%**.



# Testimonials



“HiJiffy is a tool that has allowed us to automate a large part of the communication system in our two properties, to have a 24-hour sales assistant that is operational and generates revenue, gives us metrics that help us to know our guests better and what they want to experience in a Kora Living accommodation. Being a tool that works via API has allowed us to automate other processes such as automatic sending of WiFi codes, access to electronic lock keys during check-in, etc.”

**Iñigo Boulandier**, Brand Manager at Kora Living





“HiJiffy has enabled us to optimise the reception staff at Kora Green City. We are a hotel where we rely on technology to automate many of our processes, but we are very clear that our customers value most human warmth, which is our statement (Friendly & Flexible Living). With HiJiffy, our reception team controls the conversations and incidents that do not have to be automated, and at the same time, they have an ally that gives them the necessary time so that once our guests arrive at our accommodation, they feel part of a big family. This close and humane treatment is what allows us to position ourselves in all Kora Living branded accommodation as one of the best rated in the destination.”

**Ixone Musitu**, Front Desk Manager at Kora Green City



er life itself. **At Kora, we are INSPIRED by them.**

a team of enthusiasts that **don't settle for the usual**, but in... up to  
eam of **CREATING SPACES** for those like us who don't...  
GNED not just to stay at, but **for you to connect to**...  
environment. Spaces where *moments*, ideas, ... are  
**d**. To where you may arrive alone but *feel embraced*... may get  
ly to **find yourSELF**. From where you may leave... after **a**  
**le year**, and either way, let your footprint rem...  
1. Because at Kora, **the choice is YOU!**



“Kora Living was my first client in the Iberian market at HiJiffy. We first started with Kora Green City and shortly after with Kora Nivaria Beach. It has been a pleasure seeing how Kora Living use our solution has developed according to their needs and demands, supported by HiJiffy’s Customer Success and Product teams. I am happy to be a part of this project and also to be able to integrate with other hotel tech partners with a sole purpose in mind: enhancing the hotel guests’ experience. The results speak for themselves, and I am certain they can only go up from here on out.”

**Ana Correia**, Senior Customer Success Executive at HiJiffy





# Customer experience managed in one place.

**Dashboard**

Date range: last 30 days

**Welcome back John Doe!**

You've solved **80% of conversations this month!** Keep it up and improve your performance!

**AVERAGE TIME FOR FIRST REPLY**  
11:45 h +10:20 hours than your team avg.

**OPEN CONVERSATIONS**  
9 conversations to solve!

**OVERVIEW**

- 80% AUTOMATION RATE** (↑ 16% from previous 30 days)
- 240 BOOKINGS MADE VIA CHAT** (↓ 6% from previous 30 days)
- 85% CHATBOT CSAT SCORE** (↑ 17% from previous 30 days)
- 21 648 CONVERSATIONS closed by the team** (↑ 150% from previous 30 days)

**CONVERSATIONS EVOLUTION**

Month

Automated Conversations (green), Requests To Chat With Staff (purple)

**USER ACTIVITY**

Channels from where the user initiated the conversation.

**3 599 ACTIVE USERS**

- Webchat
- F. Messenger
- Whatsapp
- Booking Messages
- WeChat
- Telegram
- Line
- Instagram
- Google Business
- Email

