



KING's

Success Story

How KING's Hotels improved
guest communication: 91%
WhatsApp automation with
HiJiffy



Success Story: KING's Hotels



In the hotel industry, responding to guest enquiries quickly and accurately is key. At the same time, many operators struggle with freeing their teams from repetitive tasks. This was the exact challenge KING's Hotels in Munich wanted to solve: giving staff more time for quality guest interactions and driving more direct bookings.



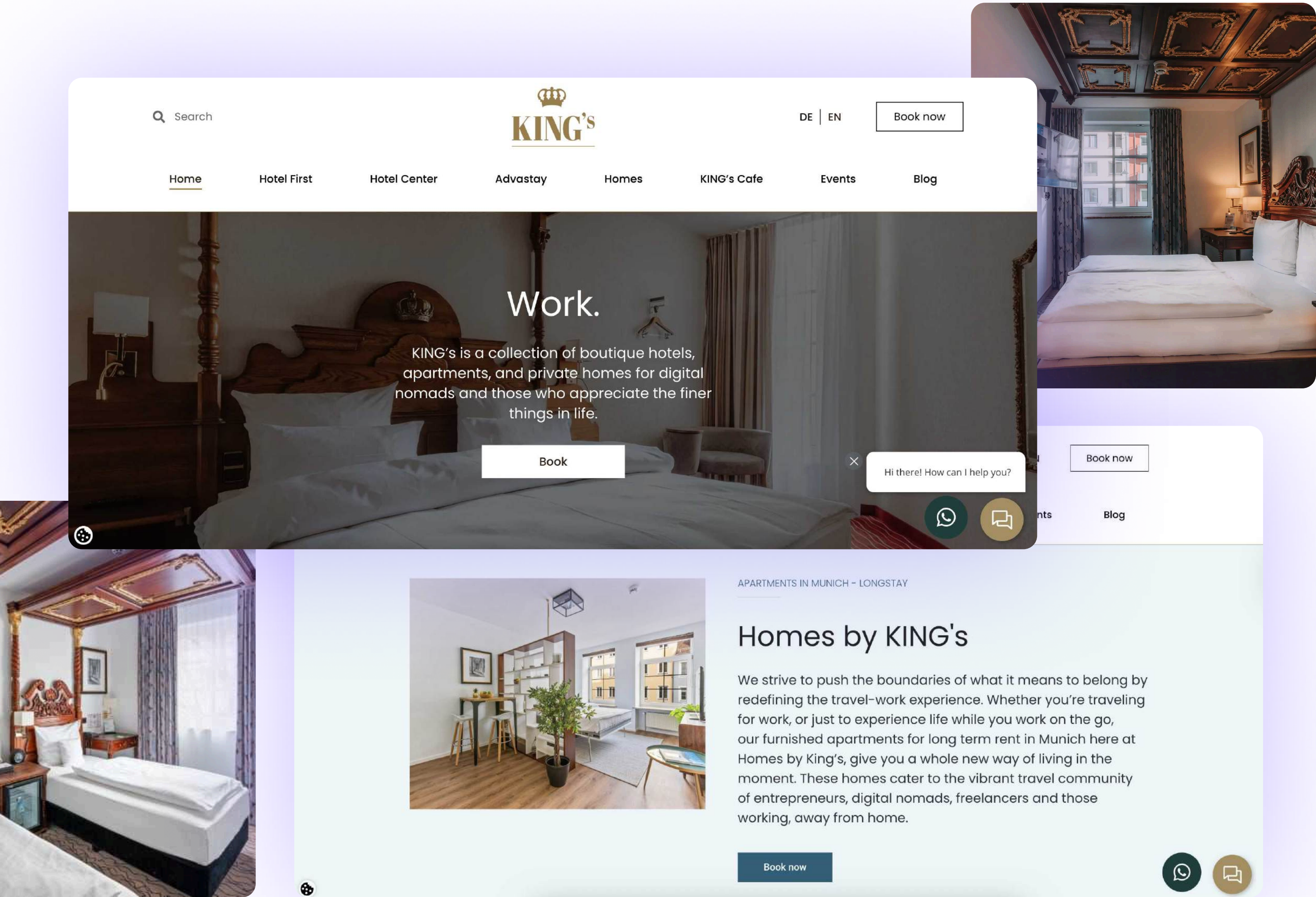
KING's HOTEL KING's HOTEL Center



AdvaStay by KING's

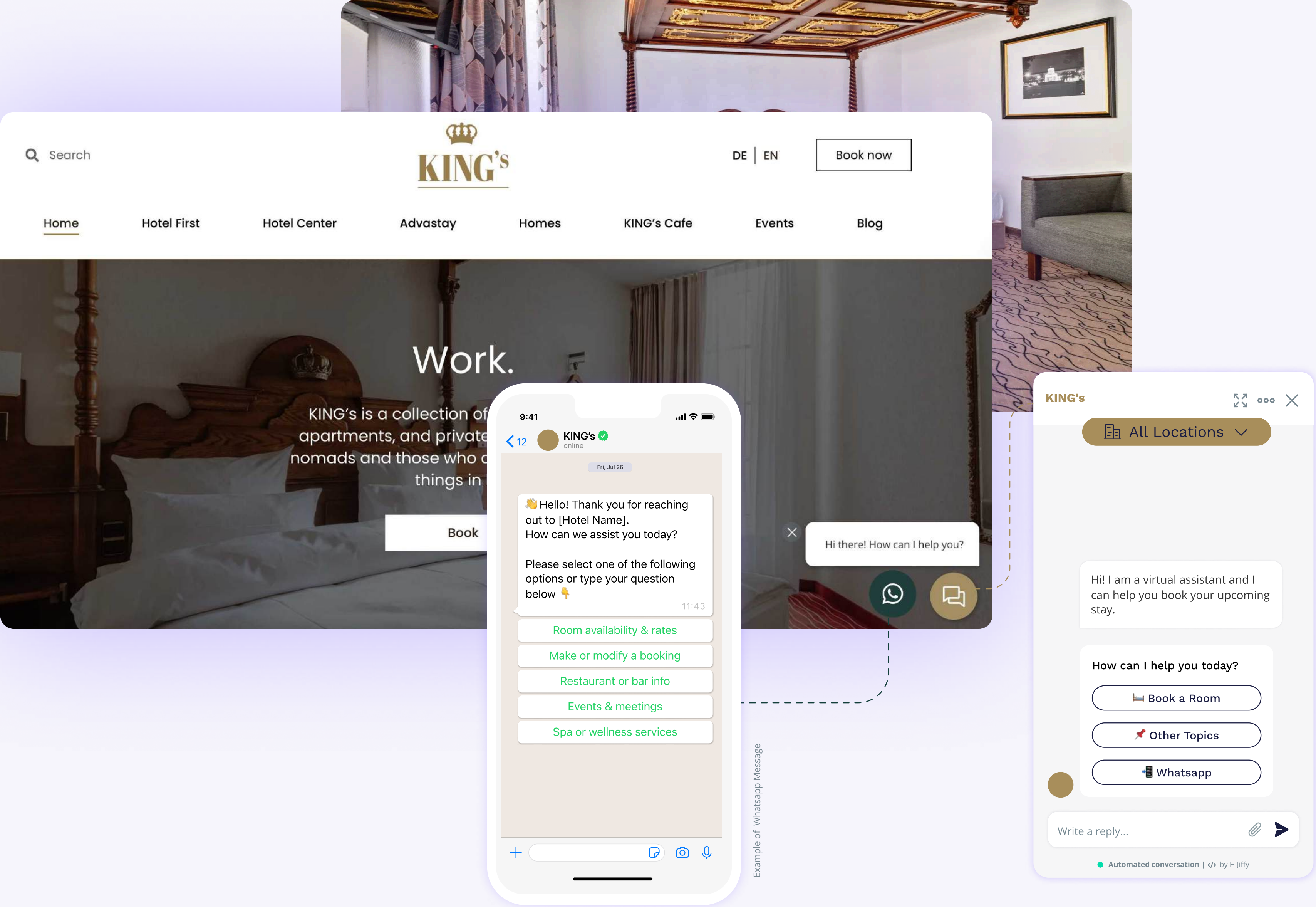


Since early 2023, KING's Hotels has been using HiJiffy to improve its guest communication. With ongoing staff shortages in the hospitality industry and guests expecting quick answers on channels like WhatsApp, a smart technological solution was essential. This case study showcases key data from HiJiffy alongside insights from KING's Hotels to outline clear steps for improving the guest experience across multiple properties, improve service quality and streamline operations.



KING's Hotels is a distinct hotel group in Munich. It is a trusted brand, expertly blending tradition and innovation. With three properties, the elegant **KING's HOTEL First Class**, the charming **KING's HOTEL Center**, and the modern **AdvaStay by KING's**, they set standards within hospitality. Each of these hotels combines the brand's distinctive style with the warm hospitality KING's are known for.

What makes KING's Hotels stand out is their dedication to excellent service and smart use of modern technology. By integrating innovative tools into daily operations, they've taken personal guest care to the next level. With a sharp eye for detail and a forward-thinking approach, KING's Hotels consistently set the standard for exceptional hospitality.



Owner Hanna King puts it succinctly:

“We’re ahead of the curve when it comes to introducing new technology.”



Hanna King
CEO, KING's Hotels

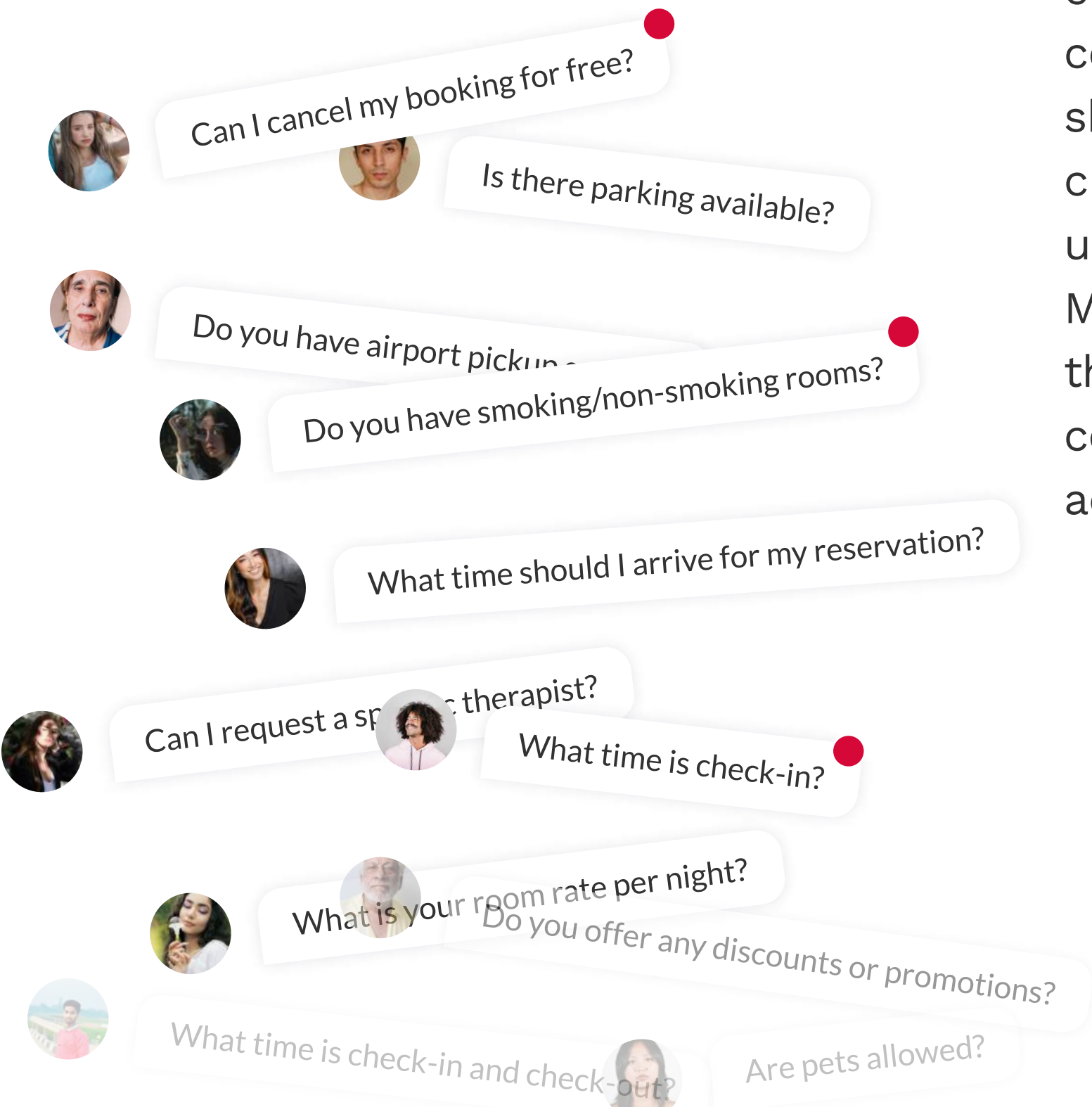
This statement isn't just a promise; it's proof of the courage to take new approaches. The implementation of an all-encompassing communications platform is just one example of their commitment to innovation.





