



## Information pack

<b>Company name</b>	HiJiffy
<b>Product</b>	Guest Communications Hub
<b>Tagline</b>	Reimagine Guest Communications
<b>Key benefits</b>	Boost direct bookings, increase upselling, automate processes and provide instant answers in 130+ languages to your guests on their favourite social media, messaging apps and more.
<b>Founded</b>	2016
<b>Founders</b>	Tiago Araújo, José Mendonça, Pedro Gonçalves
<b>CEO</b>	Tiago Araújo
<b>CTO</b>	José Mendonça
<b>COO</b>	Pedro Gonçalves
<b>Contact</b>	<a href="mailto:marketing@hijiffy.com">marketing@hijiffy.com</a>
<b>Website</b>	<a href="https://hijiffy.com">hijiffy.com</a>

### One-line summary (10 words)

Guest Communications Hub powered by conversational AI specialised for hospitality.

### Short description (100 words)

HiJiffy was founded in 2016 with the mission of **developing the most advanced conversational AI for hospitality**. Seeking the perfect connection between hotels and their guests, HiJiffy created a powerful **Guest Communications Hub**.

Powered by its proprietary AI - **Aplysia** - across the **full guest journey**, HiJiffy allows hoteliers to **increase revenue** from direct bookings and upselling while **automating repetitive tasks** to reduce operating costs and mitigate staff shortages.

In 2025, more than 2,100 hotels in over 60 countries **reimagine guest communications** with HiJiffy's omnichannel solution featuring cutting-edge tech innovations like self-learning AI, sentiment analysis, voice assistance, generative AI, LLMs, and more.



## Long description (368 words)

HiJiffy was founded in 2016 with the mission of **developing the most advanced conversational AI for hospitality**. Seeking the perfect connection between hotels and their guests, HiJiffy created a powerful **Guest Communications Hub**. Its cutting-edge technology earned the company several awards, including the UNWTO recognition as one of the most innovative companies in tourism.

Powered by its proprietary AI - **Aplysia** - HiJiffy allows hoteliers to **increase revenue** from direct bookings and upselling while **automating repetitive tasks** to reduce operating costs and mitigate staff shortages in the industry.

As of 2025, more than 2,100 hotels in over 60 countries use HiJiffy's solution to **reimagine guest communications**.

### Pioneer in Voice Assistants and GPT-4 in Hospitality

HiJiffy launched **the first voice assistant** specialised in hospitality in December 2022. Representing a new paradigm in guest communications by being able to handle complex voice interactions, the multilingual virtual assistant uses complete sentences and provides instantaneous voice responses that mimic a human-like interaction.

In March 2023, HiJiffy launched **the first hotel chatbot powered by generative AI**, which uses the power of generative Artificial Intelligence to handle guest inquiries and requests with unrivalled accuracy and automation.

### Covering the Full Guest Journey

In the **pre-stay phase**, HiJiffy's AI ensures instant responses to frequently asked questions with automation rates above 85%, in more than 130 languages, and on different hotel communication channels - from a webchat on the website to Facebook Messenger, Instagram, and more.

The solution guides guests through the booking process wherever they are, 24/7, without the need for human interaction and with full integration with hotel management systems.

**During the stay**, in addition to facilitating the digitalisation of processes such as check-in or check-out, HiJiffy's solution allows guests to obtain instant answers about the operation of the hotel and to request in a simple and contactless way any type of service that the hotel offers: reserving a restaurant table or a spa treatment.

The solution also automates room service, as well as other types of requests related to maintenance, thanks to integrations with hotel management systems.

In addition to upselling campaigns, using HiJiffy's solution, hotels can also share satisfaction surveys and develop campaigns to promote reviews in an automated way during **departure**.