**Right Sidebar:**

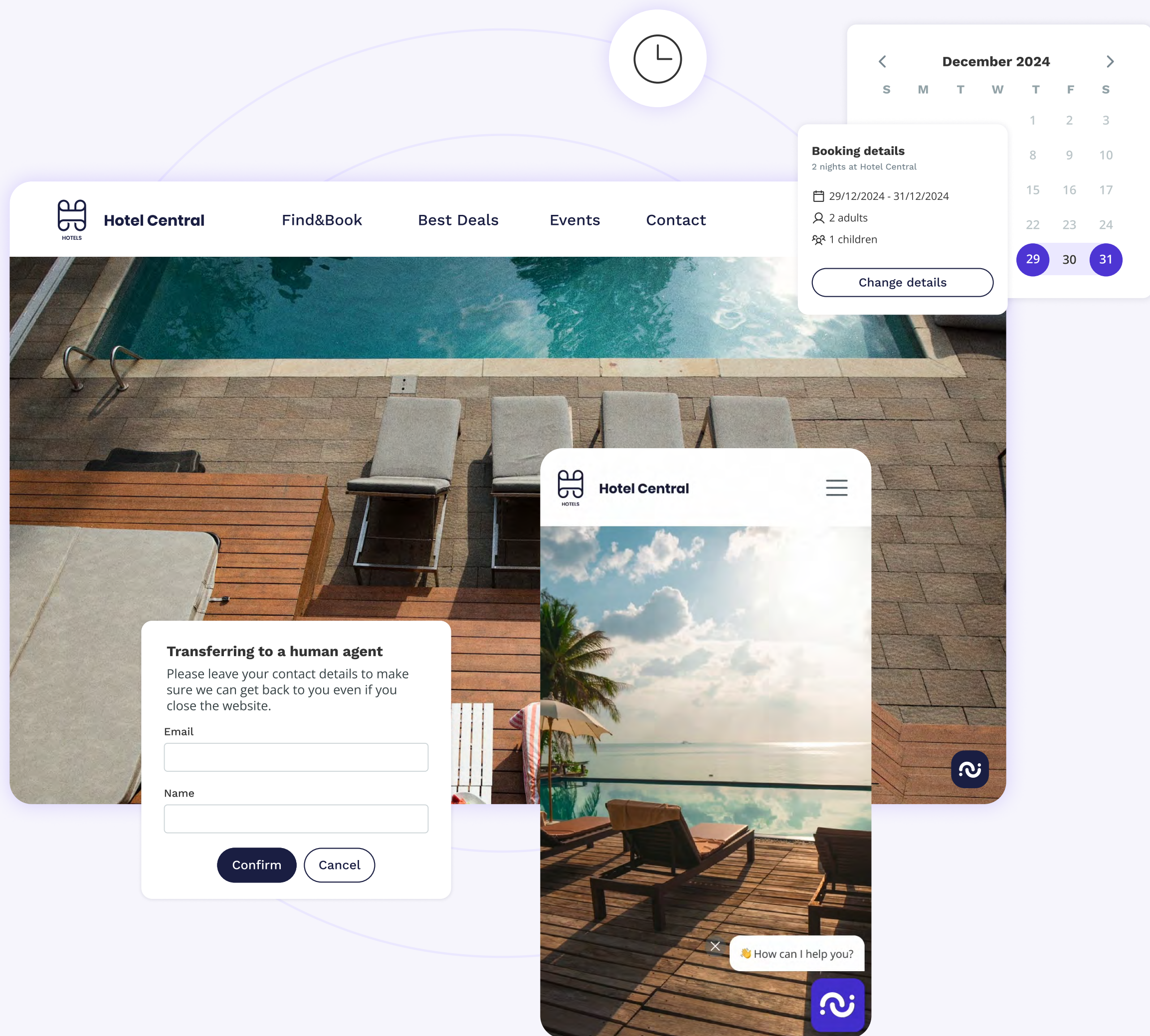
- Profile: Lorenzo Vargas (Hijiffy Hotel Messenger)
- Activity: Last viewed (https://hijiffy.com/), Requests (Change Lightbulb, Change Towels), Reservations (#950, #590), Tags (Language: English)

Centralise, automate and measure your customer care and communications in a single powerful platform.





# Pre-stay



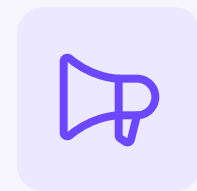
## AI agent for FAQs and direct bookings

Guiding users through the booking process and providing answers to queries, **saving time and reducing workload.**



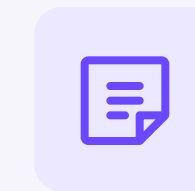
## AI specialised in hospitality

Over **200 hospitality-specific FAQ topics** available for hotels to train the chatbot.



## Behavioural marketing campaigns

**Push personalised messages** according to specific pages on the website or interactions in the user journey.



## Request a quote

Travellers can request a **personalised** quote for their stay.





# Pre-stay

To talk with our reception, please click the following contact: [+99999999](tel:+99999999)

If you want to be contacted by our team, please provide us your contact details.



