ENTOURAGE
SUR-LE-LAC
RESORT

Success Story

Entourage sur-le-Lac automates 94% of guest enquiries and saves 440 hours of staff time with HiJiffy
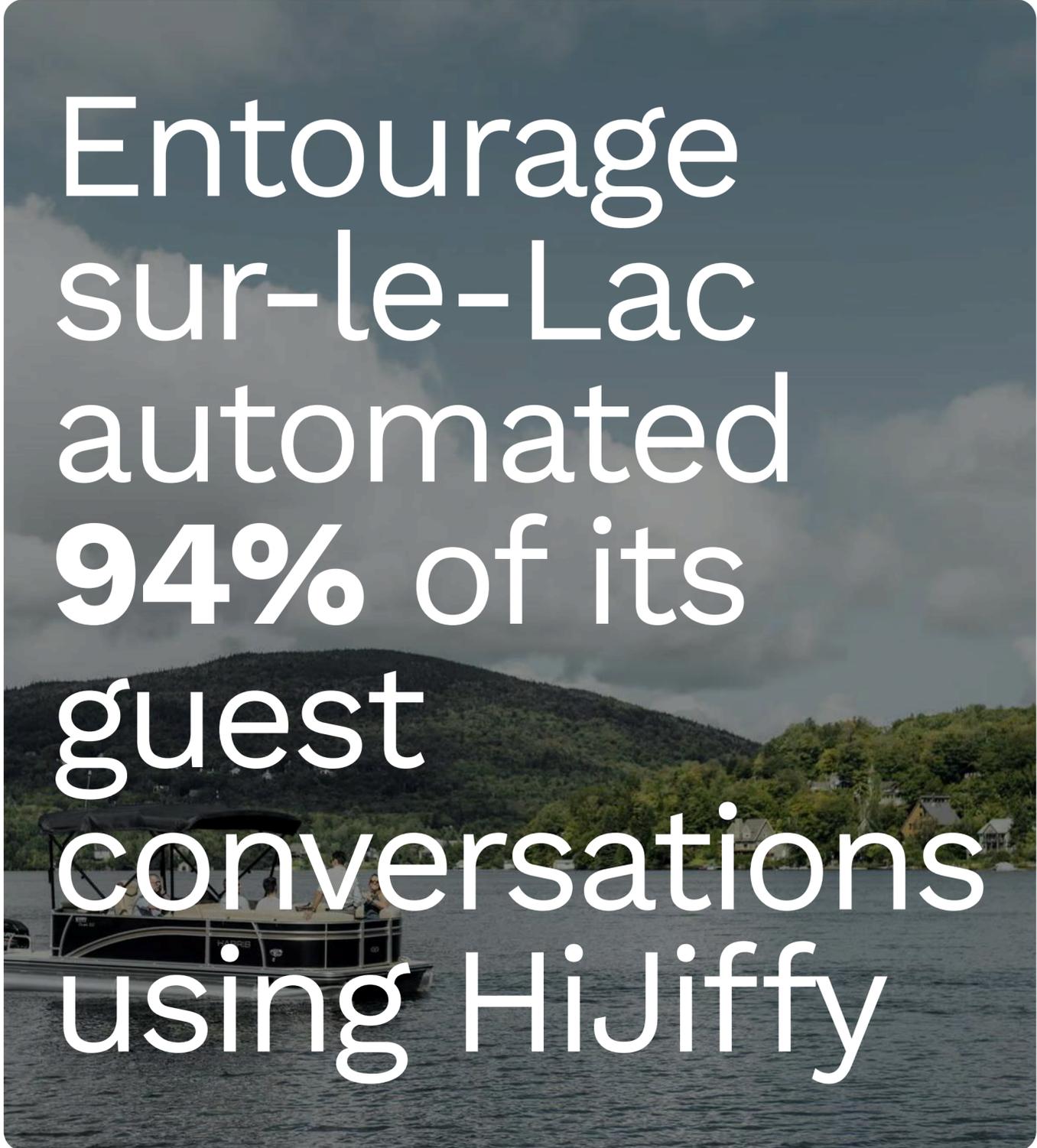
HiJiffy

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Entourage sur-le-Lac was looking for something very specific: save time for the team without compromising guest service. As a busy lakeside resort just outside Québec City, guest communication is constant. With its stunning lakeside location and focus on wellbeing, the hotel attracts travellers keen to make the most of their stay. This means the front desk team is always fielding questions about breakfast times, outdoor activities, and booking logistics. While this interaction is vital, the sheer volume of repetitive enquiries was becoming a significant operational challenge.

The hotel needed a way to provide fast, accurate answers without overwhelming its staff. This case study explores how Entourage sur-le-Lac automated 94% of its guest conversations using HiJiffy, saving over 440 hours of staff time in just one year.

Entourage sur-le-Lac automated 94% of its guest conversations using HiJiffy

The Client: Entourage sur-le-Lac Resort

Entourage sur-le-Lac is a contemporary, four-season resort set by the edge of Lac Beauport, just a short drive from Québec City. The property is known for its modern style, welcoming atmosphere and strong focus on guest experience, which has helped it stand out as a key destination in the region.

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The resort offers **166 rooms** and suites with lake views, a well-regarded restaurant, extensive wellness and fitness facilities and a wide range of outdoor activities throughout the year. With a steady mix of families, couples, corporate groups and event guests, the team manages a busy and varied operation where clear communication and efficient workflows make a real difference to both staff and visitors.

Entourage sur-le-Lac identified several key challenges that
prompted its search for an AI-driven communication solution.

The Challenges

The team found themselves repeatedly answering the same enquiries every day. The topics were predictable but time-consuming.

Although these questions are essential for guest preparation, the repetition made it difficult for the front desk and reservations teams to focus on more complex requests or spend more time with guests on site.

As a four-season resort with constant activity, Entourage sur-le-Lac welcomes a wide range of guests: families, couples, corporate groups and event attendees. The volume of daily operations meant staff often had to choose between managing incoming enquiries and handling the needs of guests already at the property.

This created pressure at peak times, especially during holidays, school breaks and weekends, when enquiries increased significantly.

