Success Story

USSIM Vacances

How HiJiffy helped USSIM Vacances reduce 100+ weekly calls while improving customer service quality

HiJiffy + USSIM Vacances

HiJiffy's mission is to develop the **most advanced conversational AI for the hotel industry.** Today, more than 1,800 hotels in over 50 countries worldwide have placed their trust in the solution that reimagines how hotels communicate with their guests.

This success story highlights the impact HiJiffy's Guest Communications Hub has had on the **entire customer experience** of the French hotel group **USSIM Vacances**. The group's success is based on its willingness to embrace conversational AI-powered automation and its confidence in the solution, as demonstrated by a remarkable **97%** automation rate.

How has USSIM Vacances managed to **significantly lighten its teams' workload while improving its service's efficiency and quality?** This will be examined here, initially describing the challenges faced by USSIM and then looking at the results achieved. Finally, testimonials from hotel staff offer an in-depth perspective on their experience.

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

Hôtel-Club Méribel – Le Chamois d'Or
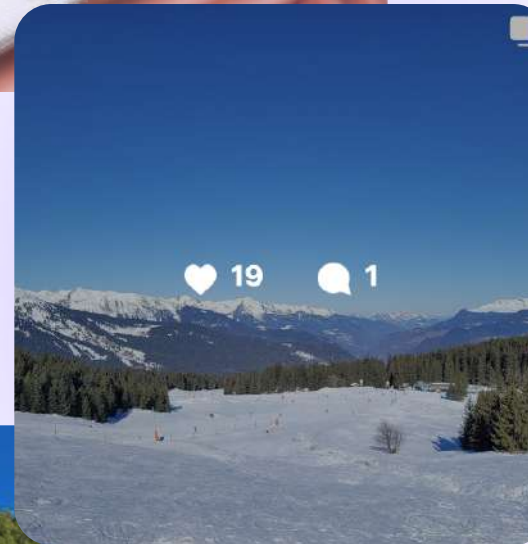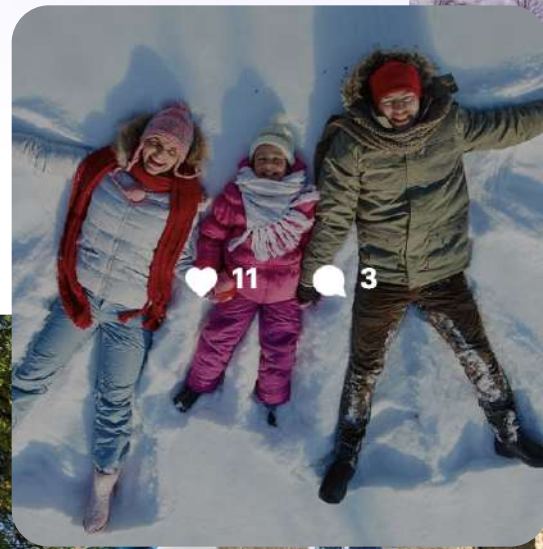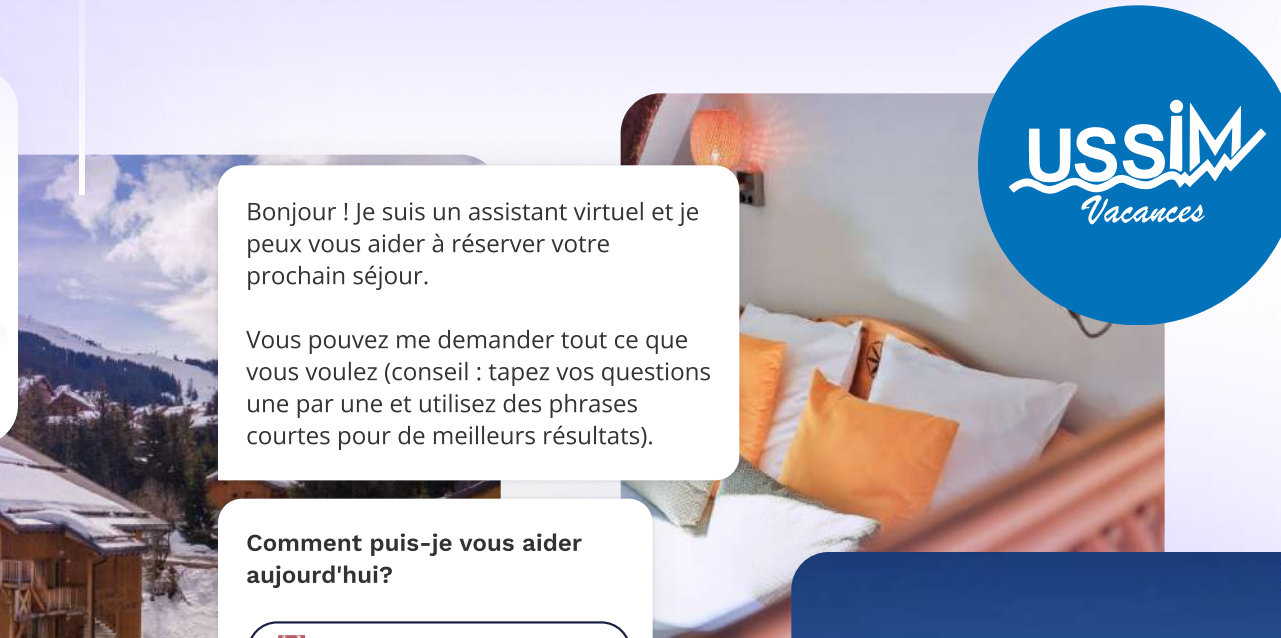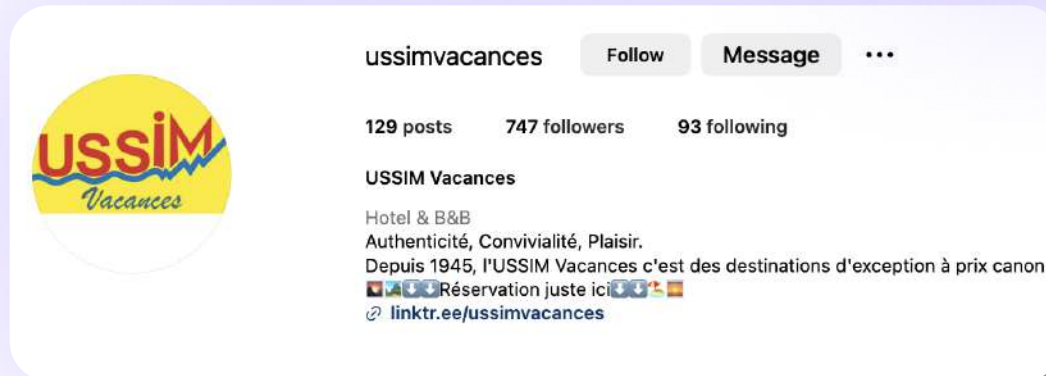
Hôtel La Villa Bettina

Hôtel-Restaurant Les Essarts

The Client: USSIM Vacances

Founded in 1945, USSIM Vacances is **France's oldest tourism association**. The group currently has five carefully chosen properties that offer travellers authentic holidays.

With a history spanning more than 75 years, USSIM has remained true to its values of authenticity, conviviality and pleasure. Whether by the sea or in the mountains, a holiday with USSIM is an immersive experience of a region, enhanced with a local product or a vintage wine.

www.ussim-vacances.com   @ussimvacances

The beginning of **USSIM Vacances' collaborations with HiJiffy**

At the beginning of 2023, USSIM crossed paths with HiJiffy at a trade fair. Their objective was clear. The hotel brand wanted to **redefine the guest experience** of their long-established hotel group using HiJiffy's **innovative solution based on conversational AI**. The willingness to embrace technology and the confidence in the solution from day one laid the foundations for this success story.

In March of the same year, USSIM implemented the Guest Communication Hub. Initially, its application was limited to the period preceding the stay, enabling travellers' questions to be answered more quickly. The exceptional initial results confirmed the relevance of this approach, prompting the hotel group to **upgrade their plan to cover the entire customer journey** in November 2023.

