GHT
HOTELS

Success Story

AI-powered chatbot automates 89% of enquiries and generates €733,000 in revenue for GHT Hotels

HiJiffy

GHT Hotels is a leading group with properties along the **Costa Brava and Costa del Maresme**, offering guests a mix of comfort, entertainment, and great seaside locations. As the group expanded, so did the challenges - particularly in managing customer service, staying on top of digital communication, and boosting direct bookings.

To tackle these challenges, **GHT Hotels teamed up with HiJiffy in 2021 to adopt AI solutions**. By integrating HiJiffy's AI Booking Assistant, included in the Guest Communications Hub, they simplified customer service, streamlined team operations, and improved direct booking performance - all while easily integrating the new tools into their existing tech setup.

Fast forward to 2024, and the results speak for themselves. This case study explores the key challenges, the solutions GHT Hotels used, and the impact they've seen since making these changes.
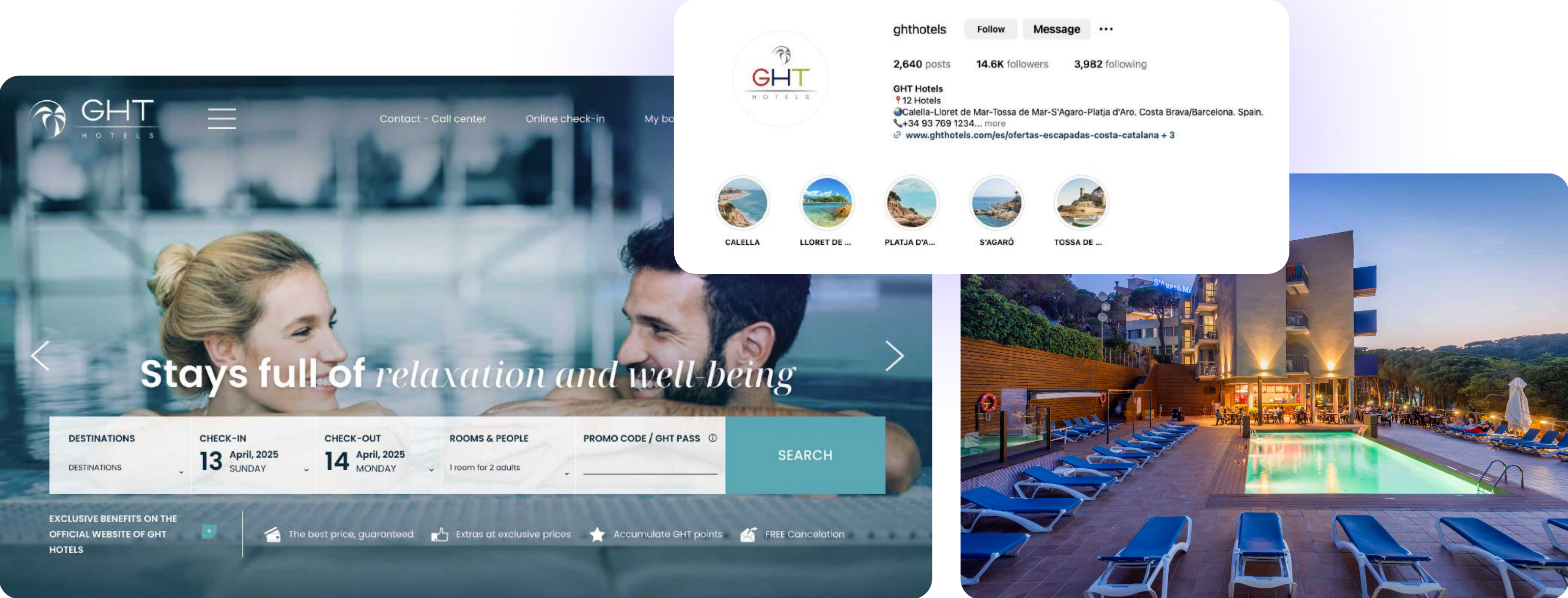
The Client:
GHT Hotels

With several decades of experience, GHT Hotels has established itself as a prominent hotel group on the Costa Brava and the Costa del Maresme-Barcelona. Their focus is on offering holiday experiences designed for **families** and travellers **seeking comfort** and **entertainment by the coast**.
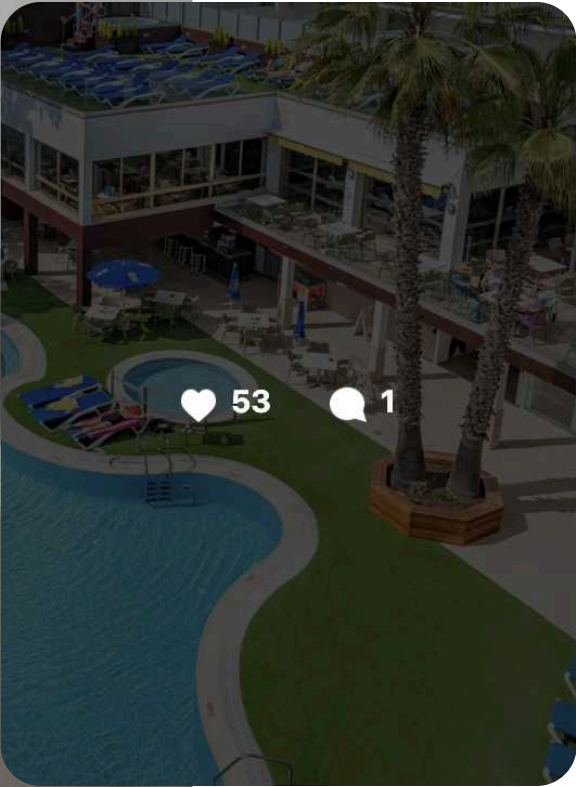
The group has a total of **12 establishments**, including hotels and aparthotels, catering to all tastes and types of holidays. Families can enjoy daily summer activities, evening shows, and themed events like Halloween, La Castanyada, and Catalan gastronomy nights. There are also options for those looking for a more relaxed atmosphere or those **combining child-friendly facilities** with **exclusive adults-only relaxation areas**.