December 2024

S	M	T	W	T	F	S
				1	2	3
				8	9	10
				15	16	17
				22	23	24
				29	30	31

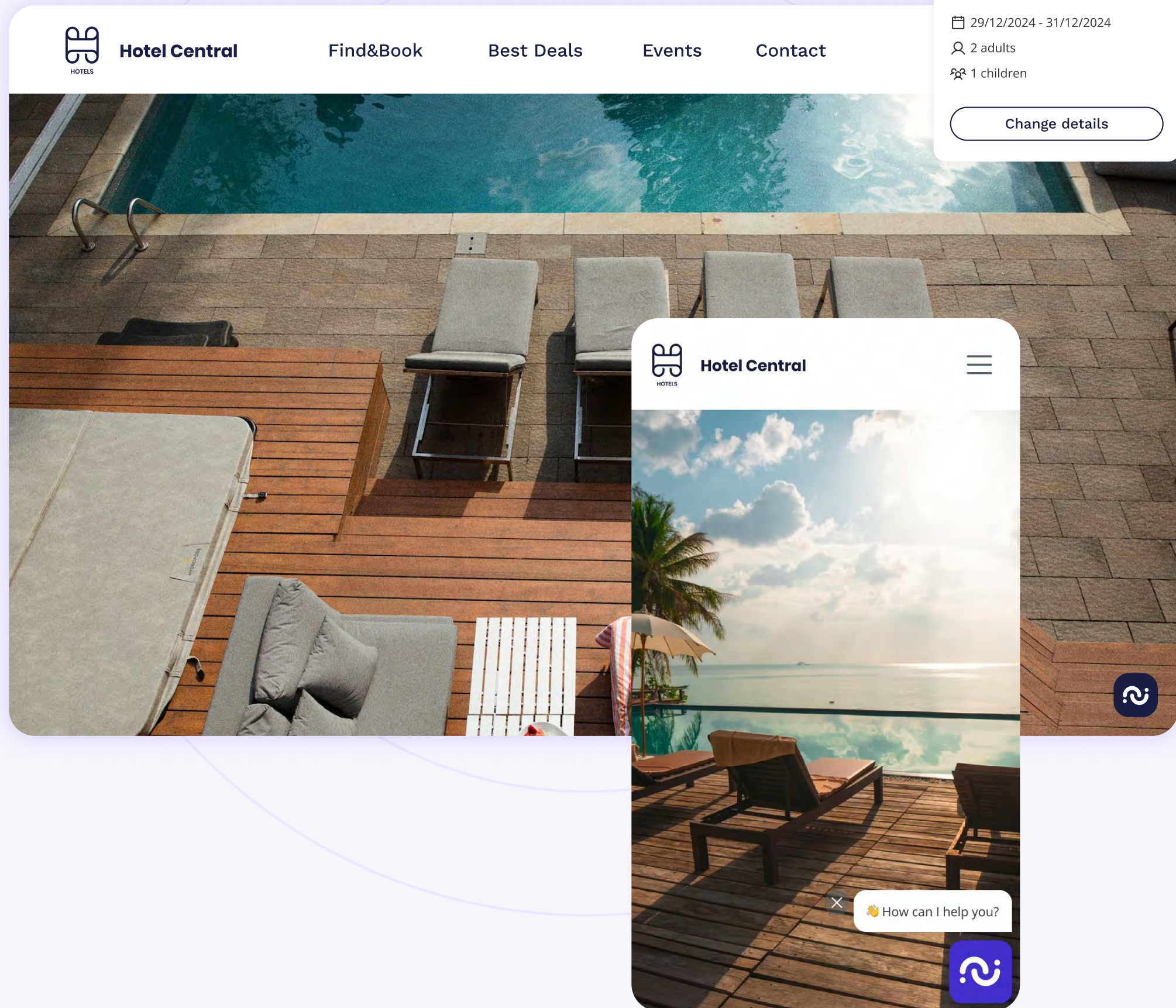
**Booking details**  
2 nights at Hotel Central

29/12/2024 - 31/12/2024

2 adults

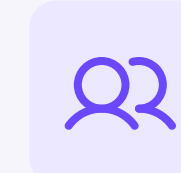
1 children

Change details



## Email to chatbot automation

Send **canned responses** directing users to the chatbot to resolve user queries instantly.



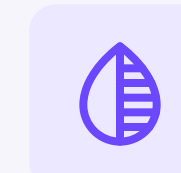
## Smooth handover to human agents

A **seamless transfer** of the conversation to staff if requested by the user or if the chatbot cannot resolve the query automatically.