La Villa Bettina

Le Domaine d'Aiguebelle

Le Chamois d'Or

Hôtel-Club Côté Dôle

Hôtel-Restaurant Les Essarts
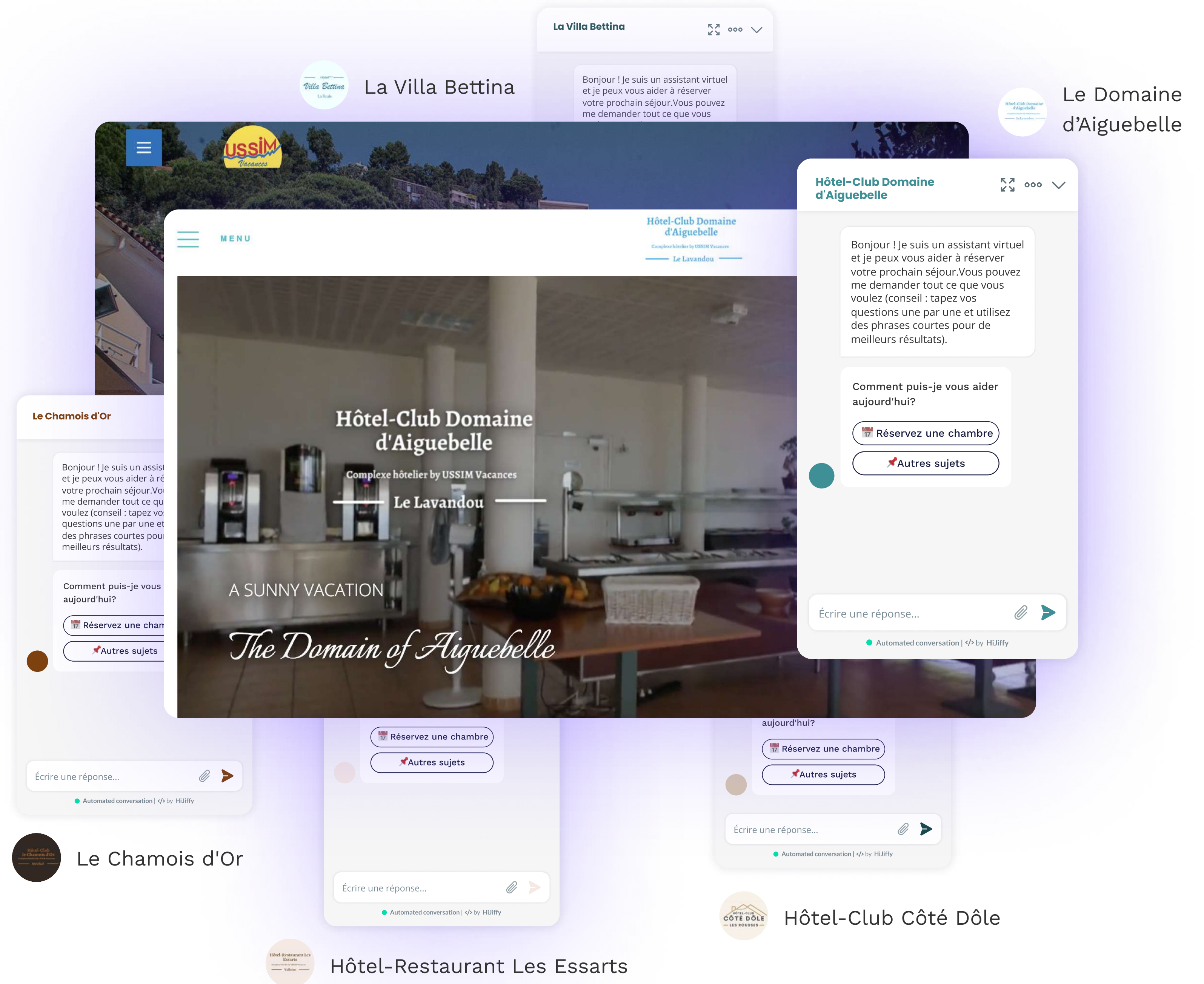
USSIM was looking for a centralised, reliable, all-in-one solution to automate communications with its guests to meet two main challenges:

To reduce the workload of customer relations teams

The hotel group wanted to automate the handling of questions from travellers before their stay to reduce the workload of reception staff by minimising the number of emails and calls received.

To improve the guest experience

USSIM wanted to optimise its communication channels, offering immediate responses to most of the questions received **24 hours a day all week**, freeing up its teams to intervene if necessary.

What were your objectives?

"We were looking to improve the guest experience and make it more user-friendly for our teams. The aim was to save time while responding quickly to guests."

Challenges

Having chosen Guest Communications Hub, describing it as "*comprehensive, easy to use and state-of-the-art*" the French hotel group has placed its total trust in HiJiffy's expertise by deploying the AI-powered solution across all five of their properties.

Solutions

Pre-Stay   In-Stay

Guided by our Customer Success team, USSIM mapped out its interactions with guests, starting with integrating our conversational AI exclusively into the **pre-stay phase**. Automated tasks included:

Answers to FAQs

HiJiffy's conversational AI, which specialises in more than 200 topics specific to the hospitality industry, handles travellers' questions instantly and automatically. It provides a 24/7 service all week through channels like a chat on their website, WhatsApp and Facebook Messenger.
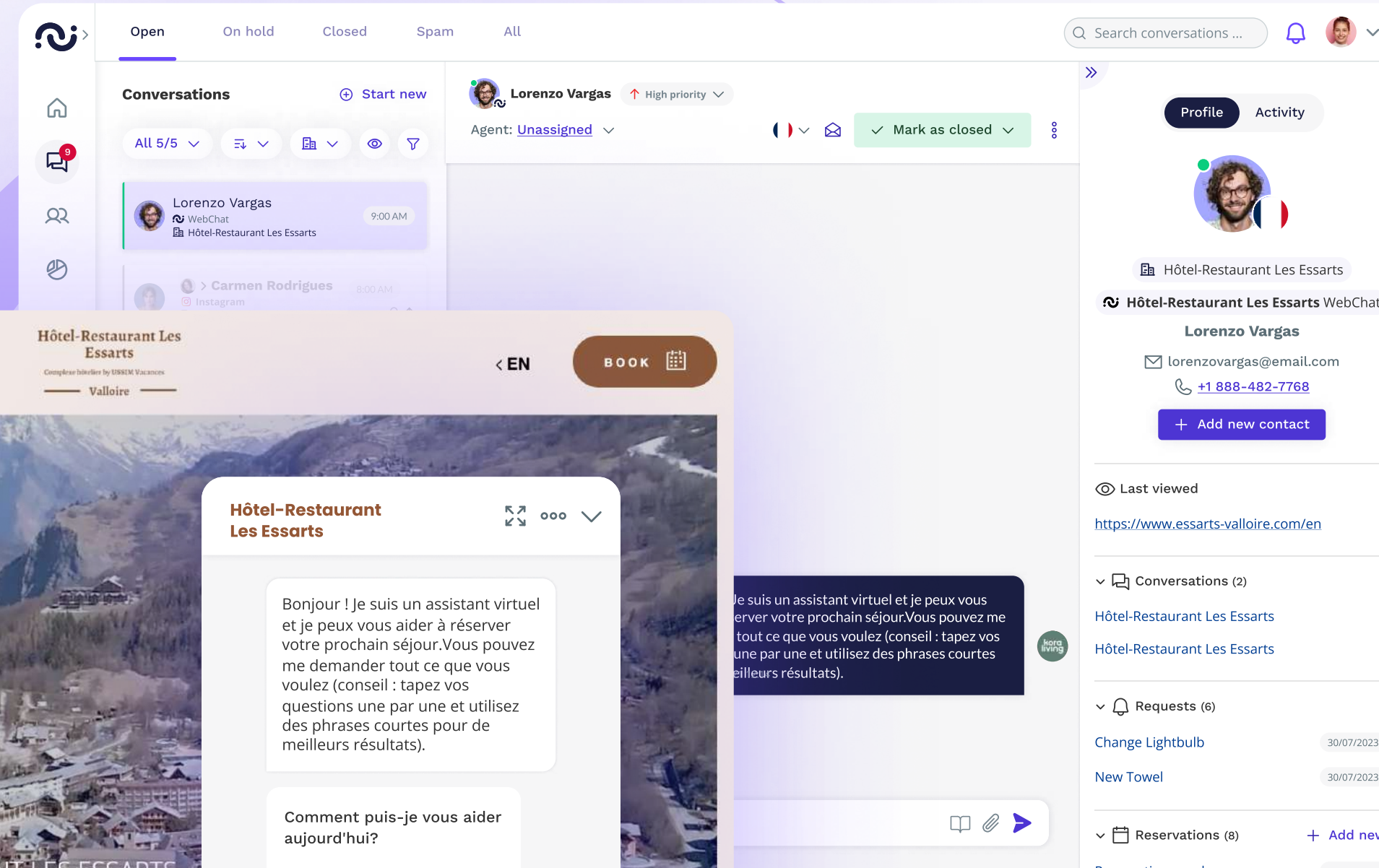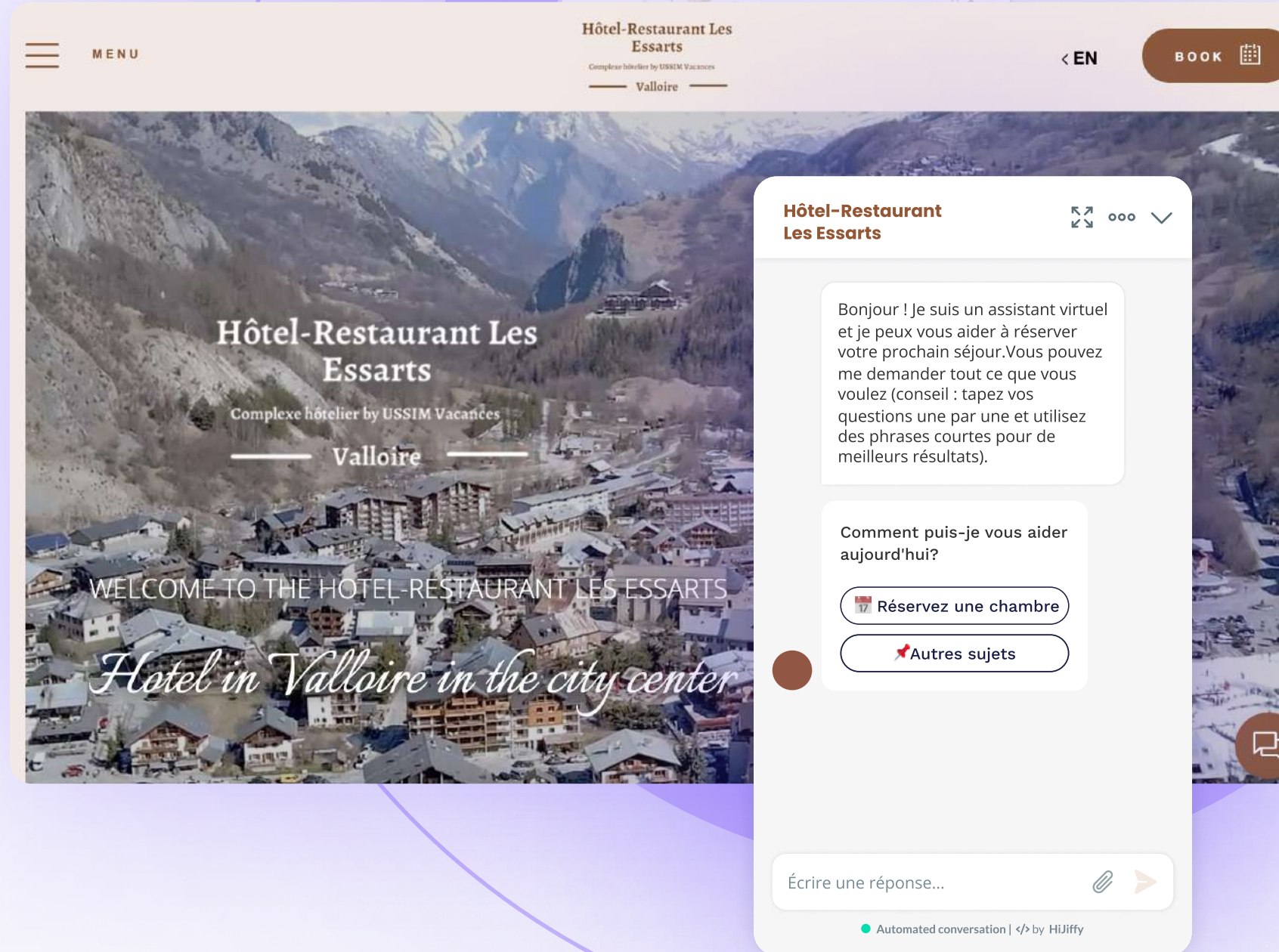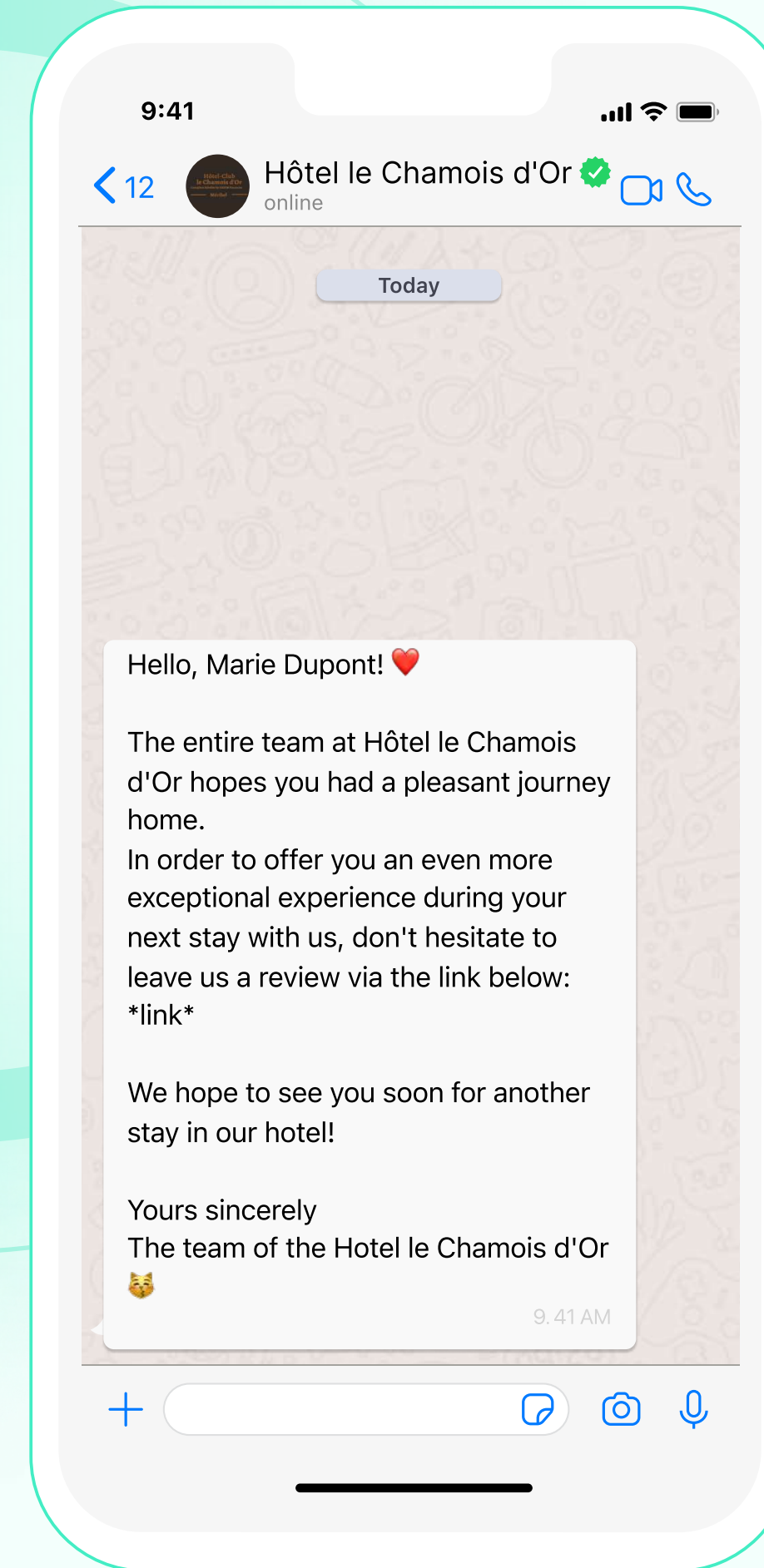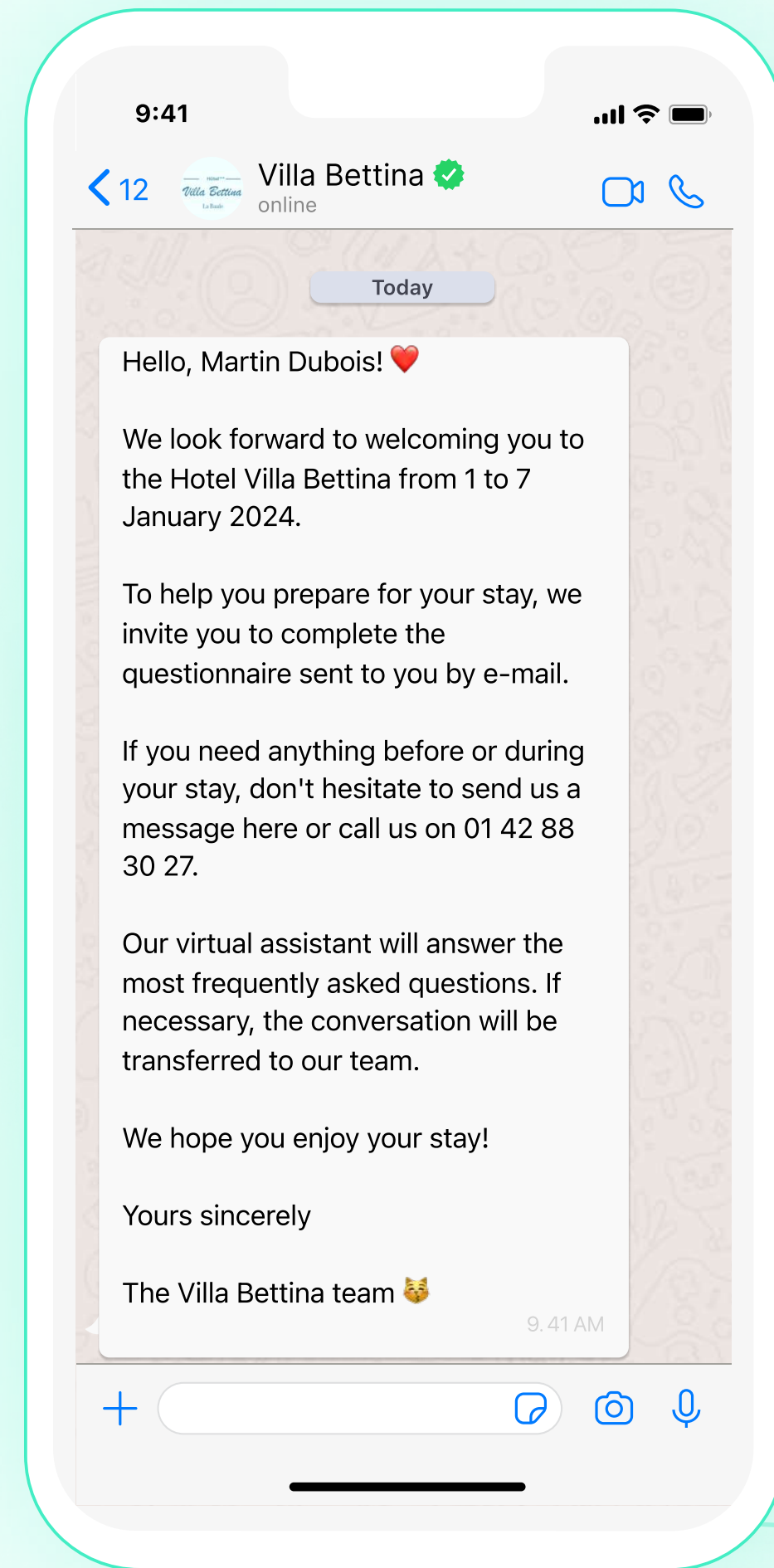
Assistance with bookings