Hotels and Aparthotels

12
Establishments
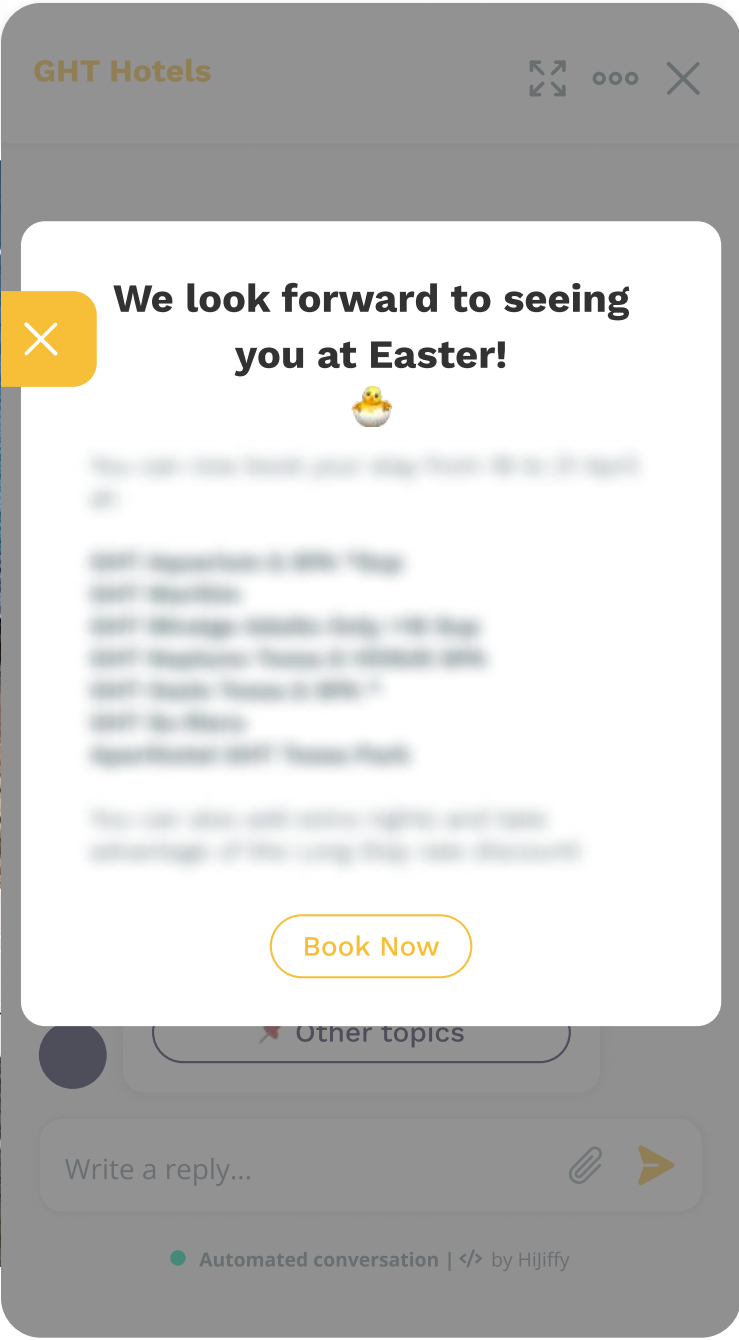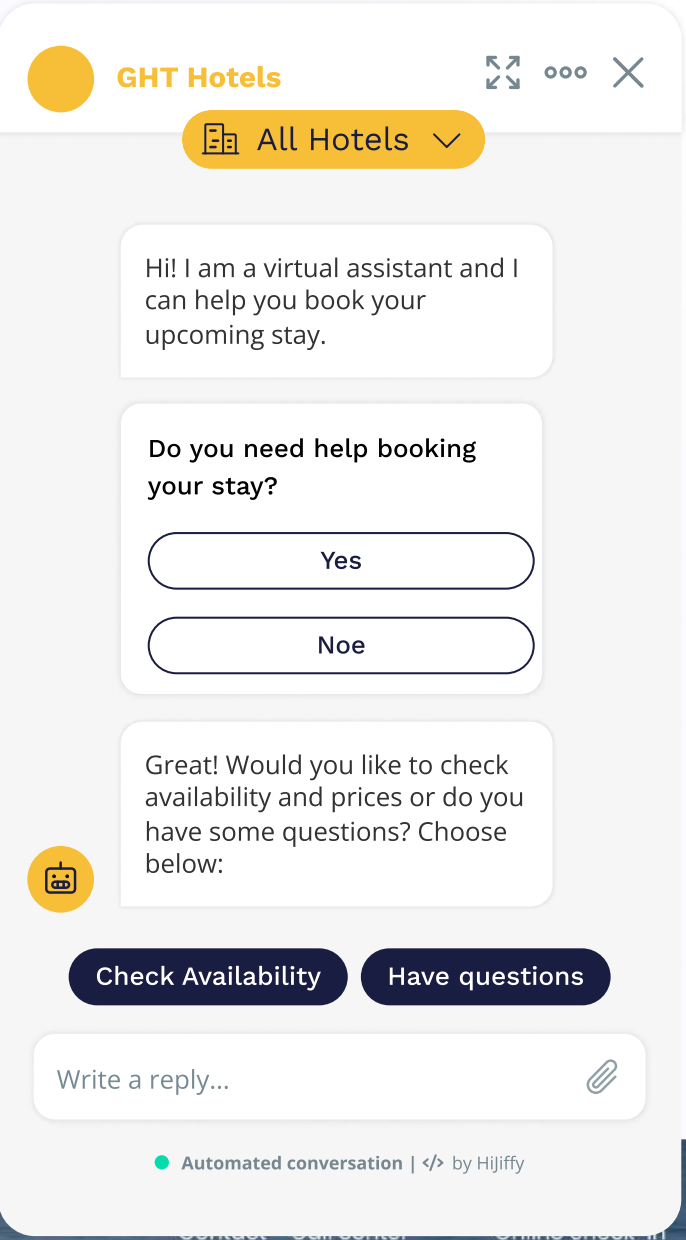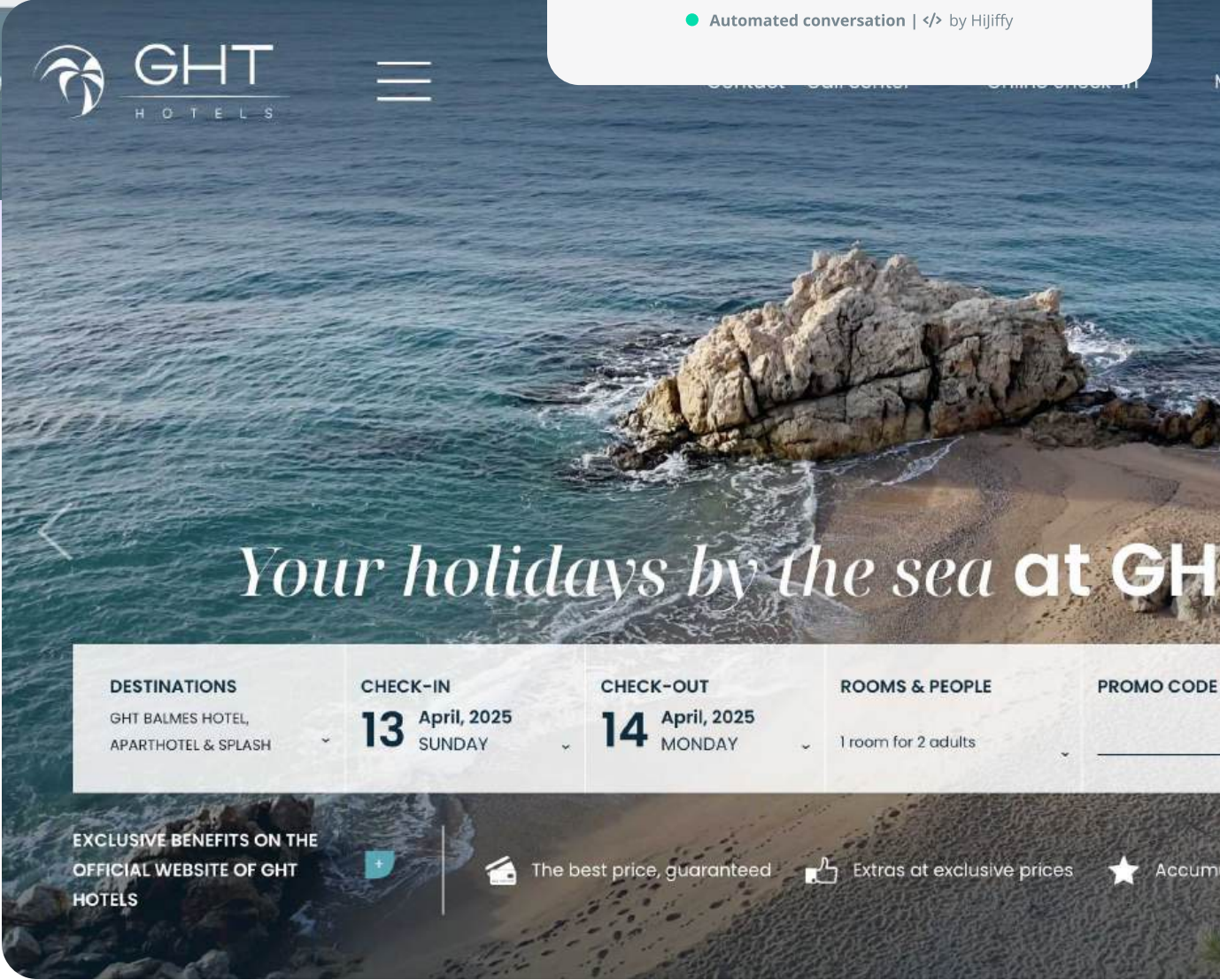
Many of the hotels feature **spas, gyms, and even pet-friendly options**. Cyclists and sports enthusiasts will find cycling-friendly facilities tailored to their needs. Most properties are just a short 10-minute walk to the beach, with some offering incredible sea views - a perfect mix of fun, relaxation, and a prime location.

