A CHATBOT

CASE STUDY

umni Ai

Complex Izgreva

About Complex "Izgreva"

Complex "Izgreva" 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.

Website

Meet Izgrevcho - the digital assistant of Hotel Complex "Izgreva"
Scan the QR code with your phone or tablet.

ASK IZGREVCHO ABOUT:

- our rooms and apartments
- check-in and check-out
- the menu of the restaurant Izgreva
- 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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Problems

The complex receives many phone calls during the day and even at night - customer requests for reservations, frequently asked questions about the complex and its amenities, pools, hours, restaurant menu, special rates, for groups and special events, services, etc. Communication is inclusive in foreign languages and few in the team speak basic English. The complex is also visited daily by outside visitors due to access to the restaurant and pool, which further burdens the staff with routine issues.

All incoming calls are taken directly by the complex manager, resulting in extended daily opening hours and delays in complex management duties or missed calls. Time to focus on customer service and the opportunity for personal interaction with guests is limited.

The complex has an old and poorly functioning website, no automation of customer communication, and does not use social media due to lack of resources to maintain it.

Solution

Hotel complex "Izgreva" trusted the routine customer communication to automation **by a new landing page with an AI chatbot** created directly on [the Umni platform](#).

The main tasks assigned to the chatbot were:

- **24/7** Customer service
- Taking charge of communication with foreign customers (English)
- 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
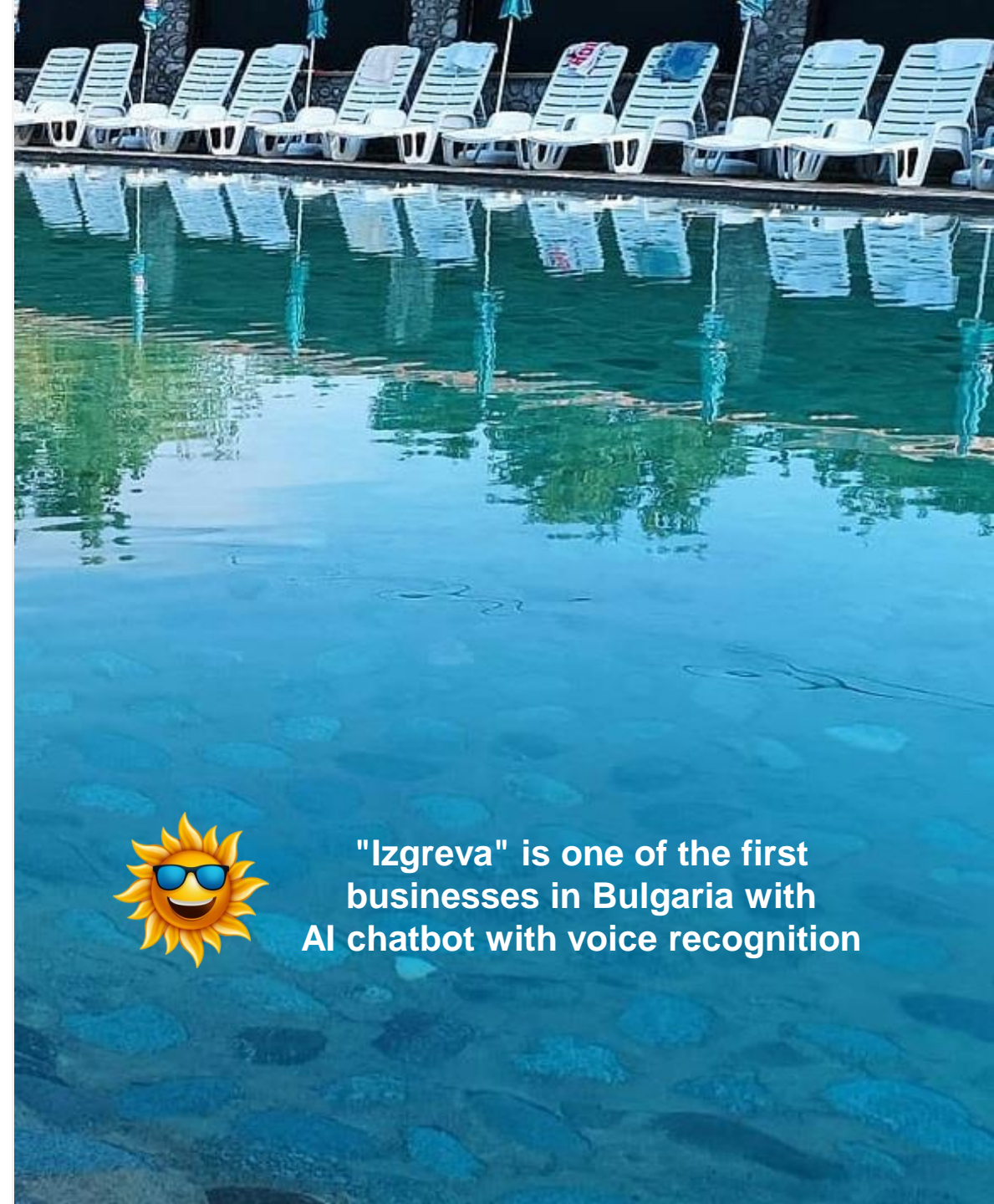
🌞 **"Izgreva" is one of the first businesses in Bulgaria with AI chatbot with voice recognition**