HiJiffy's conversational AI integrated into the hotel brand's booking engine guides guests through the booking process, ensuring a seamless experience.

More recently, less than a year after the initial implementation, USSIM **extended the usage of the solution to the entire customer journey**. In November 2023, the hotel group launched a number of automated WhatsApp campaigns, including:

Check-in campaigns

These automated messages are scheduled to be sent 30 days before the check-in date, **by WhatsApp or SMS**. The aim is to direct guests to the questionnaire they have already received by email, encouraging them to provide all their personal information. This **simplifies the check-in process** and helps à **reduce queues at reception** when customers arrive.

Phone 1 — Villa Bettina

9:41

< 12 Villa Bettina ✅
       online

Today

Hello, Martin Dubois! ❤️

We look forward to welcoming you to the Hotel Villa Bettina from 1 to 7 January 2024.

To help you prepare for your stay, we invite you to complete the questionnaire sent to you by e-mail.

If you need anything before or during your stay, don't hesitate to send us a message here or call us on 01 42 88 30 27.

Our virtual assistant will answer the most frequently asked questions. If necessary, the conversation will be transferred to our team.

We hope you enjoy your stay!

Yours sincerely

The Villa Bettina team 🐯
                                    9. 41 AM

Phone 2 — Hôtel le Chamois d'Or

9:41

< 12 Hôtel le Chamois d'Or ✅
       online

Today

Hello, Marie Dupont! ❤️

The entire team at Hôtel le Chamois d'Or hopes you had a pleasant journey home.
In order to offer you an even more exceptional experience during your next stay with us, don't hesitate to leave us a review via the link below: *link*

We hope to see you soon for another stay in our hotel!

Yours sincerely
The team of the Hotel le Chamois d'Or 🐯
                                    9. 41 AM

Guest review campaigns

These automated messages are programmed to be sent on the day of the guest's departure to **encourage them to share their opinion of their stay**.

With a **97% automation rate**, the implementation of the HiJiffy solution demonstrated its ability to overcome the two initial challenges, reducing the workload of customer relations teams while improving efficiency and quality of service for an enhanced guest experience.

Results

What specific results have USSIM achieved in the nine months of using HiJiffy's conversational AI? Let's take a closer look at the key achievements:

3,900+
Conversations

3,783
fully automated

Avoiding more than
100 calls
each week

Reducing by more than
5 hours
the time spent on telephone calls

around
≈200 hours
since its installation

Considerable reduction in telephone calls

More than 3,900 conversations were handled by the HiJiffy virtual assistant, **3,783 of them fully automated** (without human intervention).

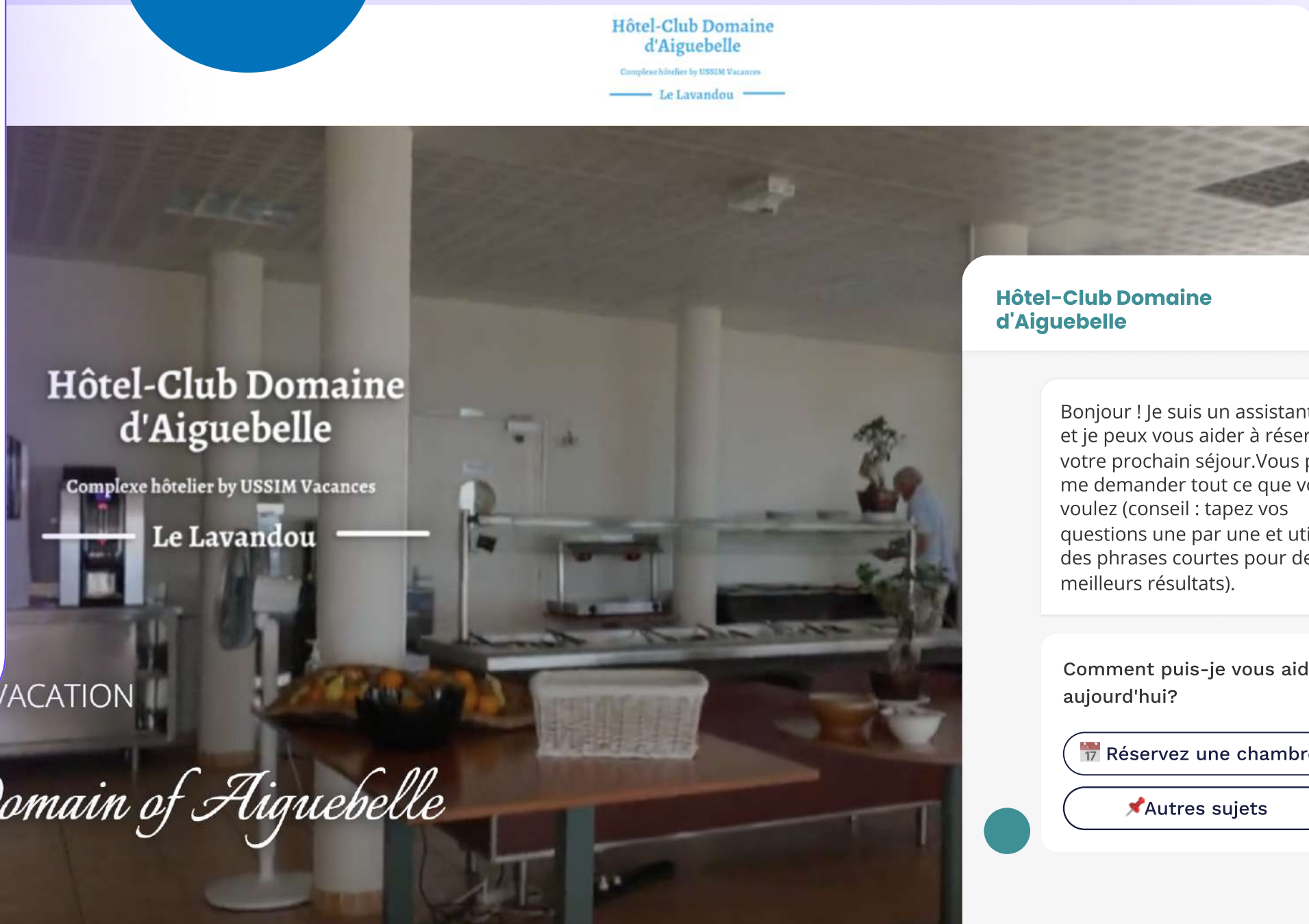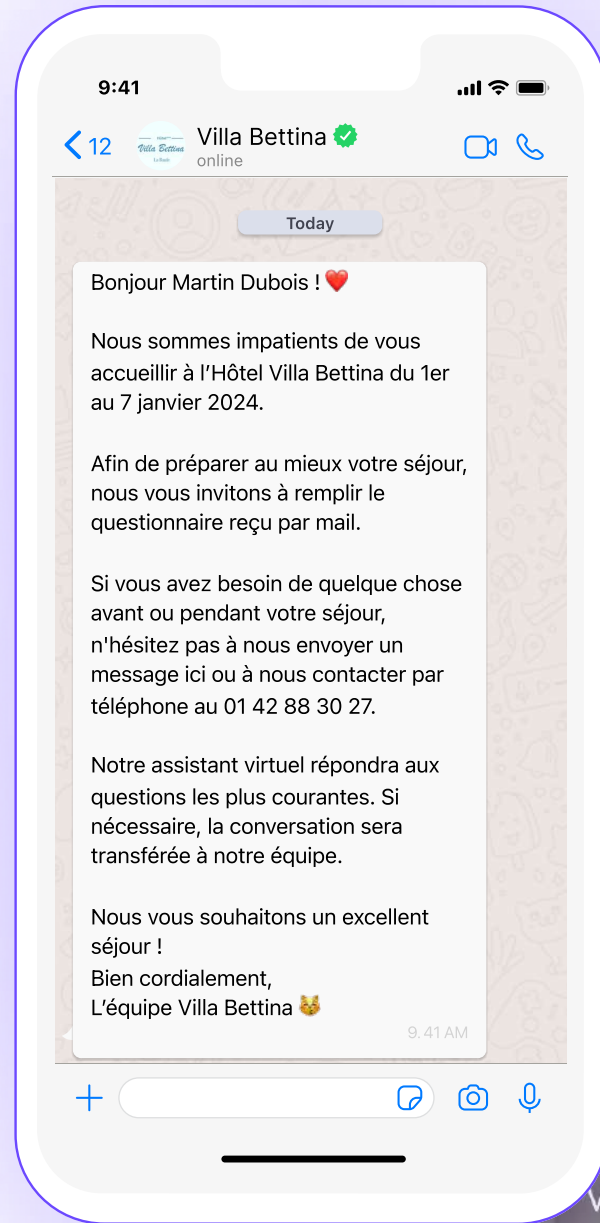This means that the virtual assistant has **efficiently handled over 100 customer requests each week**, preventing these enquiries from turning into calls to reception.
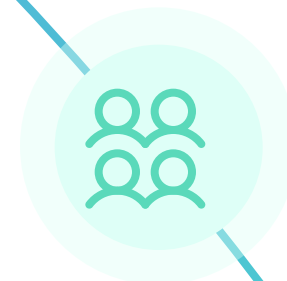
Reduced workload for customer relations teams