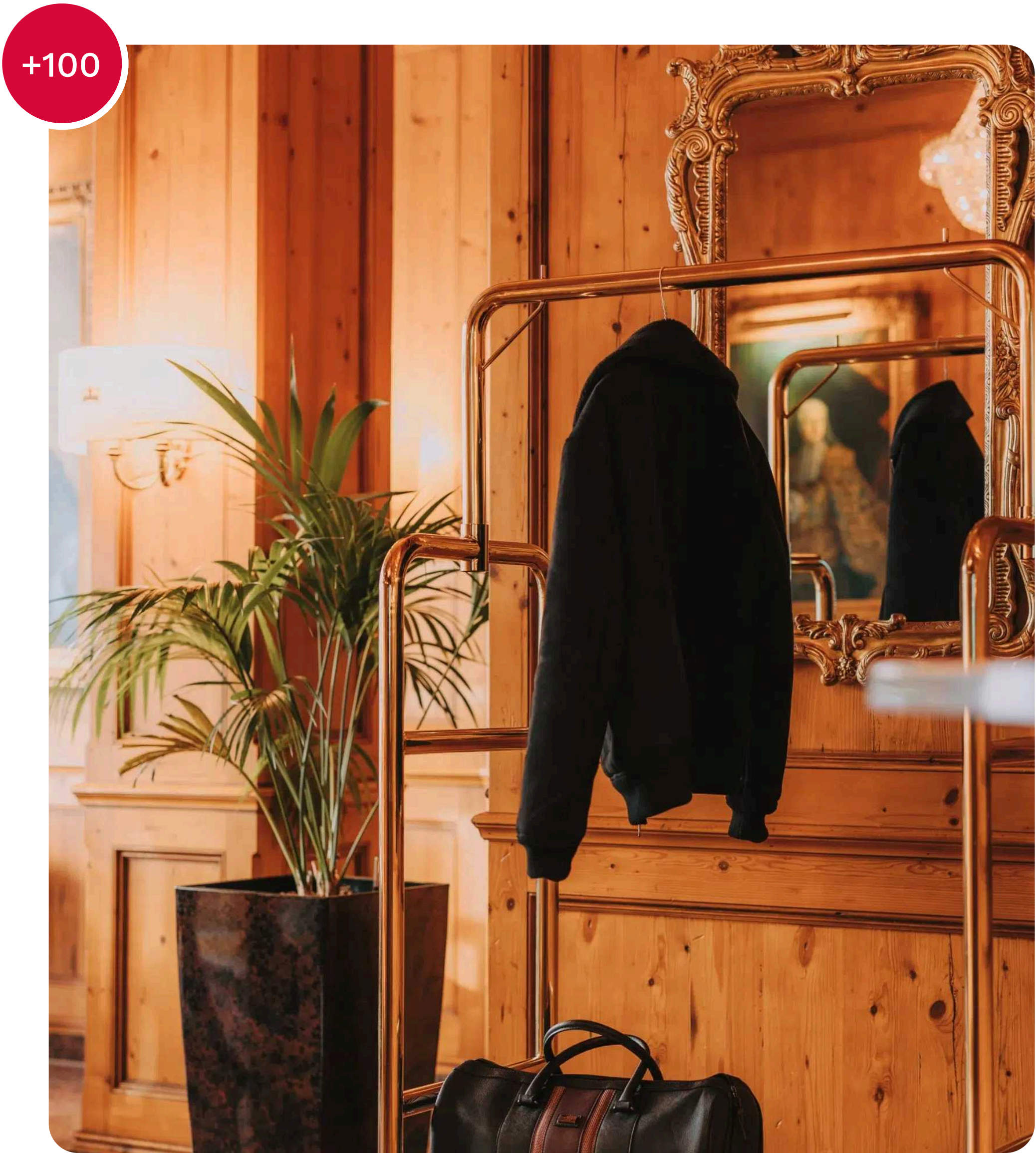
The Challenges

Like many hotels, KING's Hotels dealt with challenges in guest communication and managing daily operations effectively.



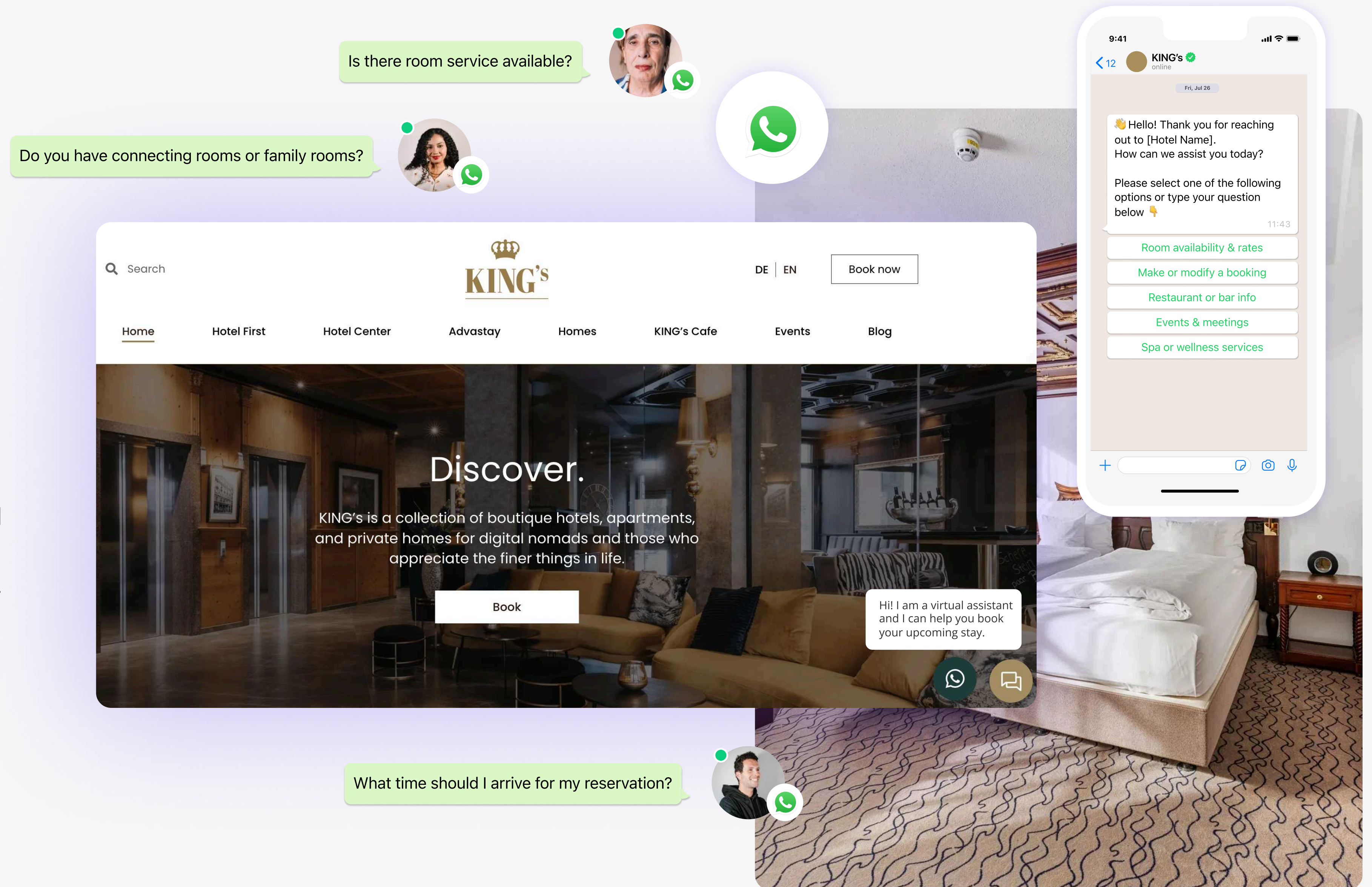
Relieving the Front Office team

Front office staff were overloaded with repetitive and routine enquiries. Constantly answering the same questions, such as “What time is check-in?”, was not only time-consuming but also unsatisfying for skilled staff. “Being asked to explain check-in for the fifth time... totally undervalues our employees,” explains Ms King. The aim was to reduce these repetitive dialogues, so staff could focus on more complex, value-adding tasks.



Meeting guest expectations

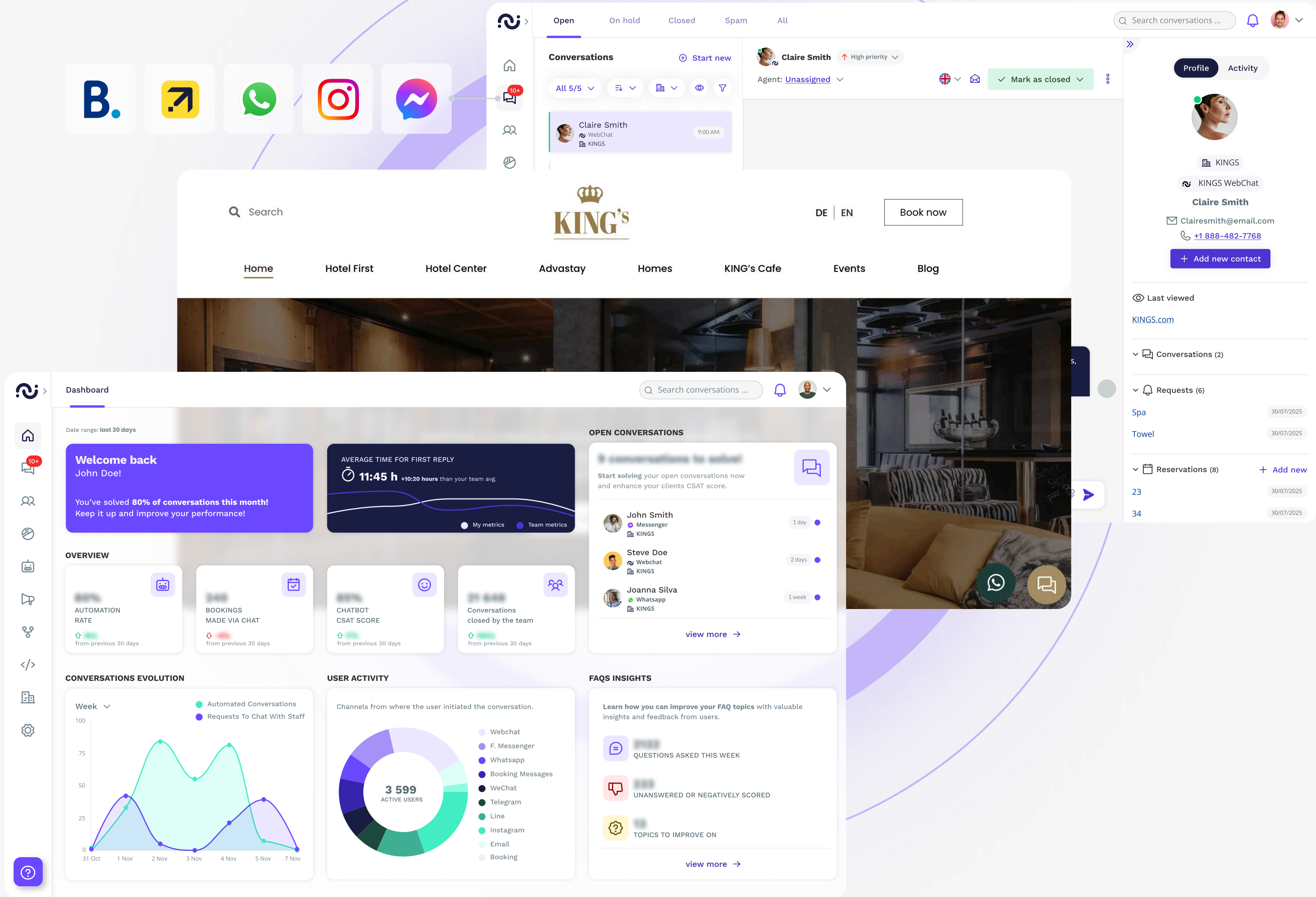
Today's guests expect quick, straightforward answers. Instead of picking up the phone, they prefer digital channels, especially **WhatsApp**. KING's Hotels recognised the growing importance of this channel and looked for a way to ensure reliable, continuous availability for their guests.



