Success Story

Lamington Group

A gradual rollout of conversational AI towards a 93% automation and 87% CSAT score
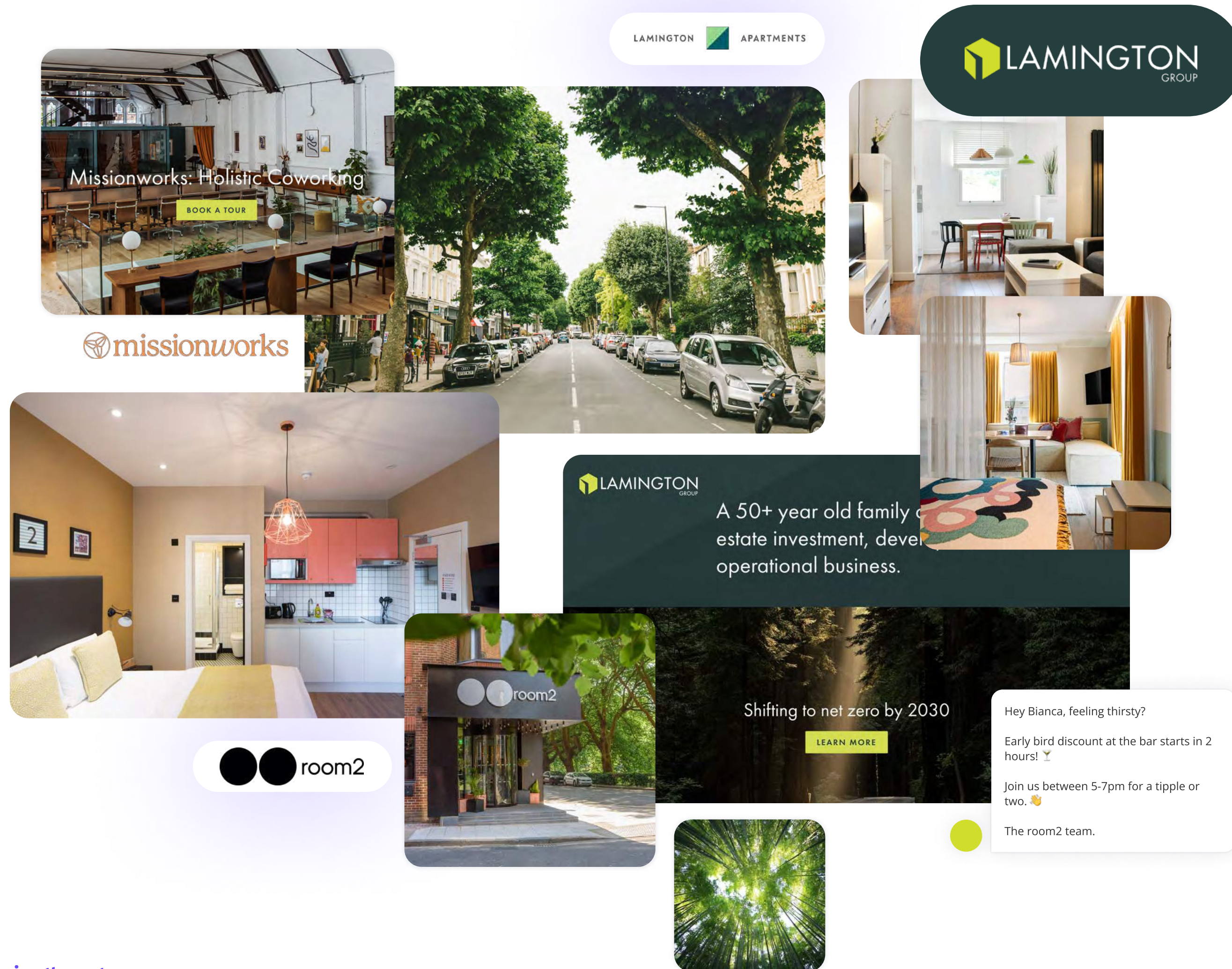
HiJiffy + **LAMINGTON** GROUP

LAMINGTON
GROUP

This case study illustrates the success **Lamington Group** had rolling out HiJiffy's solution across their four room2 hometels, as well as serviced apartments.

The brand initially started with a hybrid model (partial automation) at one of their properties. With the team quickly gaining trust in the efficiency and **accuracy of the conversational AI**, they decided to switch to full automation and use the solution across all their properties.

Based on the metrics and reports available in HiJiffy's Guest Communications Hub and the Lamington Group's insights and team testimonials, this publication explores how the brand approached the **implementation and team adoption of the technology** and the successful results that followed.

