Self-Service Hotel Business is Booming

With the rise of self-service hotels and online marketplace-based accommodations like Airbnb and Vrbo, comes the need for communication solutions that maximize efficacy of available customer service. Offering 24/7 phone support as well as prioritizing emergency and time-sensitive calls is essential for effective operation of this type of business.

Airbnb alone experienced a 62.5 percent increase in guest arrivals during 2018. Since 2009, the global compound growth rate of the company has risen to over 153 percent. In the U.S., there has been a 45 percent increase in bookings from year to year, showing more people are choosing this type of self-service hospitality model.

A self-service hotel and lodging business with a number of vacation properties was challenged to provide multi-language support for guests. With a limited number of multi-language agents available for voice calls, it was important to find a solution that ensured customers were able to communicate in their chosen language, while also guaranteeing both 24/7 support and immediate access to help in an emergency or time-sensitive situation.

Self-Service Hotel Reduces Support Calls by 70 Percent

Using Multi-Language IVR and SMS the Hotel Business Can Now:

- Reduce staff phone calls by 70%
- Improve customer service response
- Successfully offer auto concierge to guests 24/7
- Reduce translation delay between customer and guest

1 Airbnb Use Statistics
How to Provide 24/7 Support with Minimal Staff

The hospitality business opted for a custom interactive voice response (IVR) audio interface that allowed the user to immediately select their support language. By following prompts in the customer’s chosen language, the user was able to select from a menu of simple commands. Was it an emergency? Was the user arriving late? Did they wish to cancel the reservation?

Utilizing the Google Cloud Speech-to-Text API, the system forwarded text-based requests to agents, immediately prioritizing emergency and time-sensitive calls and routing these to a live operator. Non-emergency text-based requests were automatically translated and passed along to an agent for quick and efficient follow up.

This diagram shows the flow of communication from the customer to an agent. A record of each call is created in local language via the Speech-to-Text API.
IVR System Dramatically Improves Business Offering

When it comes to hospitality, self-service doesn’t mean that guests are completely on their own. With the right technology, help is only a call or click away.

Learn more about how multi-language auto reception can help your hospitality-based enterprise and small-to-medium-sized business customers to meet their organizational goals today.

What’s Next

Using Telestax Restcomm APIs and standalone applications, more and more providers are delivering the communications solutions that enterprise customers need to meet their business goals. Organizations can scale data collection initiatives while reducing infrastructure expenses, setup time, and maintenance with the power and flexibility of communications platform as a service (CPaaS). With CPaaS, IVR takes to the cloud, reaching more customers faster and with reduced costs. Enterprises can scale their efforts to include thousands more participants, target IVR call flows, and collect more robust data, in addition to gaining programmable SMS, voice, text, and chat capabilities. CPaaS allows providers to digitally transform their business, leveraging data in new and innovative ways that drive results.

Learn more about Telestax IVR and CPaaS solutions available today.

Contact us at info@telestax.com