Lack of a centralised communications platform

Before introducing HiJiffy, there was no unified solution to manage communications across multiple channels, like the website chat, WhatsApp, or booking platforms like **Booking.com** and **Expedia**. This led to inefficient workflows and fragmented guest communication.

By introducing the innovative HiJiffy solution, KING’s Hotels aimed to achieve these goals and take the guest experience to a new, outstanding level.





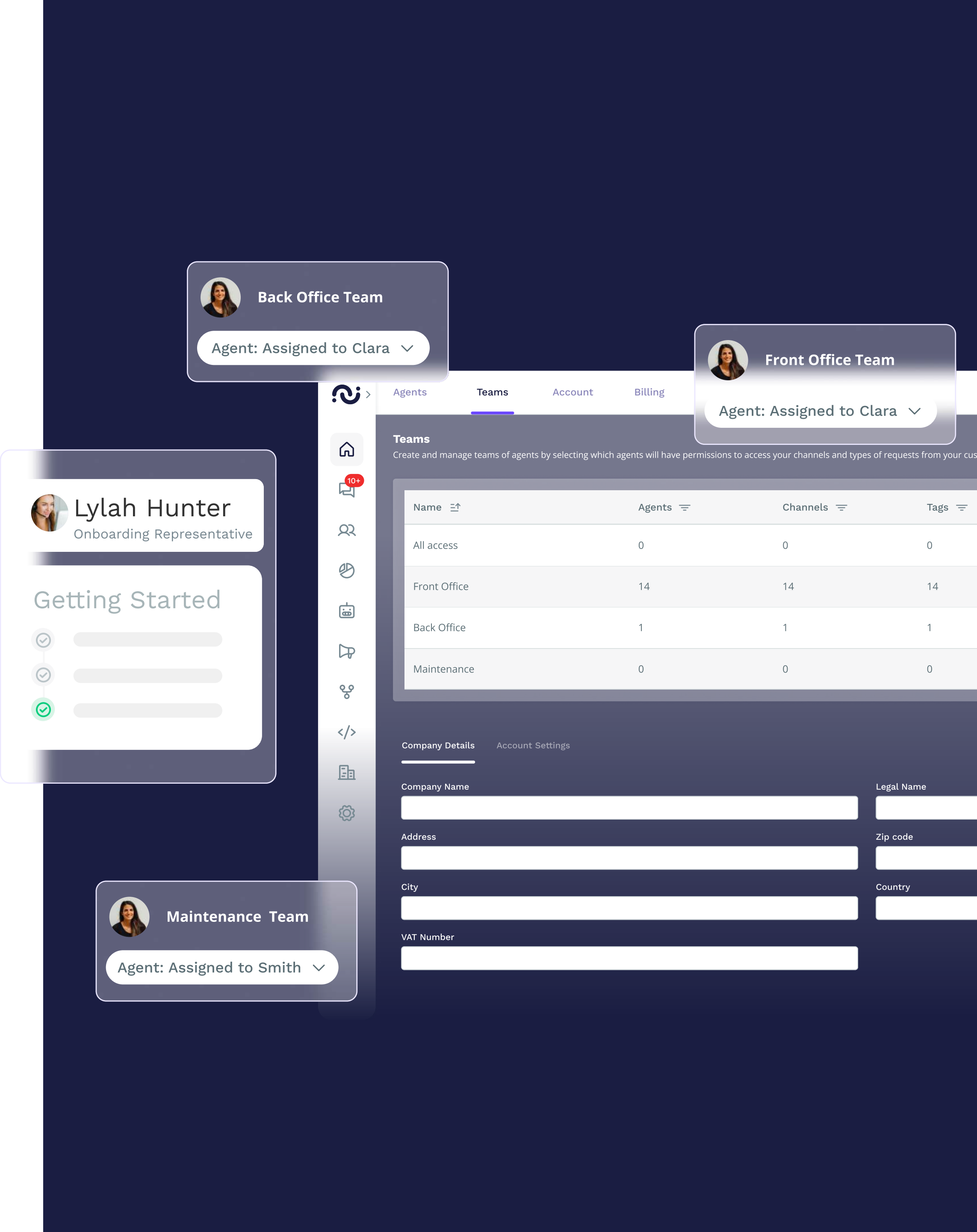
Implementation and launch

Ms King stressed that rolling out the new solution involved careful planning and a clear communications strategy.

Dealing with team scepticism

From the very beginning, the entire team was involved and their feedback incorporated every step of the way. The staff was trained to get them comfortable with the new technology. Being open and transparent was crucial for addressing any concerns about these digital changes early on. The processes were reviewed regularly during the launch to stay flexible and meet challenges head-on. This step-by-step method made for a smooth rollout that worked for everyone.

Initially, the team was hesitant about the new technology, as changing routines is often met with scepticism. Effective change management was essential to get everyone on board. The focus was on clearly communicating the benefits of the solution, which helped convince the team and guide them successfully through the transition.





The Solutions

To address these challenges, KING's Hotels implemented HiJiffy's communications platform. The solution was carefully chosen to automate and centralise guest communication across multiple channels.

With the expert support of HiJiffy's Customer Success Team, KING's Hotels significantly improved the guest experience in the pre-stay phase. At the same time, key challenges such as relieving the reception teams were effectively tackled, with no compromises on efficiency or service quality. The result: a thoroughly improved, convenient experience for guests.

HiJiffy

10+

Home

Conversations

Calendar

Reports

Settings

Help

Open

On hold

Closed

Spam

All

Search conversations ...

🔔

👤

🔽

Conversations

Start new

All 5/5

🔽

🔽

🔽

🔽

🔽

Claire Smith

WhatsApp

KING'S

9:00 AM

> Carmen Rodrigues

WhatsApp

KING'S

8:00 AM

Junior Doe

WhatsApp

KING'S

1 day

Robert Redford

WhatsApp

KING'S

1 day

Sam Smith

WhatsApp

KING'S

1 day

> John Doe

WhatsApp

KING'S

2 days

All

📧

🔄

💬

📱

📷

Claire Smith

High priority

Agent: Unassigned

🇬🇧

✉️

✓ Mark as closed

🔽

👤 Profile

📅 Activity

KING'S

WhatsApp

KING'S

Claire Smith

Claresmith2@email.com

+1 888-482-7768

+ Add new contact

Last viewed

https://KING'S.com/

Conversations (2)

Requests (6)

Reservations (8)

213

30/07/2021

123

30/07/2021

Tags

+ Add new

Hello Crownny! 😊 Could you please let me know what time check-in and check-out are? I just want to plan my arrival and departure accordingly.

Hello! 🙌 Check-in time is at 2:30 PM, and check-out time is at 11:00 AM. If you need an early check-in or a late check-out, just let us know – we'll do our best to arrange it for you! 😊

Type your message here..

📄

📎

➤

✓ Create Account

✓ FAQ's added

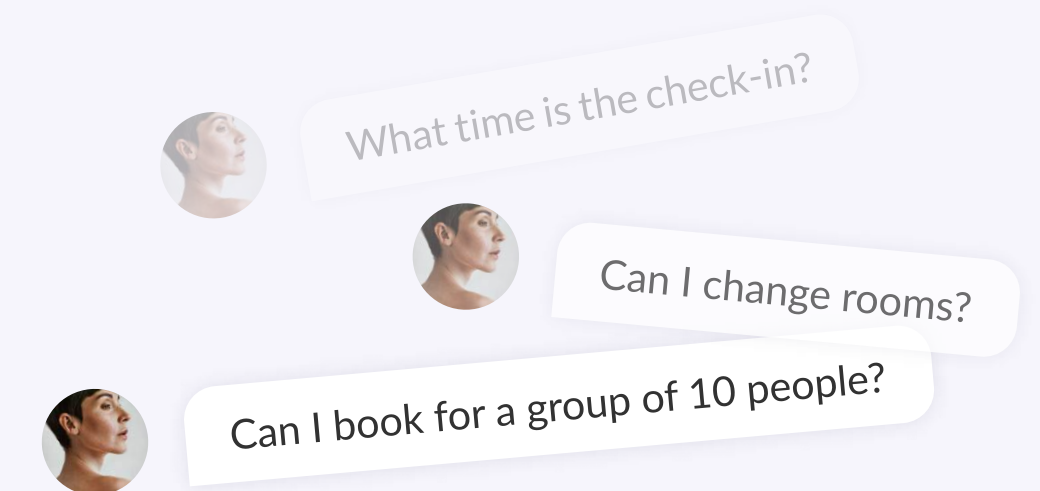
🔴



*Example of a conversation

The HiJiffy platform was rolled out to the webchat on the hotel website, **WhatsApp**, and the messaging services of **OTAs** such as **Booking.com** and **Expedia**. One crucial factor in its success was the ongoing training of AI content. An assigned member of the KING's Hotels team actively monitors and updates the system's replies to ensure they remain high-quality and relevant. For more complex or highly specific enquiries needing human expertise, a smooth handover ensures that a staff member can take over the conversation promptly.

HiJiffy's conversational AI, specialised in over 200 hospitality topics, instantly and automatically replies to traveller questions. It offers a 24/7 service through web chat, WhatsApp, and Facebook Messenger.



WhatsApp as the Primary Communications Channel

WhatsApp has become the key channel for **pre-arrival** and **in-stay communication**. To add a personal touch, the “Crownny” chatbot was introduced. This virtual assistant greets guests and is on hand for their queries. Guests are highly appreciative of this, as Ms King confirms: “We get loads of messages starting ‘Hello Crownny’. Guests pin the conversation so they can find it easily.”



For the hotel, the communication channel itself is secondary: it's the contact that matters.

“How a guest gets in touch doesn't matter, the main thing is that they reach out”



Hanna King
CEO, KING's Hotels

This pragmatic view underscores the focus on accessible, guest-oriented communication.

The Results

The introduction of the HiJiffy platform at KING's Hotels quickly delivered measurable success. The quantitative data from January to May 2025 demonstrate the effectiveness of the solutions implemented:



+18,000

conversations handled in total across the platform.

Do you have a pool?



Can i do a late check-out?



Can i book a extra night?



88.4%

Automation rate

across all channels, meaning nearly nine out of ten enquiries were resolved without staff intervention.

Hello! Check-in time is at 2:30 PM. Please let me know if you'll be arriving earlier — we'll do our best to accommodate you! 😊



89%

Chatbot CSAT

(Customer Satisfaction Score), showing a high level of guest satisfaction with automated replies.

How would you rate the support you received?

Good 😊

Bad 😞



91% ↑

WhatsApp automation highlighting the strong results on this channel. The WhatsApp concierge campaigns were widely used by guests.

< 12 KING's - Crowny online

Hello Crowny! Can i get an extra towel please?

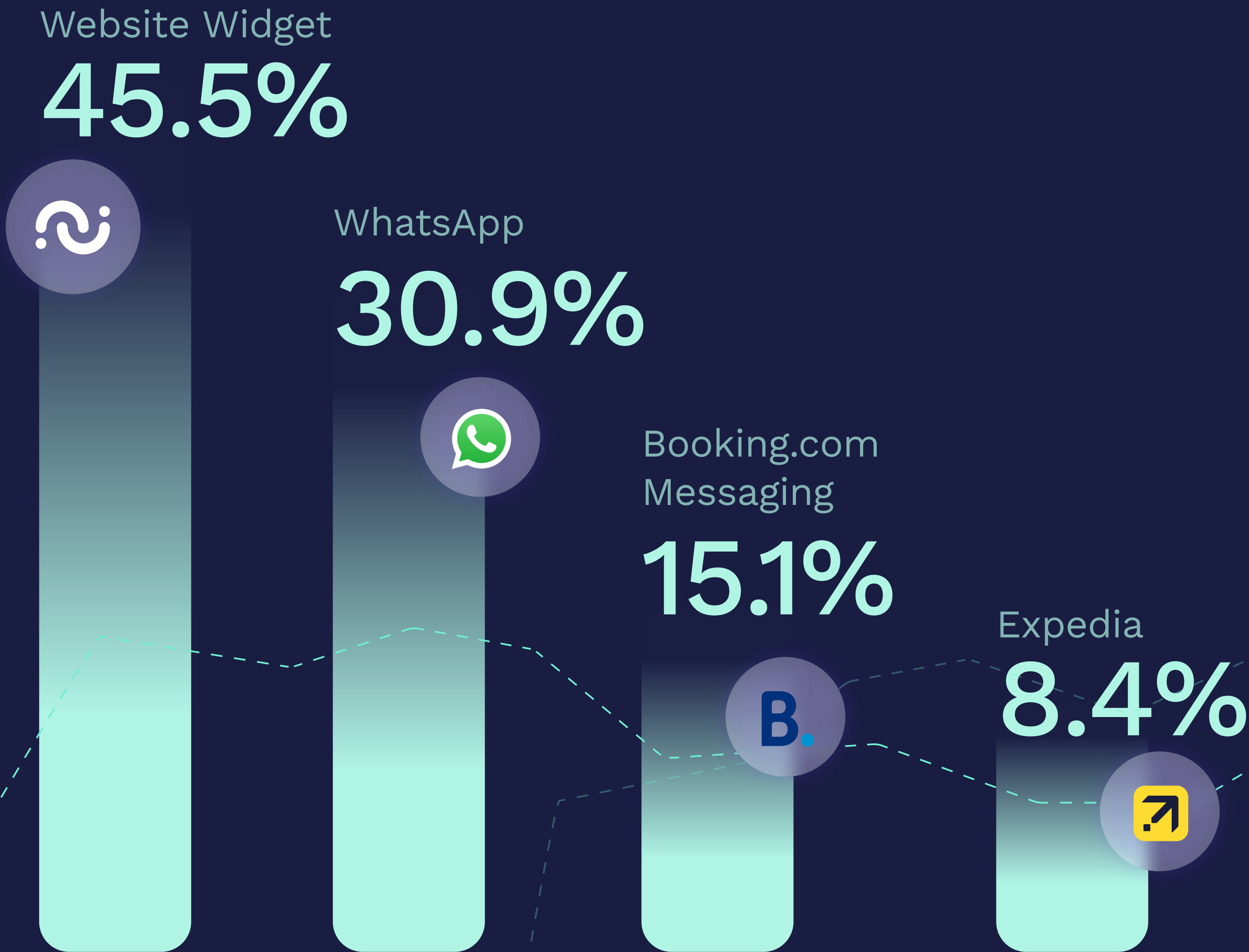


Hello Crowny! What time is the Check-in?