Given that, on average, a telephone call in the hotel sector takes 3.11 minutes, the HiJiffy solution has considerably lightened the workload of the USSIM teams by **reducing the time spent on telephone calls by more than 5 hours each week** - or around 200 hours since its installation.

The ability to delegate repetitive tasks to the virtual assistant saves significant time, freeing up teams **to focus on higher added-value tasks.**

Villa Bettina

Today

Bonjour Martin Dubois ! ❤️

Nous sommes impatients de vous accueillir à l'Hôtel Villa Bettina du 1er au 7 janvier 2024.

Afin de préparer au mieux votre séjour, nous vous invitons à remplir le questionnaire reçu par mail.

Si vous avez besoin de quelque chose avant ou pendant votre séjour, n'hésitez pas à nous envoyer un message ici ou à nous contacter par téléphone au 01 42 88 30 27.

Notre assistant virtuel répondra aux questions les plus courantes. Si nécessaire, la conversation sera transférée à notre équipe.

Nous vous souhaitons un excellent séjour !
Bien cordialement,
L'équipe Villa Bettina 🐱

9.41 AM

Hôtel-Club Domaine d'Aiguebelle
Complexe hôtelier by USSIM Vacances
Le Lavandou

Hôtel-Club Domaine d'Aiguebelle
Complexe hôtelier by USSIM Vacances
Le Lavandou

VACATION

The Domain of Aiguebelle

Hôtel-Club Domaine d'Aiguebelle

Bonjour ! Je suis un assistant virtuel et je peux vous aider à réserver votre prochain séjour.Vous pouvez me demander tout ce que vous voulez (conseil : tapez vos questions une par une et utilisez des phrases courtes pour de meilleurs résultats).

Comment puis-je vous aider aujourd'hui?

📅 Réservez une chambre

📌 Autres sujets

Écrire une réponse...

● Automated conversation | </> by HiJiffy

J'aimerais avoir une serviette de bain supplémentaire, svp.
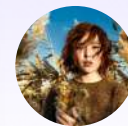
Proposez-vous des plats végétariens ?

Improved efficiency and quality of service

Classifying and distributing customer requests has considerably improved the efficiency and quality of the service.

Automating and reducing calls requesting information means that staff have more time available to deal with specific requests internally and, therefore, to **offer a more personalised service for guests**.

"Typically, answers to customer queries are given quickly between tasks, but with HiJiffy, there's a real time to think about how to deal with a query in a clear and organised way."

Nathan Soetaert (Web-marketing and Communications Manager)
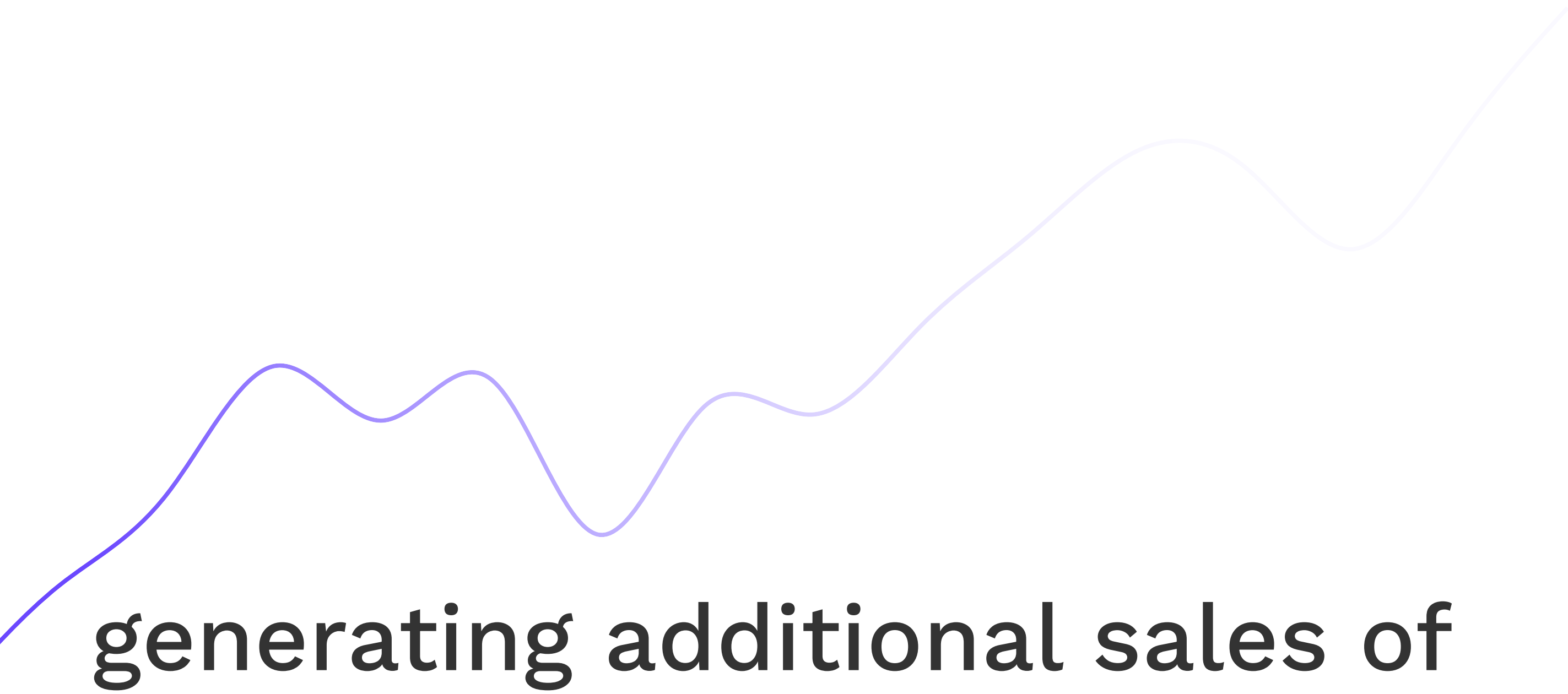
Increase in direct bookings and sales

Since installing the HiJiffy solution, USSIM has seen an increase in direct bookings, generating additional sales of **over €27,500.**

generating additional sales of

€27,500

Increase guest satisfaction

check-in campaigns

open rate of over **90%**

Improved guest satisfaction thanks to check-in and guest review campaigns

Although WhatsApp campaigns have only recently been introduced by the hotel brand, the initial results are very encouraging, with an **open rate of over 90%** for check-in campaigns. These campaigns help to increase guest satisfaction.

