

Gen-Al for Hotel Industry on



Hotel Industry!!!



Capture leads from offline/ TV ads on WhatsApp

> Personalize marketing based on customer behavior.

24x7 Hotel Al concierge to handle customer queries.

Check in to Check-out assistance Automate reservations (Restaurant, spa, transport) Boost bookings with personalized Al recommendation

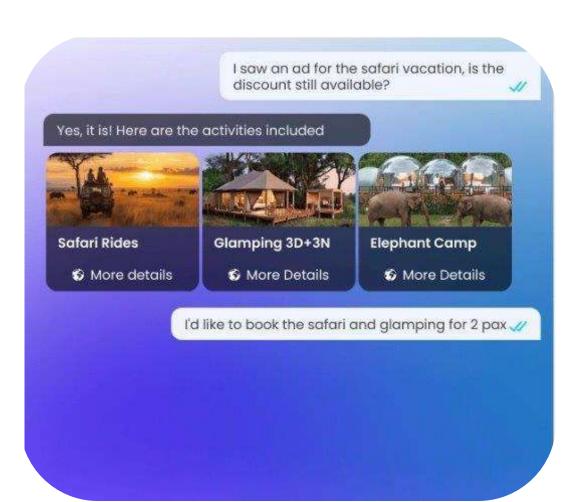
Trip Planning and itinerary curation by Al

Feedback collection

Automate lead capture, follow-ups, and personalize engagement to boost conversions effortlessly.

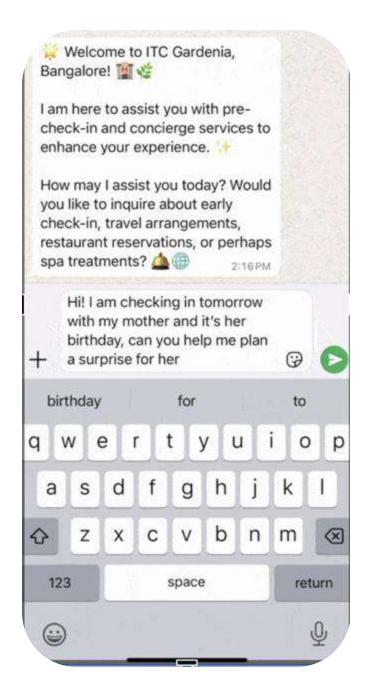
- Automated Lead Capture: Effortlessly gather leads from various channels, ensuring no potential customer slips through the cracks.
- Personalized Engagement: Tailor your communication based on customer preferences and increasing conversion rates.
- Follow-Up Automation: Schedule automated follow-ups to nurture leads, keeping your brand top-of-mind without manual effort.
- Analytics & Insights: Gain valuable insights into customer behavior and preferences, allowing for data-driven decision-making.

Lead Capture and Nurture Al Agent



Assists with hotel bookings, guest requests, and recommendations customized to the customer's preferences.

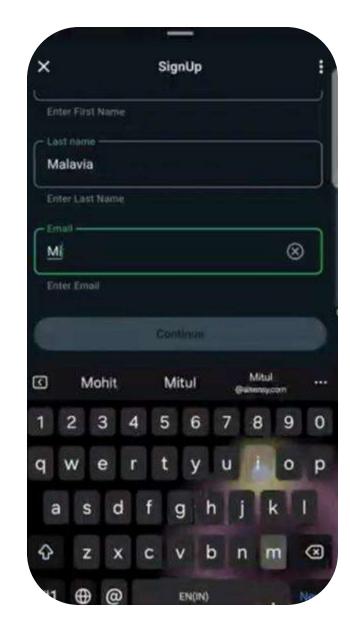
- Pre-check-in services like arranging airport pickup and booking services like spa and restaurant
- Provides **local dining** recommendations
- Handle any in-hotel guest requests promptly
- Offers robust concierge services covering local attractions, dining, shopping, transportation, and event assistance.
- Supports guests during check-out and collecting feedback