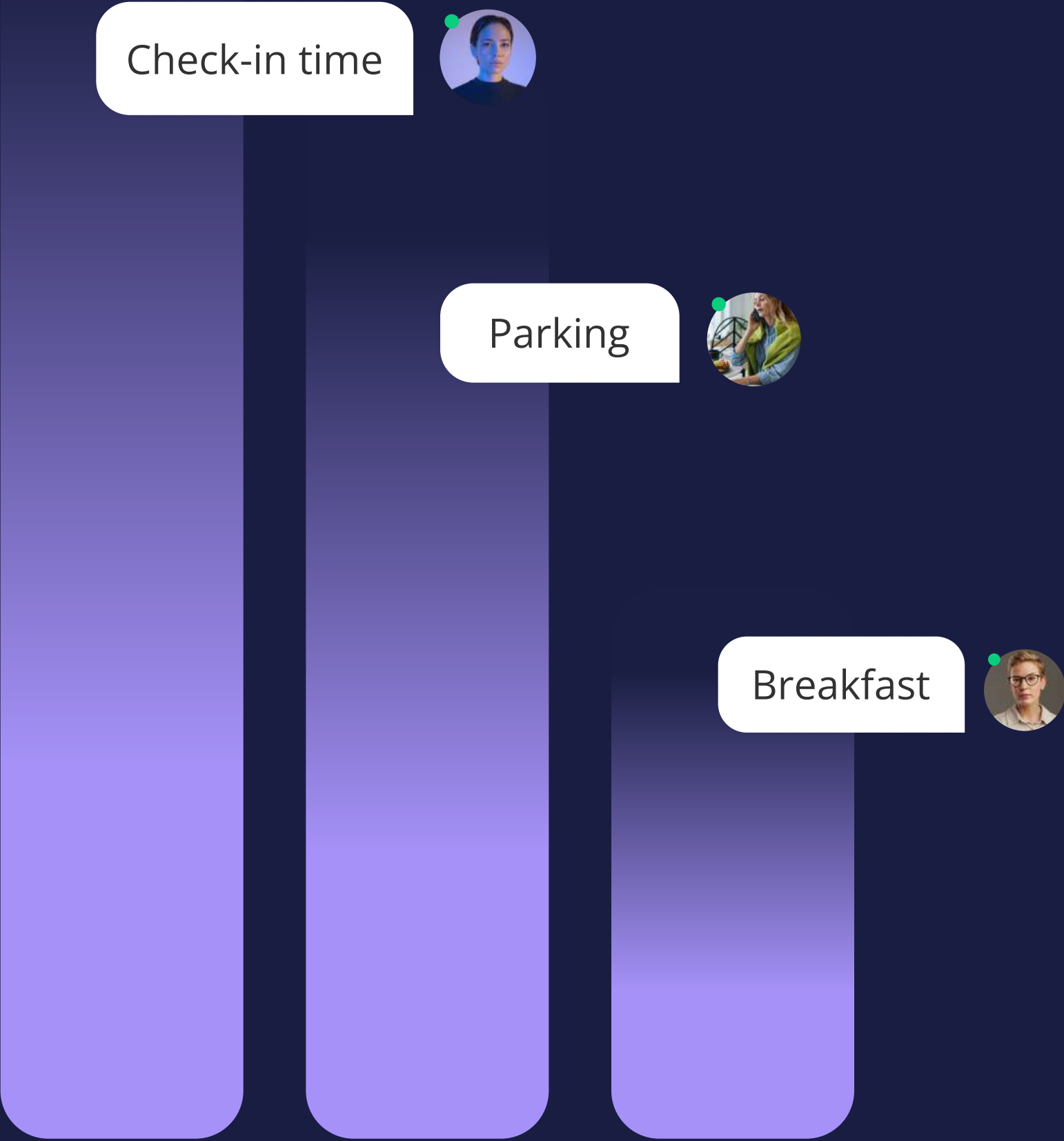
Top channels and most frequent questions

Usage data analysis showed a clear split across the main channels:



The most common questions (top FAQs)

answered by the system automatically were mainly about basic service information:



*Example of a conversation

The screenshot shows a customer service interface. On the left is a sidebar with navigation icons. The main area is divided into two panels. The left panel, titled 'Conversations', shows a list of active chats with customer names and last message timestamps. The right panel shows a detailed view of a conversation with 'Claire Smith'. The chat history includes a greeting, a question about breakfast, and a response about parking. Two images are attached to the conversation: one of the hotel exterior and one of the parking lot. The interface includes status filters at the top (Open, On hold, Closed, Spam, All) and a search bar on the right.

Conversations

- Claire Smith (9:00 AM)
- Carmen Rodrigues (8:00 AM)
- Junior Doe (1 day)
- Robert Redford (1 day)
- Sam Smith (1 day)
- John Doe (2 days)

Conversation with Claire Smith:

Hello Crownny! 😊 Do you have breakfast?

A well-stocked American breakfast is served to you daily from 6:30 a.m. to 10:30 am. On holidays, we serve breakfast from 07:00 a.m. The price per person is EUR 19,50.

Nice, and Parking?

There is a public parking lot next to the hotel where you can park your car for EUR 3,00 per hour or EUR 21,00 from 7-24 hours. Reservations are available.

Type your message here..

Qualitative effects and new areas of work

Alongside the impressive numbers, automation also brought qualitative changes. Front desk duties shifted away from repetitive ‘Sisyphean tasks’ to real, meaningful guest communication. This had a positive impact not only on team morale, but also on the quality of guest service. Ms King highlights that the team’s role has changed: “Go into guest communication. I don't see doing pointless work as good or rational for either our employees or companies.” This clear vision fosters a working environment in which interpersonal skills are used exactly where they add the most value.

“Go into guest communication. I don't see doing pointless work as good or rational for either our employees or companies.”



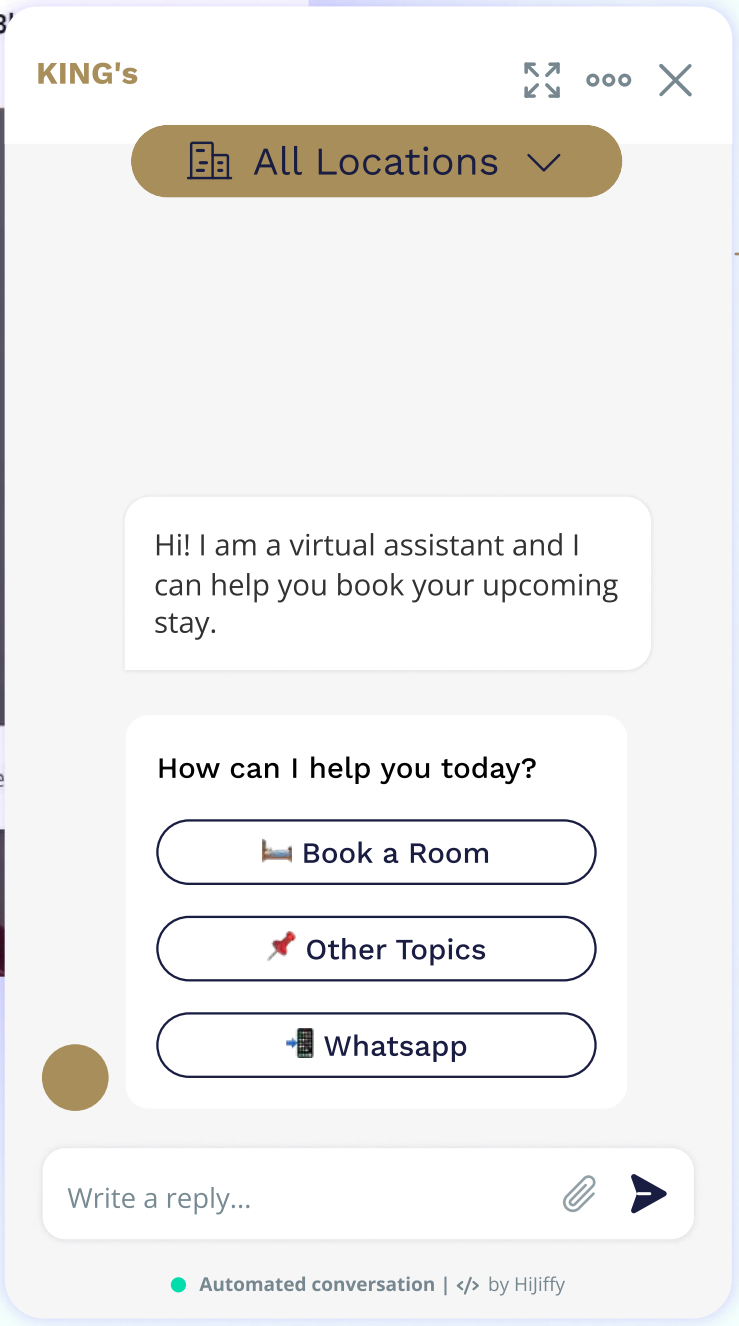
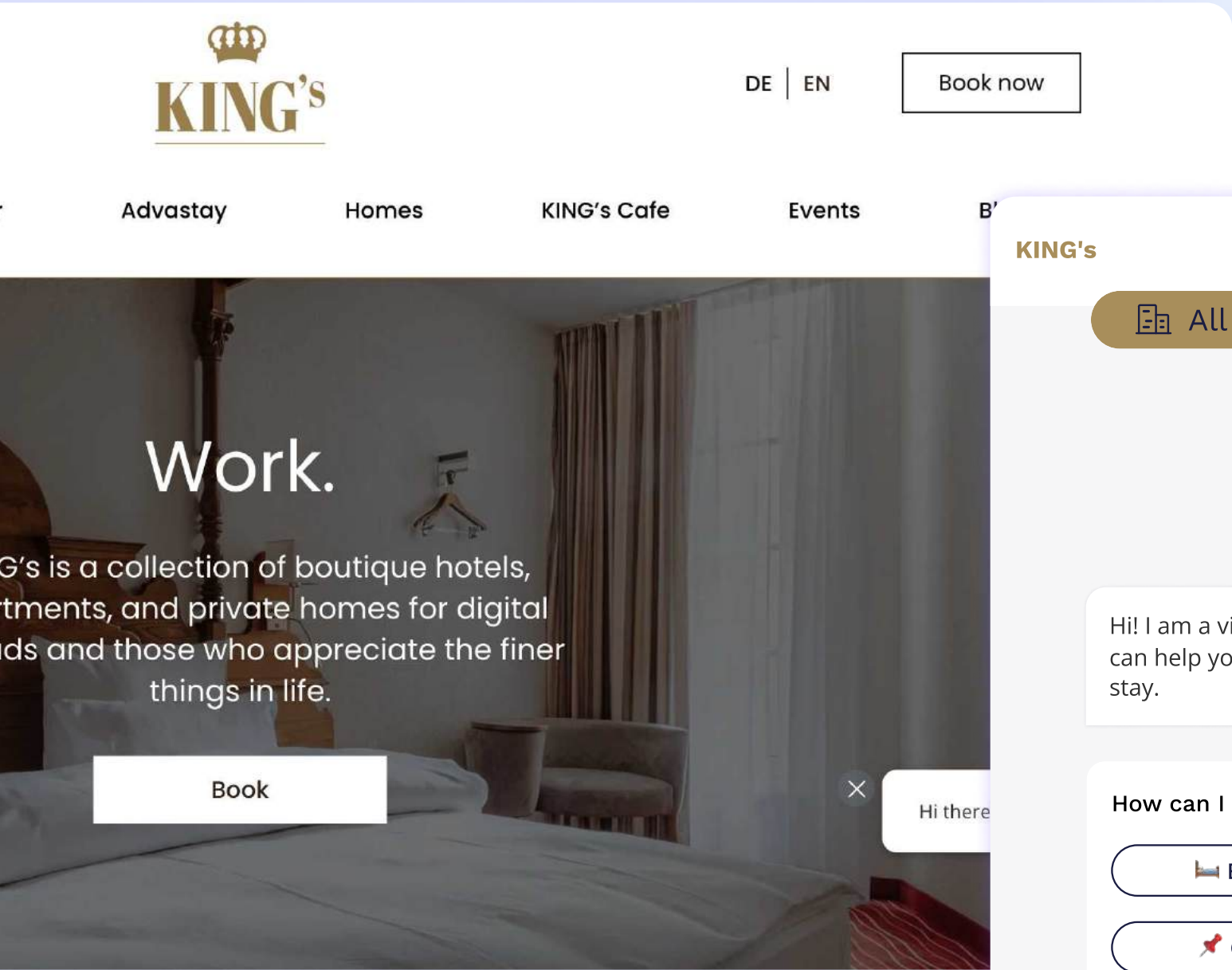
Hanna King