Testimonials

"The kindness and availability of Elodie, our CSM, who demonstrated remarkable patience, availability and responsiveness. The flexibility and educational approach of Alizé, the French Manager. The formidable efficiency of a duo at the service of guest satisfaction. Ultimately, it's the human behind the AI that makes HiJiffy so enjoyable! "

Brieuc Raynaud-Gastineau, Assistant to the Managing Director - USSIM Vacances

"Once you've used it, you can't do without it. The HiJiffy tool provides real working comfort and optimum usability. "

**Nathan Soetaert,** Web-marketing and Communications Manager - USSIM Vacances

"Working with USSIM Vacances is an extremely rewarding experience. This hotel group is taking an innovative approach by actively integrating technology into a sector that is often on the back foot. Technology is at the heart of their strategy, and they are open to exploring new initiatives. Working with such a curiosity-driven team, fully exploiting the solution's capabilities, is a great pleasure. What's more, their many ideas create a real partnership dynamic. "

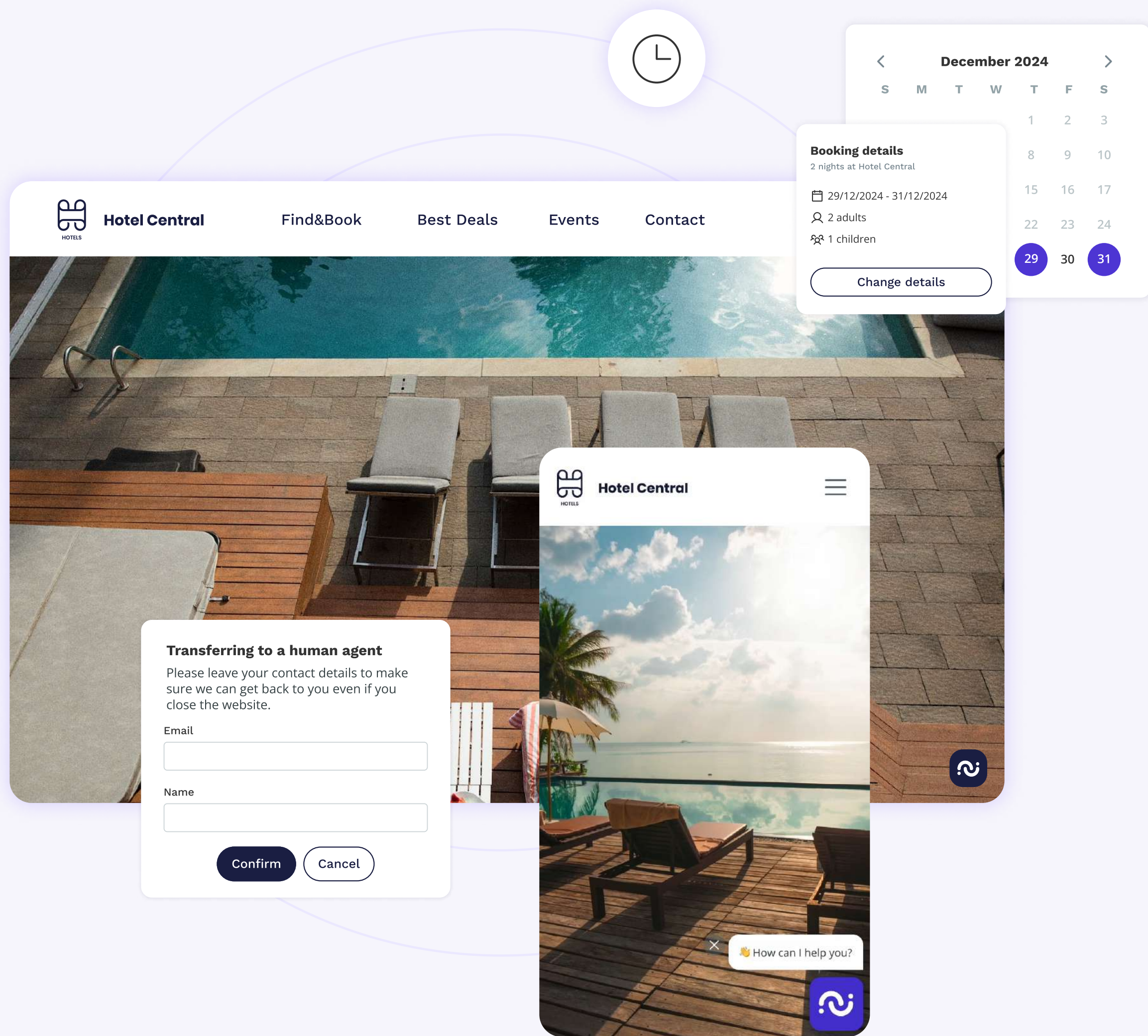**Elodie Soares,** Senior Customer Success Manager - HiJiffy

Customer experience managed **in one place**
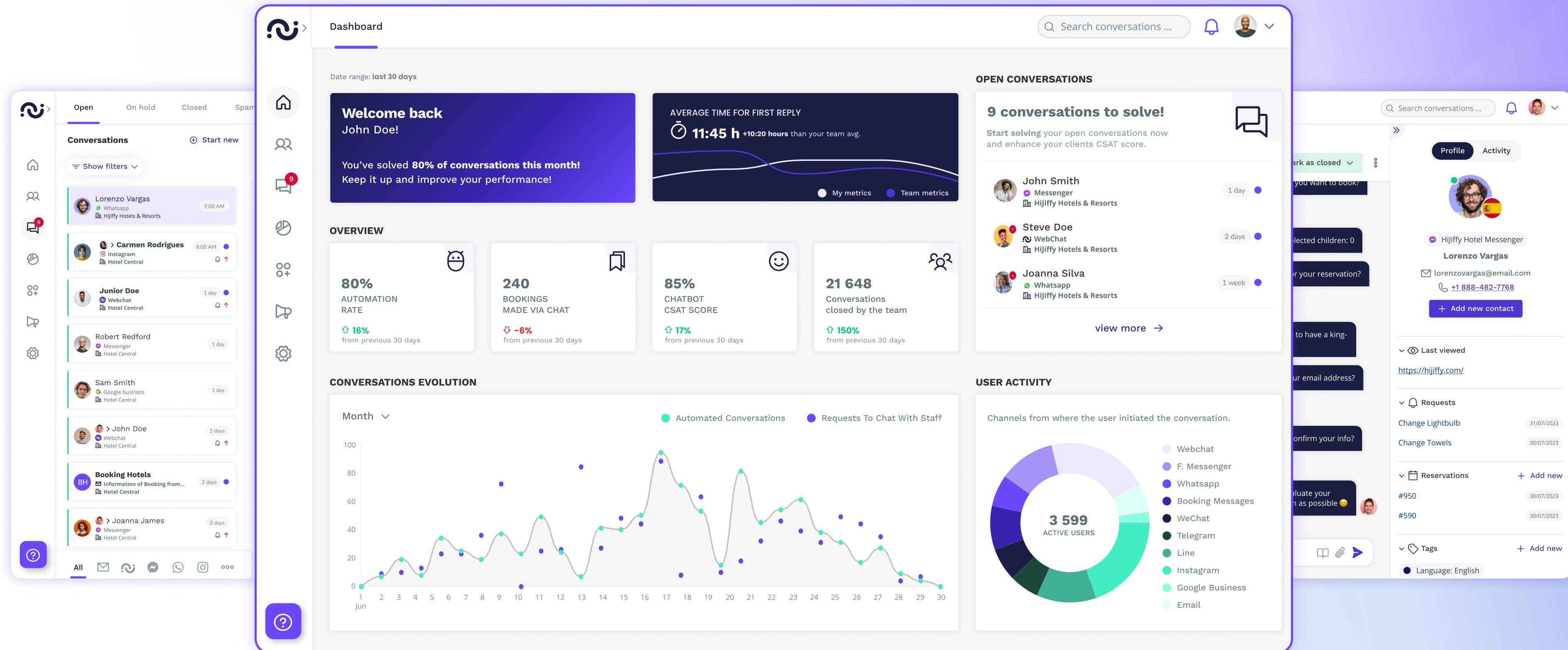
Centralise, **automate** and **measure** your customer care and communications in a single powerful platform.