Travellers increasingly expect quick, accurate information. Even simple delays in replying could lead to repeated questions or further messages. With staff juggling multiple responsibilities, maintaining rapid response times was becoming harder.
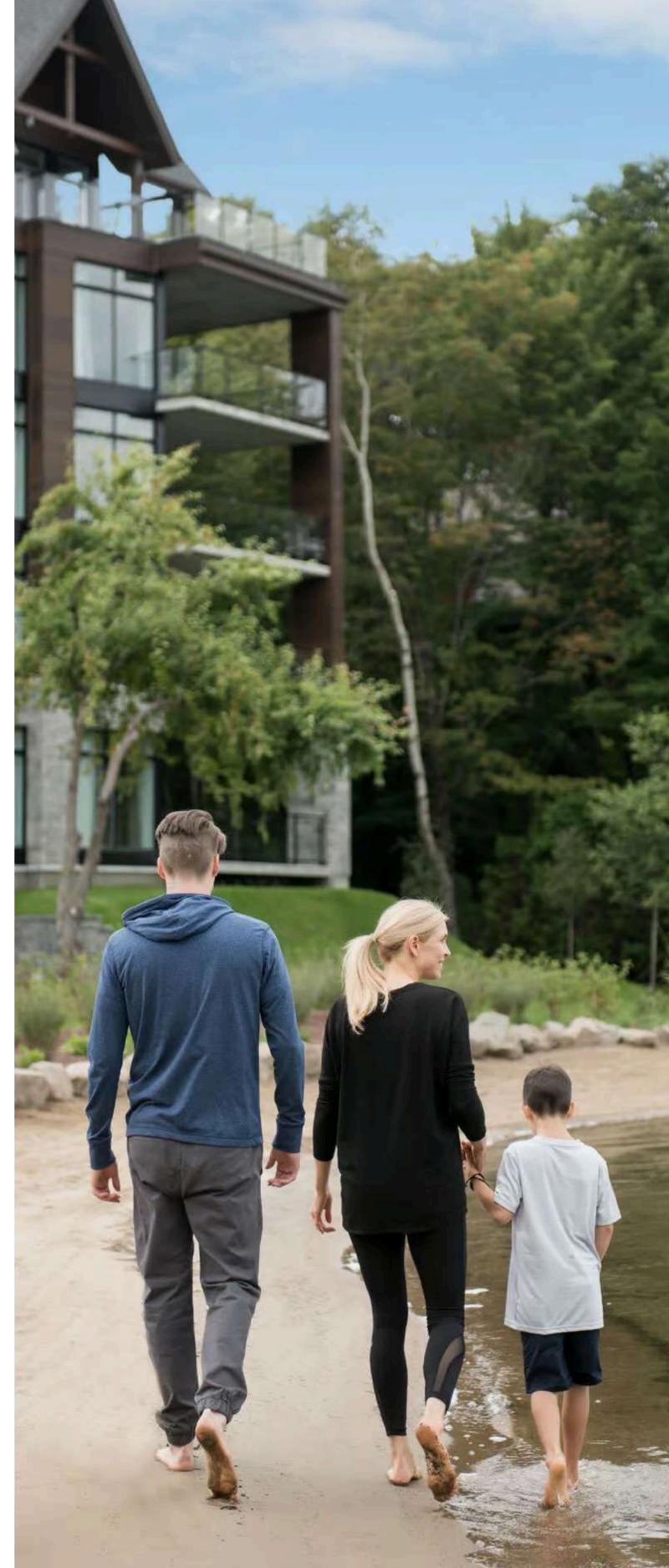
The team needed a tool that would immediately reduce their communication workload without disrupting existing processes. They wanted something easy to implement, easy to update and capable of handling large volumes of routine enquiries without requiring ongoing manual effort.
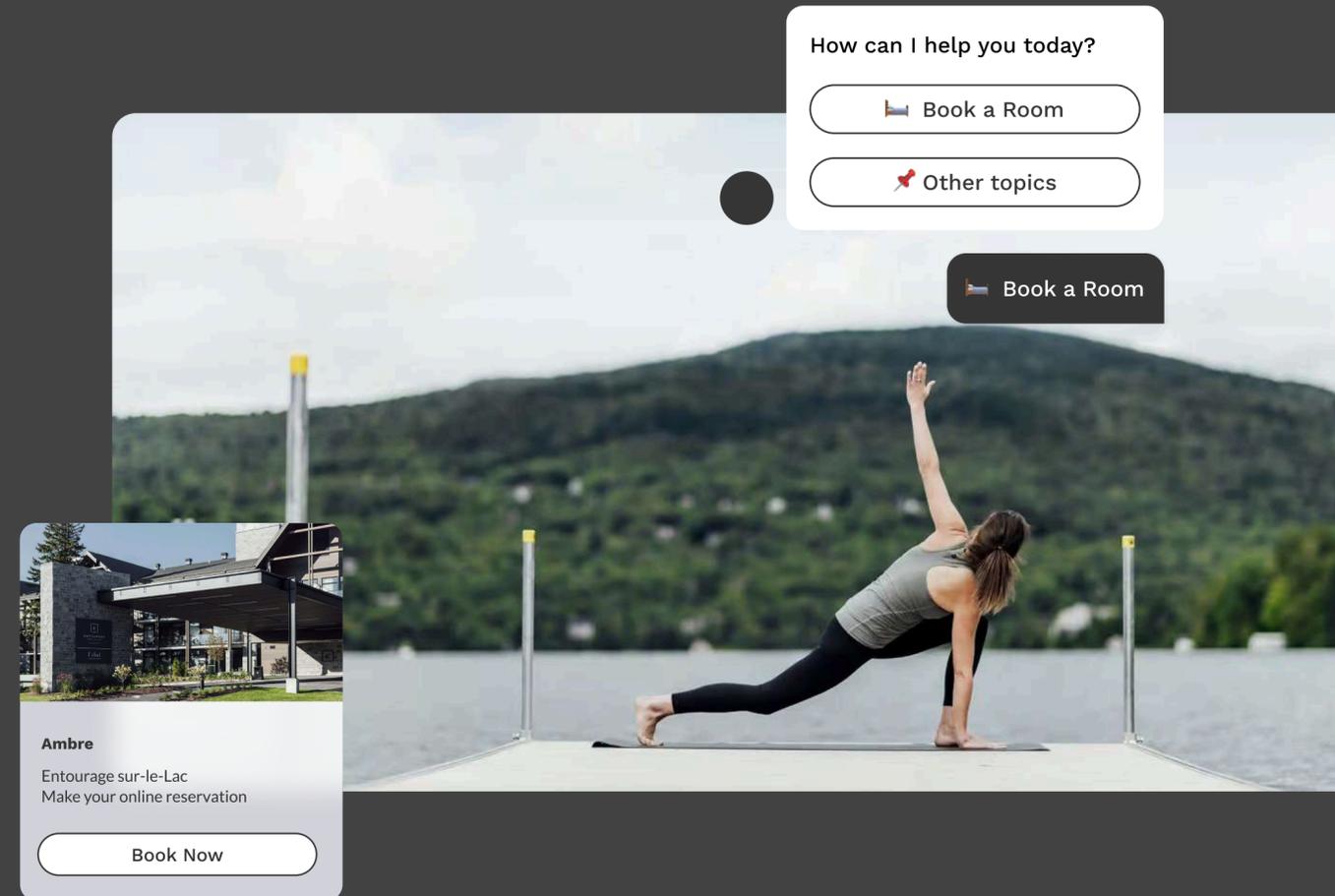
These challenges led Entourage sur-le-Lac to look for a communication system that could automate guest questions, improve response times and free up valuable time for staff to support guests in person.
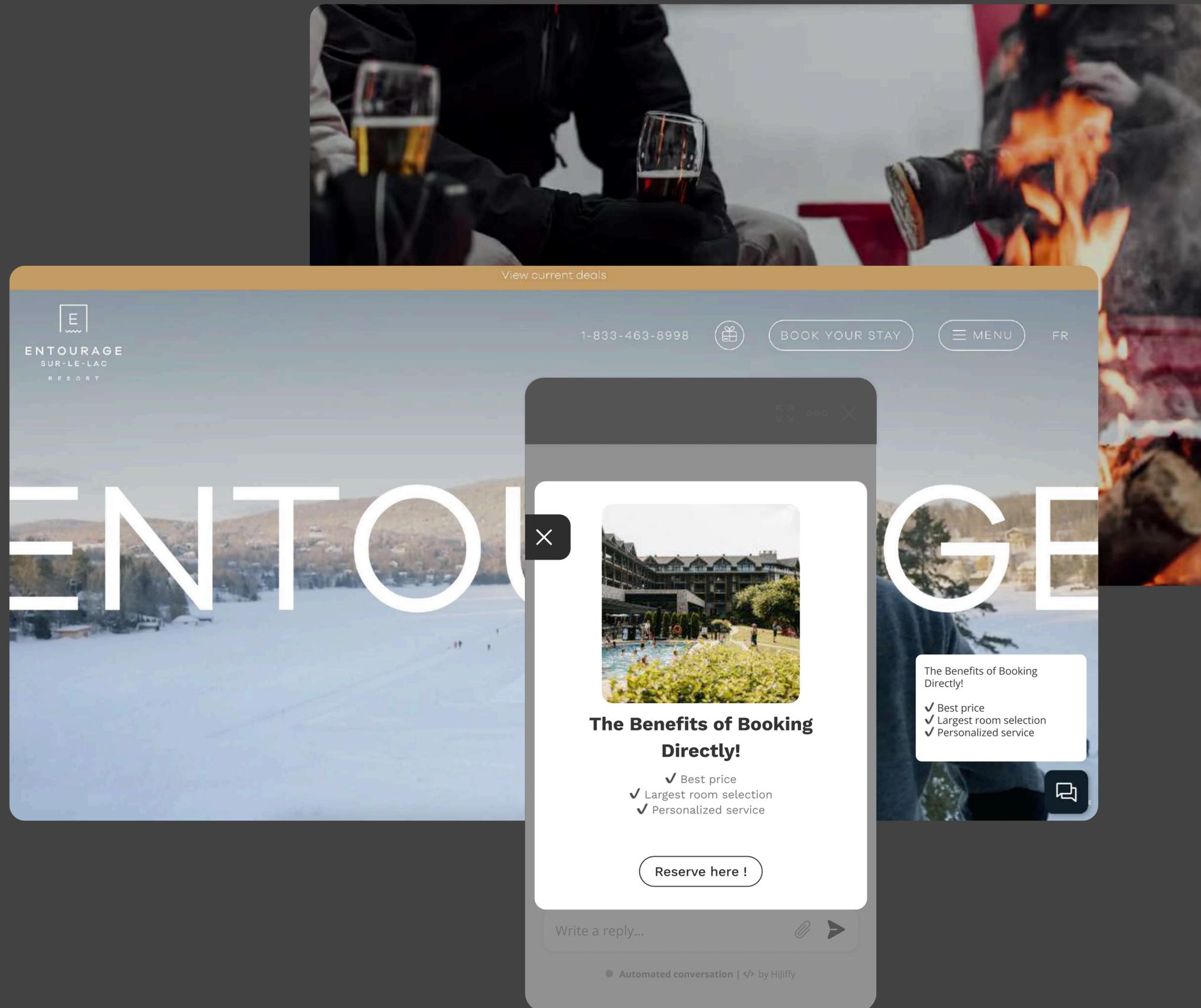
Implementation & launch