GHT Hotels is built on a commitment to blending tradition with innovation, ensuring every guest enjoys a memorable stay along the beautiful Catalan coast.
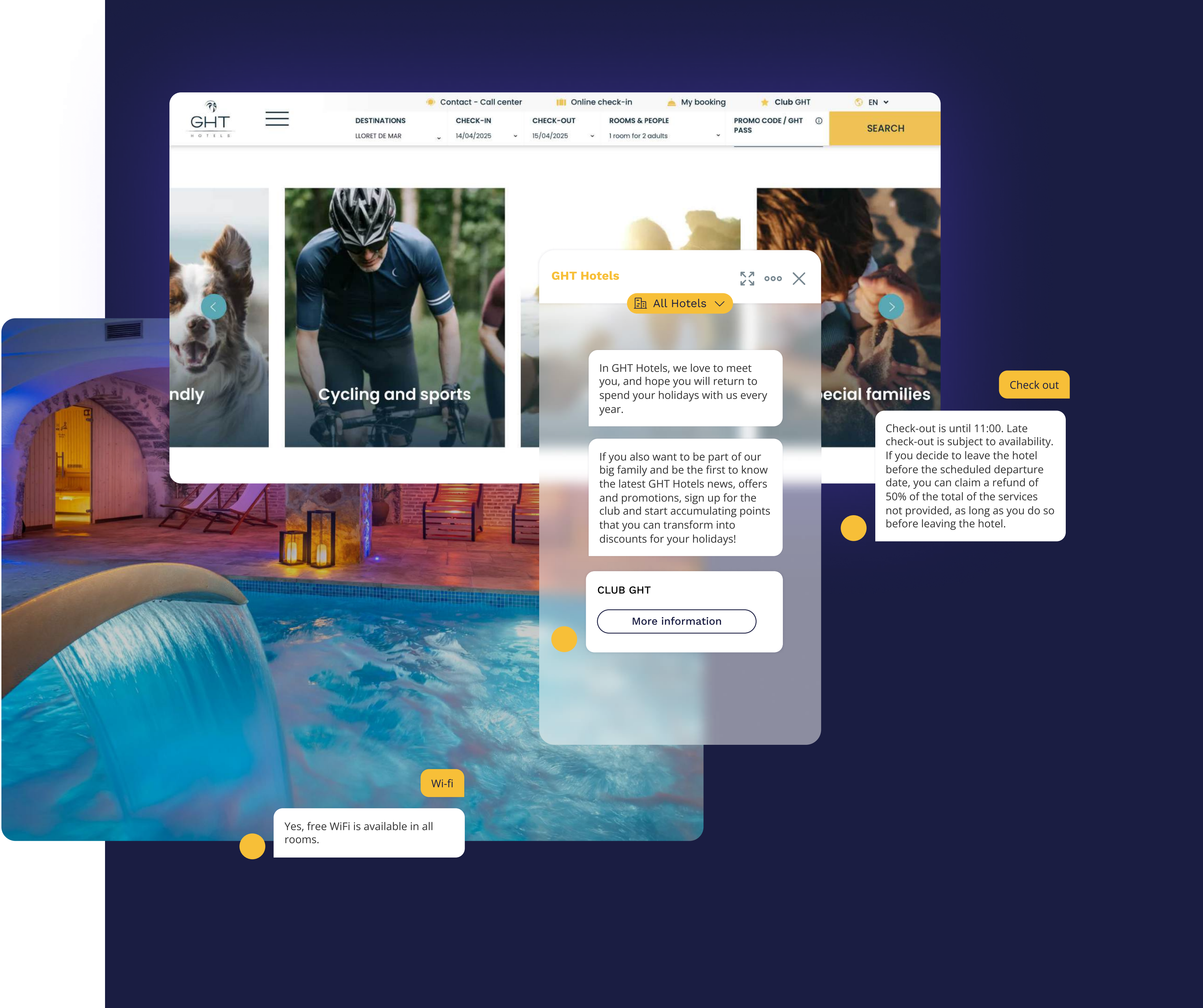
The growth of GHT Hotels brought challenges in digital communication and customer service. The platform they were using was limited, making it difficult to efficiently assist guests or collect important data. They also needed a system that allowed reservations and digital marketing teams to work with tailored access permissions, while integrating smoothly with GNA Hotel Solutions, their booking engine, to streamline daily operations.

Here's a breakdown of the key issues and how they impacted the hotel group's operations:

The Challenges

Inefficient customer service via chat

The old platform had clear limitations: queries could only be managed from one account during working hours, which slowed response times. On top of that, agents could only handle one conversation at a time, with no way to manage multiple requests simultaneously.

Consequences

Long wait times frustrating website visitors.

Unanswered requests leaving agents stuck, unable to handle other enquiries if a customer takes too long to reply.

Visitors leaving the page without getting the help they need, translating to the group losing valuable booking opportunities.

Overloaded agents struggling without the right tools to make customer support faster and easier.

What time is the check-in?

Can I change rooms?

Can I book for a group of 10 people?
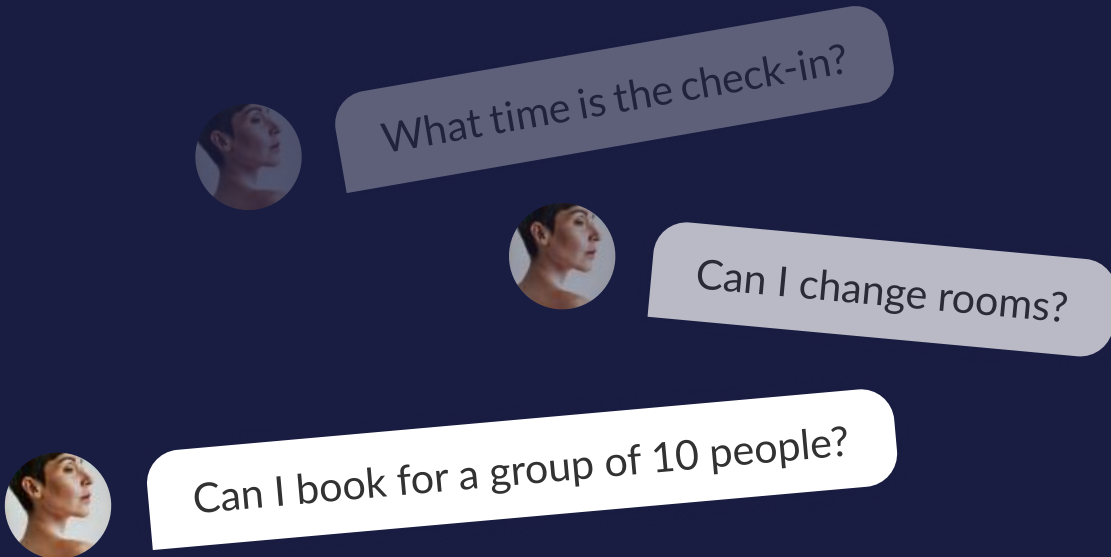
9 conversations to solve!
Start solving your open conversations now and enhance your clients CSAT score.