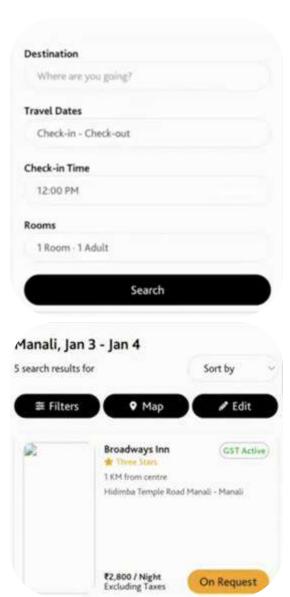




Users select a hotel and are instantly redirected to a WhatsApp form to capture preferences. The form auto-forwards them to the booking portal for final reservations.

- Once a user finalizes the hotel of their choice, they are instantly redirected to a WhatsApp Form.
- Customer details and preferences are captured for future campaigns.
- Once the details are filled, user is redirected to the hotel booking portal, where the user can fill booking details and reserve their stay.



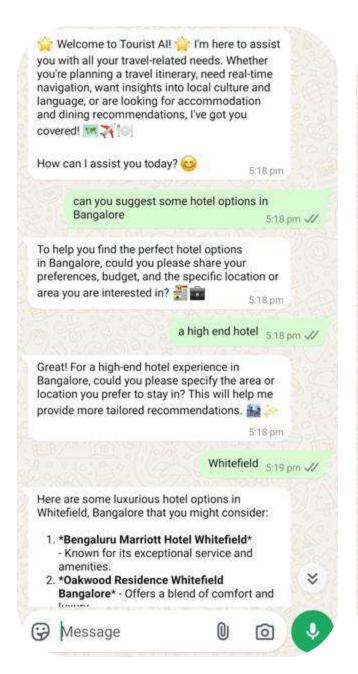


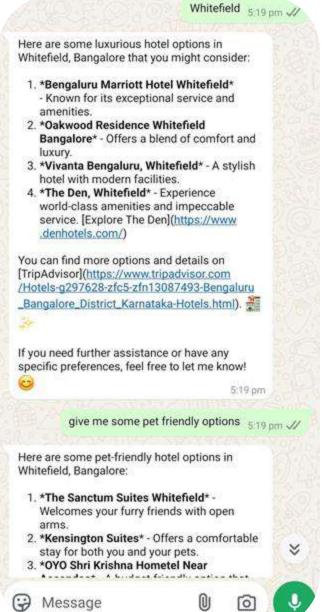
Capture customer details on WhatsApp

Al understands user preferences (location, budget, occasion) and recommends the right fit to increase conversion

- Personalized Recommendation: The AI suggests relevant stays based on customer preferences and necessities, creating an experience tailored to the users needs.
- Higher Conversion Rates: A personalized approach increases the likelihood of turning leads into customers.
- Improved Customer Satisfaction: Provides relevant information and support, enhancing customer experience and fostering long-term loyalty.

Hotel & Room Recommendation





Suggests dining options based on location, view, price, and cuisine. Assists with table reservations directly via WhatsApp.

- **Restaurant Recommendation:** dining options are suggested based on vicinity, view, price range and cuisine for the user to choose the best possible venue based on all factors.
- **Reservation:** The concierge also assists with reserving tables at your selected venue directly on WhatsApp Chat.

Dining Recommendations



i would like continental 5:22 pm J/

Here are some delightful continental dining options near ITC Gardenia, Bangalore:

- *Cubbon Pavilion* Located within ITC Gardenia itself, offering a variety of continental dishes in a luxurious setting.
- 2. *Smoke House Deli* Known for its creative continental menu and cozy ambiance.
- 3. *Olive Beach* Offers a Mediterranean-inspired continental menu in a charming setting.
- 4. *Sly Granny* A quirky spot with a diverse continental menu and unique decor.