The hotel describes the implementation as straightforward, with a realistic amount of work at the start. From a technical point of view, HiJiffy was easy to deploy, and the main time investment came during the initial setup, when the team configured replies and reviewed the first wave of guest questions.

Once the core content was in place, adjustments became quick to manage, and the team found that refining answers or adding new ones was simple. This made it easy to keep the AI accurate and up to date as guests' needs changed.

How can I help you today?

🛏️ Book a Room

📌 Other topics

🛏️ Book a Room

Ambre

Entourage sur-le-Lac
Make your online reservation

Book Now

Breakfast

Breakfast is at l'îlot repère gourmand restaurant (reservation required).
It is included when staying in a penthouse.

Breakfast at l'îlot repère gourmand

Book a table

See breakfast menu

Check-In Time

Check-in is available from 4pm.

The Solutions

To tackle these challenges, Entourage sur-le-Lac implemented HiJiffy's Guest Communications Hub with a clear objective: reduce the time spent on repetitive questions while keeping guest communication friendly, fast and reliable.

Automating FAQs across key channels

HiJiffy's conversational AI handles the majority of common questions, such as breakfast times, parking, activities on site, and check-in details. Guests receive instant replies at any time of day, including evenings and weekends, without having to wait for a team member to be available.

Connecting with guests across channels

With HiJiffy, all guest conversations, from webchat to Facebook Messenger and Instagram or OTAs, are managed in one place. Guests get consistent, reliable support no matter how they reach out, making communication more accessible for everyone.

Parking

Outdoor parking is free. For indoor parking, the number of spaces is limited and the cost is $ 30 / night. Remember to reserve your indoor parking before your stay!

We also have outdoor and indoor stations for recharging electric cars, including TESLA models.

Check-Out Time

Check-out is available until 11am.

Write a reply...

Automated conversation | </> by HiJiffy

Supporting staff without replacing human contact

HiJiffy's role at Entourage sur-le-Lac is clear: it takes care of routine questions so staff can focus on guests who need personal help. When a conversation requires human judgment, the team can still step in and respond directly.

Smarter alerts for unanswered questions

A valuable feature for the team has been the alert system for messages that the AI cannot answer. When a guest query falls outside the existing content, the team is notified and can quickly decide how to update or extend the chatbot's replies.

This balance keeps the experience consistent for guests while protecting staff time. Front desk and reservations teams can prioritise check-ins, special requests and groups, knowing that the simpler questions are covered in the background.