The Client: Lamington Group

The Lamington Group is a family-owned business that manage a group of brands comprising room2, a collection of **eco-friendly hometels** - combining a home's comforts and flexibility with a hotel's security and services, Lamington Apartments, a portfolio of **serviced apartments** and Missionworks, **a coworking brand**. The group's commitment to environmentally sustainable practices is recognised as a **B-cert corporation**.
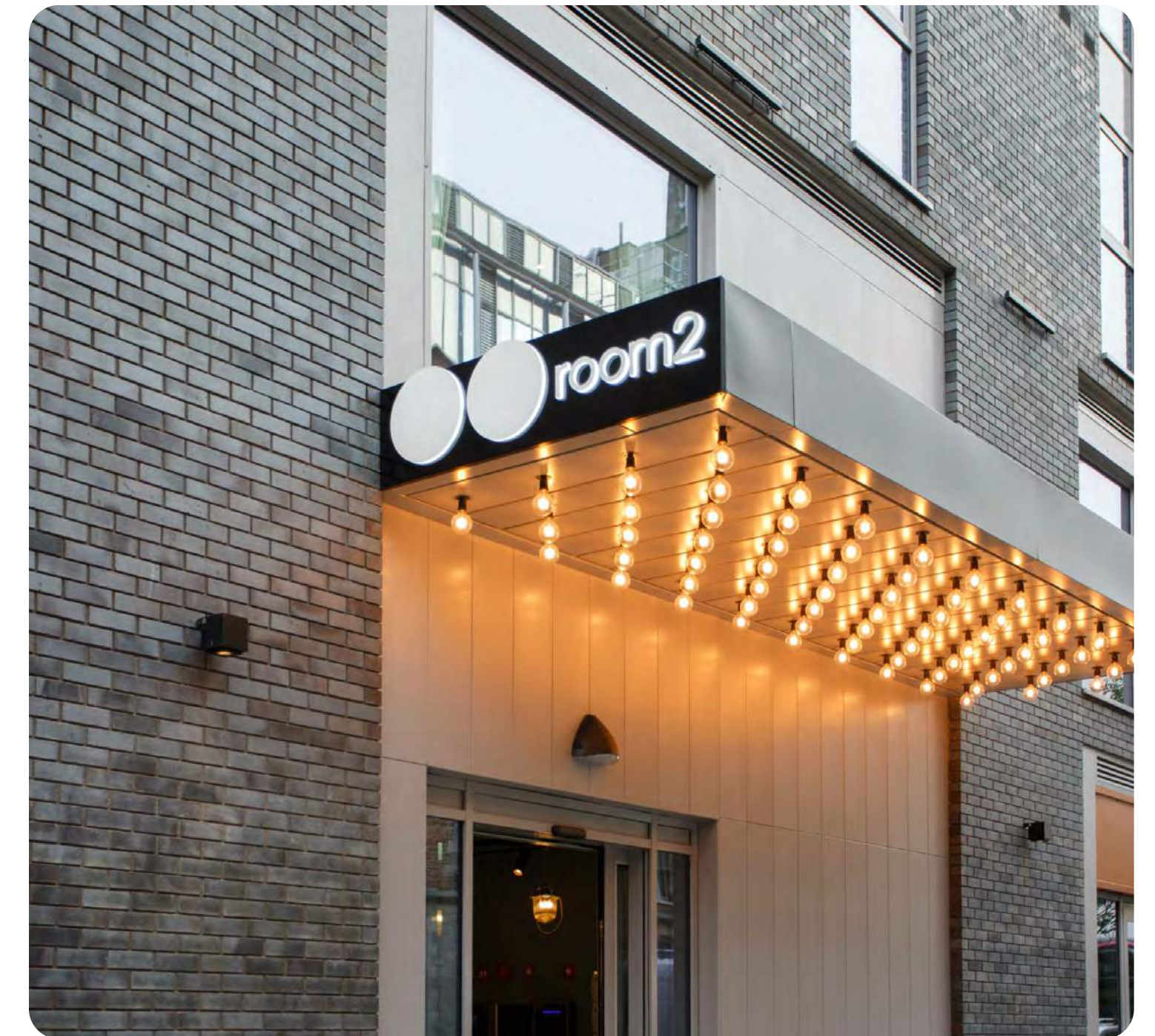
lamingtongroup.com

The brand was looking for innovative ways to **enhance the guest experience**, as well as to streamline and **reduce the team's workload**. One of the key objectives was to automate responding to the incoming everyday repetitive queries as they were taking a lot of time from the staff to perform important tasks that could bring more value to the guests.

"Within hospitality, you can never remove the guest element, the human touch. That's why we're often afraid of AI in hospitality, but we should look at it as an extension of your team, supporting it in areas that are very repetitive. It can take on such tasks and leave the team to do what they do best - to enhance guest experience."

Alicia van Wyk
Marketing Project Manager
at Lamington Group

The Challenges

The Lamington Group was **looking for a hotel tech solution** that would help them complete the following challenges:

Enhance guest experience

Optimising communication channels beyond the website environment, as well as introducing an automated guide to their properties and services, in order to increase the reach as well as the ease of booking directly.

Automate guest communications

Looking for reliable and smooth automation of guest communications, from answering pre-stay questions about amenities and services to driving more direct bookings and processing in-stay requests.

Optimise procedures

Aiming to further improve the guest experience and reduce the workload for the team, the group looked to automate promoting the online check-in and check-out processes.

It also mattered for the brand to work with a solution that was specifically designed for hospitality and a company that understands the industry and is driven by innovation.

The Challenges

The Implementation & Adoption

The Lamington Group decided to stagger the rollout of HiJiffy's solution. First, they implemented it to enhance guest experience in the smallest property as it was unmanned. The solution **was rolled out to other properties in the following six months**.

At first, the brand decided to adopt a hybrid model to address the usual initial resistance that teams can show when a new technology is introduced. Alicia Van Wyk, Marketing Project Manager at the Lamington Group, shared her reflections on the implementation and adoption process during the HOSPA event in December 2023:

"There will always be a bit of fear of how any new technology can affect the guest experience. (...) We addressed that by including the team in setting up the Q&As of the chatbot, as they would usually respond to these types of questions. With that initial involvement from the team, they gradually develop confidence in the technology to support them rather than working against them. While implementing the hybrid model, the staff could also monitor the conversations being had, which led to the team becoming comfortable enough with the solution to go fully automated"