John Smith		
Messenger		1 day
GHT Hoteles		

Steve Doe		
Webchat		2 days
GHT Hoteles		

Joanna Silva		
Instagram		1 week
GHT Hoteles		

Lack of automation

The group didn't have a chatbot or any automated system to assist travellers after hours or when agents were tied up. Customer service was limited to Monday through Friday, eight hours a day - far from enough to meet the round-the-clock demands of the hospitality industry.

Consequences

Support was limited and users couldn't get responses outside of business hours.

Loss of potential customers, especially those browsing and booking during evening hours or weekends.

Higher website abandonment rate, impacting booking conversions.

Lack of immediacy in support - a key factor in travellers' decision-making process.

Lack of data and metrics

The previous platform didn't track detailed customer interactions, making it hard to measure service performance or improve the user experience. There was no data on common questions, popular pages, or peak activity times, leaving the company without essential insights into their customer behaviour.

Consequences

No data on user behaviour, resulting in a **lack of insights** into what caught their attention or what questions they had.

No metrics to evaluate the quality of the service, making continuous improvement difficult.

Without a record of past conversations or client details, it was difficult to tailor interactions to meet their needs.

Difficulty in optimising responses, with no data on which ones caused the most confusion or dissatisfaction.
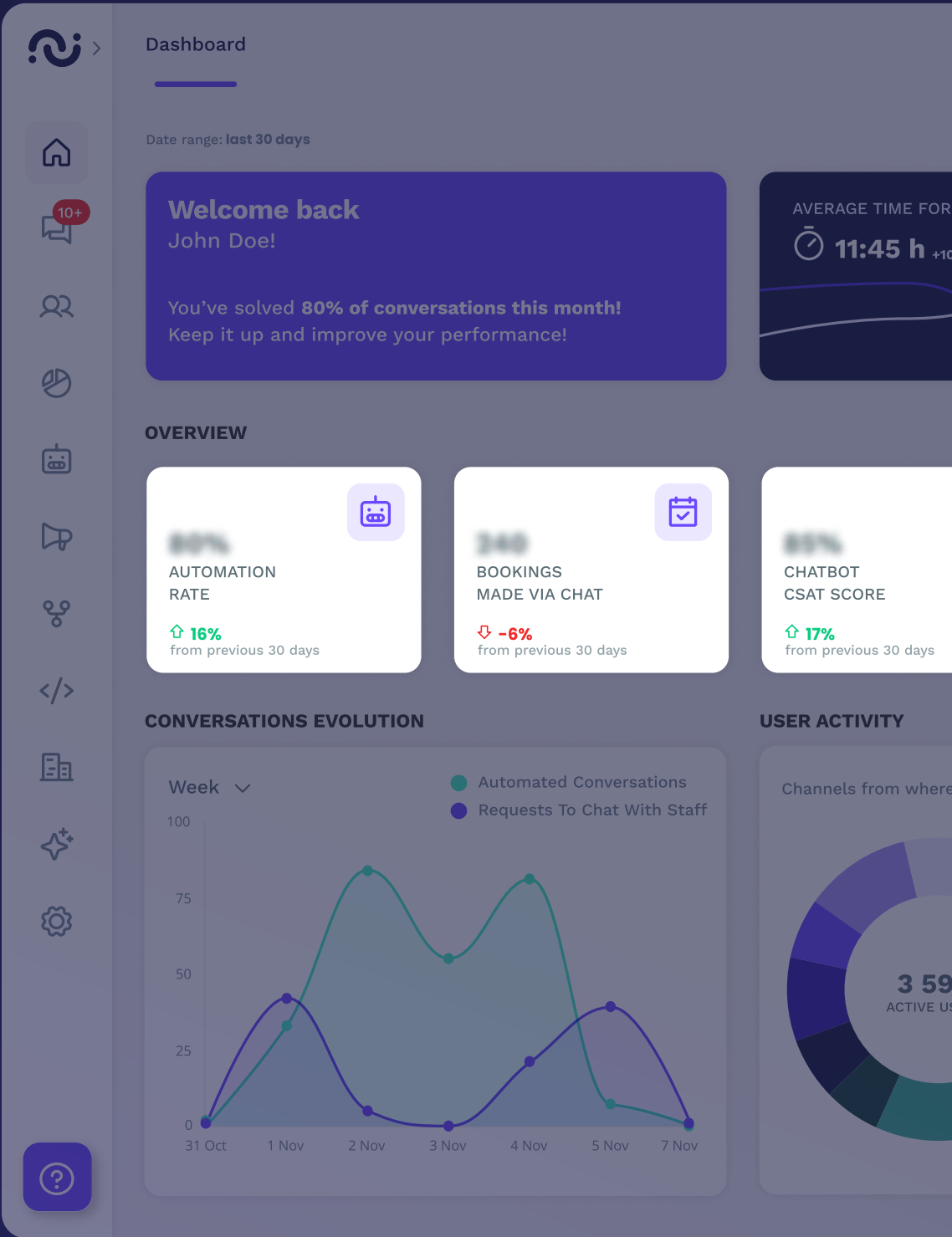
GHT Hotels simplified digital communication and improved the guest experience by implementing HiJiffy's platform. Through using the AI Booking Assistant and the Console, they automated customer service, organised team access, collected key data, and boosted operational efficiency.

Here's how these solutions addressed their biggest challenges:

The Solutions

Automation and 24/7 Support

GHT Hotels has tackled scheduling issues and long wait times by introducing the AI Booking Assistant. This tool handles customer queries automatically, 24/7, making the booking process faster and more efficient. Integrated with GNA Hotel Solutions booking engine, it not only improves customer service but also centralises booking management and boosts direct sales.

Key implementations

Automated quick responses to common questions about availability, pricing, and services.
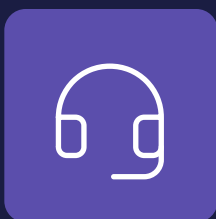
24/7 continuous support with no dependency on team schedules.

Automated routing of queries to human agents when necessary.

Optimised booking management, ensuring a smooth and reliable process for customers.