Entourage sur-le-Lac

Check-In Time

Check-in is available from 4pm.

Breakfast at l'îlot repère gourmand

Book a table

See breakfast menu

Write a reply...

Automated conversation | by Hijiffy

WiFi

WiFi is available in all areas and is free of charge. The Wi-Fi password is 5ETOILES.

Check-In Time

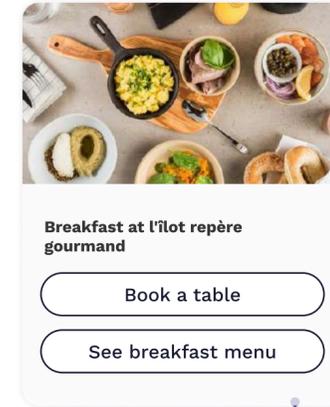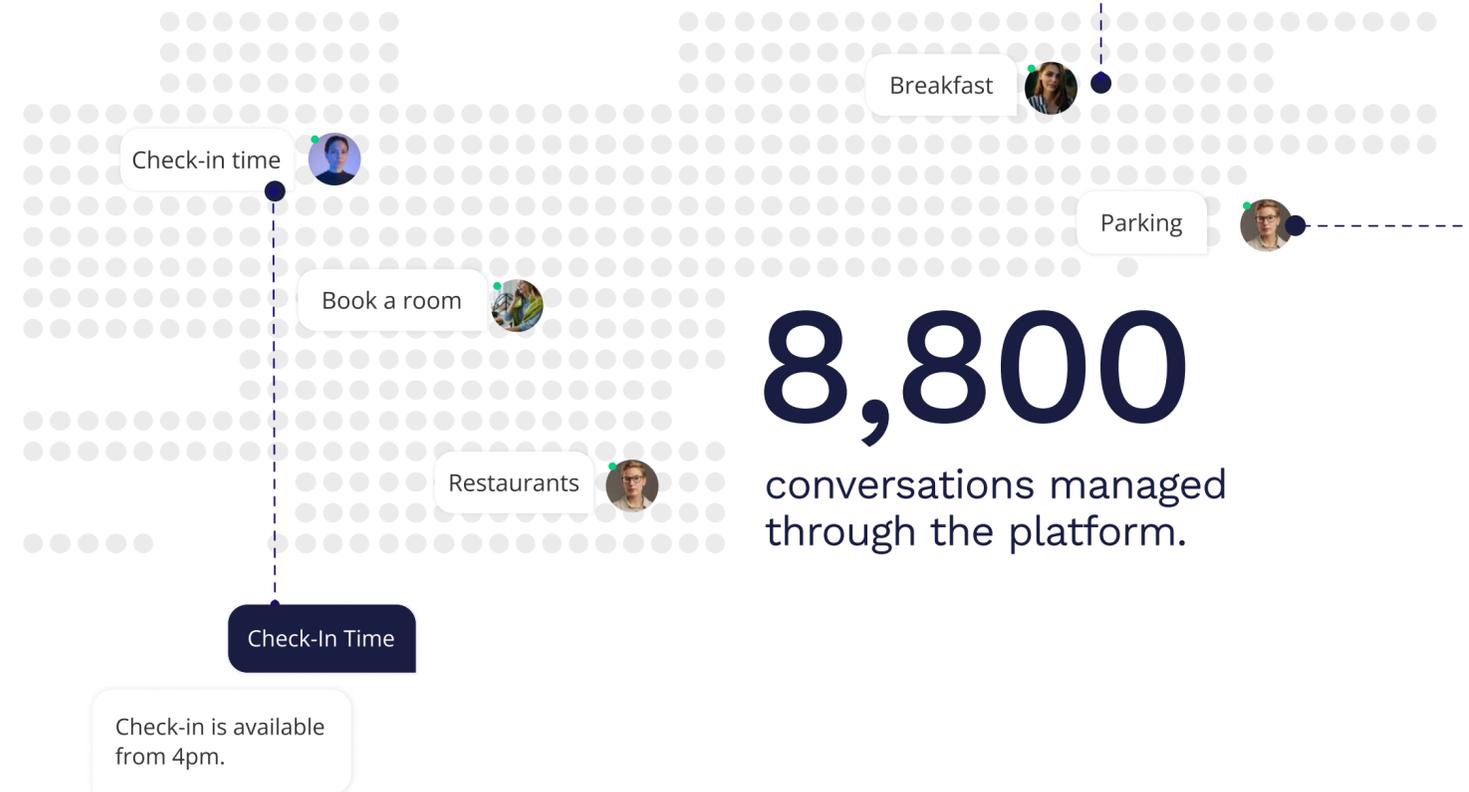Check-in is available from 4pm.

Results

From October 2024 to November 2025, Entourage sur-le-Lac recorded strong operational gains from using HiJiffy, particularly in automation and time saved.
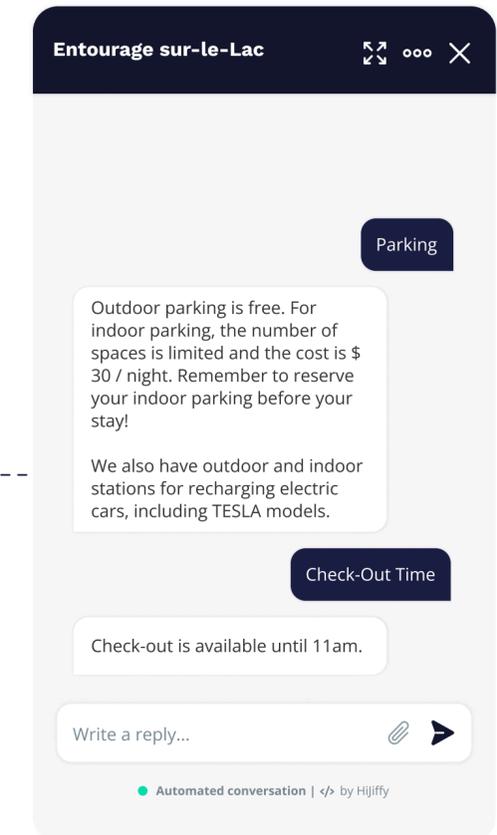
94% of guest enquiries handled automatically

Across 8,800 conversations, HiJiffy successfully automated 94% of interactions. In practical terms, this means that almost all routine questions were resolved without staff involvement.

94%

handled automatically

8,800

conversations managed through the platform.

Breakfast at l'îlot repère gourmand

Book a table

See breakfast menu

Breakfast

Check-in time

Parking

Book a room

Restaurants

Check-In Time

Check-in is available from 4pm.

Entourage sur-le-Lac

Parking

Outdoor parking is free. For indoor parking, the number of spaces is limited and the cost is $ 30 / night. Remember to reserve your indoor parking before your stay!