Pre-stay

AI agent for FAQs and direct bookings

Behavioural marketing campaigns

Email to chatbot automation
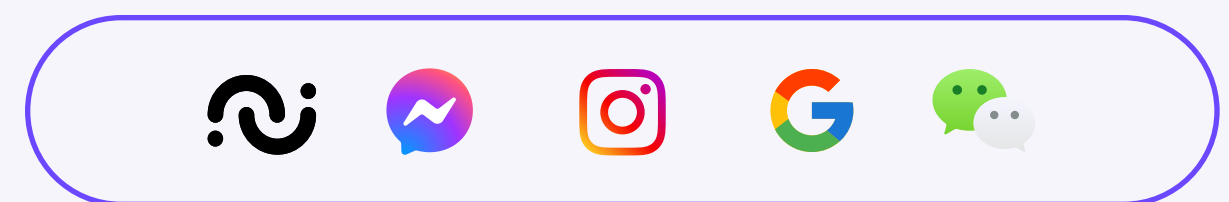
Click to call

AI specialised in hospitality

Request a quote

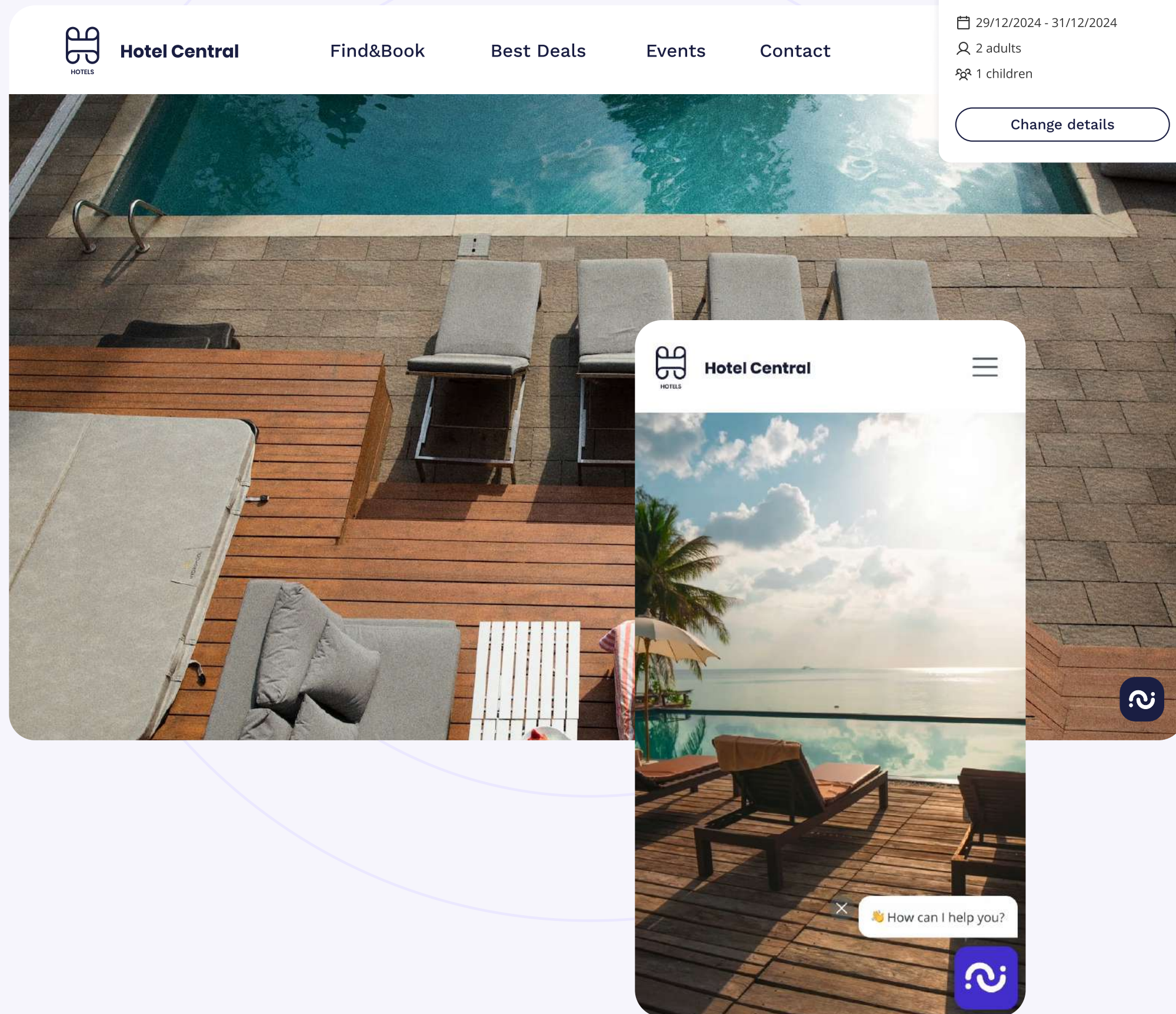**Smooth handover to human agents**

Widget personalisation

Pre-Stay

To talk with our reception, please click the following contact:
+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	4	5	6	7
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

Hotel Central
Find&Book   Best Deals   Events   Contact

Hotel Central

How can I help you?

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 personalization

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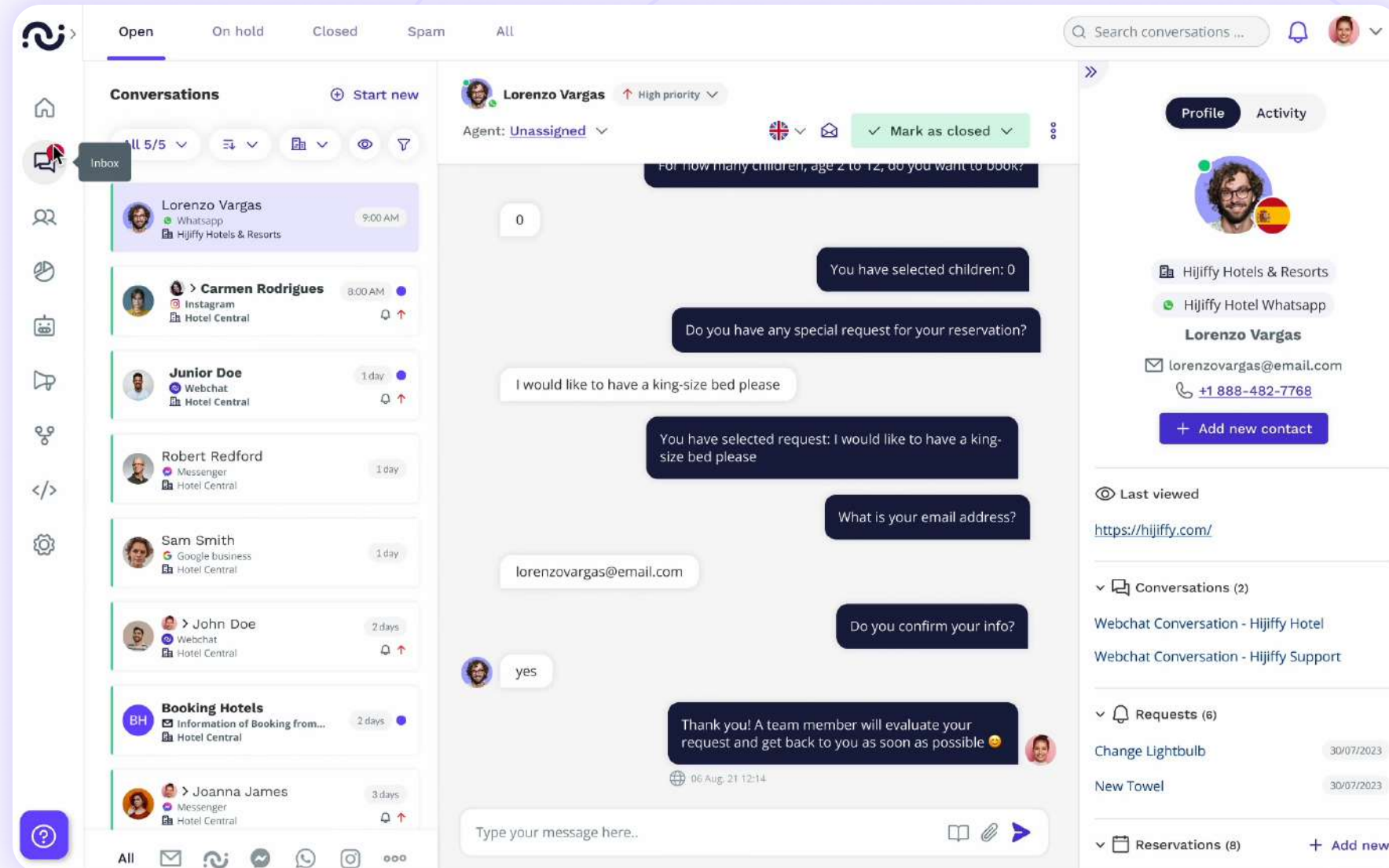
In-Stay