HiJiffy's Smart Property Identification System automatically suggests the most suitable hotel based on the customer's search, whether by destination or city, enhancing conversions and improving the user experience.
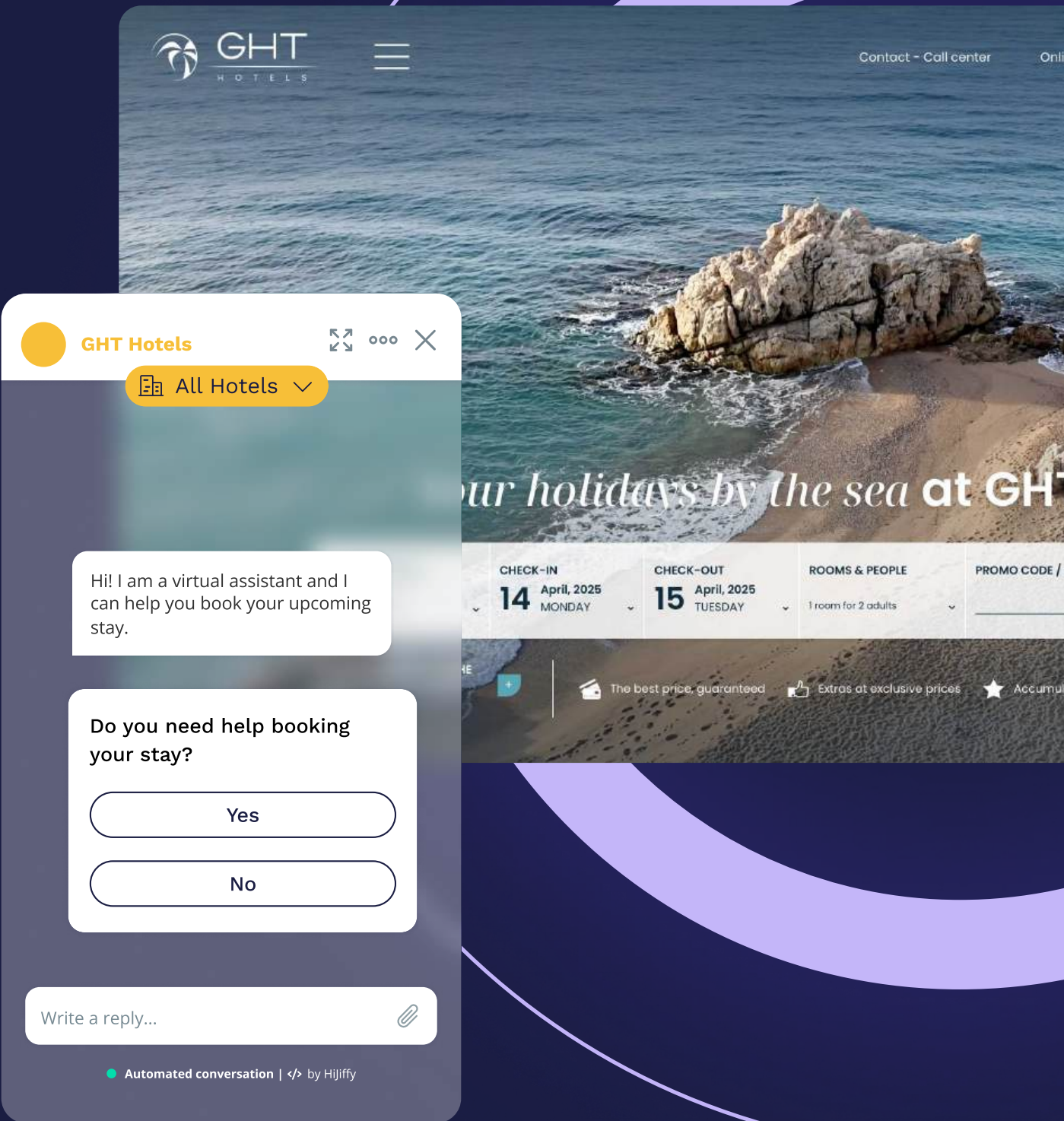
Access, permissions and team management

HiJiffy's Console gave GHT Hotels the ability to set clear access and permissions within the platform, making sure every team only saw the information relevant to their role.

Key implementations

The digital marketing team uses tools to improve content and track performance, making it easier to deliver results.

The reservations and call centre team can focus solely on customer communication, making their work simpler and more efficient.

Custom role and permission assignment ensures operational security and efficiency.
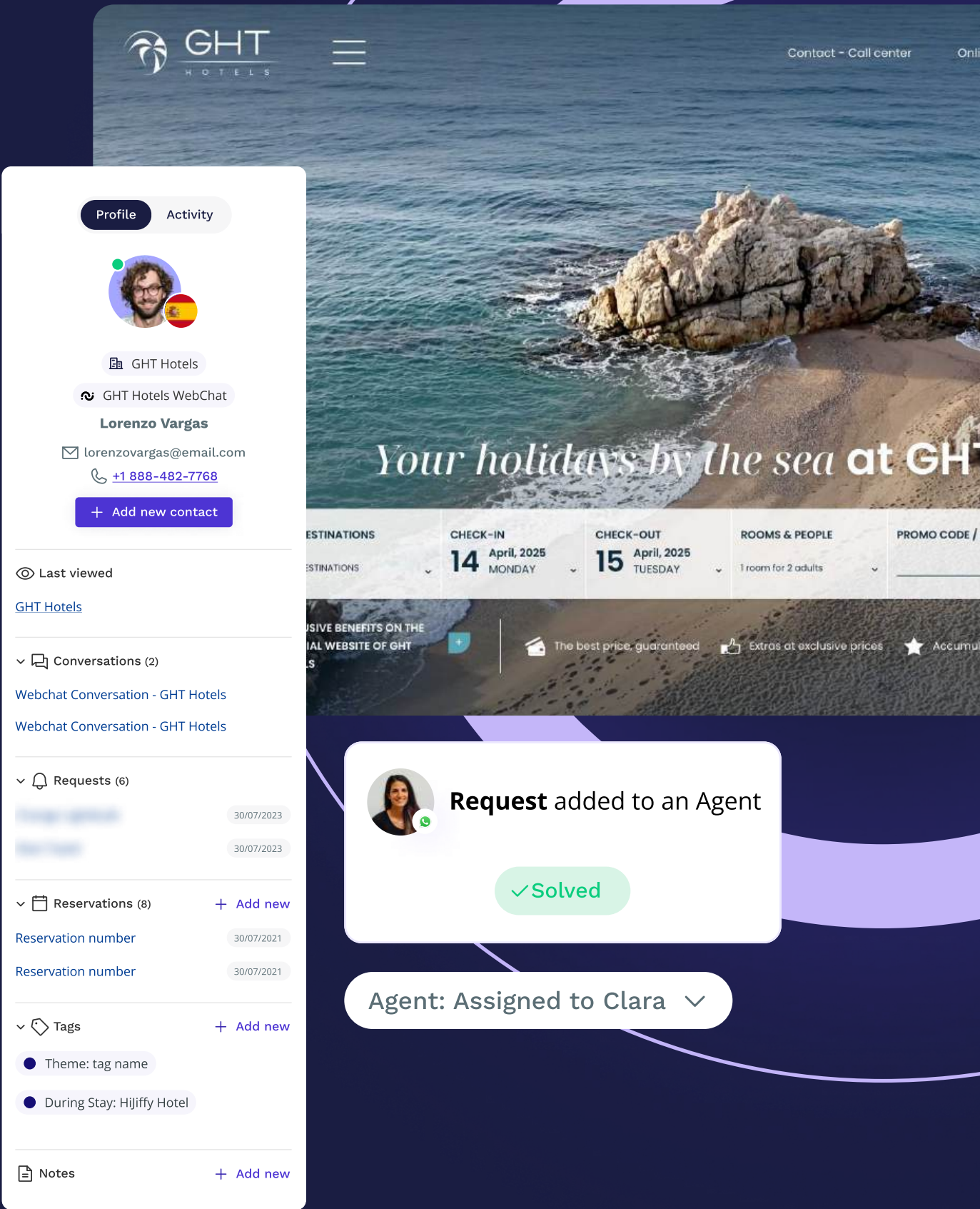
Optimisation of customer service

Key implementations

Handling multiple requests at the same time, reducing waiting times.

Availability across various channels (website and social media).
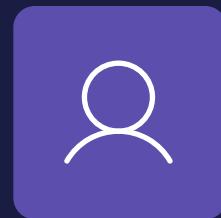
Optimised interface for agents, making it simpler to manage queries.