Alicia van Wyk
Marketing Project Manager
at Lamington Group

The Lamington Group were looking at how the conversational AI can benefit each touchpoint with the guest, having a clear understanding of how the technology would support their strategy:
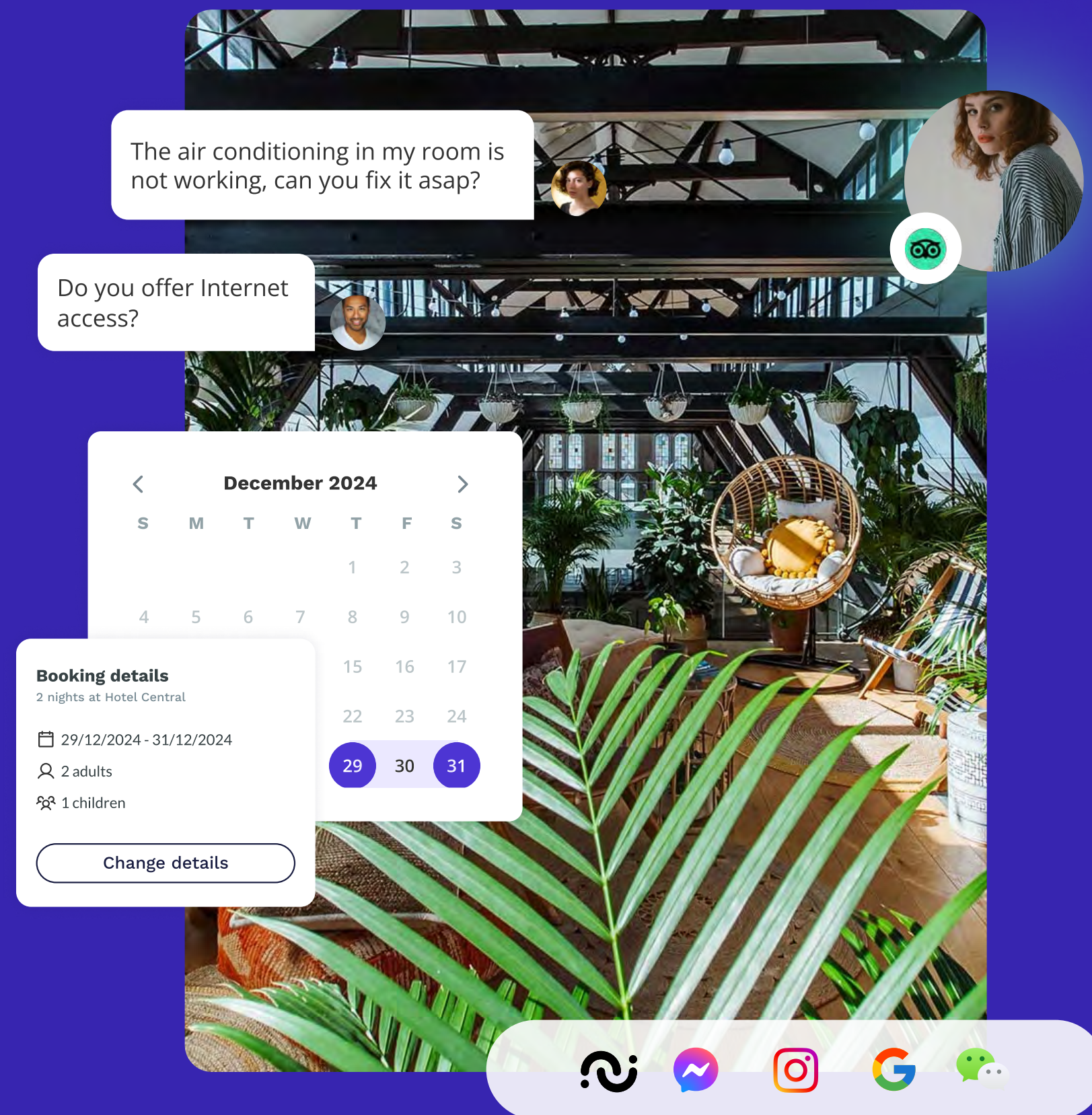
"All Lamington Group properties are #1 on TripAdvisor in their respective areas. There are so many points in the guest journey that feed into guests leaving a positive review. AI can help establish and maintain a good reputation - right from the first time guests interact with the brand on social media or the website. **That's when the chatbot comes in to convert them into future guests.** The chatbot also supports the operational team pre-stay and during the stay with general FAQs. This is greatly supported by a member of staff who can intervene when needed, especially when conversations don't go as expected or when an action-based task is required."

Alicia van Wyk
Marketing Project Manager
at Lamington Group

The Solutions

Pre-stay   In-stay

Here's a recap of the key applications of HiJiffy's conversational AI across the **entire guest journey** at the Lamington Group properties:

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: web chat, WhatsApp, and Facebook Messenger.
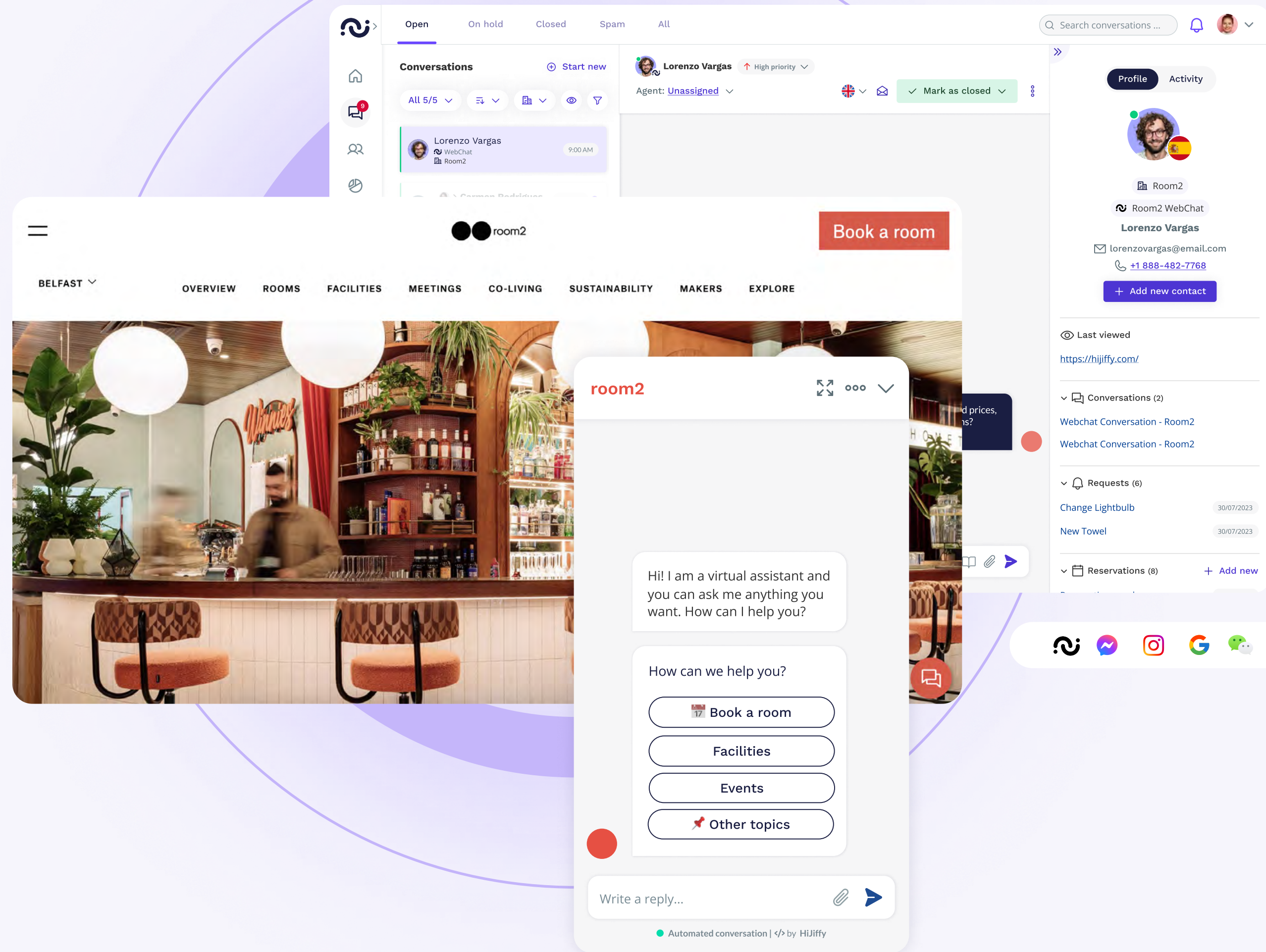
Converting direct bookings

Conversational AI converts bookings on the website and guides through the booking process thanks to seamless integration with the booking engine.

Pre-stay   In-stay
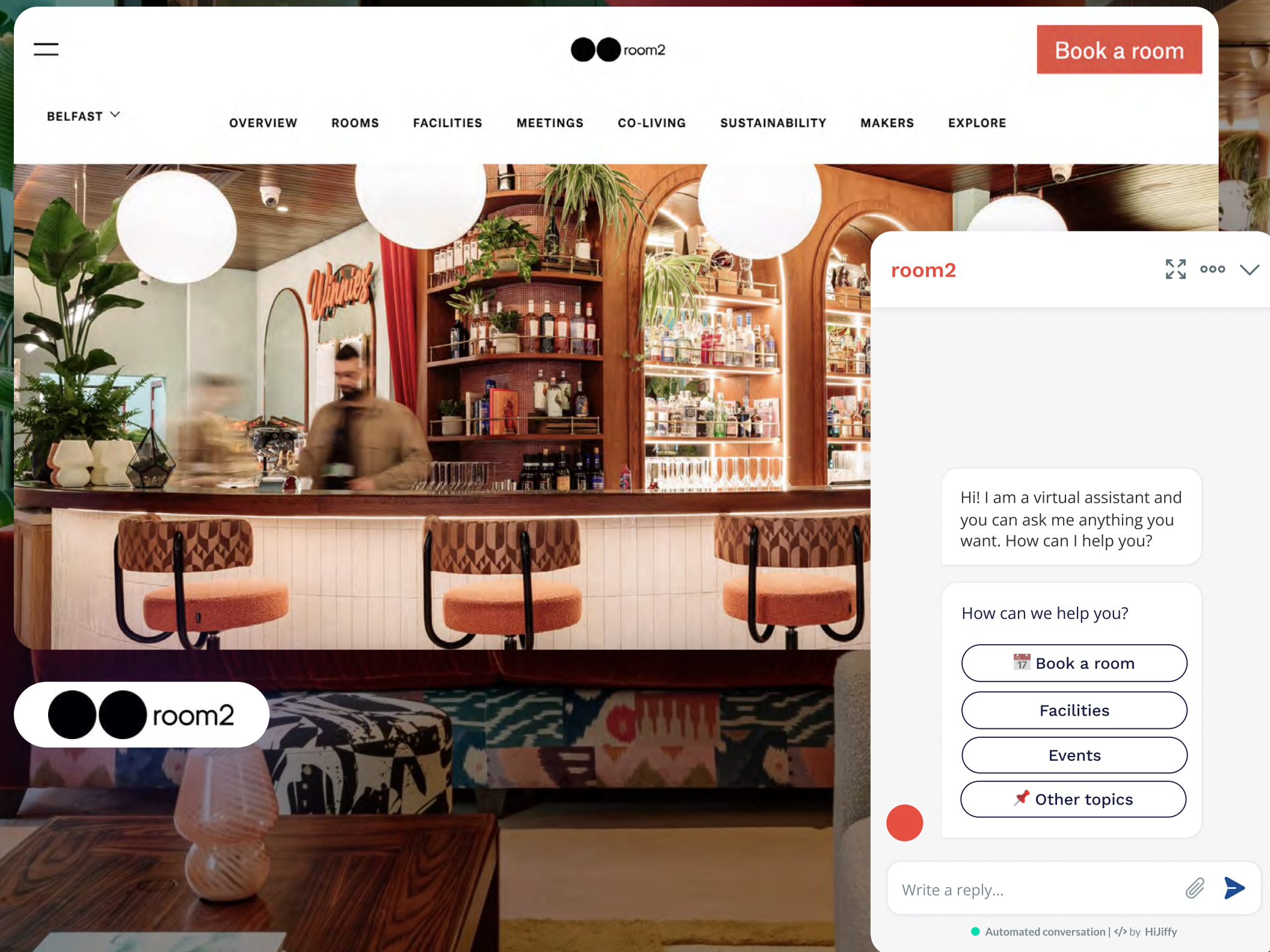
Online check-in campaigns on WhatsApp