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 **assist 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.**
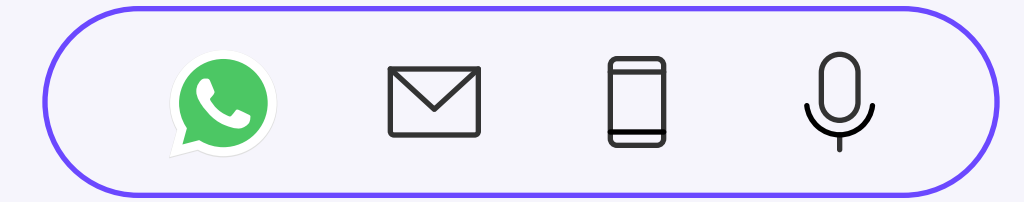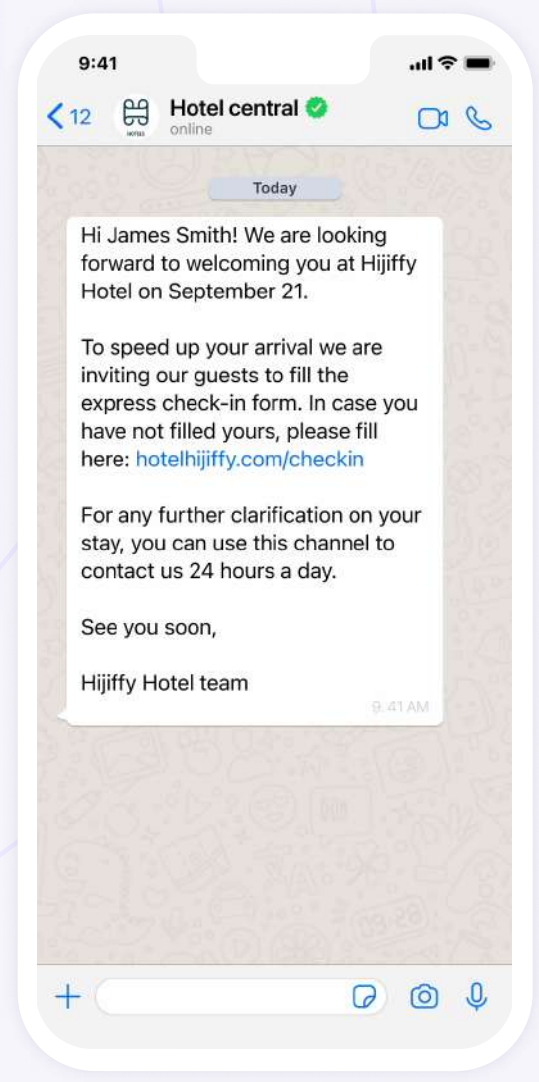
Campagnes de cross-sell et d'upsell

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

Inbox

Open   On hold   Closed   Spam   All

Conversations   ⊕ Start new

All 5/5

Lorenzo Vargas   9:00 AM
Whatsapp
Hijiffy Hotels & Resorts

> Carmen Rodrigues   8:00 AM
Instagram
Hotel Central

Junior Doe   1 day
Webchat
Hotel Central

Robert Redford   1 day
Messenger
Hotel Central

Sam Smith   1 day
Google business
Hotel Central

> John Doe   2 days
Webchat
Hotel Central

Booking Hotels   2 days
Information of Booking from...
Hotel Central

> Joanna James   3 days
Messenger
Hotel Central

Lorenzo Vargas   ↑ High priority
Agent: Unassigned   ✓ Mark as closed

For how many children, age 2 to 12, do you want to book?

0

You have selected children: 0

Do you have any special request for your reservation?

I would like to have a king-size bed please

You have selected request: I would like to have a king-size bed please

What is your email address?

lorenzovargas@email.com

Do you confirm your info?

yes

Thank you! A team member will evaluate your request and get back to you as soon as possible

06 Aug. 21 12:14

Type your message here...

Profile   Activity

Hijiffy Hotels & Resorts
Hijiffy Hotel Whatsapp
Lorenzo Vargas
✉ lorenzovargas@email.com
📞 +1 888-482-7768

+ Add new contact

Last viewed
https://hijiffy.com/

Conversations (2)
Webchat Conversation - Hijiffy Hotel
Webchat Conversation - Hijiffy Support

Requests (6)
Change Lightbulb   30/07/2023
New Towel   30/07/2023

Reservations (8)   + Add new

9:41

Hotel central ✓
online

Today

Hi James Smith! We are looking forward to welcoming you at Hijiffy Hotel on September 21.

To speed up your arrival we are inviting our guests to fill the express check-in form. In case you have not filled yours, please fill here: hotelhijiffy.com/checkin

For any further clarification on your stay, you can use this channel to contact us 24 hours a day.

See you soon,

Hijiffy Hotel team

9:41 AM

In-Stay

Customised campaigns for a target audience

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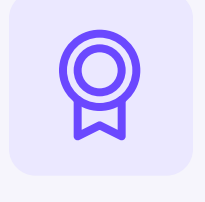
Custom team notifications

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.
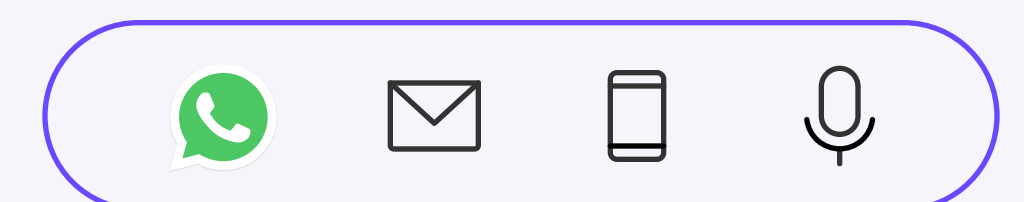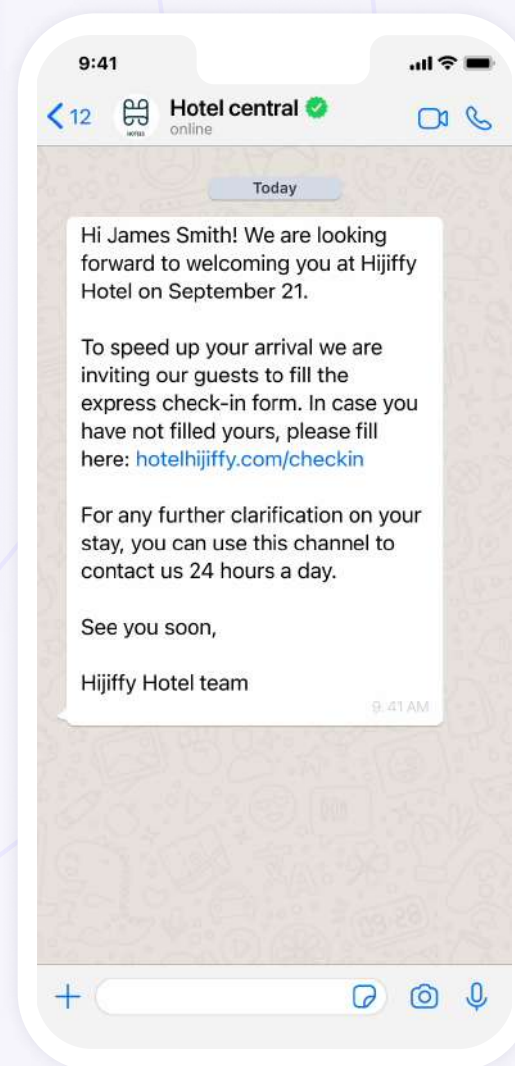
Success Story

HiJiffy + USSIM Vacances

Contact us!

+351 21 123 0217   info@hijiffy.com