Data analysis and detailed metrics

Key implementations

Dynamic dashboards with real-time metrics on team interactions and performance.

Customer demographics and satisfaction measurement (CSAT Score).

Identification of the most common FAQs and those needing improvement.

Revenue and conversion reports, evaluating the impact on direct bookings.
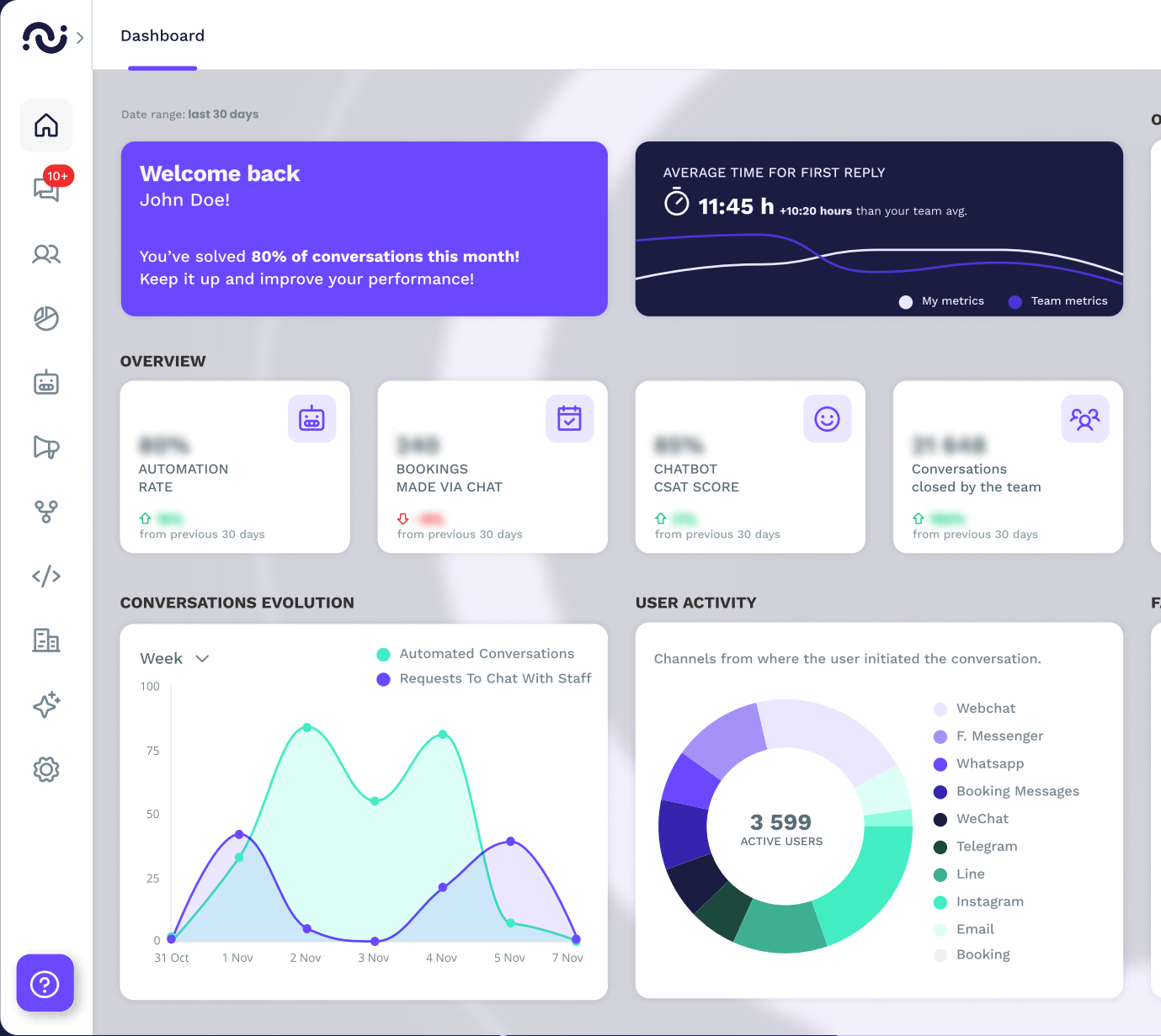
With the AI-powered Booking Assistant and HiJiffy's Management Console, GHT Hotels tackled key challenges in digital communication, customer service, and booking management. By automating tasks, setting agent roles and permissions, and improving data collection, the hotel group boosted operational efficiency, delivered better customer service, and saw a strong increase in direct bookings.

Here's a breakdown of the results they achieved:

The Results

Faster and more efficient customer service
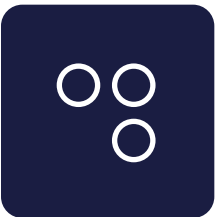
Challenge: Manual handling of queries, long waiting times, and users leaving without a response.

Solution: AI automation with the ability to manage multiple conversations simultaneously.

Automation makes it easy for customers to get quick responses, no matter the time, without waiting on an agent. This improves their experience while helping support teams stay organised and efficient.

Check-in time

Check-out

Breakfast

Restaurants

21,526

conversations managed through the platform.
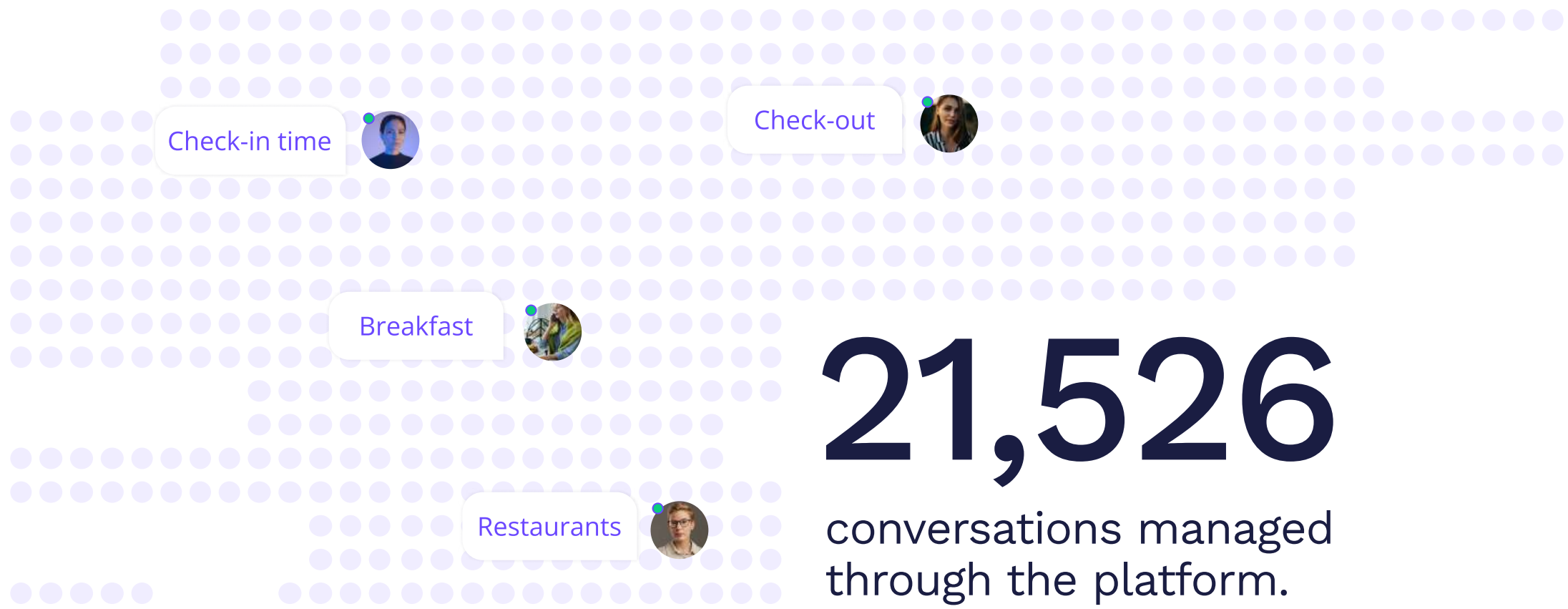
Conversations

89% of conversations automatically handled and resolved by HiJiffy's AI, reducing the team's workload.

