

Success Story

PortoBay

HiJiffy's conversational AI at PortoBay automates 80% of guest queries, facilitates pre-check-ins, and increases direct bookings and cross-selling.



This case study showcases the success **PortoBay Hotels & Resorts** had implementing HiJiffy's Guest Communications Hub at 15 of their properties. Spanning **across the entire guest journey**, from answering common questions pre-booking, through the booking process, to the in-stay cross-selling and beyond, the brand observed fantastic results.

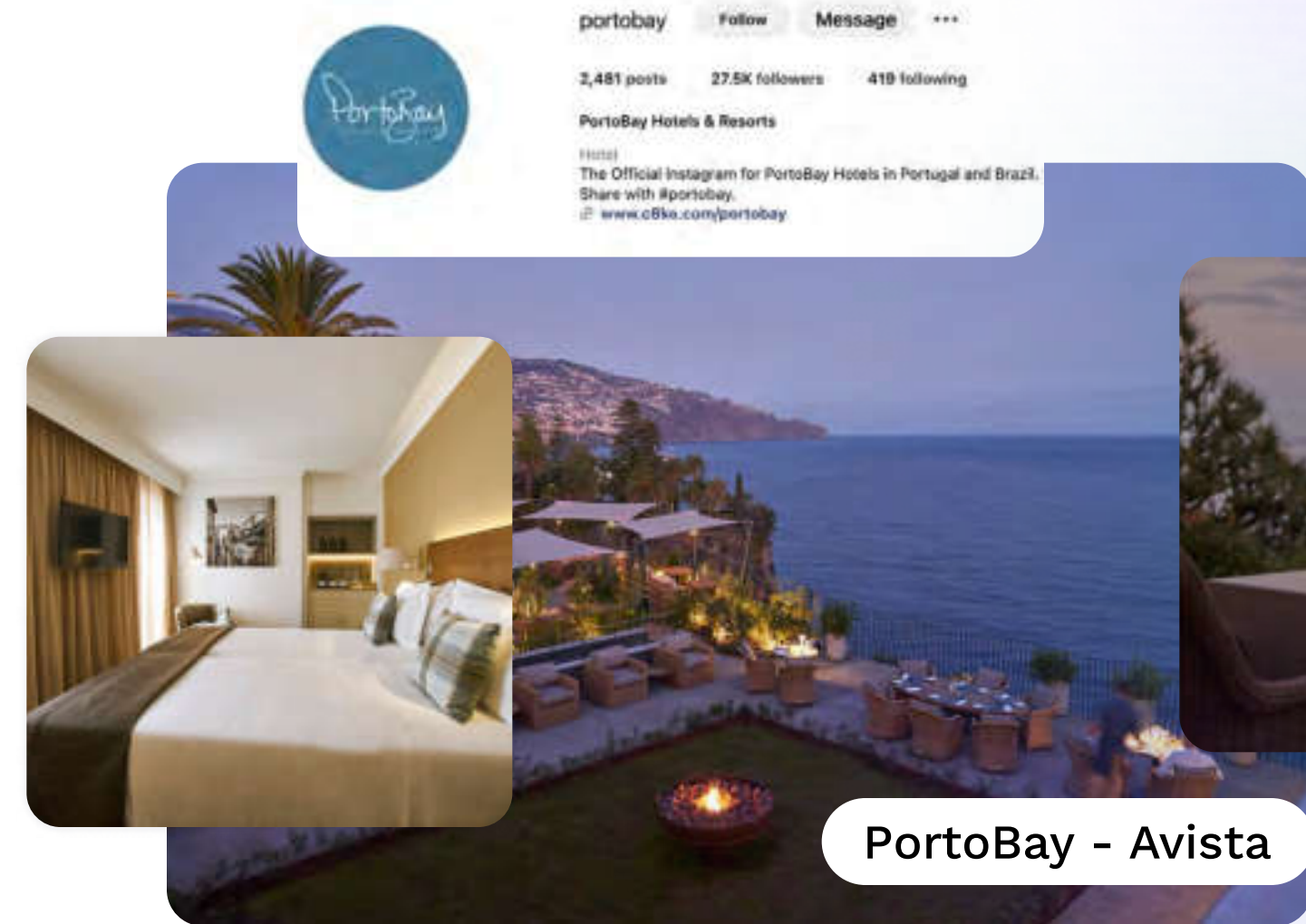
Based on the metrics and reports available in HiJiffy's solution, as well as the client's insights and staff testimonials, this publication explores how the guest communications challenges were turned into **increased revenue** and **elevated guest satisfaction**.



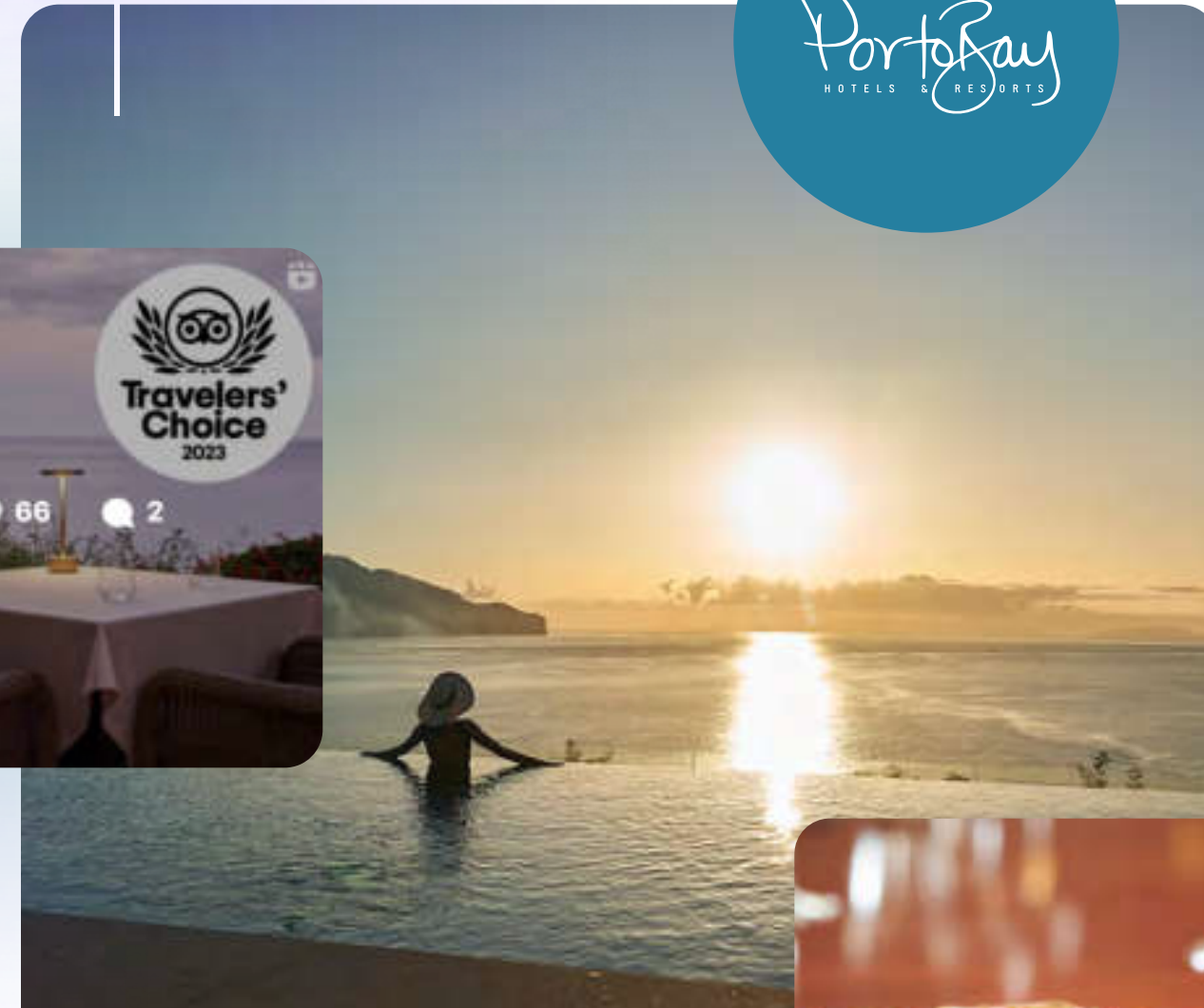
The mission at HiJiffy is to develop the **most advanced conversational AI** for hospitality.