CEO, KING's Hotels

A win for guests and staff

The success of KING's Hotels shows how a strategic approach to artificial intelligence can move hospitality forward in positive ways. Automating standard enquiries not only frees up resources and increases efficiency, but also improves work quality for staff and the service experience for guests.

The results are clear: **A high rate of automation alongside high guest satisfaction shows that technology and genuine hospitality can work together.** KING's Hotels have found a way to meet the expectations of today's travellers and provide a motivating work environment for their teams.

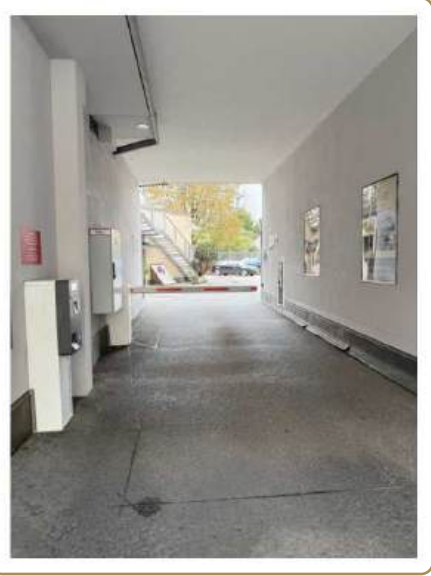


KING's HOTEL Center Check-in

The check-in time is from 3.00 p.m. The check in at our hotel is done via a check in terminal, you will receive an E-Mail with the check in instructions as well as the online registration form shortly before your stay.

Parking

There is a public parking lot next to the hotel where you can park your car for EUR 3,00 per hour or EUR 21,00 from 7-24 hours. Reservations are not possible



Breakfast

A well-stocked American breakfast buffet awaits you daily from 6:30 a.m. to 10:30 am. On Sundays and holidays, we serve breakfast from 07:00 a.m. to 11.00 a.m. The price per person is EUR 19,50.



Testimonials



"Implementing HiJiffy was another milestone in the digital development of our hotels. We've been able to noticeably improve the efficiency of our guest communications and raise guest satisfaction to a new level. What's especially impressive is how easily the automation fits into our processes. Our staff are now free from repetitive work and can focus on what really matters: personal contact and supporting our guests as individuals. It's also fantastic how much our guests embrace the 'Crown' virtual assistant - many even save the conversations. This technology has helped us work more efficiently and achieve our vision of modern hospitality that appeals to a wide range of clients."

Hanna King – CEO at KING's Hotels



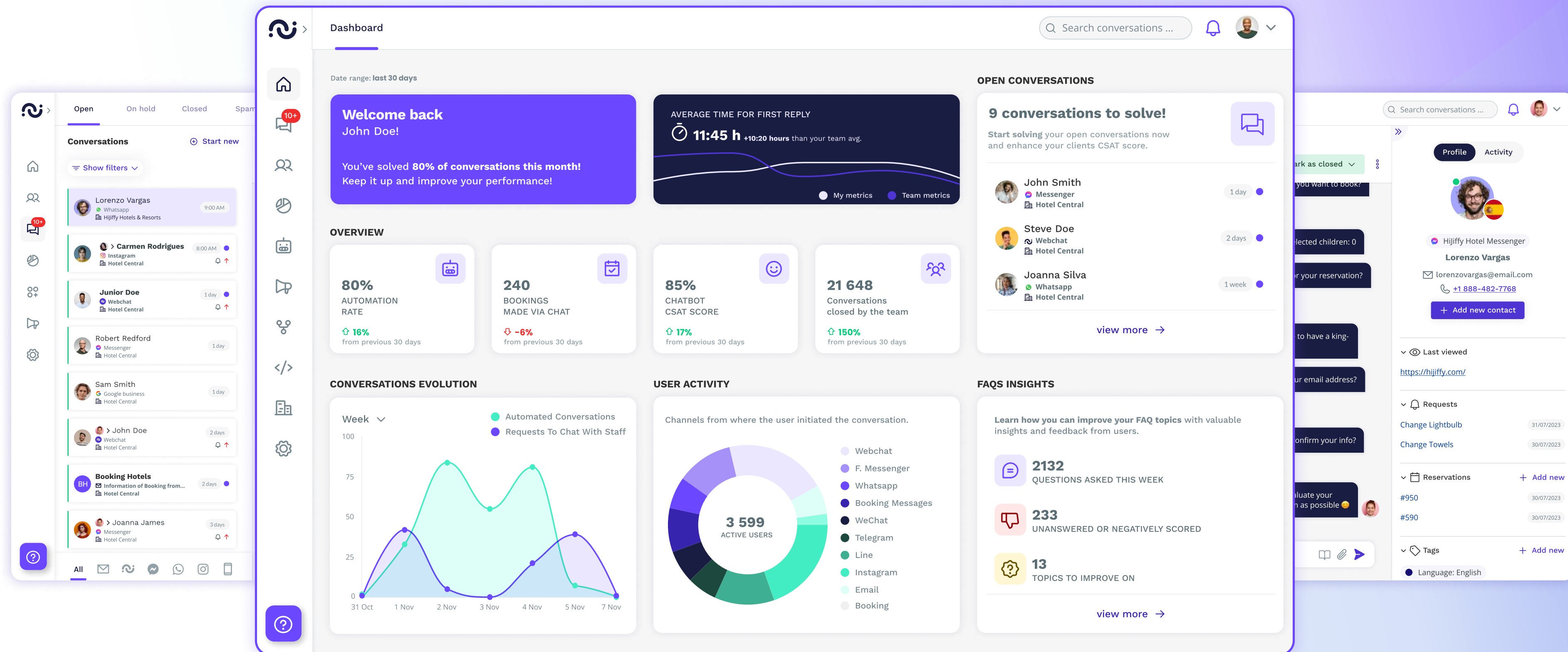
"At HiJiffy, we're proud to work with clients like KING's, where innovation and guest service excellence are top priorities. HiJiffy has been successfully adopted across the hotel group, with automation and central enquiry management making ongoing improvements to both booking processes and the guest experience.

The high acceptance of the virtual assistant among guests also shows how technology can add value to service. At the same time, staff are freed from repetitive tasks and can focus more on genuine personal interaction."

Stefanie Valerio – Onboarding Representative at HiJiffy



Guest communications managed in one place.



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



Booking

- Answering FAQs
- Chat-based booking
- Webchat pop-up campaigns
- Lead generation (RFP)

Integrations

→ Booking Engine

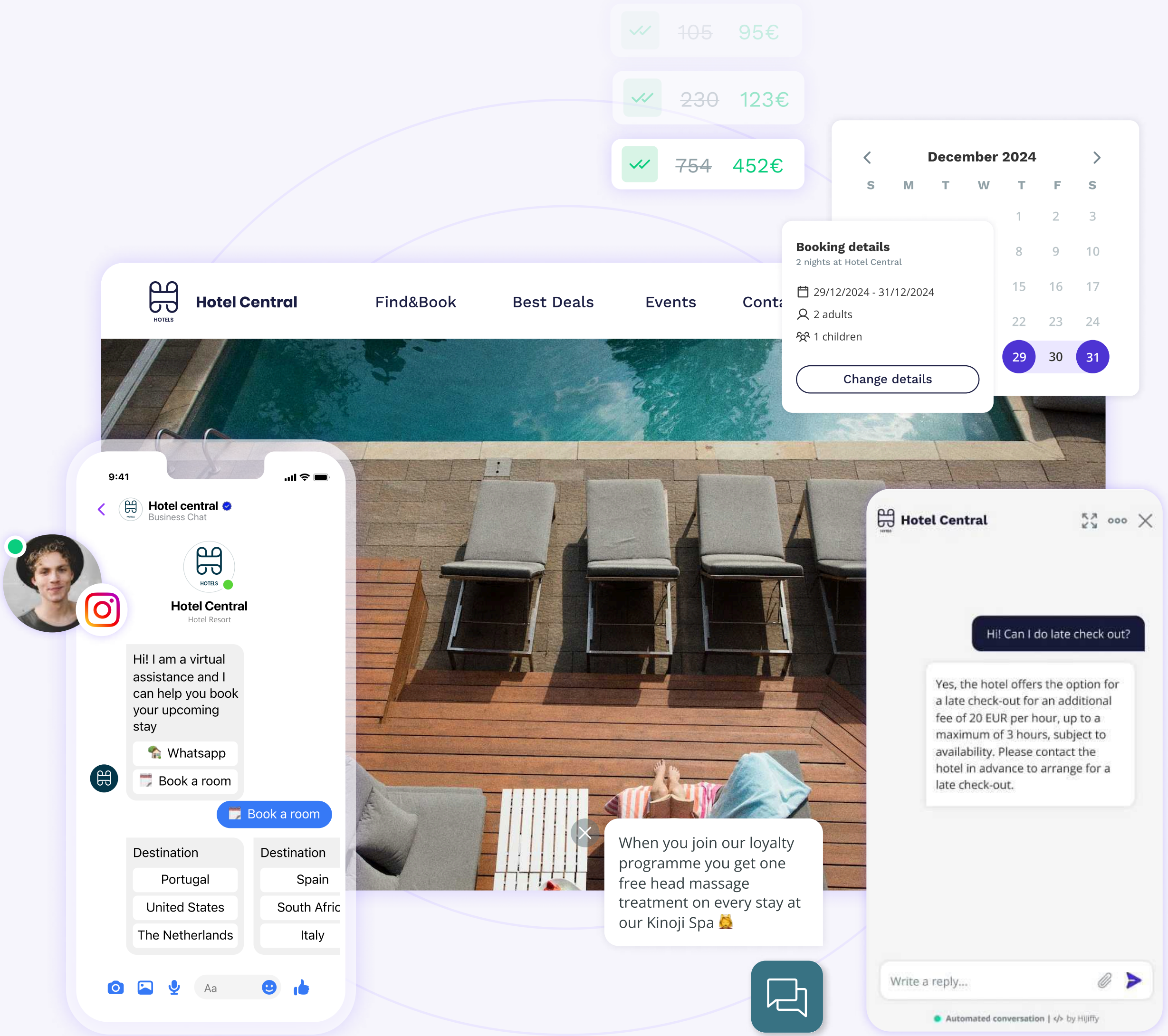
→ Digital Marketing

→ CRM

Channels

www

B.