Increased customer satisfaction, with a

84% CSAT Score

Growth of direct bookings and impact on conversion
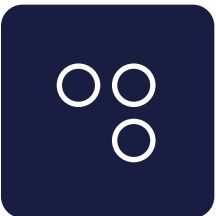
Challenge: Looking for additional tools to complement an already strong direct booking channel and improve conversion.

Solution: Implementation of the AI Booking Assistant, integrated with GNA Hotel Solutions BE, enabling conversion within the chatbot and boosting direct bookings on the website.

Thanks to automation, direct channel optimisation, and integration with GNA Hotel Solutions BE, GHT Hotels has boosted their direct bookings, reduced third-party reliance, and improved overall profitability.

Results (1 January to 31 December 2024):

↑ **1,427 bookings** made after interactions with the chatbot.

↑ **€733,000** generated after interactions with the AI Booking Assistant.

↗ **16% of direct** website bookings come from the chatbot (1 January to 31 December 2024).

2024
1,427 bookings (€733,000)

2022
406 bookings (€204,000)

↑ **259% growth** in revenue after interacting with the chatbot.

Strategic data for continuous optimisation

Challenge: Lack of metrics to evaluate service and optimise communication with customers.

Solution: Implementation of HiJiffy's advanced reports, featuring analysis of satisfaction, conversion, and user behaviour.

With this data, GHT Hotels can adjust its customer service and sales strategy, consistently improving guest experiences while driving more direct bookings.

34,234

Detailed metrics on interactions, demographics, and frequently asked questions.

34,227

34,227

Identification of recurring questions and areas for improvement in automated responses.

34,234

34,235

34,227

Measurement of the chatbot's impact on direct booking conversions.

34,227

Testimonials

"Since we started working with HiJiffy, the progress in our customer service has been consistent and remarkable. The platform has evolved with new features that have optimised our daily operations, allowing us to automate responses and centralise queries from different channels. This has saved us time and enabled us to focus on more personalised service, while the progressive learning of the chatbot has made conversations increasingly seamless, improving the user experience and reducing booking losses. Furthermore, the ability to launch promotional campaigns through the system has enriched our communication strategy.

Another highlight has been the support from the HiJiffy team, who, from the initial integration, have shown a strong commitment to our needs, offering tailored solutions and ongoing assistance. We haven't felt like just another ticket number but rather part of a continuous improvement process with tangible results, backed by detailed data that has allowed us to analyse performance and identify growth opportunities. HiJiffy is not a static tool but a living system, constantly evolving to help us keep improving our customer service."

Laura López —Digital Guest Experience Management

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"HiJiffy is a complementary tool that optimises the performance of our Call Centre, allowing us to automate and centralise the management of our guests' frequent queries on a single platform. Thanks to this solution, we can provide detailed information and facilitate the booking process in a swift and automated way, improving both customer experience and operational efficiency.

Furthermore, the platform provides access to detailed reports and global analyses, offering key insights into the system's status, such as the volume of received queries, distribution between chatbot and agents, issue resolution rates, and customer satisfaction levels.

In short, HiJiffy represents an added value to our company, strengthening our commitment to excellence in customer service."

Minerva Olivella — Call Center GHT HOTELS

"At HiJiffy, we take pride in collaborating with clients like GHT Hotels, where innovation and excellence in customer service are top priorities. Laura and her team have exemplarily adapted our solution for a hotel group, making the most of automation and centralised query management.

Thanks to their strategic approach, they have optimised booking management and enhanced the guest experience across all their hotels. Their commitment to continuous improvement demonstrates how well-implemented technology can transform daily operations and strengthen customer relationships."

Joana Rodrigues — Senior Customer Success Manager at HiJiffy

Integrations with Technology **Partners**

GNA**HS** | strategy & e-technology for **success**

GNA Hotel Solutions is a consultancy specialising in All-in-One innovation and hotel technology, dedicated to boosting direct sales and optimising hotel distribution. Its booking engine helps maximise direct reservations and reduce commissions, offering an intuitive, fast, and fully responsive solution. Thanks to its conversion-optimised design, it allows guests to complete a booking in just three steps, enhancing the user experience and increasing the hotel's profitability. Trusted by hotels, groups, and chains, it is the ideal tool to strengthen direct sales in the hospitality sector.

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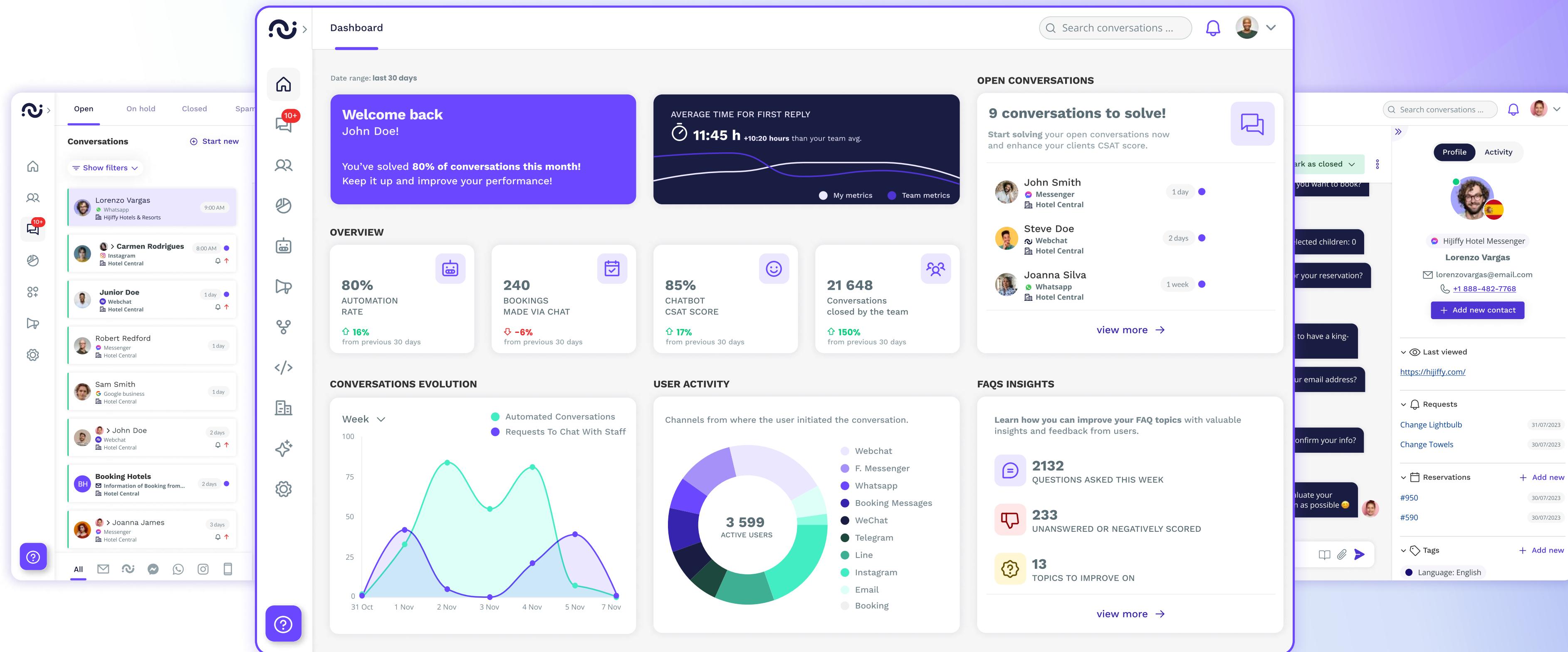
Centralise, **automate** and **measure** customer care and communications in a single powerful platform.