These options should provide you with a wonderful continental dining experience. If you need more information or have any other preferences, feel free to ask! 11 22 5:22 pm

can you tell me their price ranges 5:22 pm //

Here are the price ranges for the continental dining options near ITC Gardenia, Bangalore:

- 1. *Cubbon Pavilion ITC Gardenia*: Approximately ₹2,500 to ₹3,000 for two people. [Explore Menu](https://www.zomato .com/bangalore/cubbon-pavilion-itc -gardenia-residency-road-bangalore)
- *Smoke House Deli*: Approximately ₹2,000 for two people. [Explore Menu](https://www .zomato.com/SmokeHouseDeli-Indiranagar /menu)
- *Olive Beach*: Approximately ₹2,150 for two people. [Explore Menu](https://www. .zomato.com/bangalore/olive-beach



Message







The concierge facilitates discovery and reservation of spa and other luxury massage services at the resort.

- The Al concierge allows the users to explore the spa, sauna and luxury massage options available in the hotels and resorts.
- It provides catalogue of spa treatments and provides additional details as required.
- It allows the customer to **reserve** the suited massage, on WhatsApp.

tell me about the spa services in the hotel

5:24 pm //

ITC Gardenia offers luxurious spa services designed to rejuvenate and relax guests. The spa, known as *Kaya Kalp - The Royal Spa*, provides a range of treatments and therapies inspired by traditional Indian wellness practices and modern techniques.

Here are some highlights of the spa services:

- 1. *Signature Treatments*: Experience unique therapies that blend ancient Indian wisdom with contemporary wellness practices.
- 2. *Massage Therapies*: A variety of massages are available to relieve stress and promote relaxation.
- 3. *Beauty Treatments*: Indulge in facials, body scrubs, and other beauty services to enhance your glow.
- 4. *Wellness Packages*: Tailored packages that combine multiple treatments for a comprehensive wellness experience.

For more d... Read more

5:24 pm

which one will be best for stress 5:25 pm //

For stress relief, Kaya Kalp - The Royal Spa at ITC Gardenia offers several treatments that can be particularly beneficial:

- 1. *Aromatherapy Massage*: Utilizes essential oils to promote relaxation and alleviate stress.
- 2. *Deep Tissue Massage*: Focuses on relieving tension in deeper layers of muscles, perfect for stress relief.
- 3. *Ayurvedic Treatments*: Traditional Indian theranies that halance the hody and mind











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- 2. *Deep Tissue Massage*: Focuses on relieving tension in deeper layers of muscles, perfect for stress relief.
- 3. *Ayurvedic Treatments*: Traditional Indian therapies that balance the body and mind, reducing stress.
- 4. *Hot Stone Massage*: Uses heated stones to relax muscles and improve circulation, helping to ease stress.

These treatments are designed to help you unwind and rejuvenate. It's always a good idea to consult with the spa therapists to choose the best treatment based on your specific needs.



If you need more info... Read more

5:25 pm











The AI concierge also helps guests to find out about nearby activities and attractions based on user interests.

- The assistant helps user **pick attractions** based on requirement, eg: child-friendly activities, temples, adventure spots etc.
- It suggests top local attractions, including those offering the most authentic local cuisines.
- A 24x7 personalized travel assistant to curate itineraries or day-plans.

i am going in varkala for a day tell me the best places to visit 5:27 pm //

Varkala is a beautiful coastal town in Kerala. known for its stunning beaches and vibrant culture. Here are some must-visit places during your day trip to Varkala:

- 1. *Varkala Beach (Papanasam Beach)*: Famous for its natural springs and stunning cliffs, it's a perfect spot for relaxation and enjoying the sunset. Managed and the sunset.
- 2. *Varkala Cliff*: Offers breathtaking views of the Arabian Sea and is lined with shops, cafes, and restaurants. A great place for a leisurely walk.
- 3. *Janardhana Swamy Temple*: An ancient temple dedicated to Lord Vishnu, known for its beautiful architecture and spiritual significance.
- 4. *Sivagiri Mutt*: A pilgrimage center and the final resting place of the social reformer Sree Narayana Guru. It's a serene place to explore.... Read more

is there any trekking place nearby 5:27 pm //

Varkala is primarily known for its beaches and cliffs, but if you're interested in trekking, you might consider exploring the nearby areas that offer scenic trails and natural beauty:

1. *Ponmudi Hills*: Located about 65 kilometers from Varkala, Ponmudi is a hill station known for its lush greenery and trekking trails. The trails offer stunning channe of the 141-14-m Oberta and one market













is there any trekking place nearby 5:27 pm J

Varkala is primarily known for its beaches and cliffs, but if you're interested in trekking, you might consider exploring the nearby areas that offer scenic trails and natural beauty:

- 1. *Ponmudi Hills*: Located about 65 kilometers from Varkala, Ponmudi is a hill station known for its lush greenery and trekking trails. The trails offer stunning views of the Western Ghats and are perfect for nature enthusiasts.
- 2. *Agasthyakoodam*: Part of the Western Ghats, this peak is a bit further away but offers challenging trekking routes. It's known for its rich biodiversity and is a great spot for adventure seekers.
- *Meenmutty Waterfalls*: Near Ponmudi, you can trek to these beautiful waterfalls, which provide a refreshing experience amidst nature. ... Read more 5:27 pm

any places to try the local food? 5:29 pm //

To experience the local flavors of Varkala, here are some popular places where you can enjoy

- 1. *Clafouti*: Known for its delicious seafood and traditional Kerala dishes, this restaurant offers a great view of the beach.
- 2. *Darjeeling Cafe*: Offers a mix of local and international cuisine, with a focus on fresh ingredients and local flavors. It's a great spot to relax and enjoy the view.



Message

authentic Kerala cuisine:



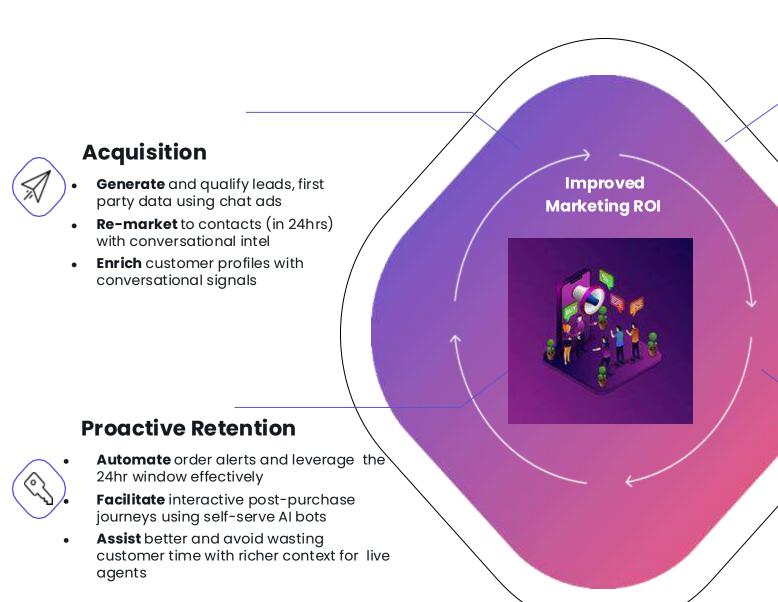




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Conversation Cloud - PERSONALIZE for Business Growth



Engagement

- **Micro-segment** based on chat signals like read, click, funnel stage
- Personalize offers using intent signals
- Deliver multilingual conversation capabilities

Seamless Commerce

- **Personalize** product recommendations based on preferences
- Drive sales with assisted selling using agents or Al bots
- Convert high intent users using 3rd party events like app sign up, searches, abandoned cart