Top brands in the industry in over 50 countries around the world reimagine their guest communications with our advanced and continuously developing technology.

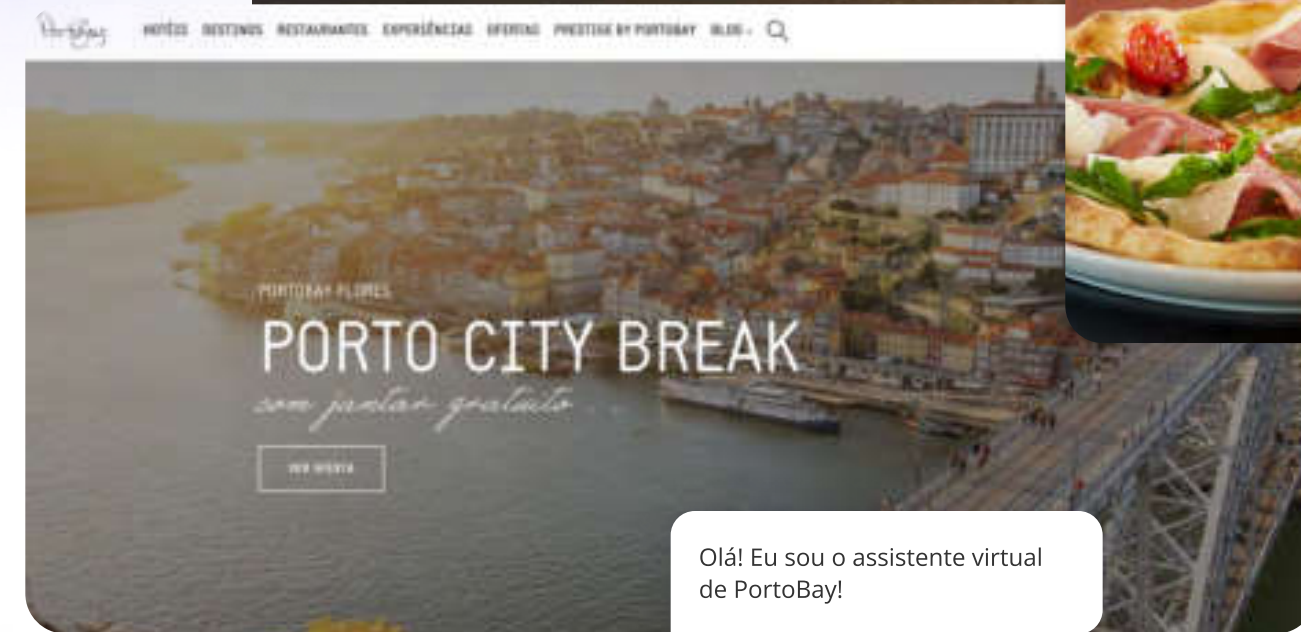
Les Suites - Madeira



PortoBay - Avista



PortoBay - Liberdade



Olá! Eu sou o assistente virtual de PortoBay!

Como posso ajudá-lo hoje?

Reservar um quarto

Modificar reserva

Outros tópicos



The Client: PortoBay Hotels & Resorts

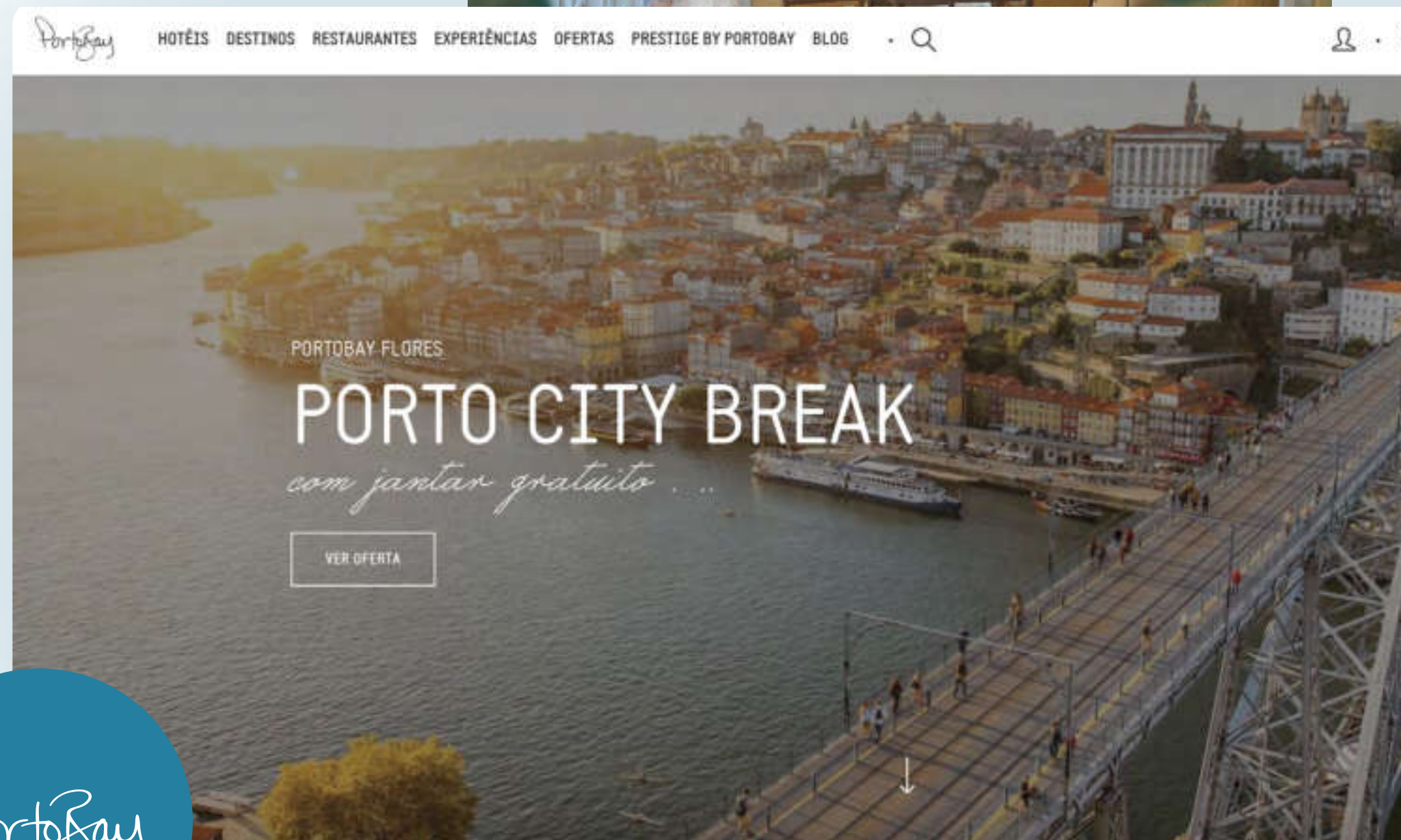
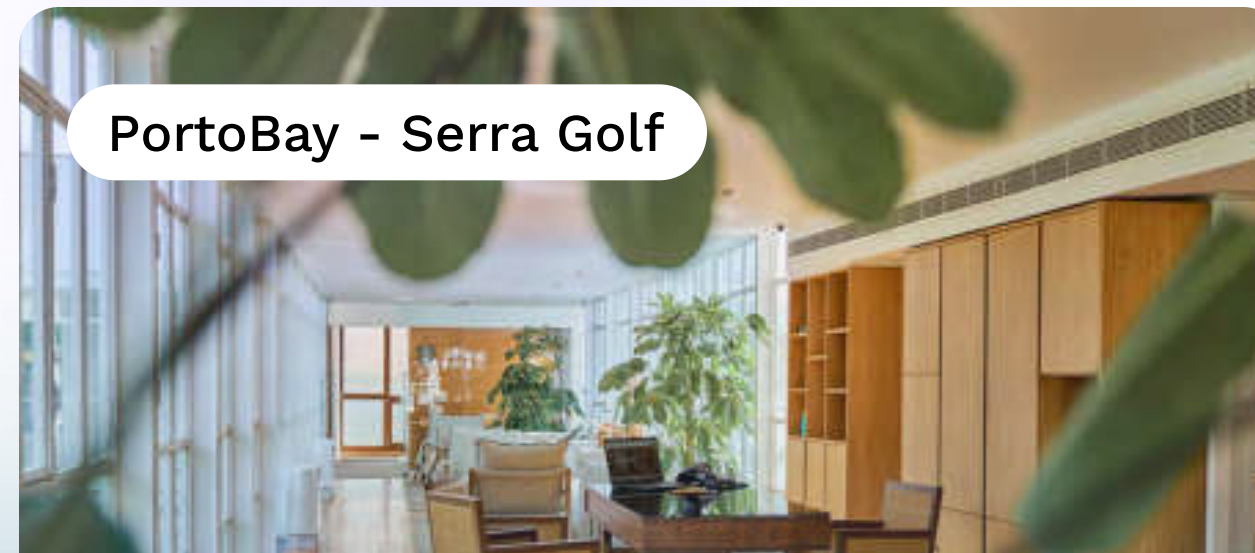
The PortoBay Group entails **15 hotels in Portugal and Brazil**, including seven properties on the island of **Madeira** - the place of its origins. The Group's corporate philosophy is based on three principles: Product, Promotion and People.