An automated WhatsApp message to incoming guests on the day of their arrival, with a link to the online check-in form, encourages completing the process before arrival and makes the check-in process faster. It also opens up a new channel for guests to reach out.

Increasing revenue from cross-selling

During the stay, the brand sends WhatsApp campaigns promoting services such as early bird discount at the property's bar

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9:41

‹ 12   room2 Belfast ✔
       online

Today

Hi James! 👋

Looking forward to welcoming you tomorrow. Haven't checked-in online yet? There's still some time to do so here:
https://shorturl.at/check-in.
Don't remember your login details? Just click on the magic link 🪄

Learn more about the hometel here:
https://shorturl.at/hometel.

See you soon!
The room2 team.

9:41

‹ 12   room2 Belfast ✔
       online

Today

Hey Bianca, feeling thirsty?

Early bird discount at the bar starts in 2 hours! 🍸

Join us between 5-7pm for a tipple or two. 👋

The room2 team.

Boosting loyalty programme subscriptions

Automatic messages to the upcoming guests promoting subscription to the brand's loyalty programme "room2 family"

Sending check-out campaigns

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

This summary of the key achievements related to using HiJiffy's Guest Communications Hub is directly related to the challenges indicated in the earlier section. The results are based on HiJiffy's data (visible to the client in the dashboards and reports section of the platform), as well as the Lamington Group's own data insights and observations they contributed to this case study.

The Results

I need to update my reservation

Can I check in online?

Is it possible to request an early check-in?

Over **93%** automation rate of conversations

In the initial months of rolling out the solution, **9.3% of direct bookings** on the website were facilitated by conversational AI in the webchat.

93% automation rate

9.3% direct bookings
conversational AI in the webchat

I need to book a transfer.

Who do I contact to make a reservation?

"The majority of guests (including those that discovered your property via OTAs) do their due diligence and do some research on your hotel's website. That's where you can really convert the guests, and that's where the chatbot comes in to turn those conversations into bookings."

Alicia van Wyk
Marketing Project Manager
at Lamington Group

Efficient WhatsApp campaigns with
87% open rate

Although still in the early phase of using HiJiffy's solution, the Lamington Group noticed a positive impact of the automated WhatsApp campaigns on the number of online check-ins or loyalty programme sign-ups.

Using WhatsApp to send campaigns to the guests was aligned with the Lamington Group's wider strategy of establishing that channel as a primary one during the stay:

room2 Belfast ✔
online

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Looking forward to welcoming you tomorrow. Haven't checked-in online yet? There's still some time to do so here:
https://shorturl.at/check-in.
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See you soon!
The room2 team.

Hey Bianca, feeling thirsty?

Early bird discount at the bar starts in 2 hours! 🍸

Join us between 5-7pm for a tipple or two. 👋

The room2 team.

"We very quickly realised that not many phones in our rooms were being used so we removed them, but we needed to provide another channel for guests to reach out to us easily. On average, a guest carries about two to three devices with them anyway, so why not give them a channel on their own devices. On WhatsApp they can contact us at the touch of a button."

Alicia van Wyk
Marketing Project Manager
at Lamington Group

Relieving the team from repetitive tasks while achieving an 87% CSAT score

Having fed the AI the specific information about the services and amenities at the Lamington Group properties, the team switched from a **hybrid to a fully automated solution model**. This saved time and reduced the workload of **answering FAQs** while achieving and maintaining a high satisfaction score amongst the guests.