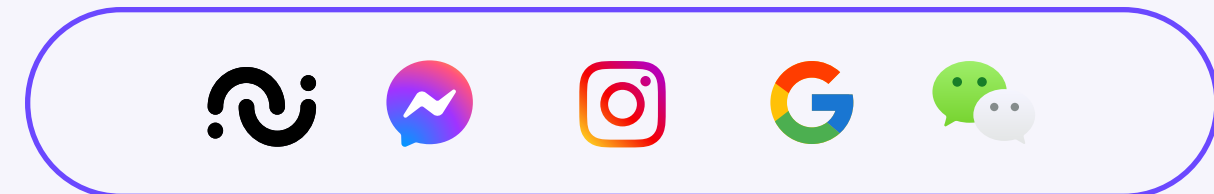
## Click to call

Provide an option to call a human **agent directly from the chat** if a guest's request cannot be solved automatically.



## Widget personalisation

**Customise the chatbot interface** accordingly to your hotel's brand guidelines.





# In-stay

Key benefits

Hello, Jenna!

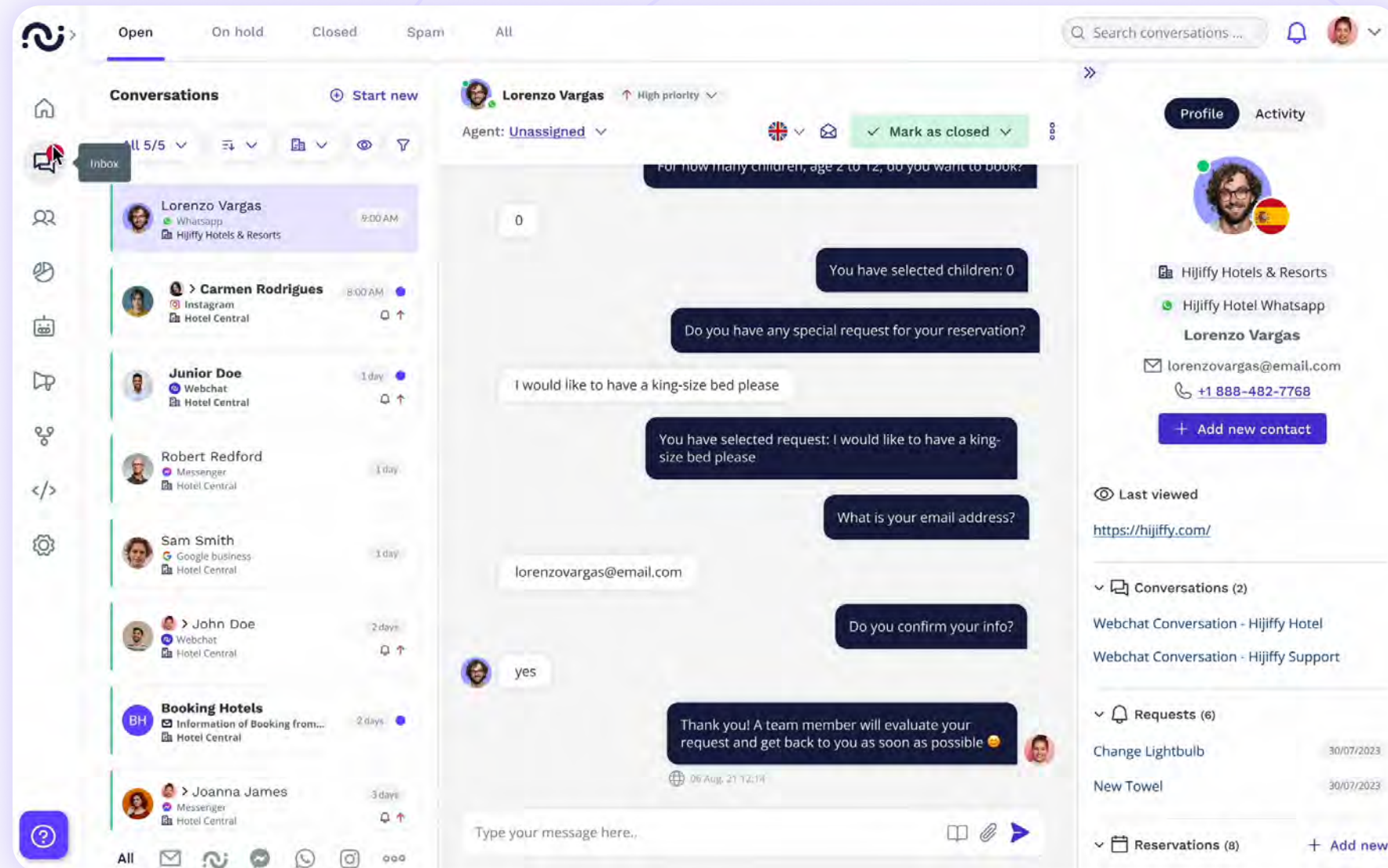
We genuinely hope that your stay was pleasant and that our service met your best expectations.