With around **3,350 beds** in the 4 and 5-star market segment, the hotels have different concepts, but all carry the guarantee of the quality of the PortoBay brand.

PortoBay Group

3,350 beds

4 and 5-star market segment



Success Story: PortoBay

Having set a high bar for the quality of guest communications, as well as ambitious revenue and team management goals, PortoBay were looking for a hotel tech solution that would help them to complete the following challenges:

Boost direct bookings

PortoBay were interested in opening other **booking channels** beyond the website environment, as well as introducing an automated guide to their portfolio, all in line with the effort to **increase the reach** as well as the ease of booking directly.

Automate guest communications

The brand was looking for opportunities to automate various areas of guest communications, including **processing in-house requests** and **booking other hotel services**.

Optimise check-in/out procedures

Both to improve the guest experience and **reduce workload** for the hotel staff, PortoBay wanted to **automate promoting** filling out pre-check-in forms and a **smooth check-out**.

The Challenges

It also mattered for the brand to collaborate with a solution that was specifically designed for hotels and a company that understands the hospitality industry.

Success Story: PortoBay

PortoBay was one of the early adopters of HiJiffy's technology. They reflect on the beginning of their journey with HiJiffy:

Why did you choose HiJiffy?

“We discovered HiJiffy's solution in 2017, in a very early stage but with a lot of potential. At that time, chatbot technology in the hotel industry in Portugal was very little developed; nonetheless, we also saw in the HiJiffy team a desire to evolve the product and together develop a tailor-made solution.”

“Initially, we were immediately fascinated by the commercial approach and by the willingness to start the project. Since then, with the emergence of other solutions, we have been approached by some of them, however, we greatly value the path taken with HiJiffy, the close contact with the team, the excellent customer support and the flexibility that HiJiffy demonstrates in adapting the product to our reality.”

- PortoBay

The Solutions

Success Story: PortoBay

Placing trust in HiJiffy's technology and confidence in being supported by the team, **PortoBay rolled out the conversational AI across all 15 properties** and eventually decided to activate the in-stay part of the solution (formerly known as Virtual Concierge, currently available in the Premium plan) for their **5-star hotels** as a measure of differentiation and to provide elevated customer care.

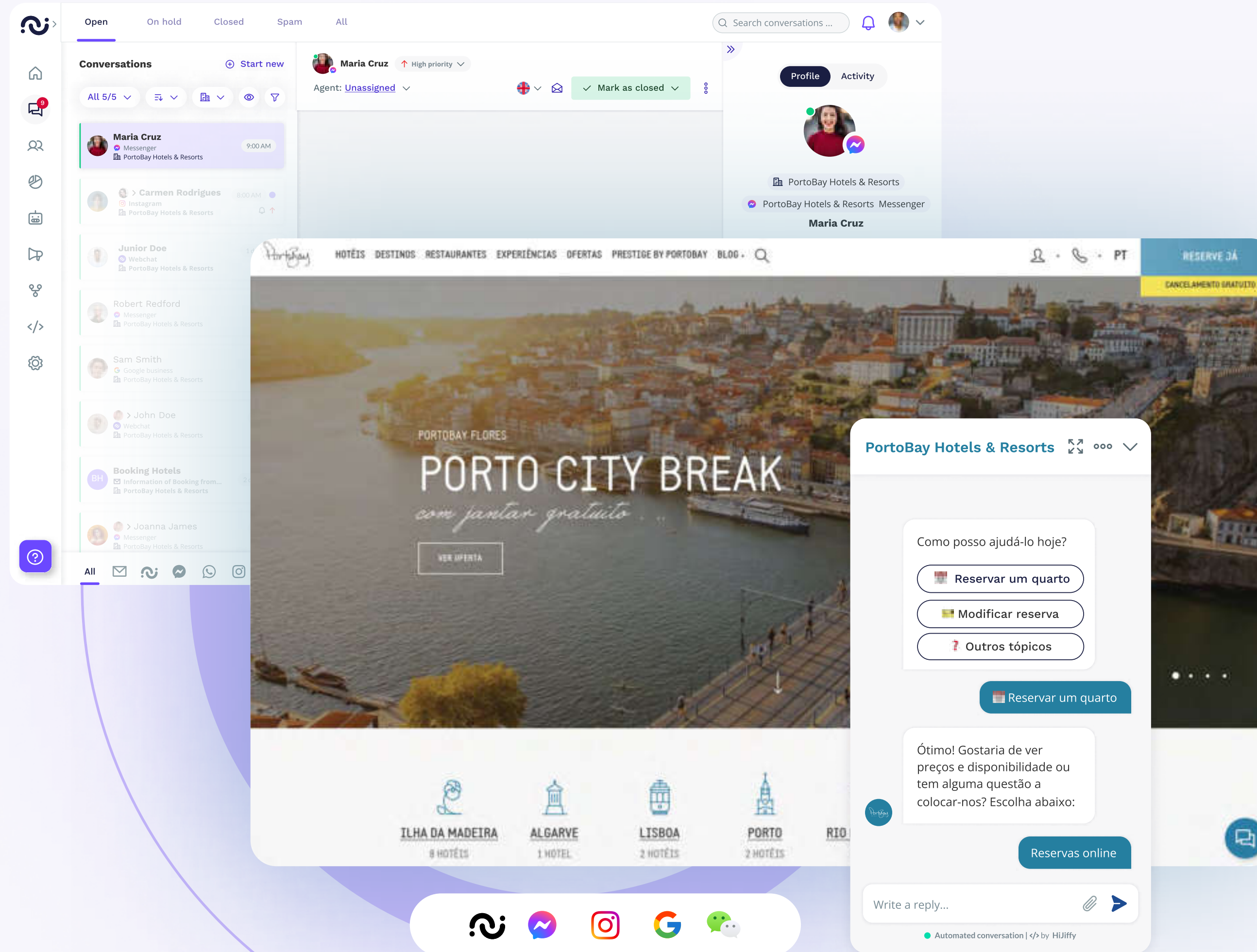
PortoBay rolled out the conversational AI across all 15 properties