87% CSAT
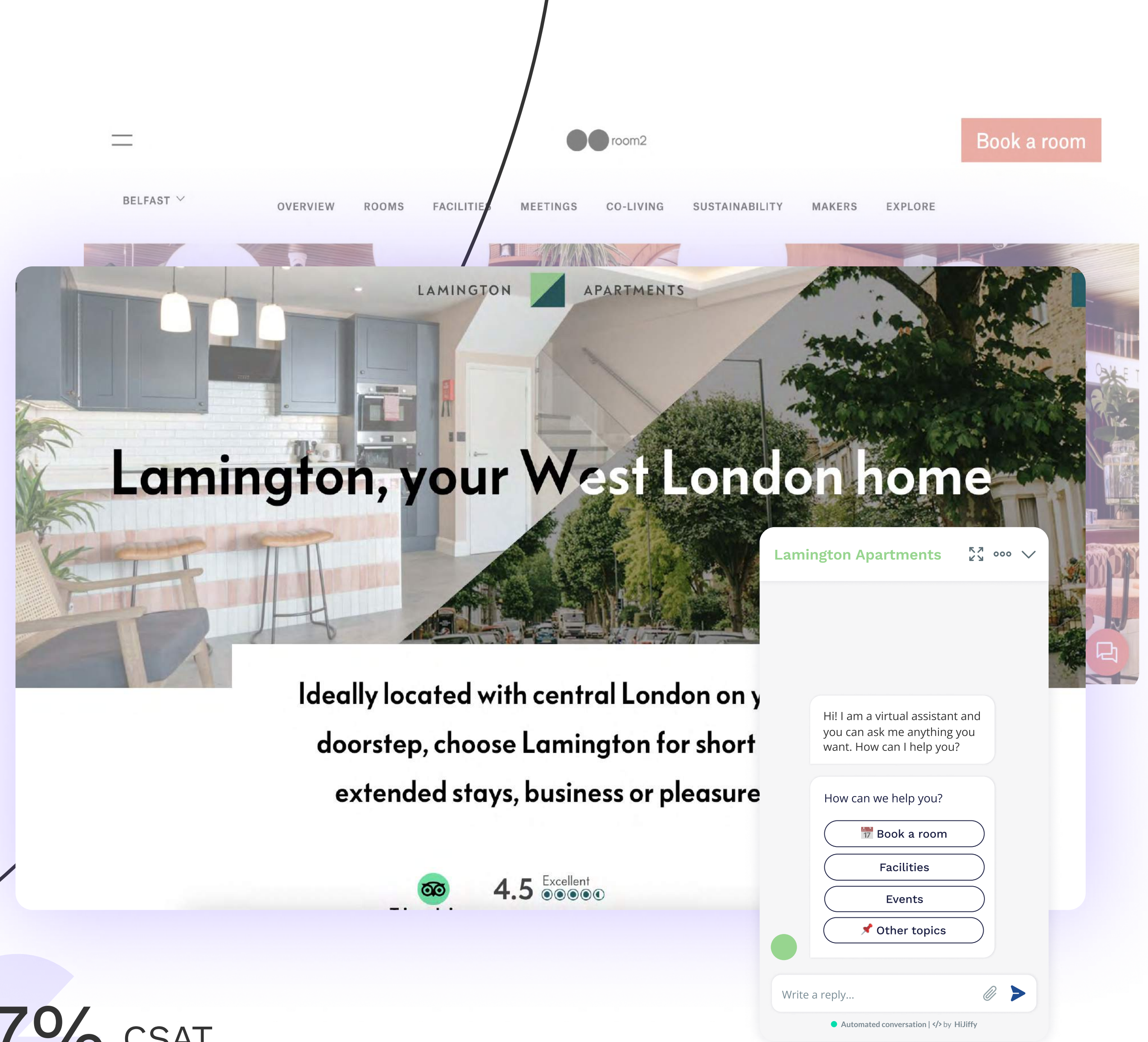
Testimonials

"We had a great implementation process. We're still relatively new to the solution and perfecting the journey, learning as we go. We monitor the conversations as the chatbot only knows as much as we feed it correct answers to FAQs. It was an important process that contributed to the high CSAT score and also getting the team on board with the automated solution. Besides seeing the results, the process of gaining trust and confidence is all about **learning the wider benefits of AI to support the guest journey.**"

Alicia van Wyk — Marketing Project Manager at Lamington Group

"The tool has certainly depreciated the number of messages the teams would receive on a daily basis, as **AI has made it easier for my teams to re-focus their efforts on shift.** As the chatbot/AI does the work for them, it has additionally driven revenue for us that has been no extra work. There definitely are a few things to optimise further with notifications, marketing messages and the need to be able to speak with guests over the phone, so it is easier to get hold of the team. Overall, we are embracing this change and looking to the future."

Will Calter — Cluster General Manager at Lamington Group

"I've been working with room2 hometels and Lamington Apartments for over a year. The metrics speak for themselves, and personally, one of my favourite things about their in-stay campaigns is how they are built - short and very informative, following the hotel's style and tone of voice. I've been working closely with Alicia to ensure that the group is taking the best out of our solution. The online check-in campaign allows for a smoother process and is well aligned with our pre-stay solution that encourages future guests to make direct reservations with the hotels, generating direct revenue. I'm excited to keep working closely with this brand and how future developments influence their already fantastic results."