Booking

Arrival

In-stay

Departure

Post-Stay

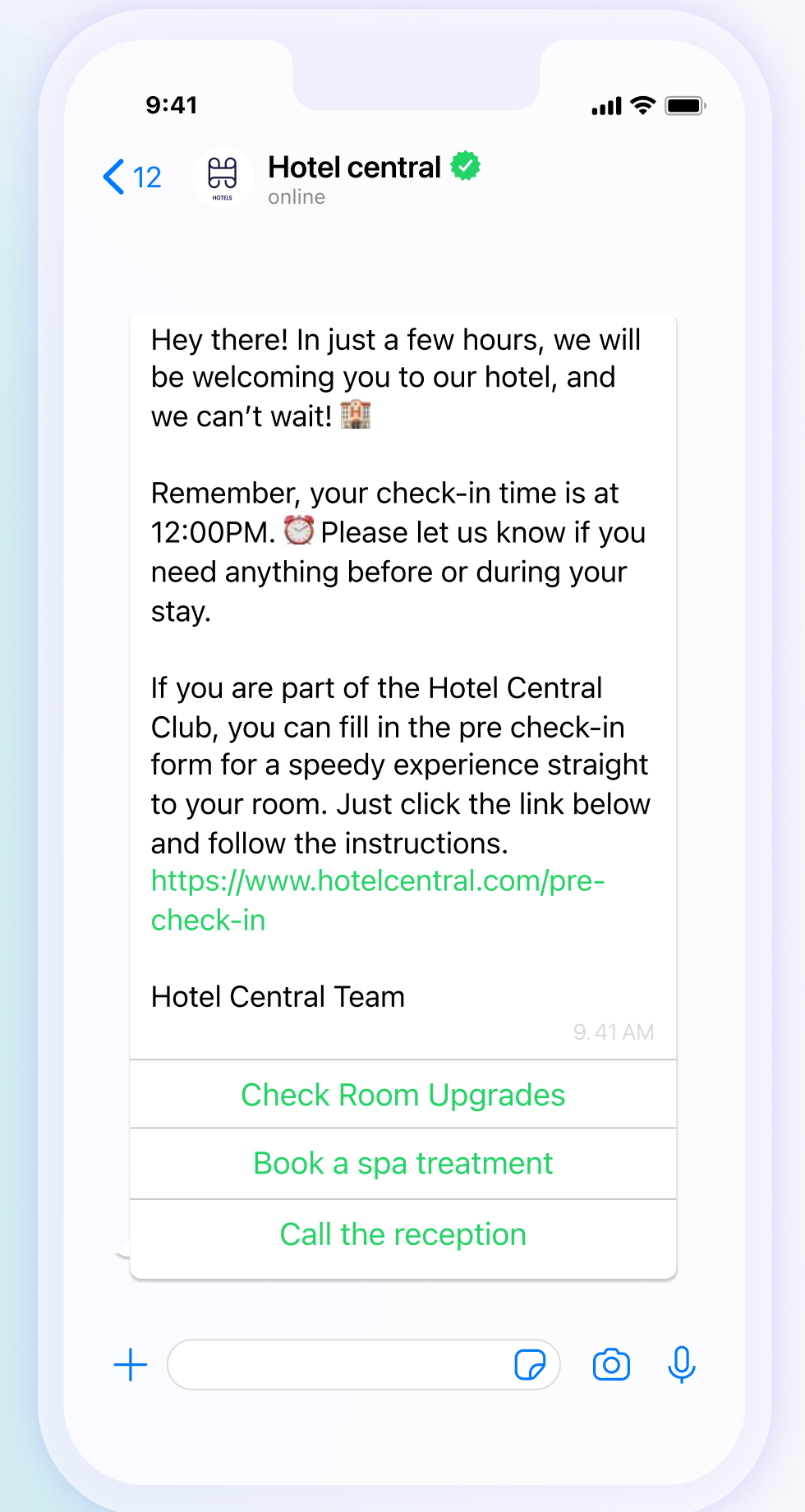
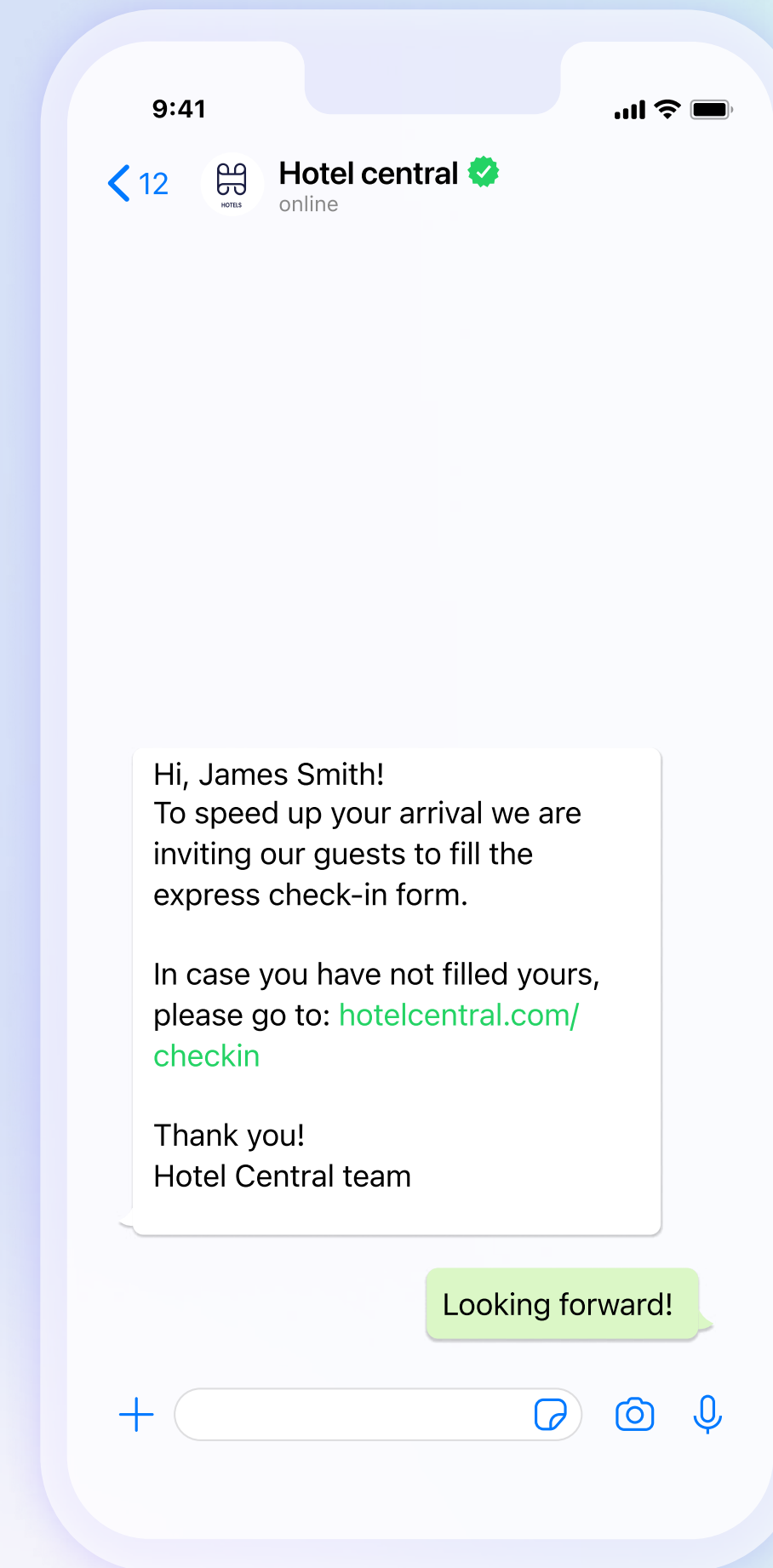
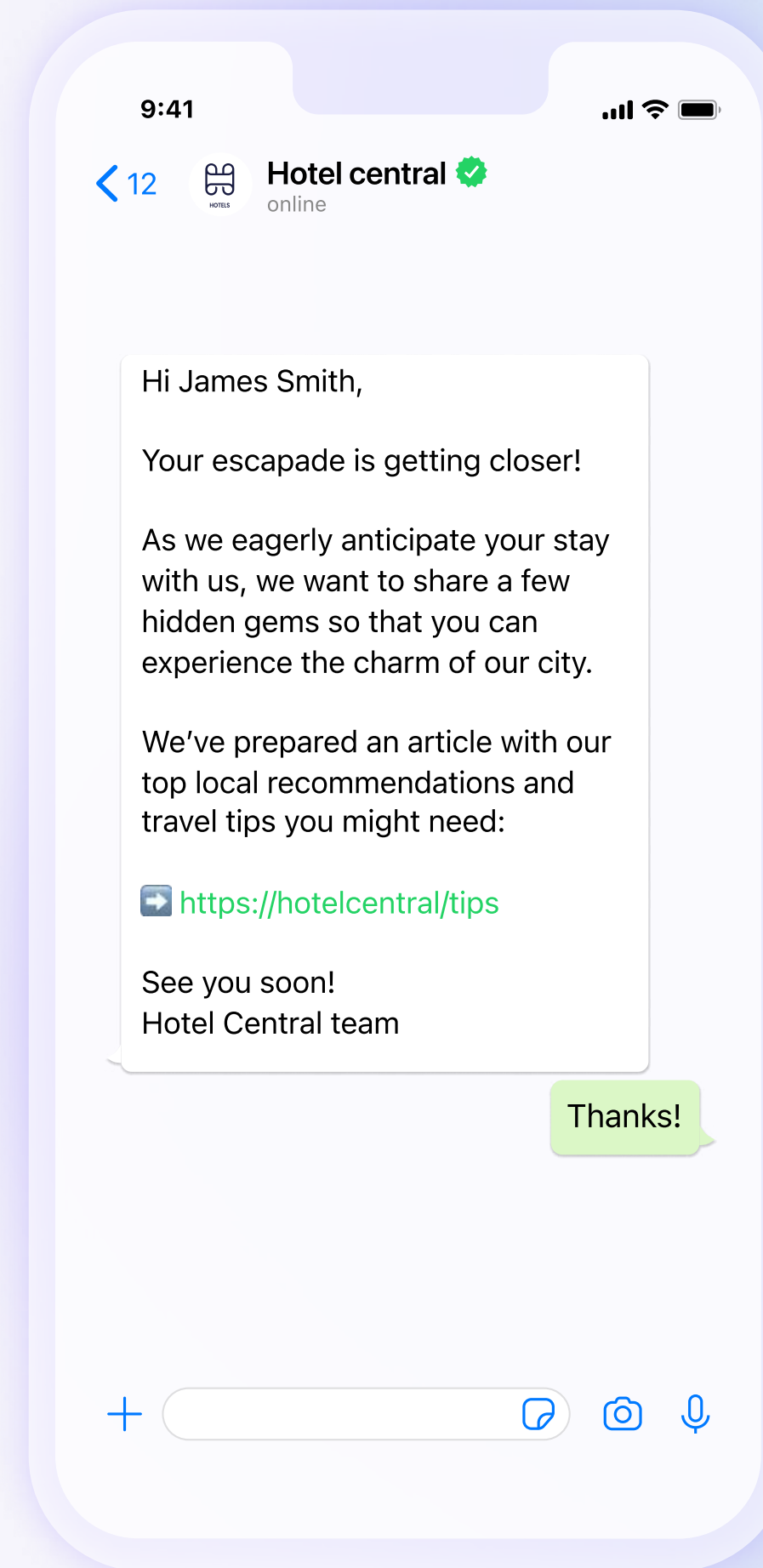
Arrival