Here's a recap of the key applications of HiJiffy's conversational AI across the entire guest journey at PortoBay hotels:

Answering FAQs

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



Booking assistance

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



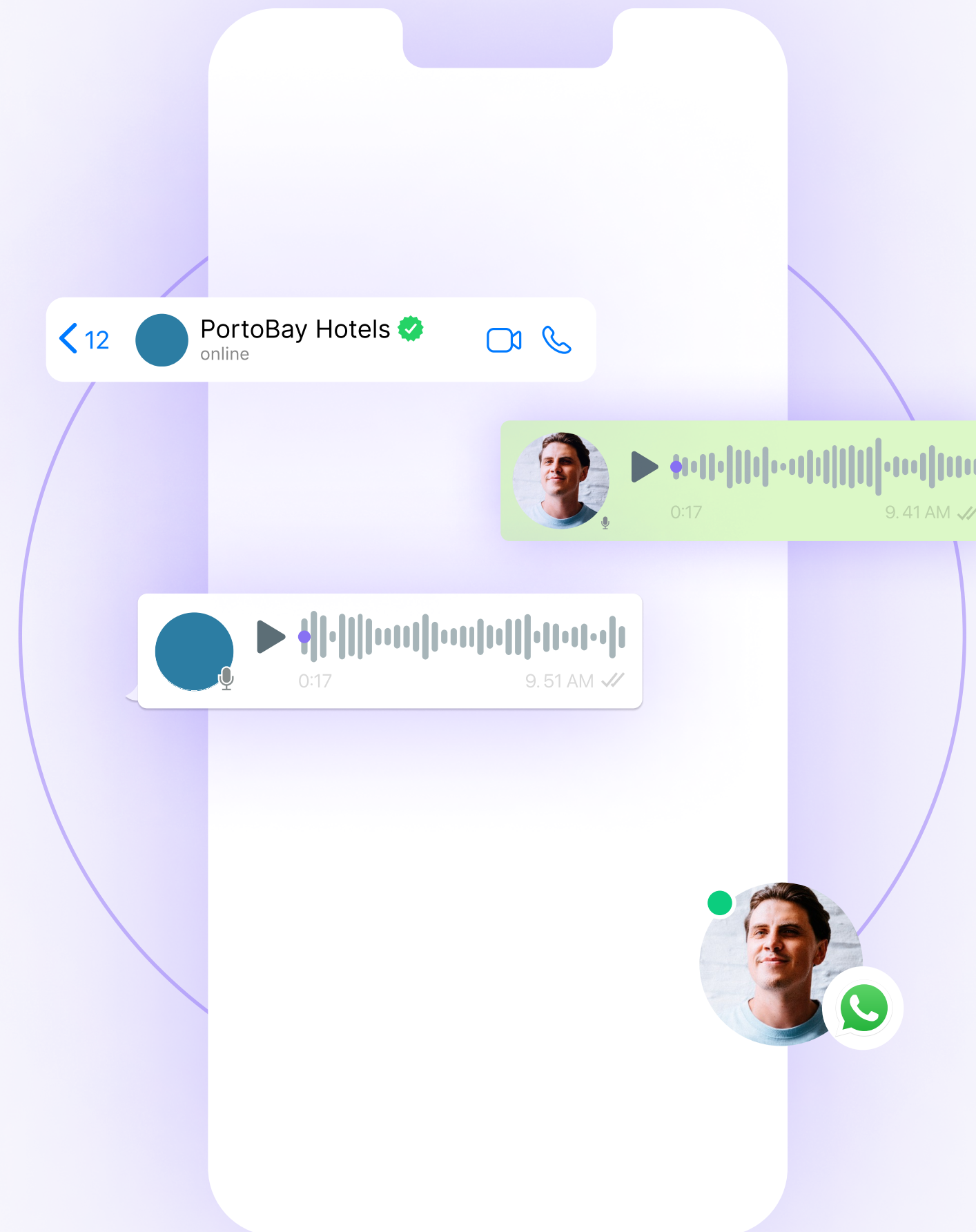
Sending pre-check-in campaigns

An automated WhatsApp message to incoming guests, one day prior to their arrival, with a link to the **online pre-check-in** form encourages completing the process before arrival and making the check-in process faster.



Cross-selling services

During the stay, PortoBay sends a **WhatsApp campaign** showcasing bookable services such as restaurants and spa treatments, as well as emphasizing the convenience of using that channel for any other requests.