Ana Correia — Customer Success Manager at HiJiffy

Customer experience managed **in one place.**

Centralise, automate and **measure** your customer care and communications in a single powerful platform.
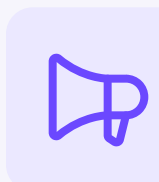
Pre-stay
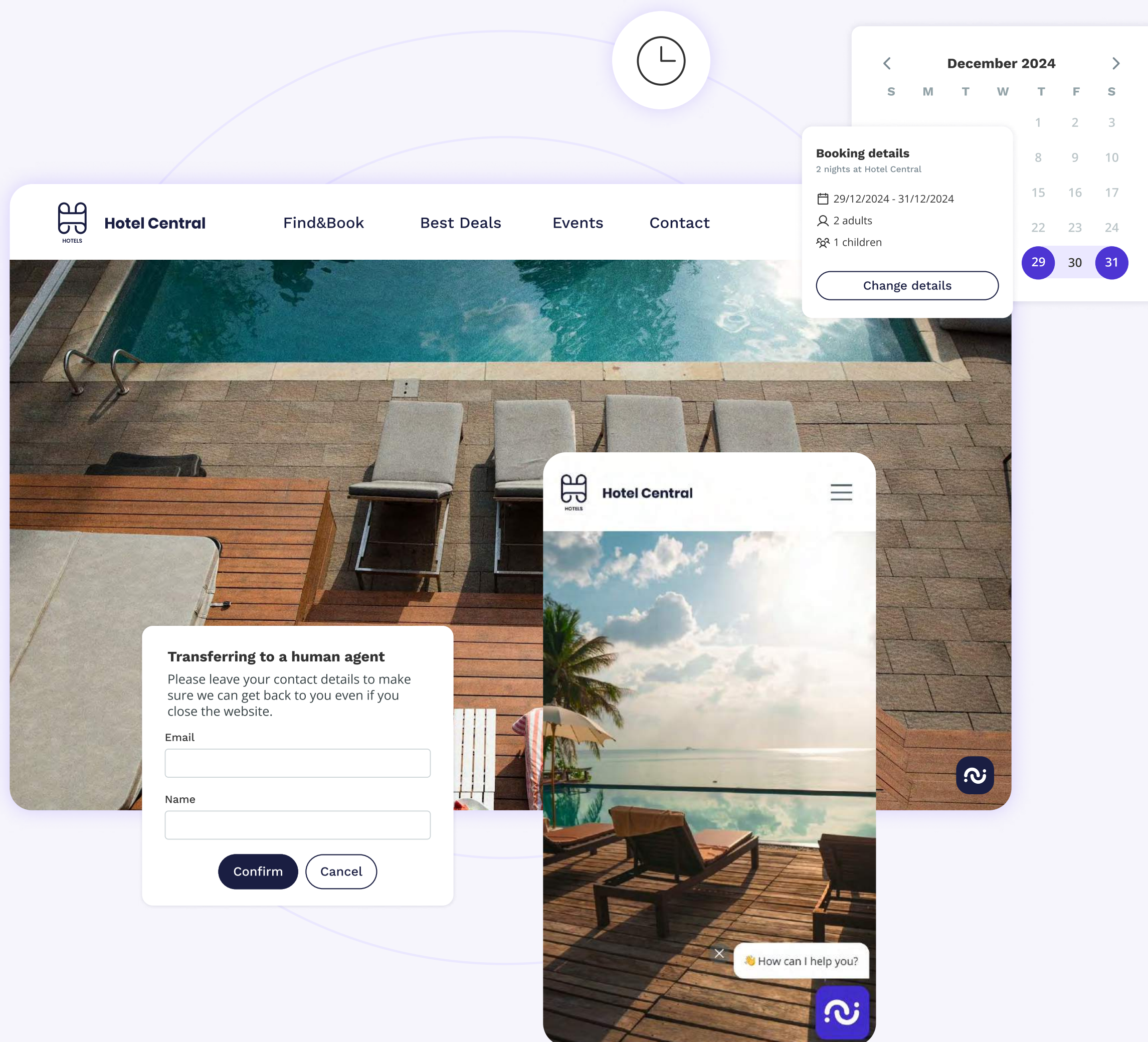
AI agent for FAQs and direct bookings

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

AI specialised in hospitality

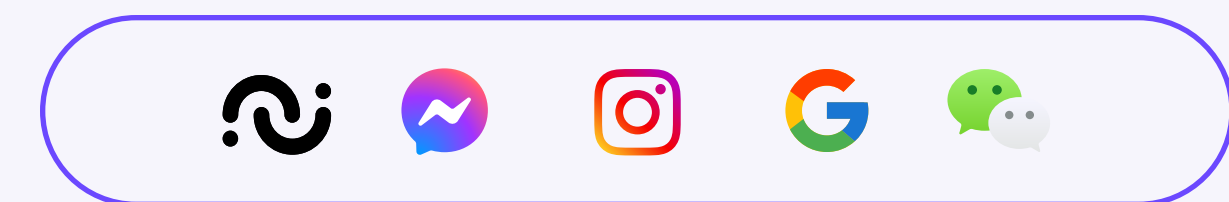Over **200 hospitality-specific FAQ topics** available for hotels to train the chatbot.

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.

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

Hotel Central
Find&Book   Best Deals   Events   Contact

Transferring to a human agent
Please leave your contact details to make sure we can get back to you even if you close the website.

Email

Name

Confirm   Cancel

Hotel Central

👋 How can I help you?

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	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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.
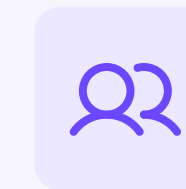
Smooth handover to human agents

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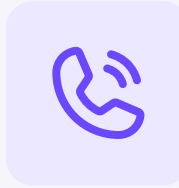
Click to call