- 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

Post-Stay

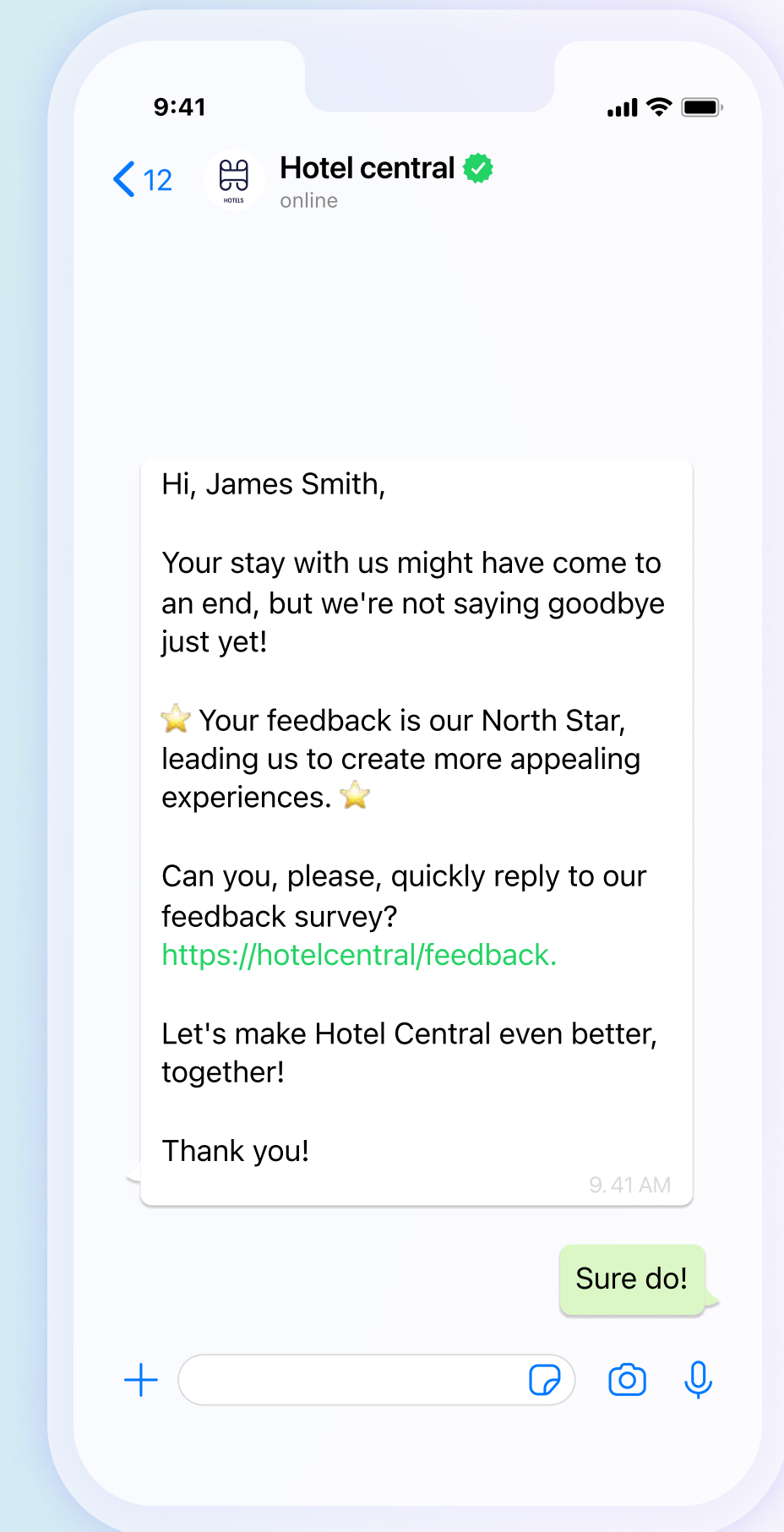
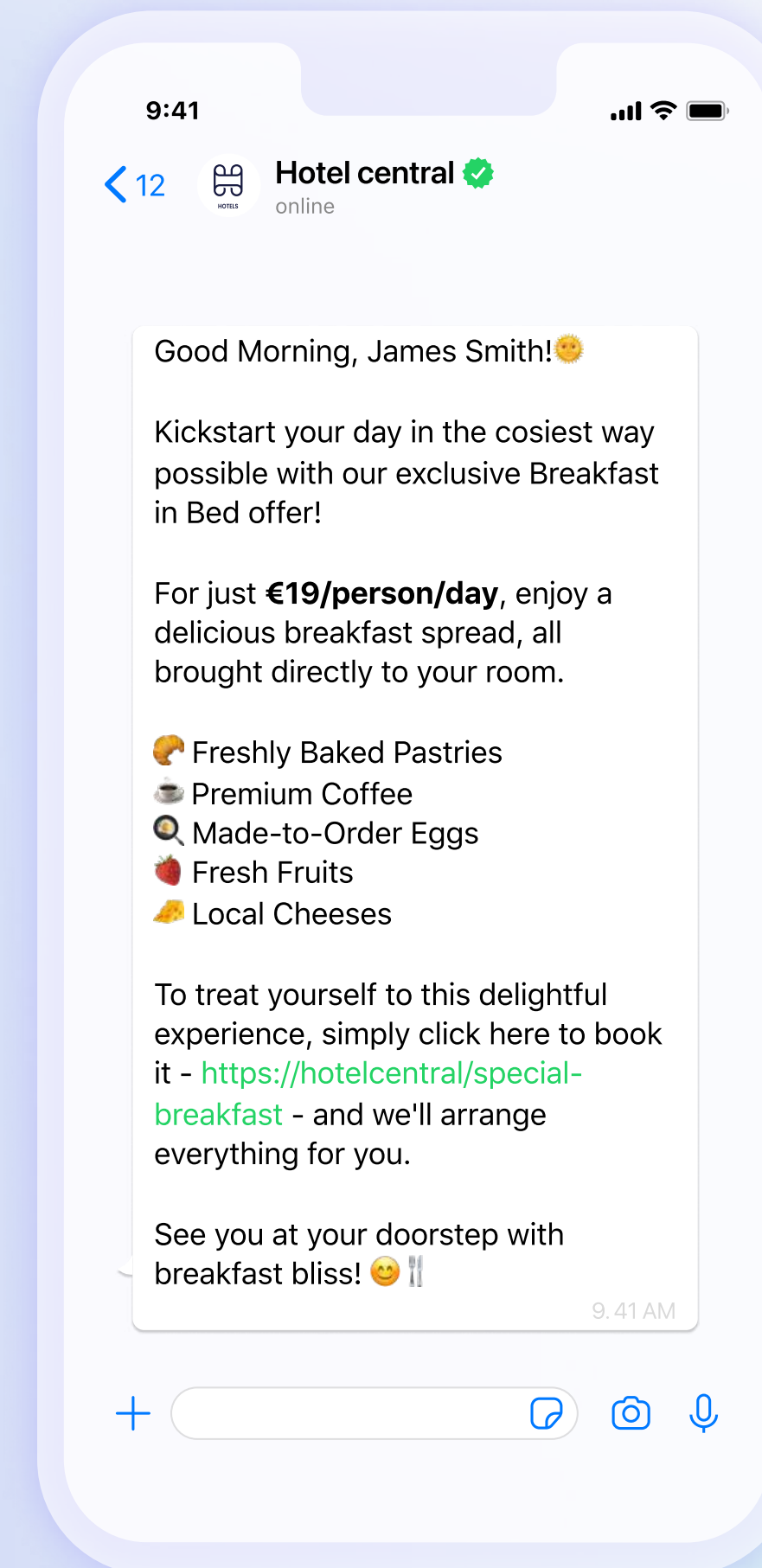
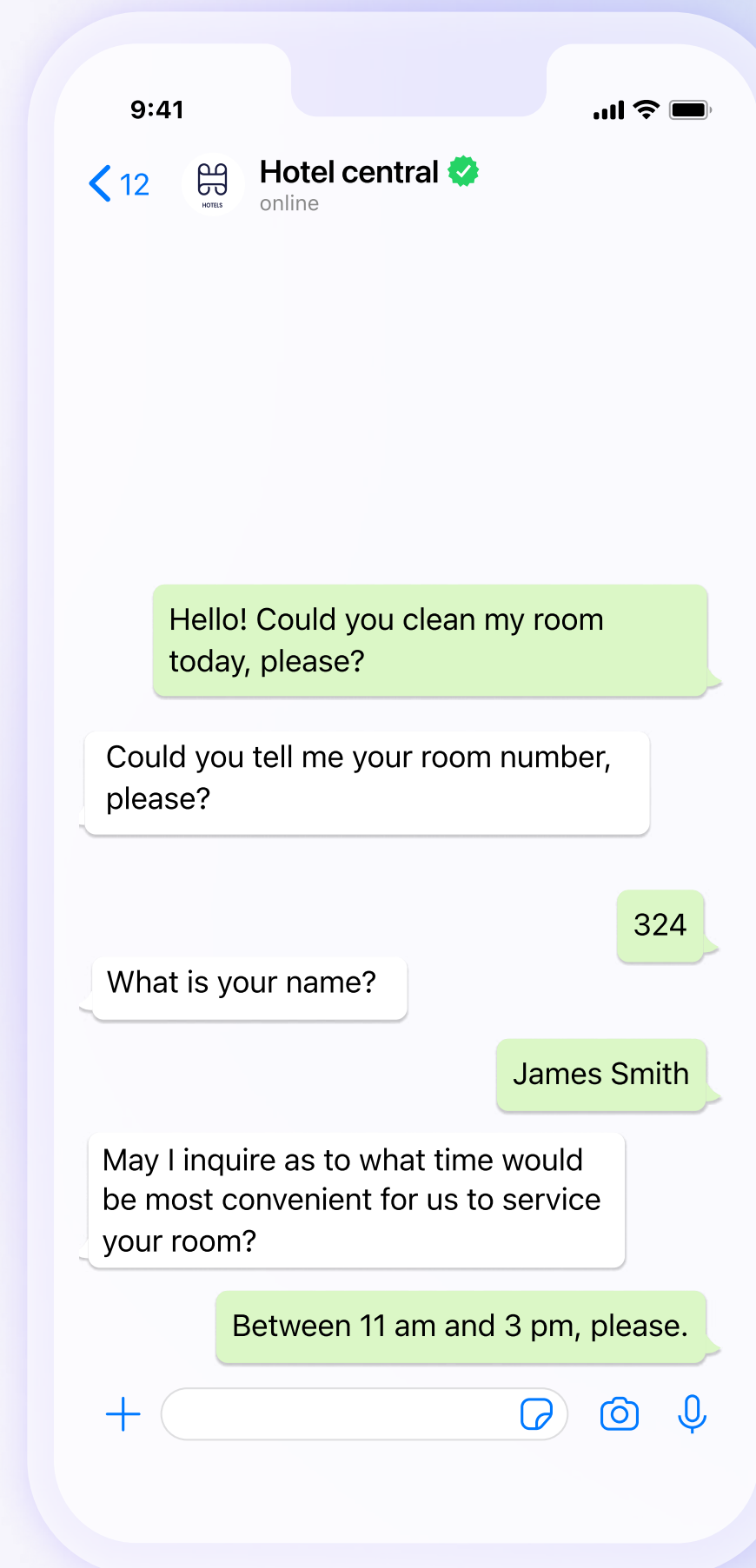
In-stay