Sending check-out campaigns

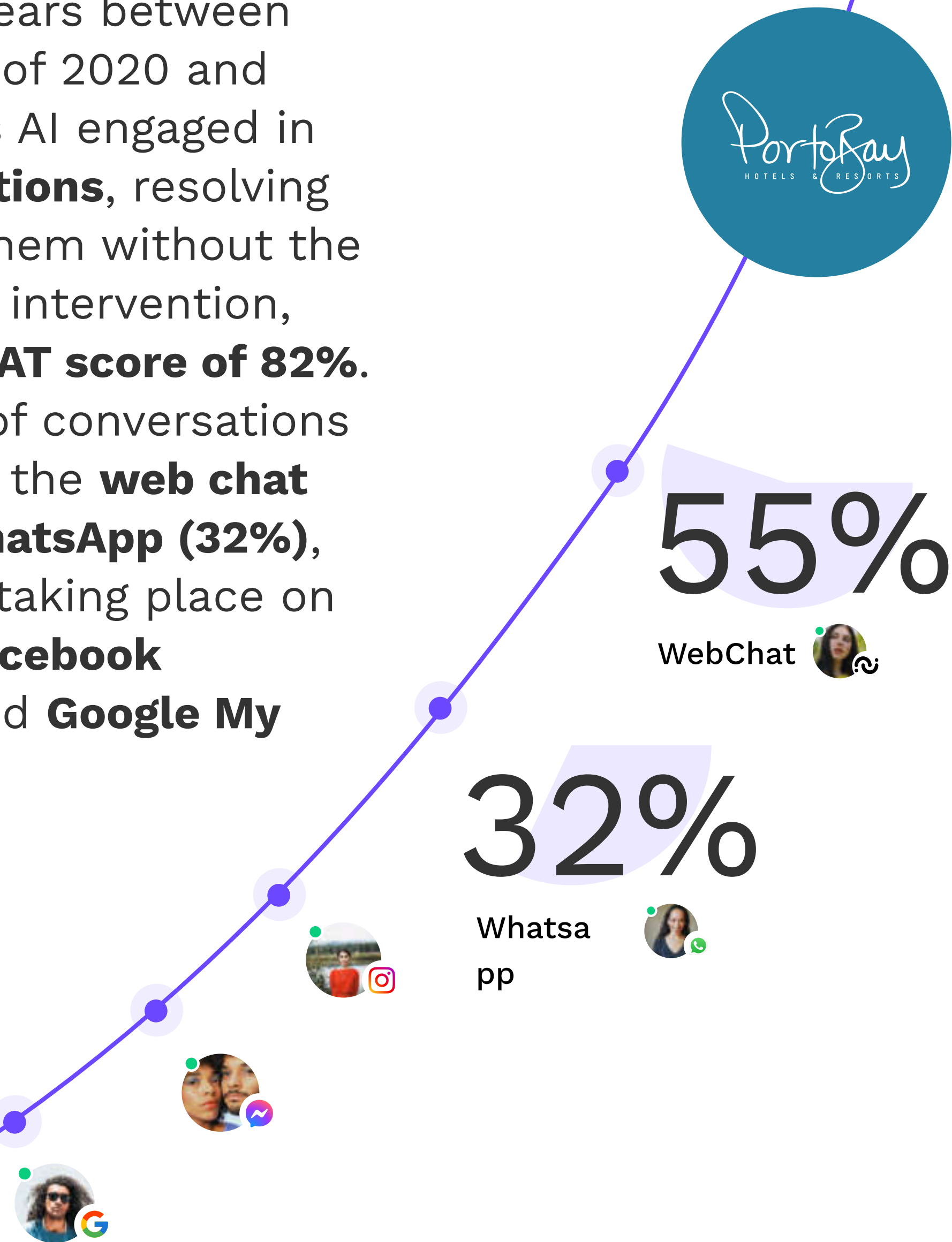
An automated reminder about the check-out time and instructions for making the process as smooth as possible.

Keen to explore HiJiffy's latest developments in the solution, the brand was one of the first ones to implement **AI-powered voice assistance on WhatsApp**. This feature is communicated to the guests in various campaigns to open up even more convenient guest communications.

This round-up of the key achievements of using HiJiffy's Guest Communications Hub is 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 solution), as well as PortoBay's own data insights and observations they contributed to this case study.

The Results

In the three years between the summers of 2020 and 2023, HiJiffy's AI engaged in **83K conversations**, resolving over 80% of them without the need for staff intervention, **reaching a CSAT score of 82%**. The majority of conversations took place on the **web chat (55%)** and **WhatsApp (32%)**, with the rest taking place on **Instagram, Facebook Messenger** and **Google My Business**.



Over
800%
automation rate
of 83K conversations

And...

PortoBay also noted that reports available within the solution provided useful, **actionable insights**, such as which **questions are asked the most frequently** so that the team could adapt the website content and **FAQ answers accordingly**.

Increased cross-selling and 20% of pre-check-ins

In their 5-star hotels, PortoBay set up **automated WhatsApp campaigns** with open rates **exceeding 82%**. Different campaigns encourage filling in **pre-check-in forms a day before the arrival**, promote booking other hotel services, and share tips for a **smooth and quick check-out**. As a result of the effectiveness of the automated campaigns, the brand observed an increase in hotel restaurant and spa bookings and 20% of incoming guests filling out the pre-check-in form.

What does the all-inclusive include?

I need to book a transfer.

82% ~Average open rate

Good morning! What are your plans for today? Would you like to book a restaurant, spa or other service? We can help you with that

PortoBay Hotels & Resorts

Como posso ajudá-lo hoje?

- Reservar um quarto
- Modificar reserva
- Outros tópicos

Reservar um quarto

Ótimo! Gostaria de ver preços e disponibilidade ou tem alguma questão a colocar-nos? Escolha abaixo:

Reservas online

Write a reply...

Automated conversation | </> by HUJiffy

PortoBay HOTELS & RESORTS

PortoBay Hotels online

Today

Hello! 🌞

Just 1 day left to welcome you at L'Hotel PortoBay São Paulo.

Have you already filled your pre-check-in? If not, you can do it here: <https://bit.ly/3119MSr>

Visit our website <https://bit.ly/3PgpR4b> to check services and schedules.

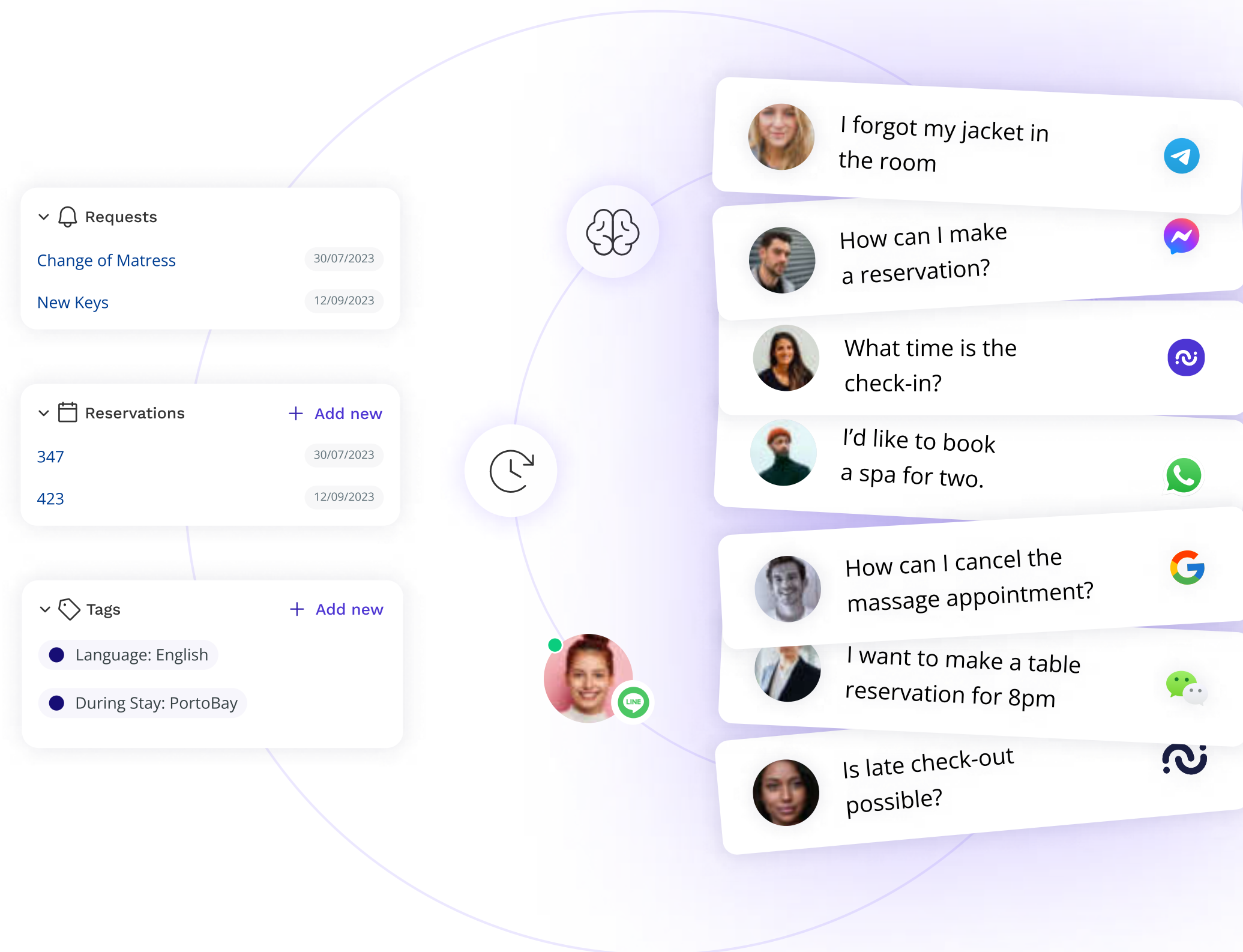
For further assistance, feel free to contact us at this number. Our virtual assistant or team will respond shortly.