Results

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

- Over **1,100** 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 request forms in Bulgarian and English have been used hundreds of times by clients from **17** countries - the chatbot has taken over **50%** of accommodation and service requests
- 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 cell 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 - allowed the complex to receive takeaway requests from tourists and local customers in the village

- 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

The AI chatbot allowed the complex to **create and develop a Facebook page** for Izgreva, as:

- Posts contain a link to specific information or a form in the chatbot where users can learn more, thereby redirecting questions to the chatbot
- A **mini-chatbot** was integrated into Messenger to also redirect users to information and response in the complex's AI chatbot without forcing communication in that channel

The complex uses **links to specific information and forms in the chatbot** and other communication channels to drive traffic to the chatbot, and offline does this with a **QR code** sticker on room doors and other locations.

www.umni.bg

How they accomplished the results ?

Key functionalities and activities:

- **Landing page** with AI chatbot
- **Conversational AI module** recognizing **10,400+ customer questions on 760+ hotel topics** in Bulgarian and English
- Request **forms** in the chatbot
- **Flyer** in **2 languages**
- **QR code** **stickers**
- **Links:** social media, Viber, Facebook Messenger
- **Mini-chatbot** in Messenger
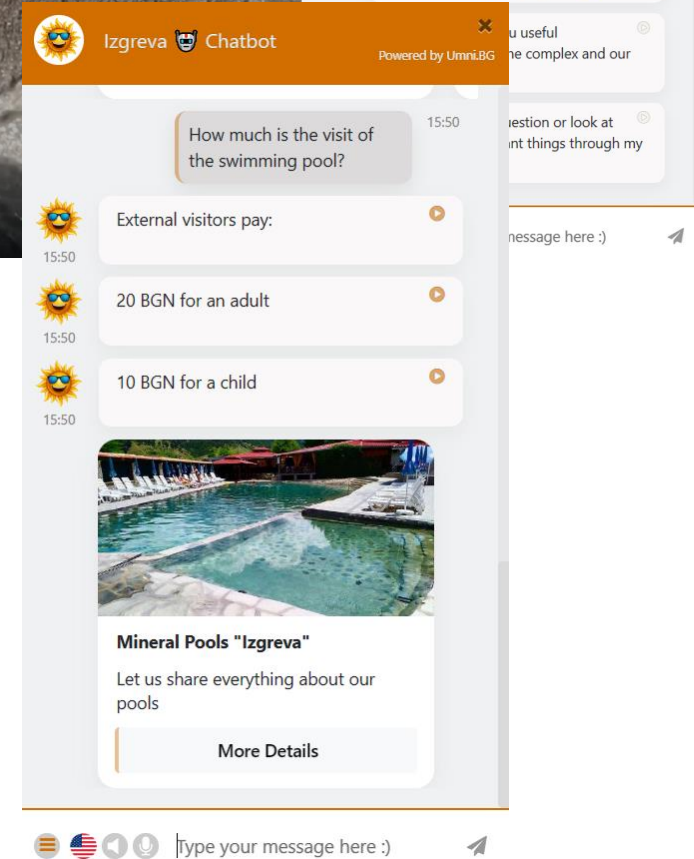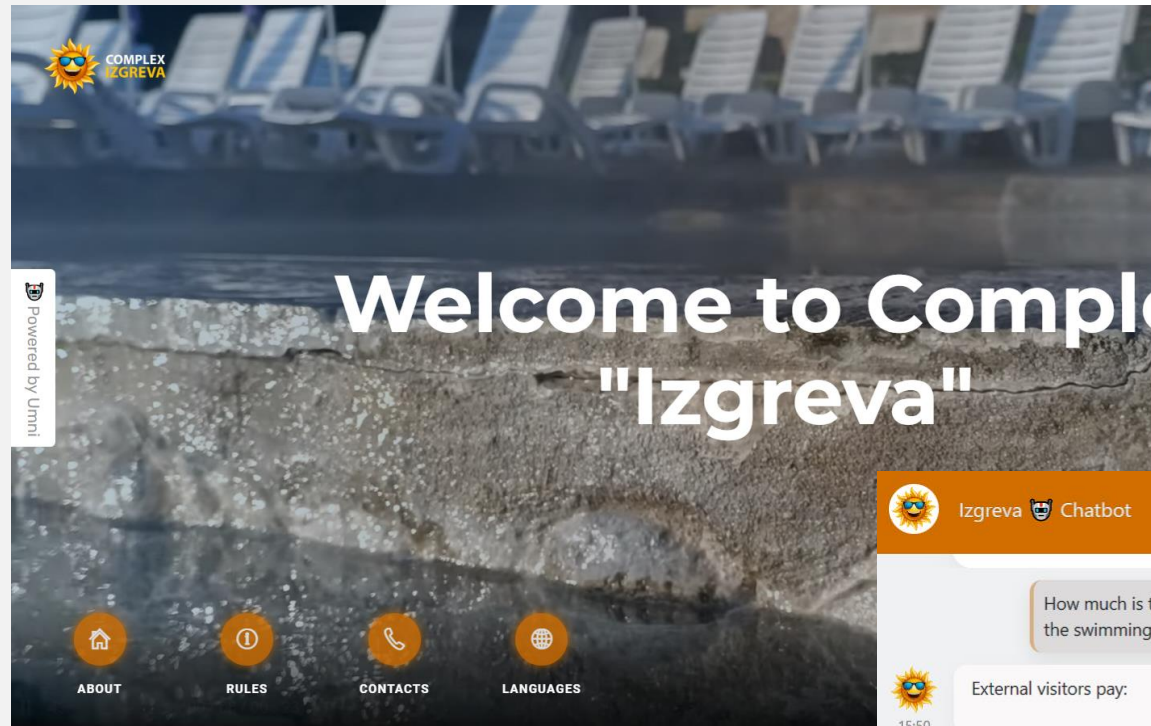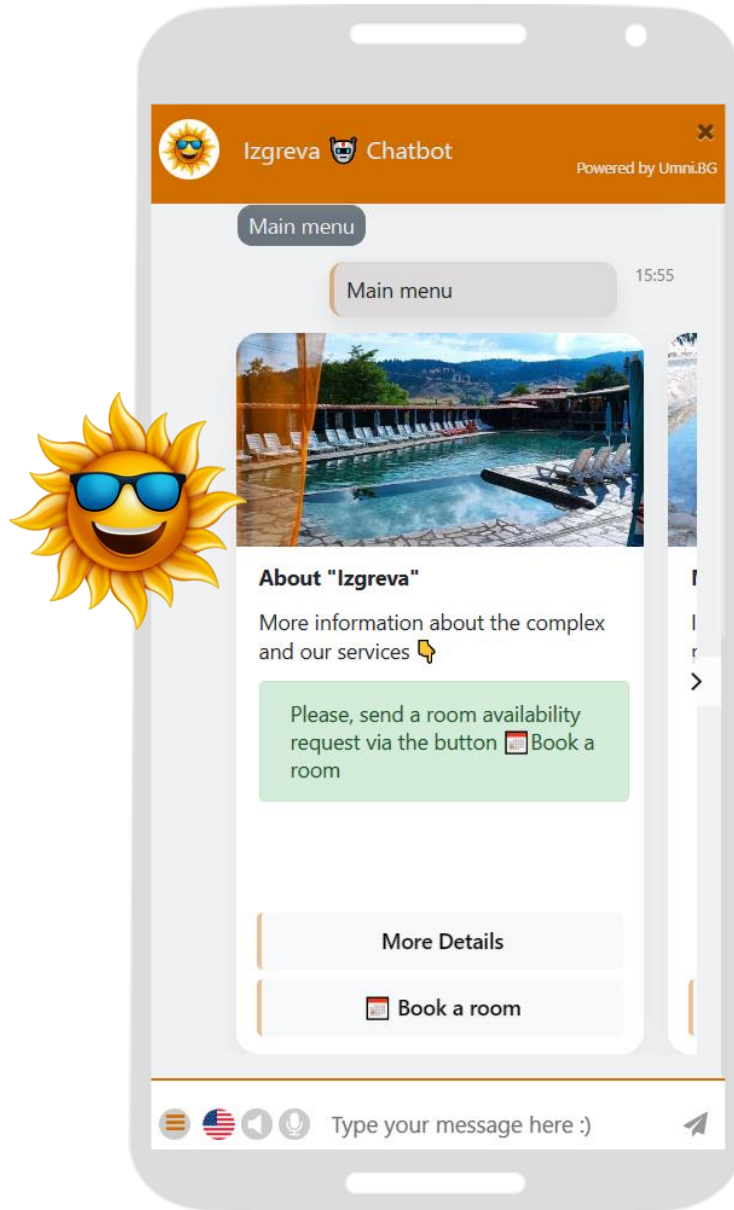
"We had an old website with limited and old information about the hotel complex. The only way for the clients to ask us a question or get in touch with us was to call me directly, which was very time consuming for me. I was on duty calls almost 24/7. I am glad that our clients like very much the chatbot 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

Interview with Mariana**: Here**