Your feedback is important to us. We invite you to leave your opinion on TripAdvisor here: <http://tripadvisor.com/hotelcentral>

We hope to welcome you in our hotel in the future.

All the best,  
Hotel Central team

- I'd like to reserve a table for 8pm
- I'd like to book a spa for two.
- How can I cancel the massage appointment?



Hi James Smith! 🍷

Is everything okay with your stay? Is there anything else we can do to make your stay memorable?

- 🍷 Book a table
- 🛀 Book a spa treatment
- 📞 Call the reception



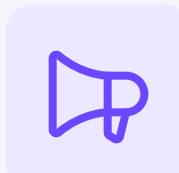
### AI-powered concierge agent

An artificially intelligent virtual concierge **assists guests** with their requests.



### Digital check-in

Integrate your PMS to offer pre-check-in forms to your upcoming guests and **minimise time spent at the reception.**



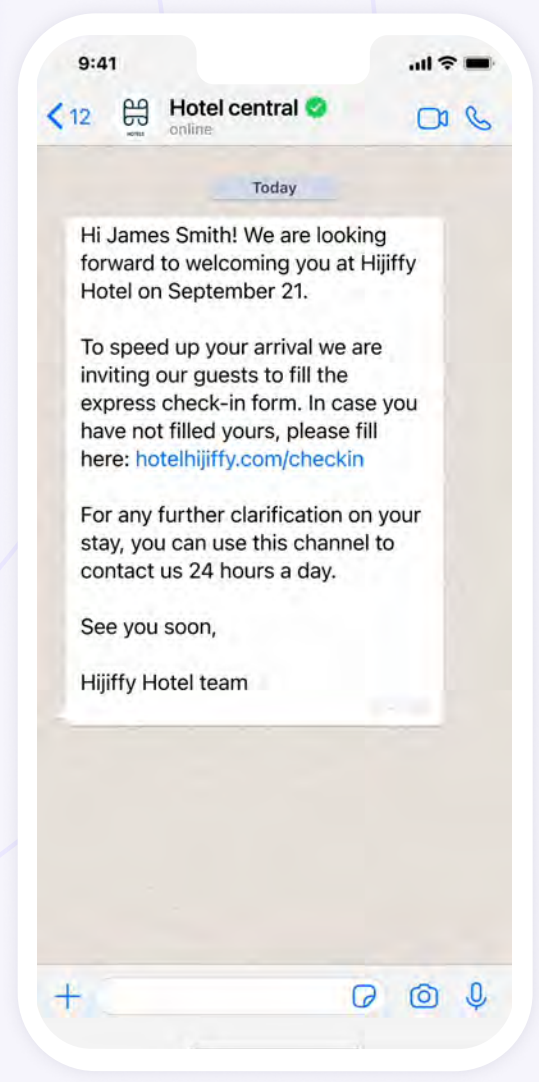
### Upsell and cross-sell campaigns

**Send automated messages** to communicate personalised upselling and cross-selling campaigns.



### Automated WhatsApp messages

**Automate and trigger messages** throughout your guests' journey, such as check-in/check-out campaigns, feedback campaigns, and more.





# In-stay

The air conditioning in my room is not working, can you fix it asap?

How can I make a reservation?

I'd like to book a spa for two.

How can I cancel the massage appointment?

**85%**  
AI AGENT  
CSAT SCORE  
↑ **17%**  
from previous 30 days

**Housekeeping**  
Created: 5 minutes ago

**Name:** Carmen Rodrigues

**Room:** 324

**Special requests:** Hello! Could you clean my room today, please?

**Please write description of your request here.:** Between 11 am and 3 pm, please.

**E-mail:** carmenrodrigues@email.com

**Phone:** +1 888-482-7768

✓ Mark as closed



Customised campaigns for a target audience

Trigger campaigns for guests matching specific rate plans or profile (e.g. families, couples), subject to availability.



Custom team notifications

Set rules for notifying the right teams for specific requests.