You can text or send an audio message 🗣️

9:41 AM

0:17 9:41 AM

Improved teamwork and **time-saving**



PortoBay also noted that the solution directly contributed to **improving workflows** and **collaboration between the teams**, thanks to helpful features like a centralised **omnichannel inbox**, team **notifications**, or automated **translations** when replying to a guest in a foreign language.

The solution users at **PortoBay** pointed out that high automation levels reduced the need for staff intervention in resolving guest queries, and having visibility of the guests' interaction history helped in providing the most appropriate responses.

Testimonials



“The implementation of this solution has given the organisation the opportunity to be present on our guests’ daily path, since the channel usage is now very wide. HiJiffy is now a must-have tool for customer care and for driving new business opportunities.

In what concerns our team’s experience, we would like to highlight the following key points that have significantly enhanced our efficiency and effectiveness:

- **Centralised Communication:** HiJiffy's ability to consolidate messages from multiple communication channels into a single inbox has been a game-changer. It simplifies our team's workflow and ensures that no customer query goes unnoticed;
- **Efficient Message Distribution:** The platform's seamless message distribution among different teams streamlines our response process. This not only ensures prompt resolutions but also enhances collaboration among our team members;
- **Rapid Query Resolution:** HiJiffy's user-friendly interface and robust features make it easy to address customer inquiries swiftly and effectively;
- **Informal Conversations:** One standout feature of HiJiffy is its ability to promote less formal and more personalised conversations with our guests. This has led to more meaningful interactions and improved customer satisfaction.
- **Translation Capabilities:** The translation feature within HiJiffy helps our teams to be more secure when replying to a guest in a different language.”

Nuno da Costa, Head of Central Reservations at PortoBay Hotels & Resorts





“From the first moment I met Tiago Araújo from HiJiffy, I felt an enormous enthusiasm and confidence in the people behind the project. The product that was presented in 2017 was completely innovative in the sector and PortoBay was an early adopter of this technology. One of HiJiffy's most interesting skills was its great ability to listen to the customer and focus on bringing solutions. We feel that we co-created some of the solutions and that is the best thing we can have in a partnership.”

Fabíola Pereira, Chief Marketing Officer at PortoBay Hotels & Resorts



“Working with PortoBay Hotels & Resorts has been instrumental in HiJiffy's growth. As one of our initial clients, their invaluable feedback greatly impacted our product development. The vision that they have for guest experience is very aligned with the vision we have at HiJiffy. The open conversations we have online and in-person provide valuable insights for our Product team. We're grateful for PortoBay's trust and collaboration in enhancing guest communication experiences.”

Tiago Araújo, Co-founder & CEO at HiJiffy



Customer experience managed in one place.

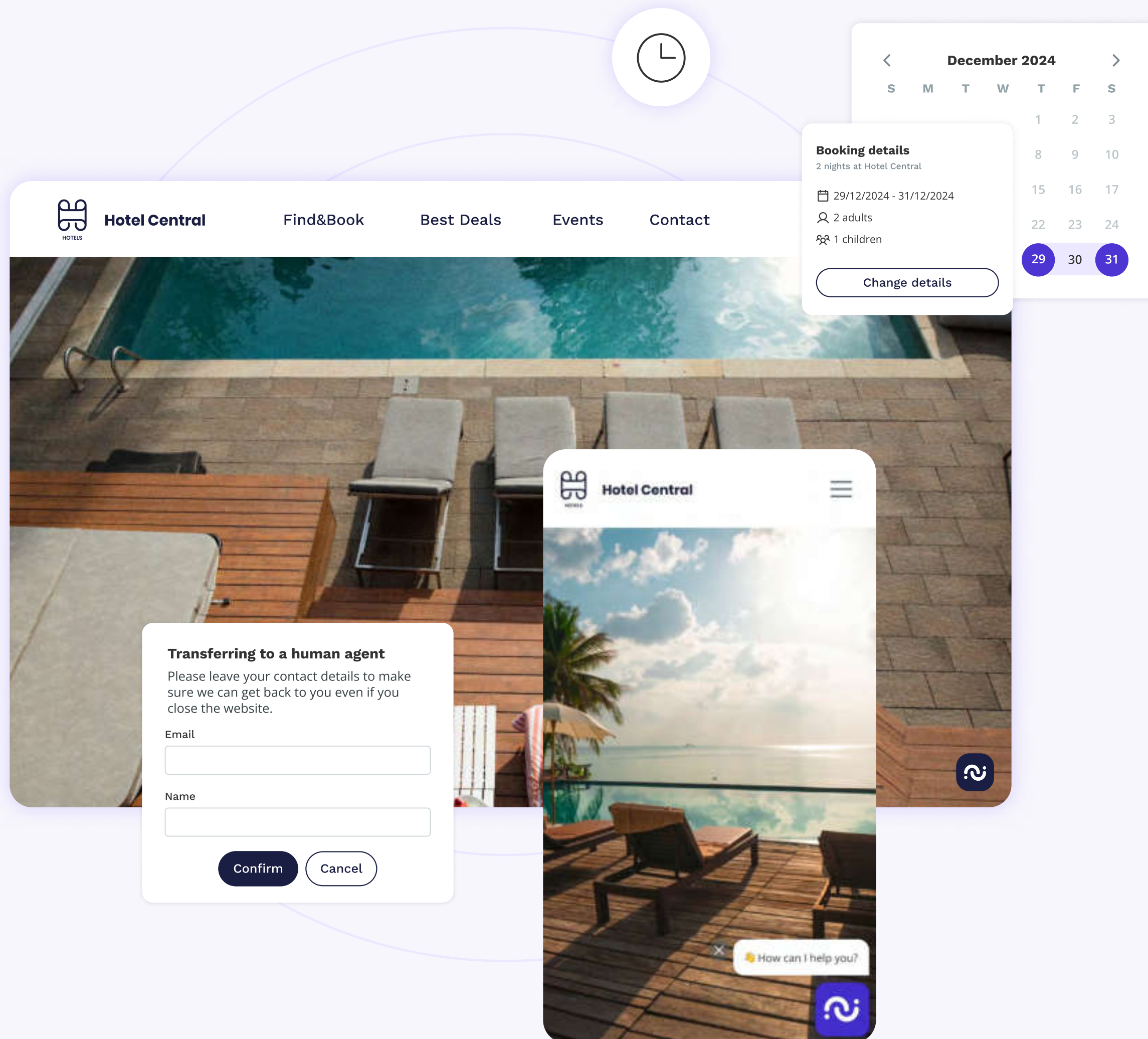
The dashboard provides a comprehensive overview of customer interactions. Key features include:

- Welcome back:** Personalized greeting for John Doe, noting that 80% of conversations were solved this month.
- Average Time for First Reply:** 11:45 h, which is 10:20 hours faster than the team average.
- OPEN CONVERSATIONS:** 9 conversations to solve, including those from John Smith, Steve Doe, and Joanna Silva.
- OVERVIEW Metrics:**
 - 80% Automation Rate (up 16% from previous 30 days)
 - 240 Bookings Made via Chat (down 6% from previous 30 days)
 - 85% Chatbot CSAT Score (up 17% from previous 30 days)
 - 21,648 Conversations closed by the team (up 150% from previous 30 days)
- CONVERSATIONS EVOLUTION:** A line chart showing the volume of automated conversations (green) and requests to chat with staff (purple) over a 30-day period.
- USER ACTIVITY:** A donut chart showing 3,599 active users across various channels: Webchat, F. Messenger, Whatsapp, Booking Messages, WeChat, Telegram, Line, Instagram, Google Business, and Email.
- Conversations List:** A sidebar showing a list of recent conversations with details like customer name, channel, and status.
- User Profile:** A detailed view of a user's profile, including contact information and a list of recent requests.