We also have outdoor and indoor stations for recharging electric cars, including TESLA models.

Check-Out Time

Check-out is available until 11am.

Write a reply...

Automated conversation | </> by HiJiffy

Breakfast
13%

Breakfast
9%

Check-in
9%

Check-out
7%

Restaurants

Parking

Top FAQs
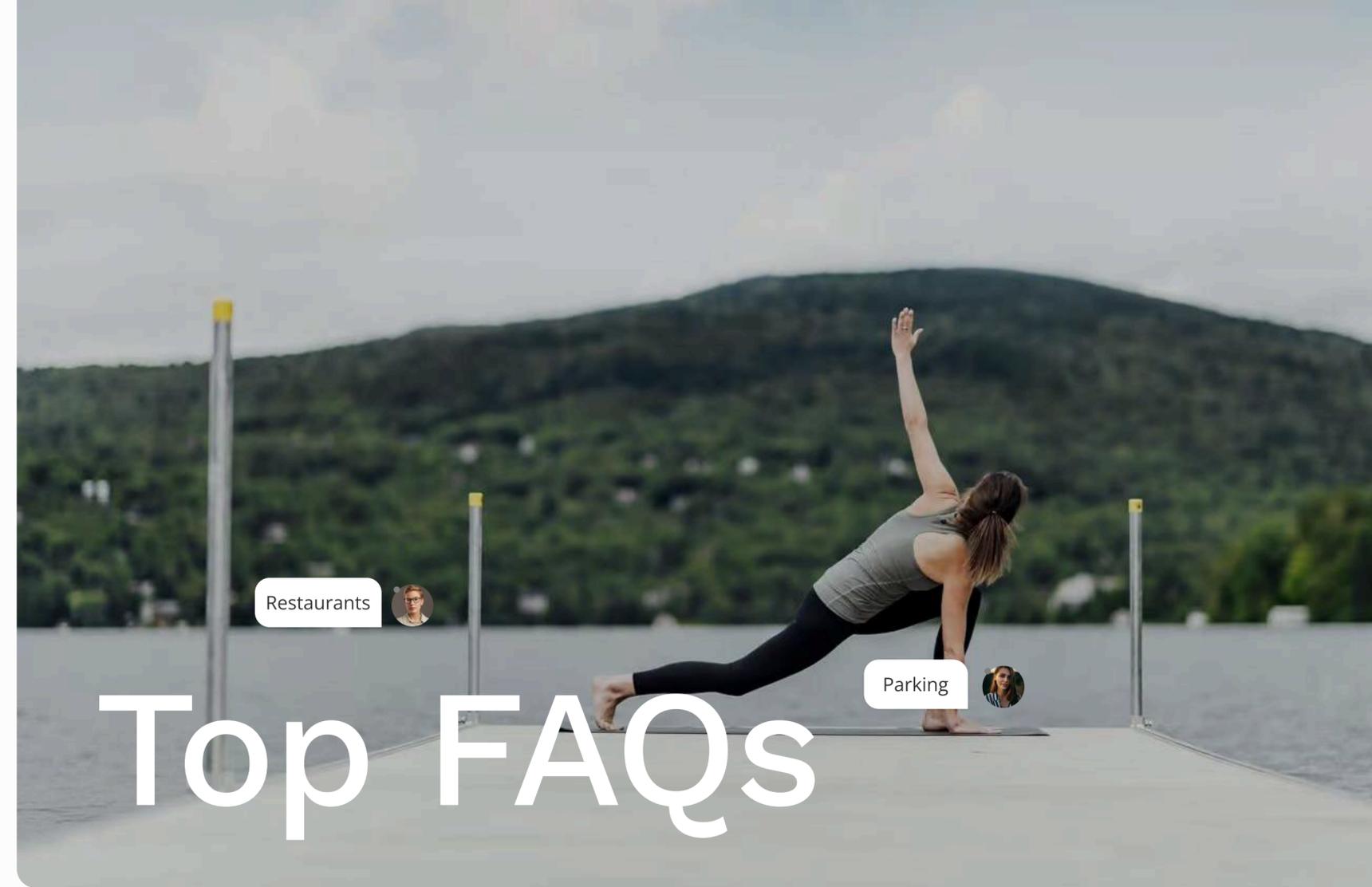
For a resort that receives a steady flow of enquiries about services, activities and logistics, this automation rate has a direct impact on daily workload. Staff spend far less time repeating the same information and far more time on situations where their presence really matters.

440 hours of staff time saved

By reducing the number of questions that need a manual reply, HiJiffy saves the team more than 8 hours of work every week*. Over the period analysed, this adds up to around 440 hours of staff time.

To put that into perspective, the time saved is equivalent to:

Agent: Cara Martin ⌄

Agent: Jazmin Walton ⌄

Agent: Dominick Kaur ⌄

Agent: Millie Lara ⌄
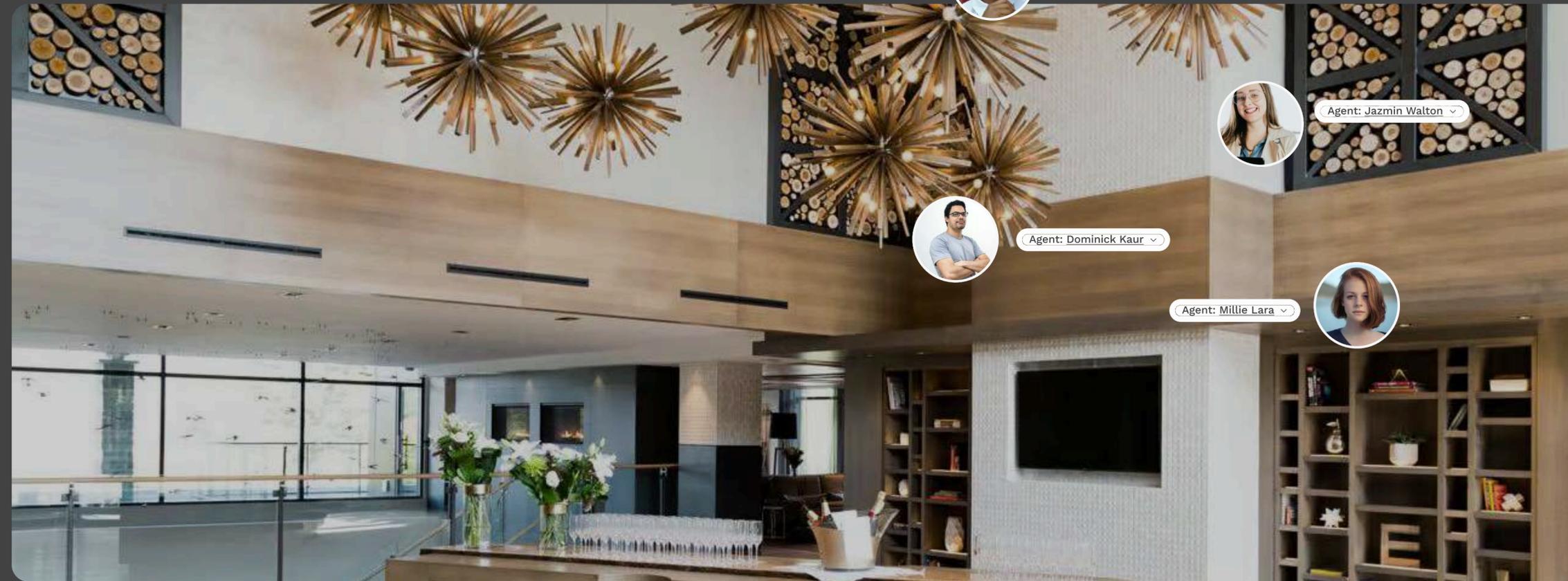
Around 55 full working days