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

Widget personalisation

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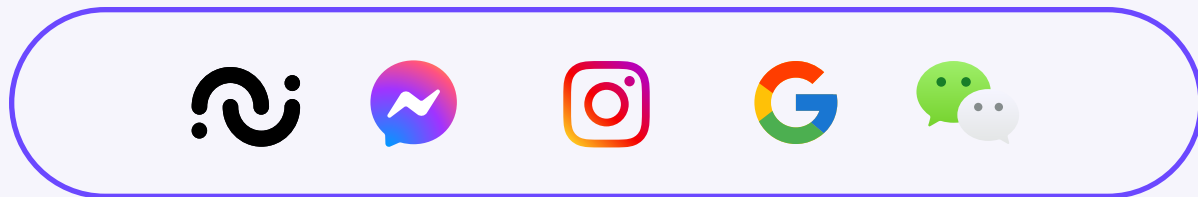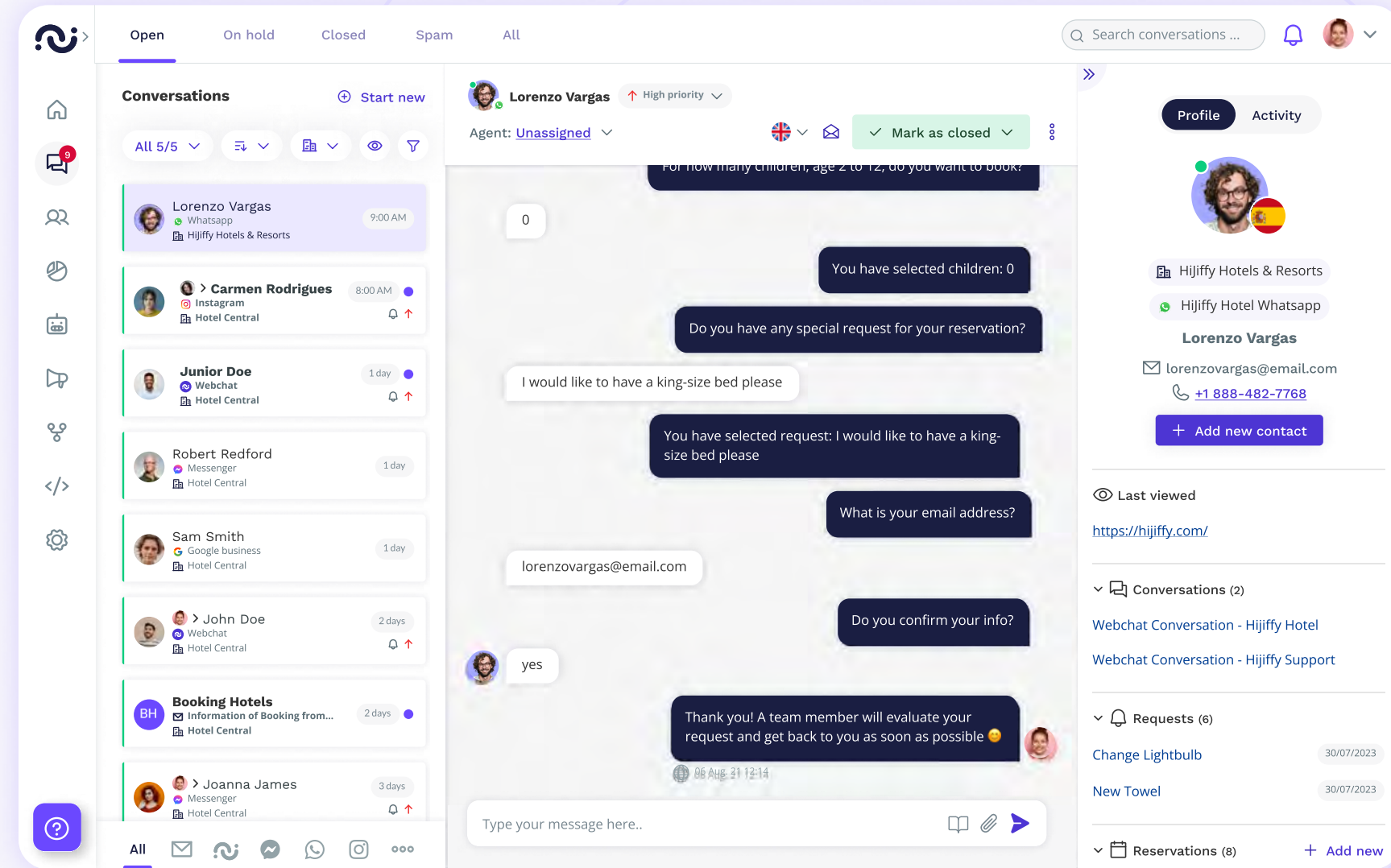
In-stay

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?

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

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

AI-powered concierge agent

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

Upsell and cross-sell campaigns

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

Digital check-in

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

Automated WhatsApp messages

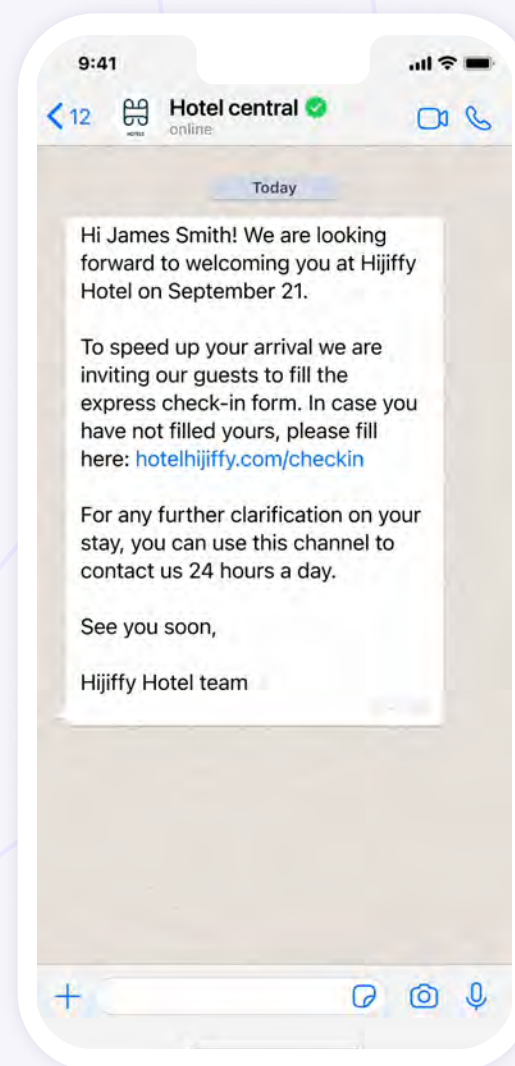**Automate and trigger messages** throughout your guests' journey, such as check-in/check-out campaigns, feedback campaigns, and more.

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?

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.
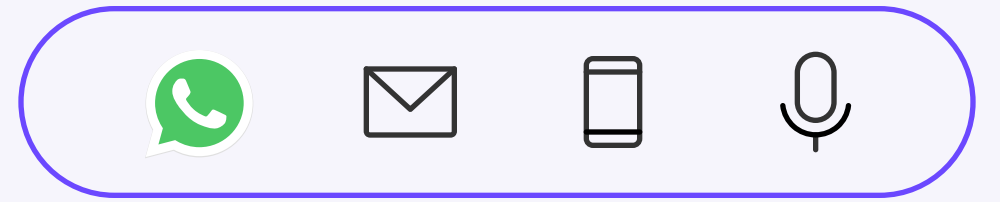
Success Story

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Connect with us

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