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



Pre-stay



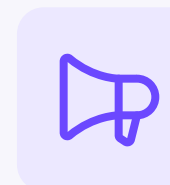
AI agent for FAQs and direct bookings

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



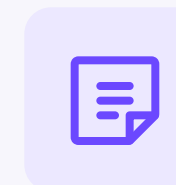
AI specialised in hospitality

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:+999999999)

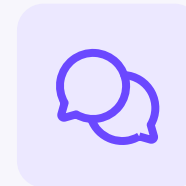
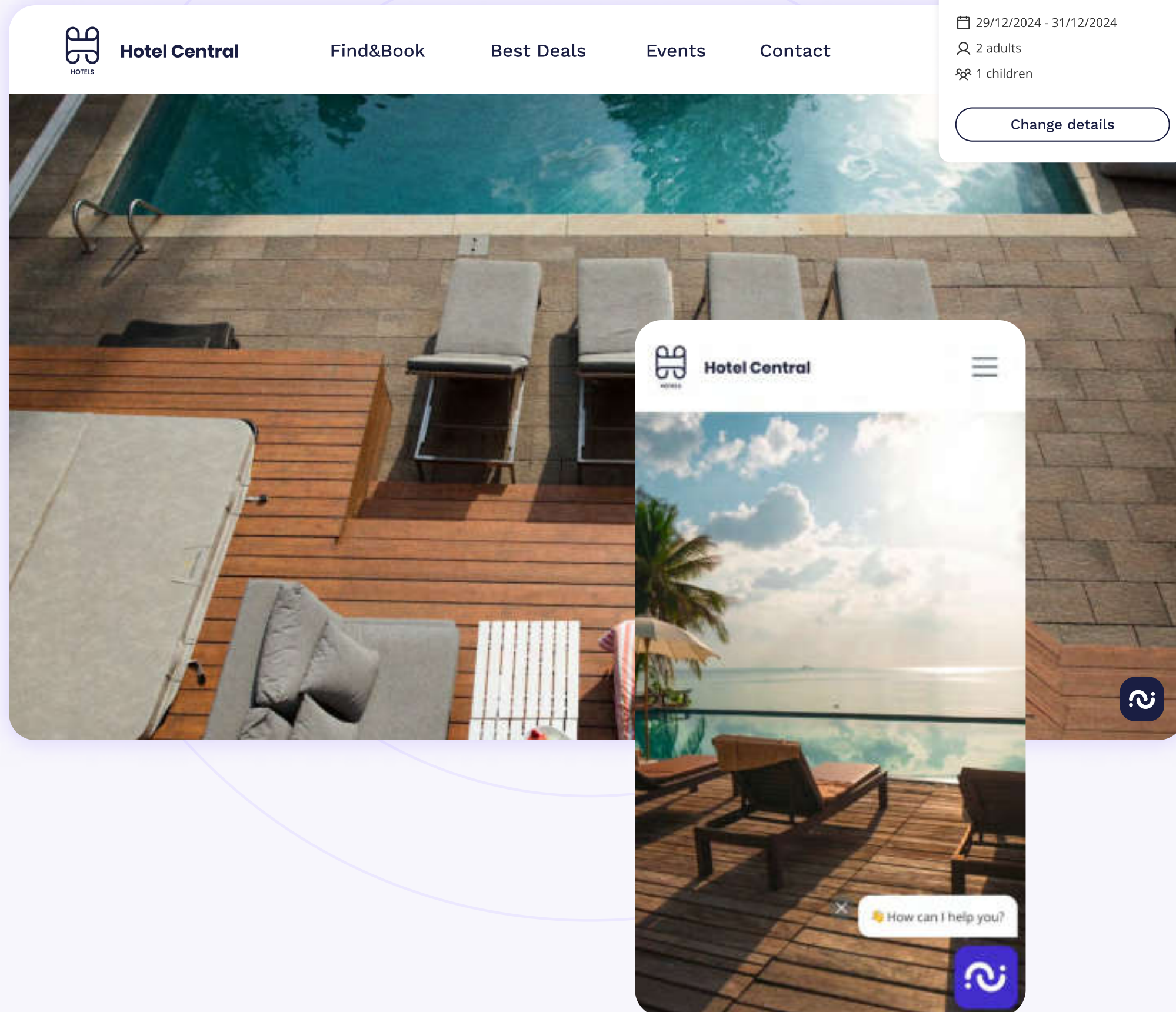
If you want to be contacted by our team, please provide us your contact details.



December 2024

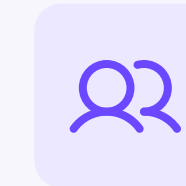
S	M	T	W	T	F	S
				1	2	3
				8	9	10
				15	16	17
				22	23	24
				29	30	31

Booking details
2 nights at Hotel Central
29/12/2024 - 31/12/2024
2 adults
1 children
Change details



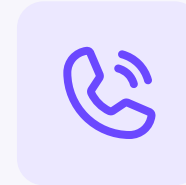
Email to chatbot automation

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



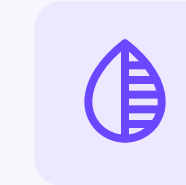
Smooth handover to human agents

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



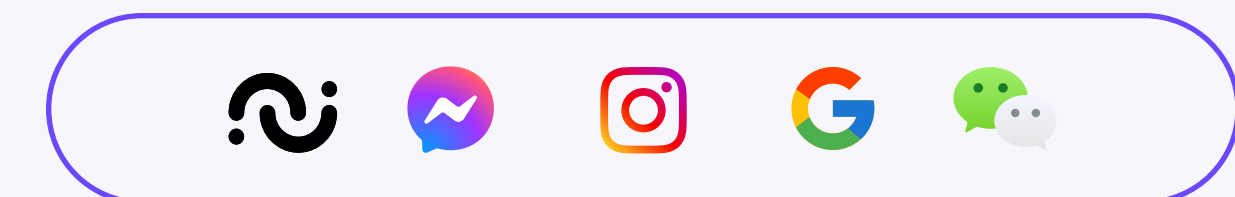
Click to call

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!