Roughly 2 and a half months of one person's work
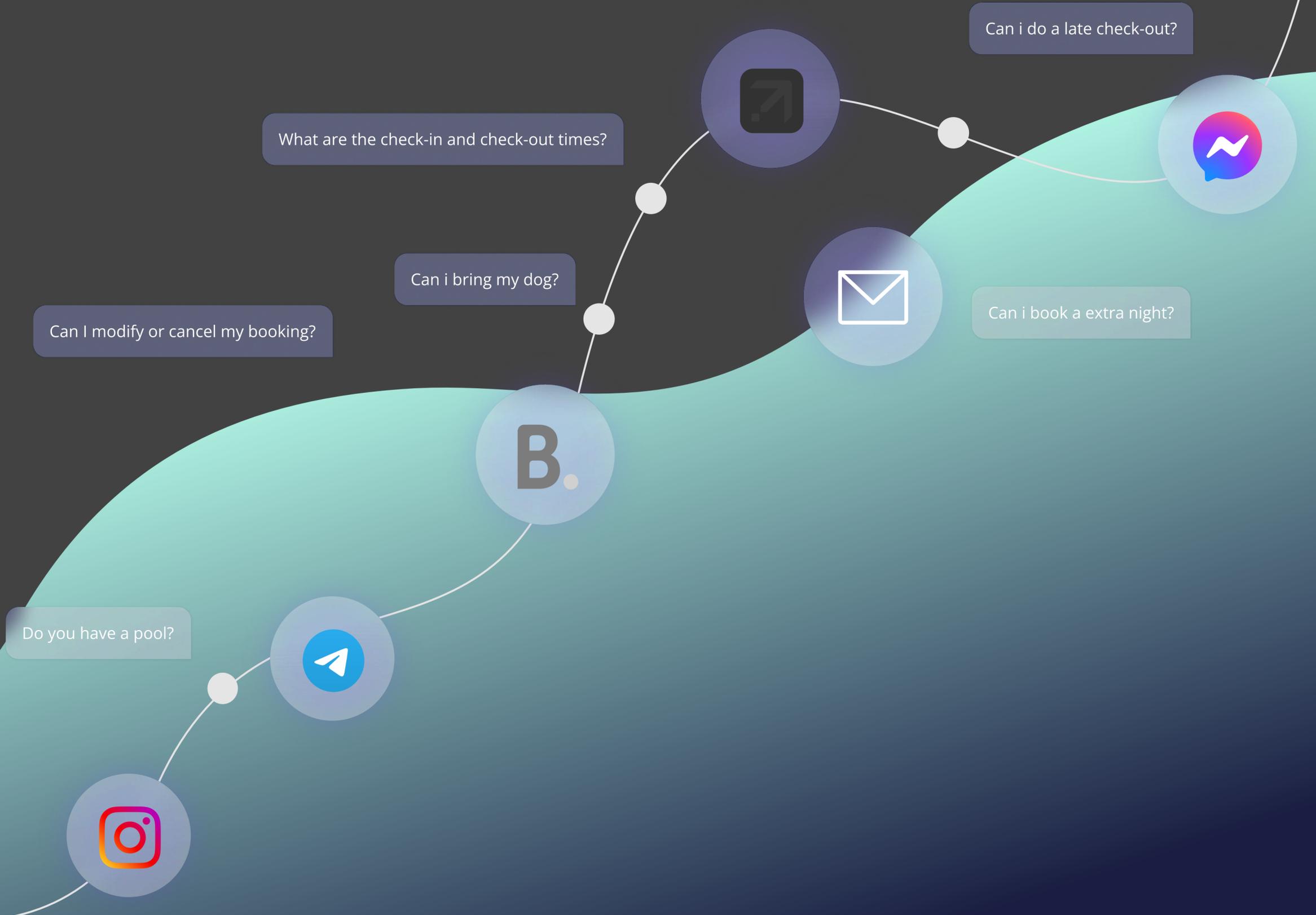
About 0.2 of a full-time role across a full year

For Entourage sur-le-Lac, this means extra capacity without extra headcount. Teams can redirect this time to guest-facing tasks, internal coordination or project work that would otherwise be pushed aside on busy days.

*If we consider the average handle time of guest requests (3:11 min)

Streamlined communication across channels

Entourage sur-le-Lac streamlined guest communication across top channels like webchat, Facebook Messenger, and Booking.com with the help of HiJiffy, making it easier to manage conversations. Guests enjoyed quick responses on their preferred channels, improving their experience. At the same time, the team used a single, organised console to handle everything, ensuring consistent and efficient support.

Can i do a late check-out?

What are the check-in and check-out times?

Can i bring my dog?

Can I modify or cancel my booking?

Can i book a extra night?

Do you have a pool?

Consistent guest satisfaction with automated replies

During the period reviewed, the chatbot achieved an 85% CSAT score. This confirms that guests are not only getting faster replies, but they are also satisfied with the quality of the information provided.

