

A CHATBOT

CASE STUDY





Meet Izgrevcho - the digital assistant of Hotel Complex "Izgrevva"

Scan the QR code with your phone or tablet.



SCAN ME

ASK IZGREVCHO ABOUT:

- our rooms and apartments
- check-in and check-out
- the menu of the restaurant Izgrevva
- the complex pools
- working hours
- inquiries for free rooms
- organization of events
- places to visit and how to get there
- more about the village of Banya
- the nearest ATM
- inquiry for massages
- additional services
- covid measures and requirements

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Hotel Complex Izgrevva

About Hotel Complex "Izgrevva"

Hotel complex "Izgrevva" is in the village of Banya - balneological center, located in the central part of the Razlog valley. The complex provides all the amenities for rest and relaxation – guest rooms, restaurant, summer garden, all year-round outdoor hot spring mineral pools, sunbeds, umbrellas, ointment, beautifully designed flower alleys, and greenery, children's playground, and tents, under which in the shade one can enjoy delicious food.

Problem

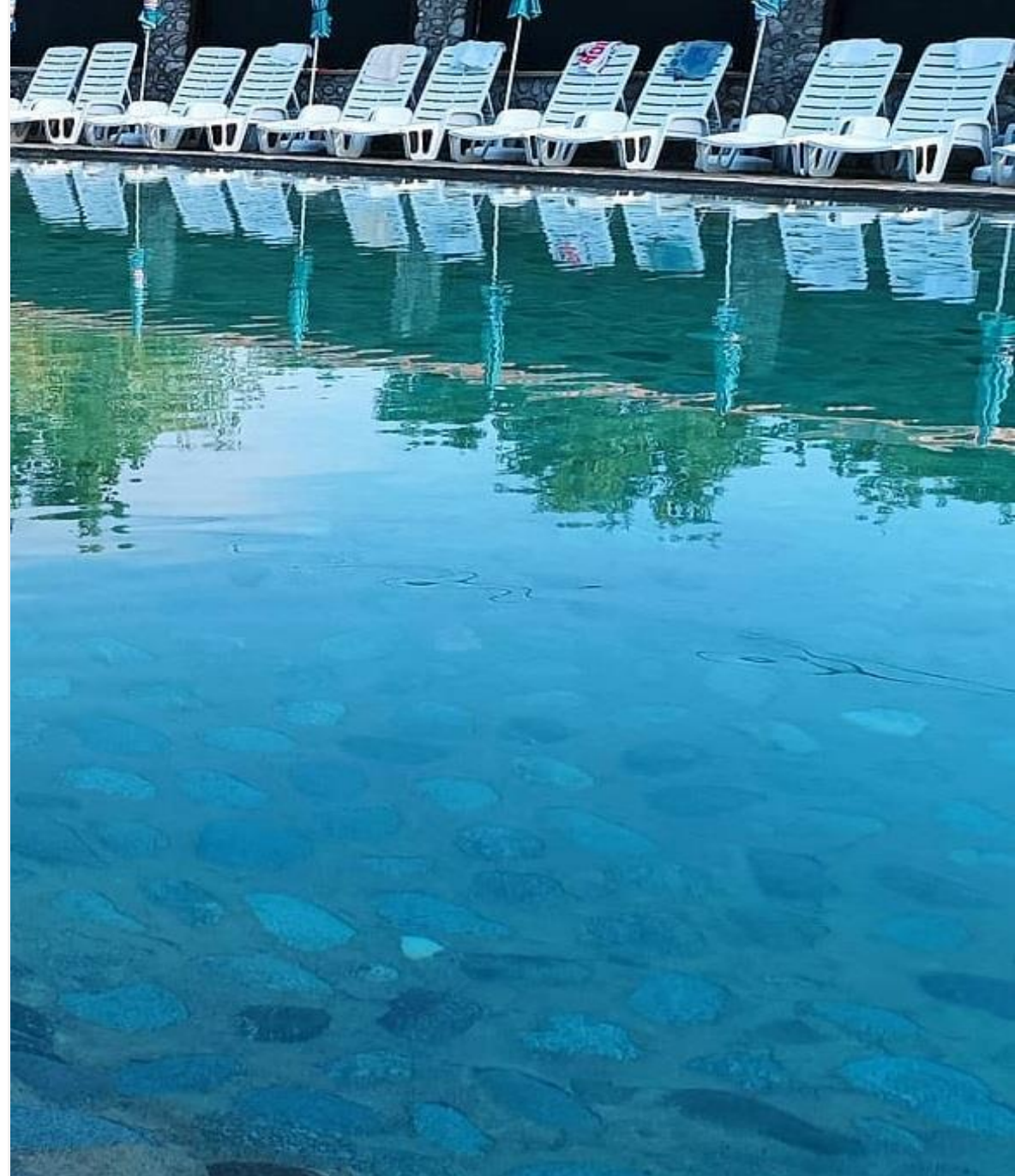
There are numerous phone calls throughout the day and even during the night – customer inquiries for reservations, frequently asked questions about the complex and its amenities, swimming pools, working hours, menu of the restaurant, special prices, team buildings and special events, massage requests. All incoming calls are taken directly by the Manager of the complex which is leading to overextended working hours for her everyday and causes a delay to all her duties related to the management of the complex. The time for focusing on the customer service and being able to interact with the guests on site is limited to a couple of hours per day. The complex had old website and no automation of the communication with the customers.



Solution

Hotel complex “Izgreva” trusted the routine customer communication to automation by a new landing page with an AI chatbot created directly on Umni platform. The main tasks assigned to the chatbot were:

- 24/7 Customer service
- Instant respond to customers
- Collection of inquiries for room reservations, massages, special events, prices
- Assistance in all steps to making reservations
- Providing a detailed information about the complex, its premises, policies and services
- Sharing the digital menu of the restaurant
- Giving more information about the village of Banya
- Guiding to the nearest ATM and places to visit



Results

In the first year (2022) of implementing the AI chatbot, the hotel complex digital assistant already accomplished:

- Over 1100 topics covered in Bulgarian and English
 - 16,222 customers have communicated with the chatbot one or more times
 - Over 82,500 interactions from customers (clicks or questions) were taken care of, an average of 200 to 480 interactions per day on busy days, with a peak in July 2022 – over 13,500 interactions from hotel guests in that month
 - 10 different inquiry forms in Bulgarian and English were used over 860 times of customers from 17 countries
 - Up to 41% of the forms were submitted outside the working hours
 - 42% of the communication happens between 18:00 and 8:00
 - 74% of the communication is via mobile phone
- Over 3,200 customers with over 4,000 customer interactions on its busiest day this year
- Digitization of the Restaurant menu through the chatbot
 - Automation of accommodation requests via chatbot
 - Replacement of the old site with a new one by

redirecting the domain to a landing page with an AI chatbot created on the Umni platform

- Saved over 1,400 working hours for the hotel manager

Business feedback

“We had an old website with limited and old information about the hotel complex. The only way for the clients to ask us a question or get in touch with us was to call me directly, which was very time consuming for me. Before we started using the new landing page with the AI chatbot, I was on duty calls almost 24/7. I am glad that our clients like very much the chatbot and use it frequently, also that it is now available 24/7 instead of me. The Umni team advised us to make flyers and QR codes to direct visitors and guests of the complex to the chatbot and thus we speeded up additionally the service and acceptance of orders in the restaurant. It’s great to have such a smart digital assistant at your disposal as it really helps and saves a lot of time!”

**Mariana Terzieva,
Owner of Hotel Complex Izgreva**

Thank You