- In-house assistance
- Upsell and cross-sell campaigns
- Satisfaction surveys

Integrations

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

Channels



Departure

- Check-out campaigns
- Guest reviews campaigns

Integrations

→ PMS

→ Check-in

→ CRM

→ Hotel App

→ Upselling

→ Maintenance

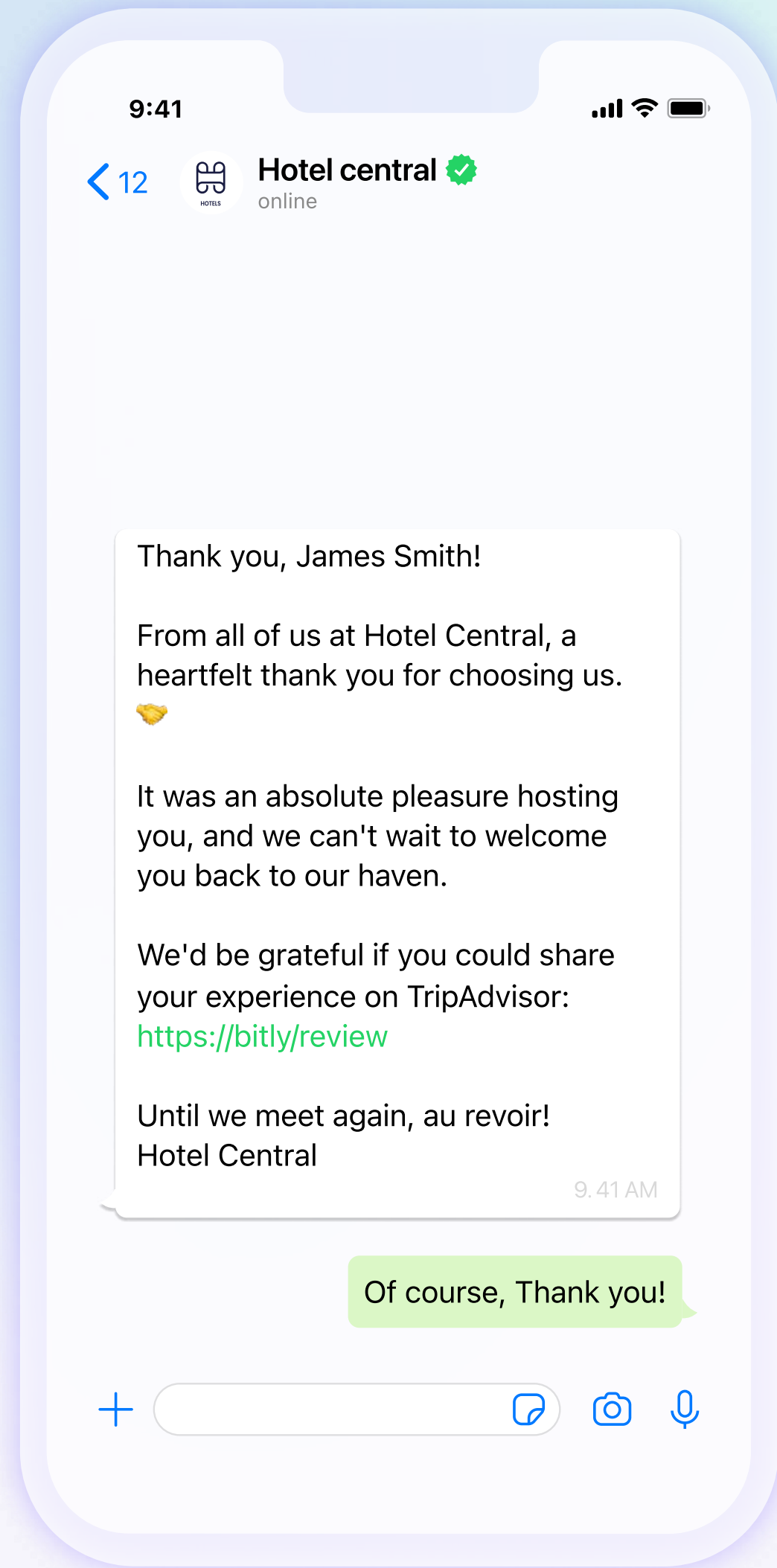
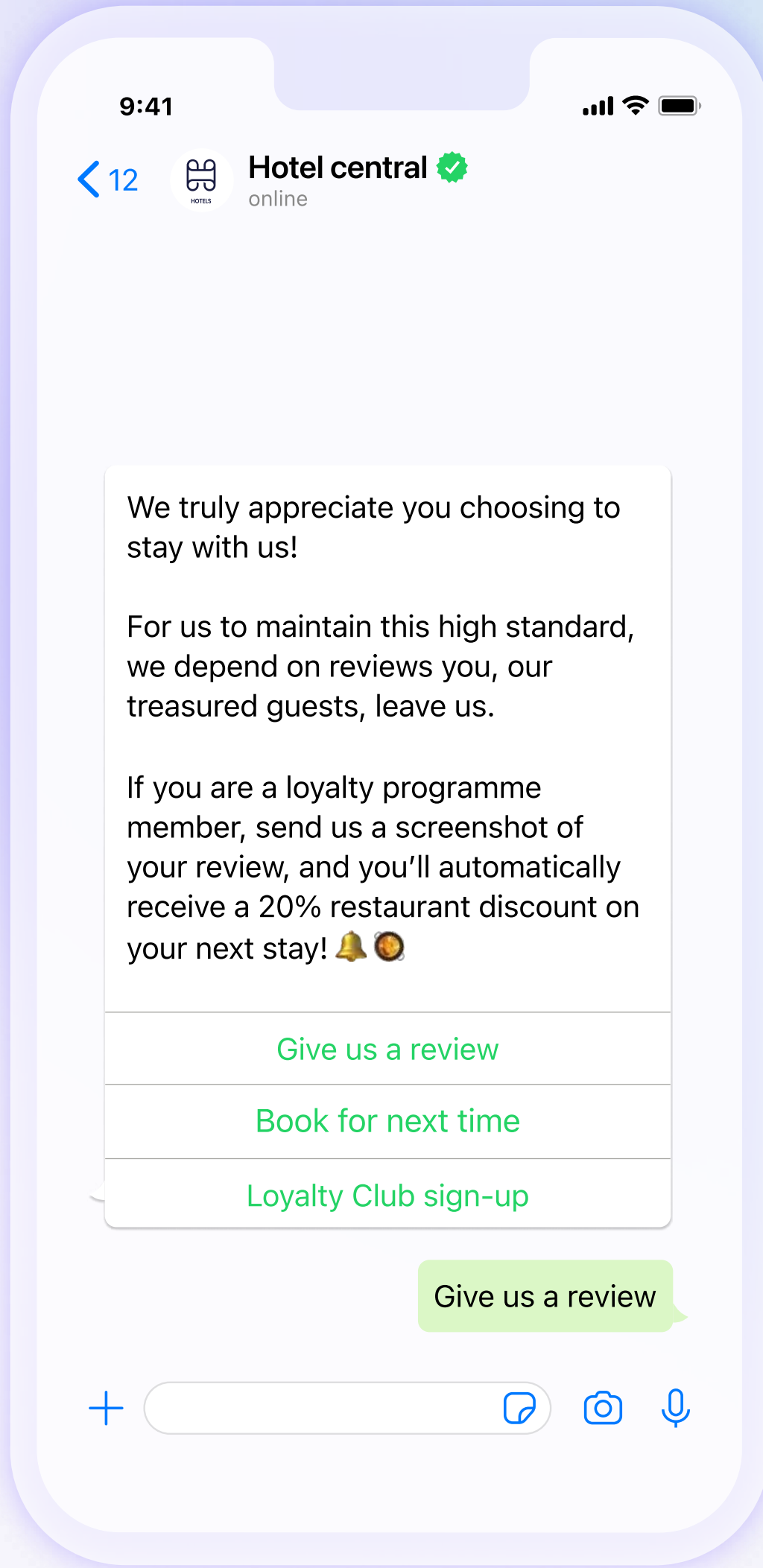
→ Check-out

→ Reviews

Channels

B.

SMS



Booking Arrival In-stay Departure **Post-Stay**

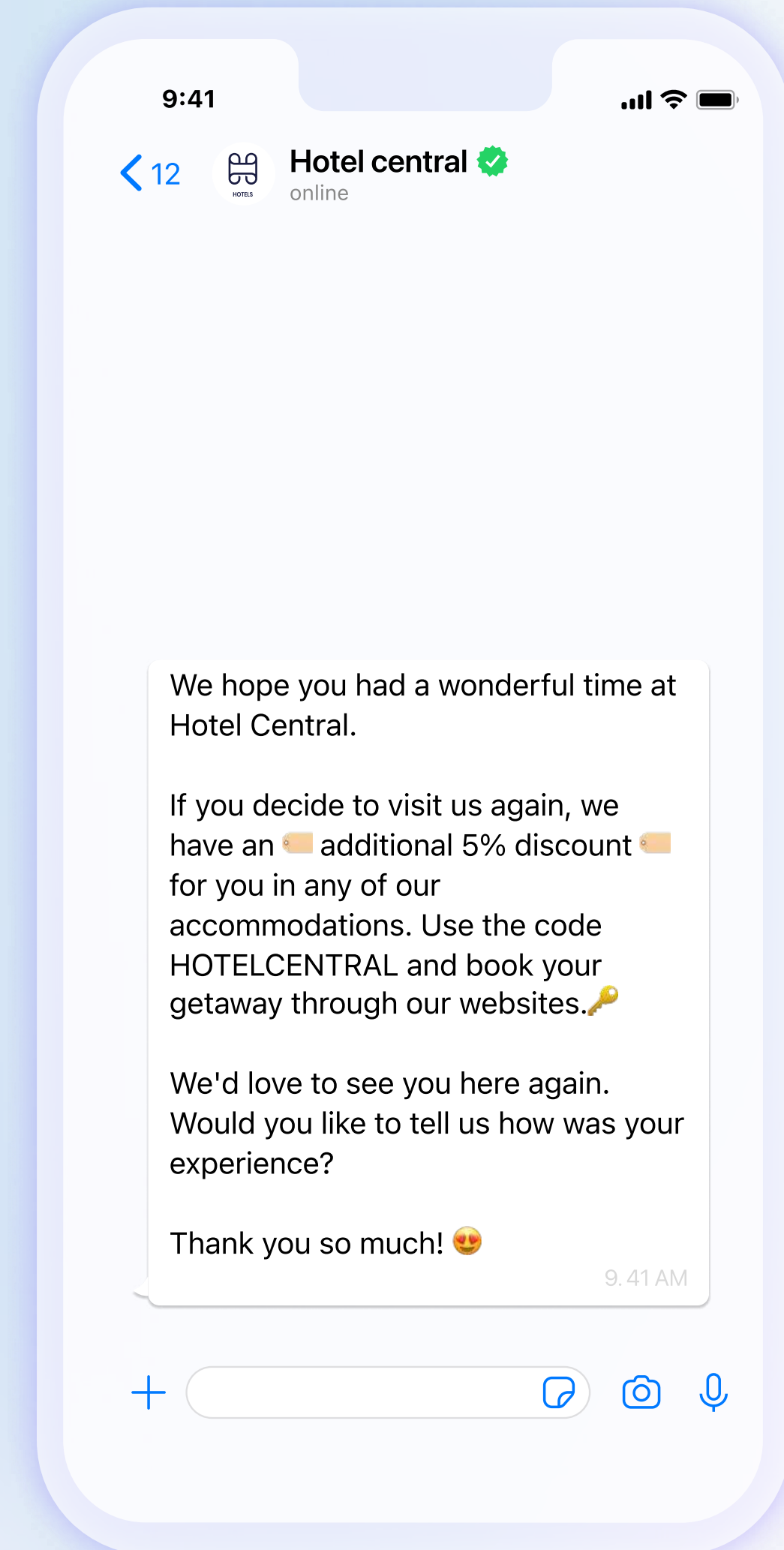
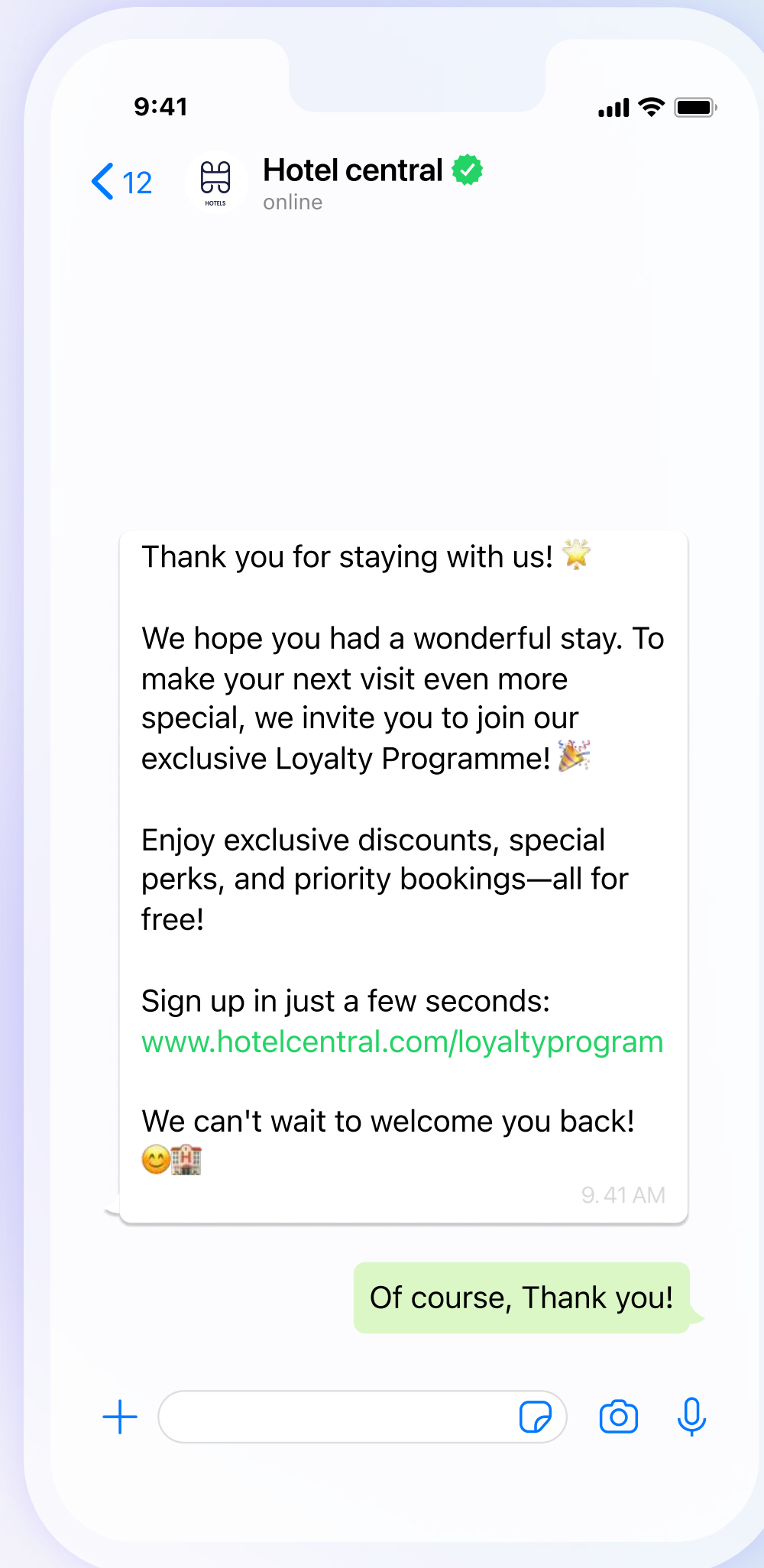
Post-stay

- Loyalty programme updates
- Promotional campaigns

Integrations

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

Channels



Success Story



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