For the hotel, this is an important proof point. Automation did not come at the cost of guest experience. On the contrary, guests now receive quick, clear answers across channels, while the team keeps control of tone and content through regular updates.
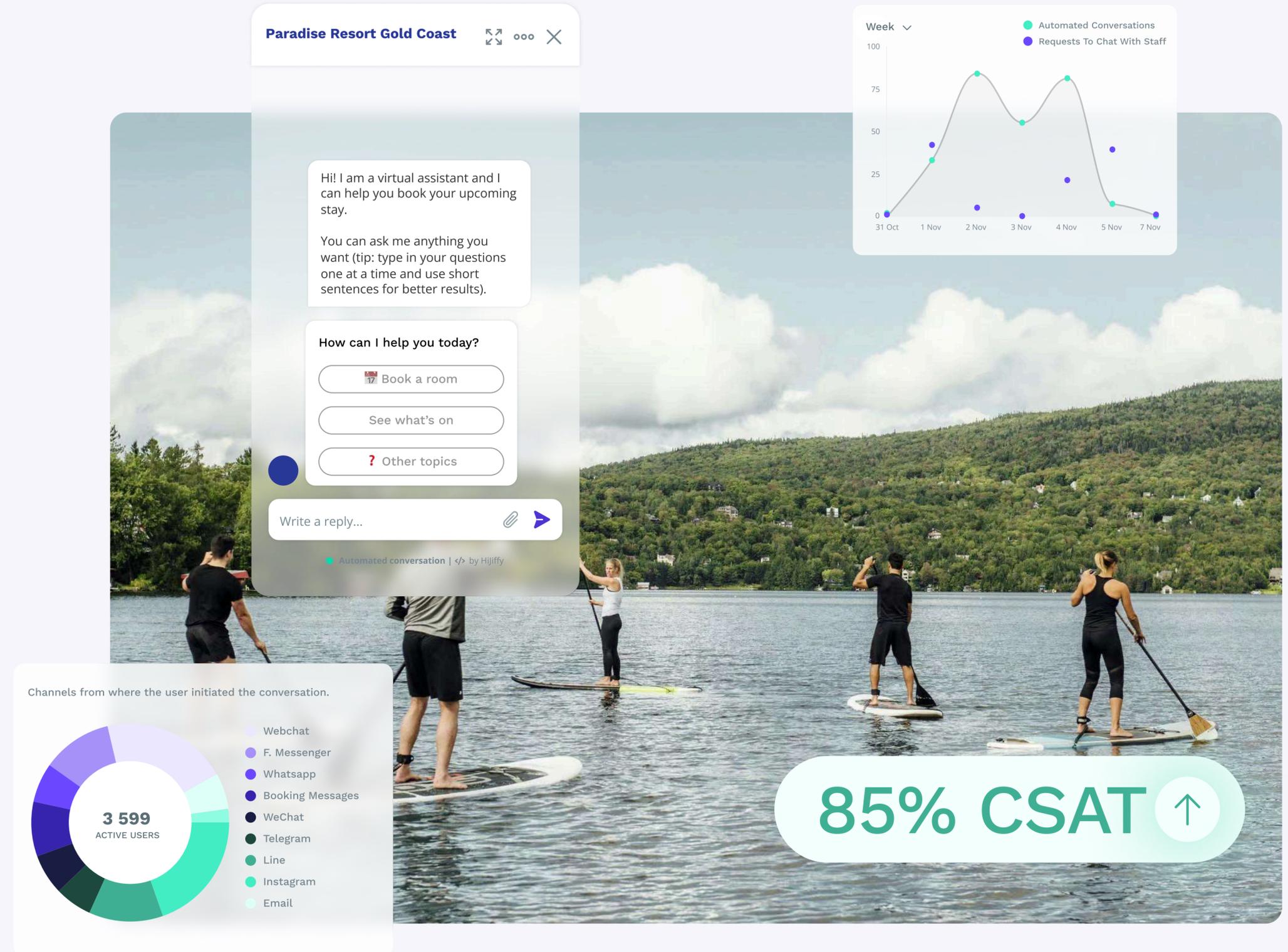
Testimonials

"Since implementing HiJiffy, the impact has been immediate. The AI assistant handles guest inquiries seamlessly, freeing up our team to focus on delivering exceptional on-site service. It's fast, reliable, and our clients love the instant answers."

Julien April - General Manager at Entourage sur-le-lac

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ENTOURAGE
SUR-LE-LAC
RESORT

"Using HiJiffy has been a game-changer for our team. Its AI-powered assistant automatically responds to customer inquiries, allowing us to provide instant, 24/7 support. We've saved time, and our clients truly appreciate the quick and accurate answers. HiJiffy has made our customer service more efficient and responsive"

Mia Piché - Front Office Manager at Entourage sur-le-lac

"Supporting Entourage sur-le-Lac throughout this journey has been a rewarding experience. Their team understood the potential of automation from day one and actively embraced the optimisation process. Seeing them reach a 94% automation rate and save over 440 hours of workload is a strong reminder of how powerful the right balance between AI and human support can be. Their openness, collaboration and commitment to improving guest communication played a key role in this success."

Emmanuelle - Customer Success Manager 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

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
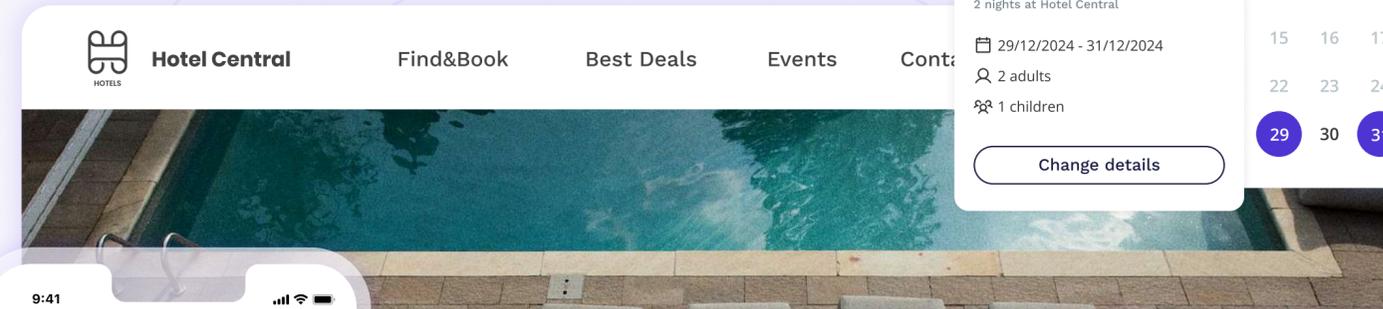
9:41

Hotel central
Business Chat

Hotel Central
Hotel Resort

Hi! I am a virtual assistance and I can help you book your upcoming stay

🐦 Whatsapp
📝 Book a room

Book a room

Destination	Destination
Portugal	Spain
United States	South Afric
The Netherlands	Italy