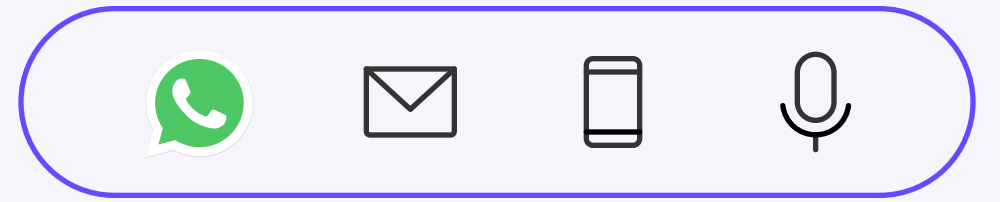
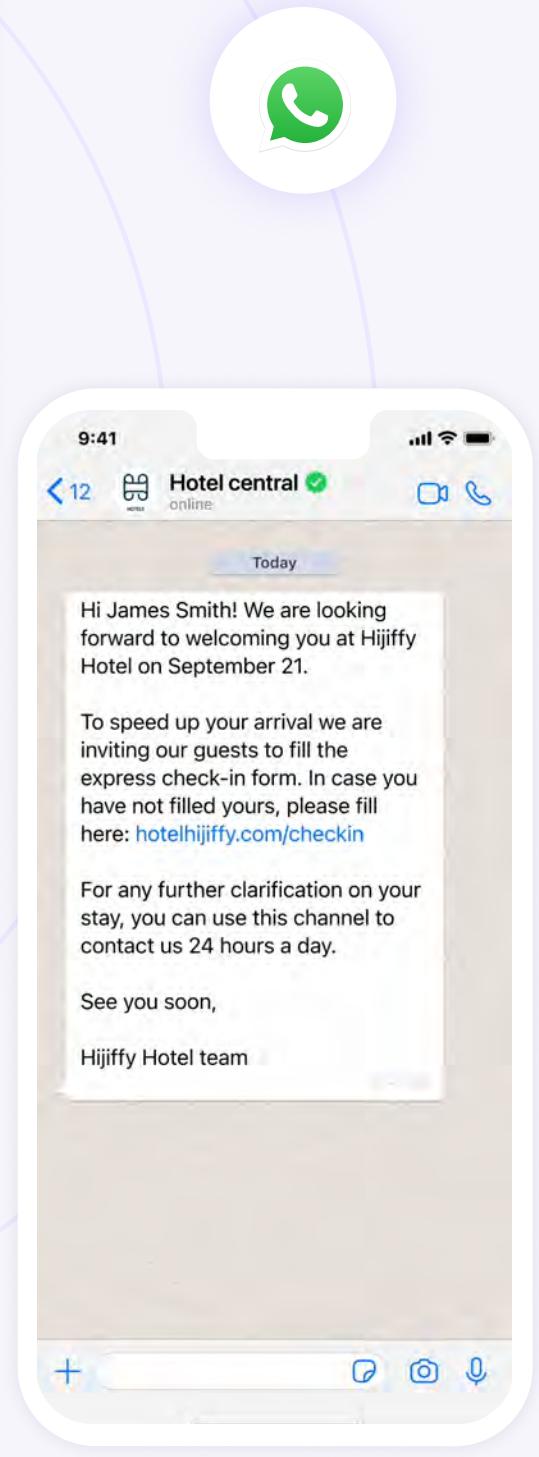
Guest reviews and satisfaction surveys

Send guest satisfaction surveys during and at the end of the stay and get reviews for internal monitoring or external platforms like TripAdvisor or Google.



CSAT score metrics

Collect and access guests' feedback to evaluate the performance of the chatbot and individual human agents.



## Information about the hotel tech partners:



### **Mirai**

Mirai is the hotel's partner in the common objective of maximising the potential of direct sales. They provide the know-how and the best technology to compete head-to-head with intermediaries, gain independence and reduce overall distribution costs through these solutions and services: Booking engine, Web Project, Metasearch Connectivity, Digital Marketing, Distribution Consulting and Contact Center.



### **Sihot**

Mirai is the hotel's partner in the common objective of maximising the potential of direct sales. They provide the know-how and the best technology to compete head-to-head with intermediaries, gain independence and reduce overall distribution costs through these solutions and services: Booking engine, Web Project, Metasearch Connectivity, Digital Marketing, Distribution Consulting and Contact Center.



### **Civitfun**

Civitfun is a SaaS company that offers a complete suite to fully automate the guest journey, from check-in to check-out, in hotels, hotel chains, resorts, vacation rentals and hostels. Civitfun specialises in integrations with hotel software and PMS such as Sihot.

# Success

 **HiJiffy** + **kora  
living**

# Story

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