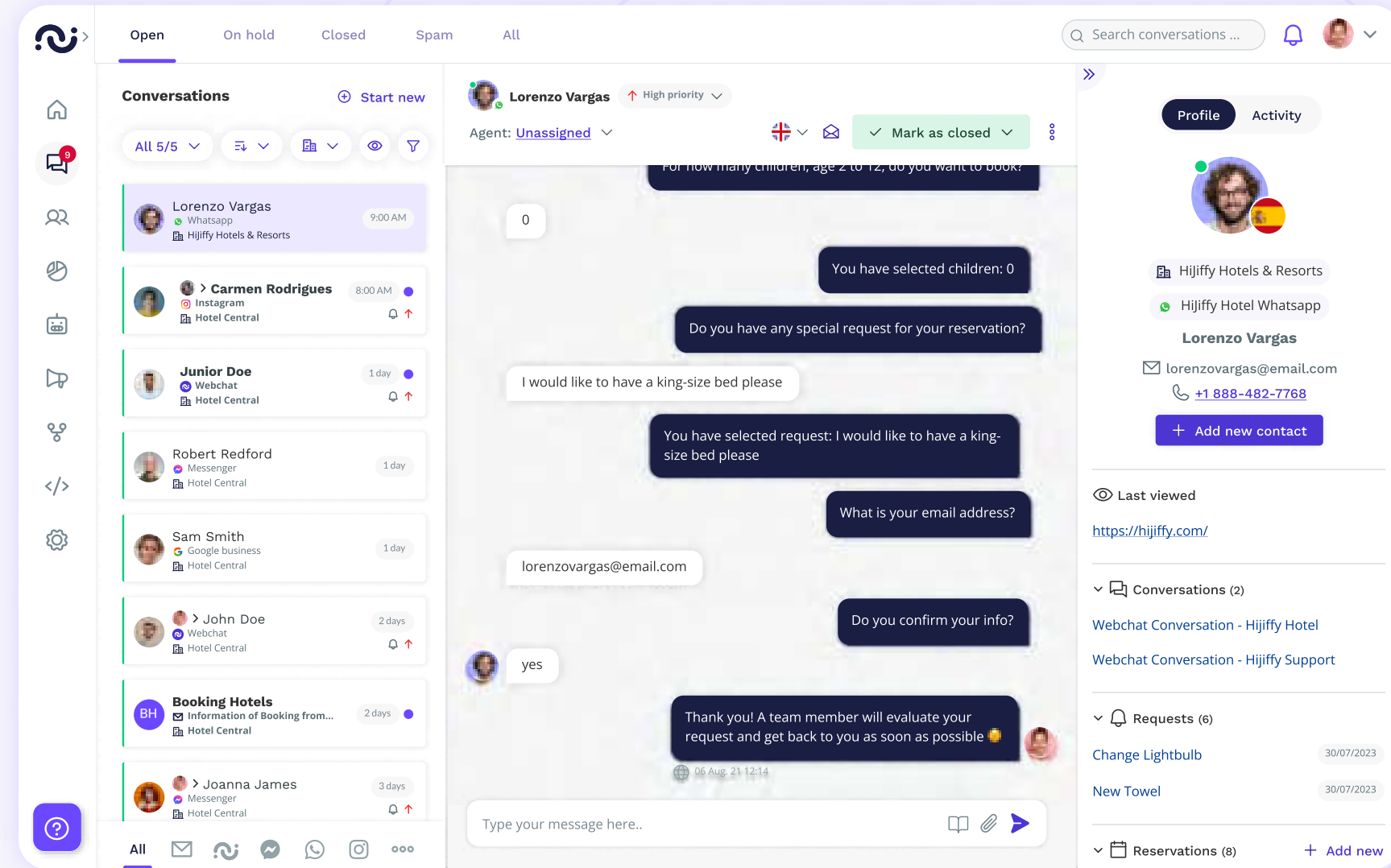
We genuinely hope that your stay was pleasant and that our service met your best expectations.


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?



 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

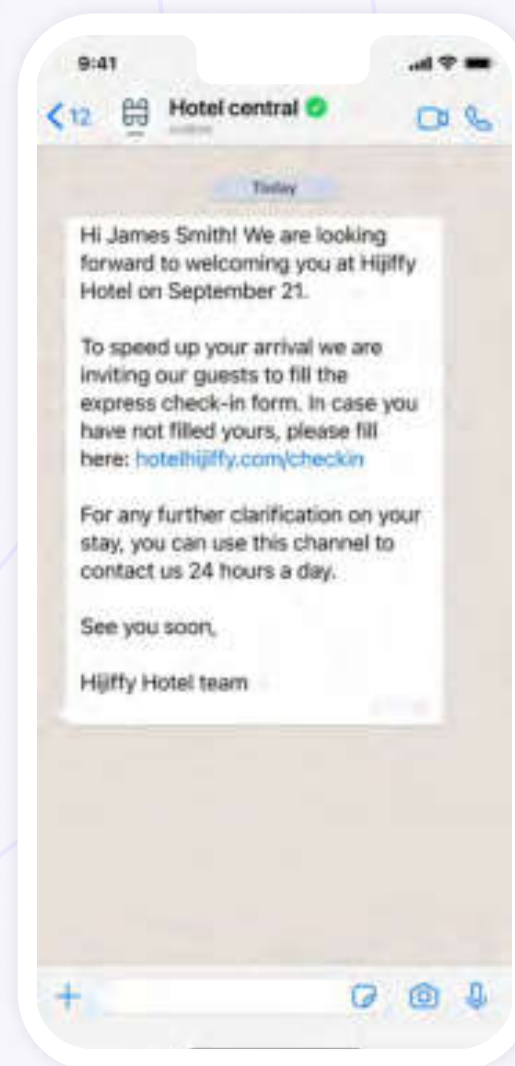
Automate and trigger messages throughout your guests' journey, such as check-in/check-out campaigns, feedback campaigns, and more.



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



In-stay

The dashboard shows a list of conversations on the left. The main chat window displays a conversation with Lorenzo Vargas. The messages are as follows:

- Customer: "The air conditioning in my room is not working, can you fix it asap?"
- Agent: "How can I make a reservation?"
- Customer: "I'd like to book a spa for two."
- Agent: "How can I cancel the massage appointment?"
- Customer: "For how many children, age 2 to 12, do you want to book?"
- Agent: "You have selected children: 0"
- Customer: "Do you have any special request for your reservation?"
- Agent: "I would like to have a king-size bed please"
- Customer: "You have selected request: I would like to have a king-size bed please"
- Agent: "What is your email address?"
- Customer: "lorenzovargas@email.com"
- Agent: "Do you confirm your info?"
- Customer: "yes"
- Agent: "Thank you! A team member will evaluate your request and get back to you as soon as possible"

The housekeeping form is titled "Housekeeping" and contains the following fields:

- Name: Carmen Rodriguez
- Room: 524
- 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: carmenrodriguez@email.com
- Phone: +1 888-482-7768

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



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.



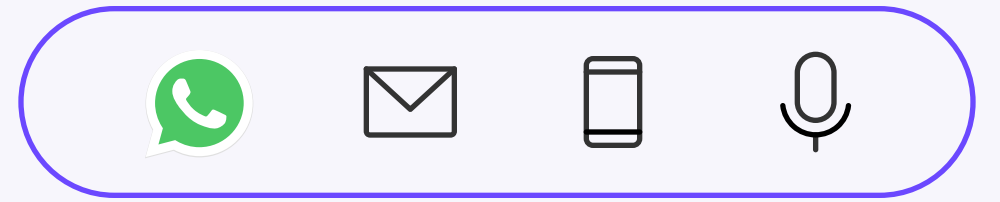
Guest reviews and satisfaction surveys

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.



Success



Story

Connect with us

+351 21 123 0217

info@hijiffy.com

[Book a demo](#)