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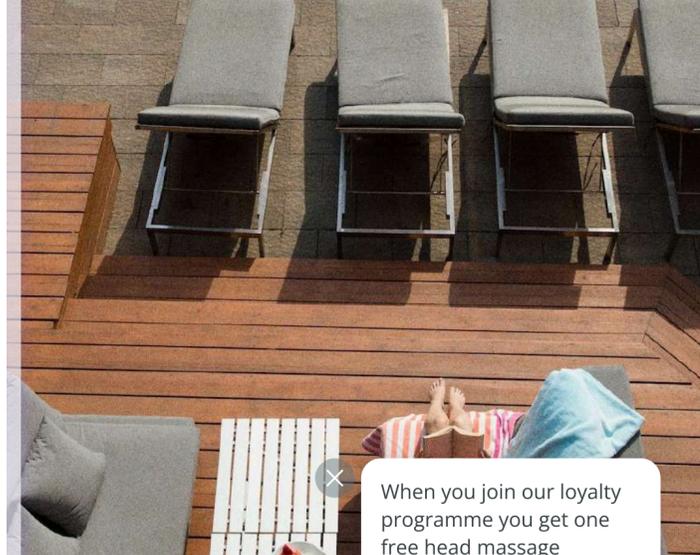
When you join our loyalty programme you get one free head massage treatment on every stay at our Kinoji Spa 💆

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 Hijiffy

Arrival

☐ Welcome message
☐ Digital check-in
☐ Loyalty programme promotion

Integrations

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

Channels

Hotel central ✓
online

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:

➡️

See you soon!
Hotel Central team

Thanks!

Hotel central ✓
online

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:

Thank you!
Hotel Central team

Looking forward!

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.

Hotel Central Team
9.41 AM

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

Phone 1 — Hotel central (online) — 9:41

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.

Phone 2 — Hotel central (online) — 9:41

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
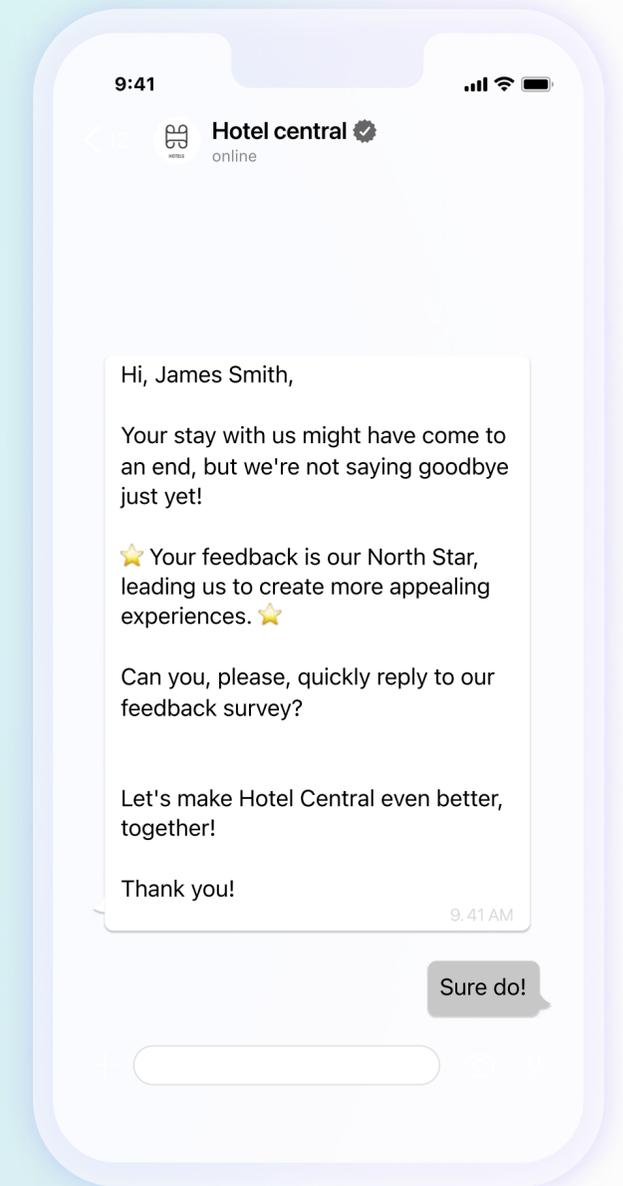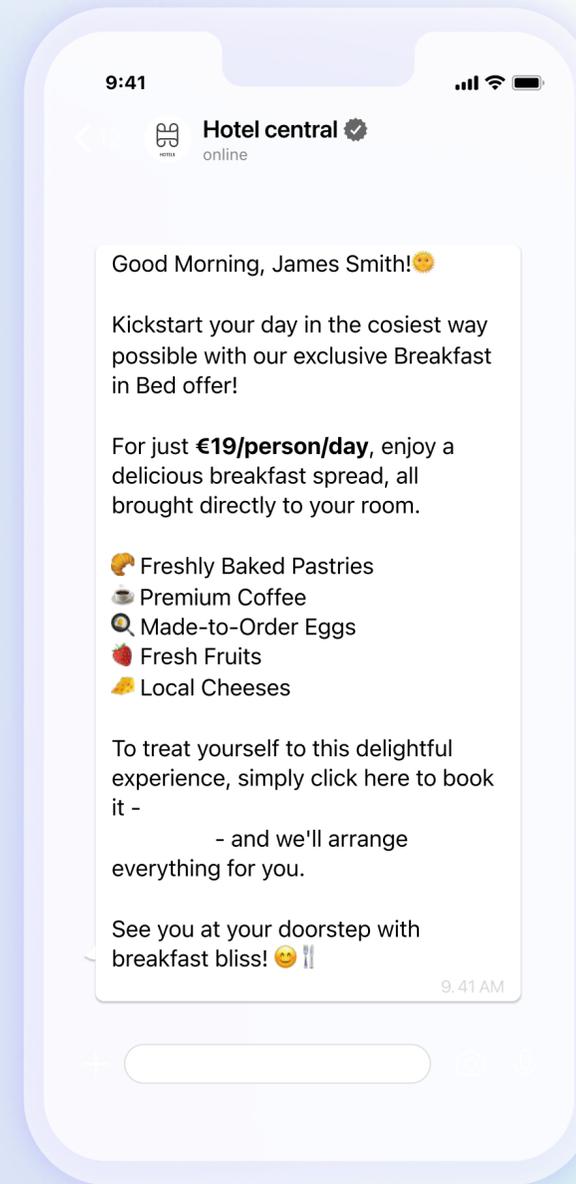☕ Premium Coffee
🍳 Made-to-Order Eggs
🍎 Fresh Fruits
🧀 Local Cheeses

To treat yourself to this delightful experience, simply click here to book it -
          - and we'll arrange everything for you.

See you at your doorstep with breakfast bliss! 😊 🍽️

9.41 AM

Phone 3 — Hotel central (online) — 9:41

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?

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

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:

Until we meet again, au revoir!
Hotel Central

9:41 AM

Of course, Thank you!

Success Story

ENTOURAGE SUR-LE-LAC RESORT

Connect with us

+351 21 123 0217   info@hijiffy.com

Book a demo