Booking | Arrival | In-stay | Departure

Booking

→ Answering FAQs

→ Chat-based booking

→ Webchat pop-up campaigns

→ Lead generation (RFP)

Integrations

→ Booking Engine

→ Digital Marketing

→ CRM

Channels

105   95€

230   123€

754   452€

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   Conta...
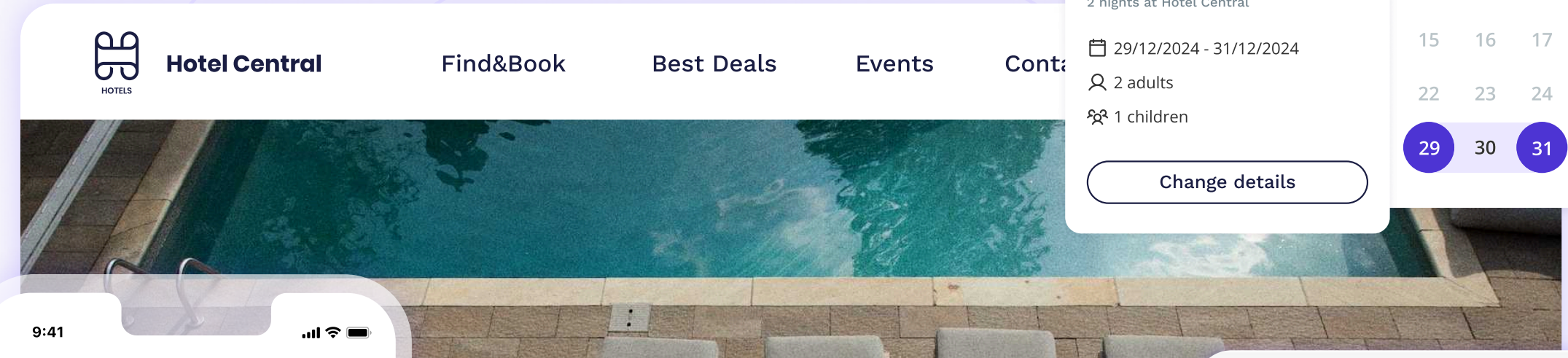
9:41

Hotel central ✓
Business Chat

Hotel Central
Hotel Resort

Hello and welcome to Independent Hotel, I am here to help you book your next stay.

How can I help you today?   How can

🛏 Book a room
❓ Other topics

Book a room

When do you want to check in? Please write the date. Example: "November 10"

November 14

When you join our loyalty programme you get one free head massage treatment on every stay at our Kinoji Spa 💆

Hotel Central

Hi! Can I do late check out?

Yes, the hotel offers the option for a late check-out for an additional fee of 20 EUR per hour, up to a maximum of 3 hours, subject to availability. Please contact the hotel in advance to arrange for a late check-out.

Write a reply...

● Automated conversation | </> by Hi.jiffy

Arrival

→ Welcome message

→ Digital check-in

→ Loyalty programme promotion

Integrations

→ PMS
→ Check-in
→ CRM
→ Hotel App

→ Upselling
→ Maintenance
→ Check-out
→ Reviews

Channels

Booking **Arrival** In-stay Departure

Hotel central online ‹ 12

Hi James Smith,

Your escapade is getting closer!

As we eagerly anticipate your stay with us, we want to share a few hidden gems so that you can experience the charm of our city.

We've prepared an article with our top local recommendations and travel tips you might need:

↪ https://hotelcentral/tips

See you soon!
Hotel Central team

Thanks!

Hotel central online ‹ 12

Hi, James Smith!
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 go to: hotelcentral.com/checkin

Thank you!
Hotel Central team

Looking forward!

‹ 12 **Hotel central** online

Hey there! In just a few hours, we will be welcoming you to our hotel, and we can't wait! 🏨

Remember, your check-in time is at 12:00PM. ⏰ Please let us know if you need anything before or during your stay.

If you are part of the Hotel Central Club, you can fill in the pre check-in form for a speedy experience straight to your room. Just click the link below and follow the instructions.
https://www.hotelcentral.com/pre-check-in

Hotel Central Team
9.41 AM

🛏 Check Room Upgrades

💧 Book a spa treatment

📞 Call the reception

In-stay

→ In-house assistance

→ Upsell and cross-sell campaigns

→ Satisfaction surveys

Integrations

→ PMS   → Upselling

→ Check-in   → Maintenance

→ CRM   → Check-out

→ Hotel App → Reviews

Channels

9:41

‹ 12 | Hotel central ✓
online

Hello! Could you clean my room today, please?

Could you tell me your room number, please?

324

What is your name?

James Smith

May I inquire as to what time would be most convenient for us to service your room?

Between 11 am and 3 pm, please.

9:41

‹ 12 | Hotel central ✓
online

Good Morning, James Smith!🙂

Kickstart your day in the cosiest way possible with our exclusive Breakfast in Bed offer!

For just **€19/person/day**, enjoy a delicious breakfast spread, all brought directly to your room.

🥐 Freshly Baked Pastries
☕ Premium Coffee
🍳 Made-to-Order Eggs
🍎 Fresh Fruits
🧀 Local Cheeses

To treat yourself to this delightful experience, simply click here to book it - https://hotelcentral/special-breakfast - and we'll arrange everything for you.

See you at your doorstep with breakfast bliss! 😋🍴

9.41 AM

9:41

‹ 12 | Hotel central ✓
online

Hi, James Smith,

Your stay with us might have come to an end, but we're not saying goodbye just yet!

⭐ Your feedback is our North Star, leading us to create more appealing experiences. ⭐

Can you, please, quickly reply to our feedback survey? https://hotelcentral/feedback.

Let's make Hotel Central even better, together!

Thank you!

9.41 AM

Sure do!

Departure

→ Check-out campaigns

→ Guest reviews campaigns

Integrations

→ PMS   → Upselling
→ Check-in   → Maintenance
→ CRM   → Check-out
→ Hotel App   → Reviews

Channels

9:41

Hotel central ✅
online

We truly appreciate you choosing to stay with us!

For us to maintain this high standard, we depend on reviews you, our treasured guests, leave us.

If you are a loyalty programme member, send us a screenshot of your review, and you'll automatically receive a 20% restaurant discount on your next stay! 🙏🍴

Give us a review

Book for next time

Loyalty Club sign-up

Give us a review

9:41

Hotel central ✅
online

Thank you, James Smith!

From all of us at Hotel Central, a heartfelt thank you for choosing us. 🤝

It was an absolute pleasure hosting you, and we can't wait to welcome you back to our haven.

We'd be grateful if you could share your experience on TripAdvisor:
https://bitly/review

Until we meet again, au revoir!
Hotel Central

9.41 AM

Of course, Thank you!

Success Story

GHT
H O T E L S

Connect with us   +351 21 123 0217   info@hijiffy.com

Book a demo