Conversation Cloud

By Industry

Pre-Built Conversational Experiences & Solutions







E-commerce



Banking & FinTech



EdTech



Healthcare



Travel & Hospitality



CPG



Food & Bev

Converse

Conversational Experiences



Conversation Builder



Campaign Manager



Catalog & Payments



Agent Assist

Advertise

Click-to-chat Advertising



Click-To-Chat Ads Manager



ROI Dashboard

Personalize

Conversational Intelligence



Audience Segmentation



Behavioral Targeting



Channel Optimization

AI

Enterprise-Ready Conversational Al



ACE LLM



Al Agent Framework



Enterprise Guardrails

Omnichannel

High Scale

Auto failover

Multi-language

Template AI Governance

Analytics

Communicate

Multi-channel Smart CPaaS











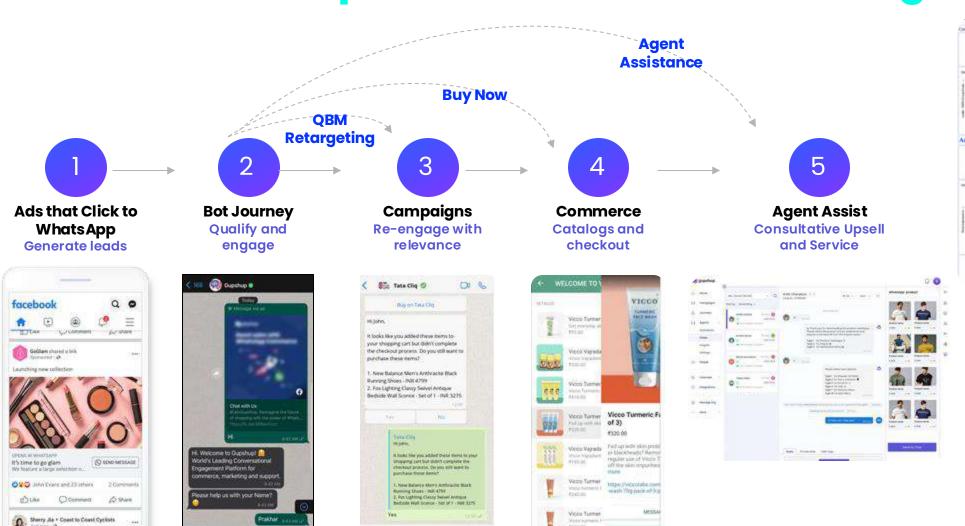








Maximize CLTV with Complete Acquisition to Growth Offering





Full funnel insights

Trusted by brands in over 40 countries

Full Suite
Conversation Cloud

45,000+ Customers

10B+
Messages per month



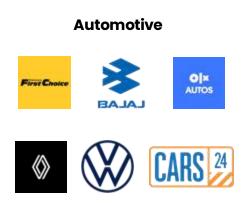












Al-Powered Conversational Experiences

Build bot journeys, launch virtual agents & personalize campaigns with Gupshup CX Automation Suite





Automated Bot Building
Al Journeys
Multilingual
Text & Voice



Auto Campaign Mgr

Template creation
Personalization
Campaign Optimization
Governance



Auto Agent Assist

Automated Virtual Agent Knowledge Answering Chat Summarization Response Rephrasing



Tooling

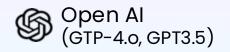
ACE LLM: Domain Specific AI Models

Industry and Function
Al Safety & Guardrails, Security, Compliance, Data Residency



Foundation Models







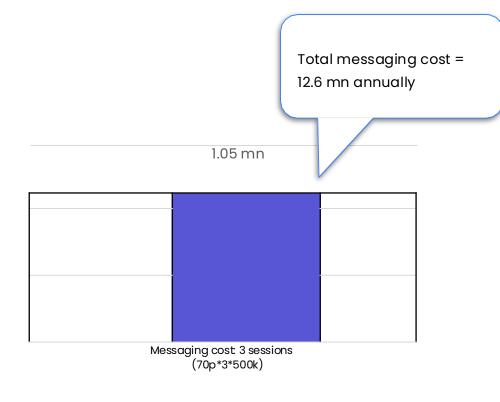


Savings of 33% by PERSONALIZATION

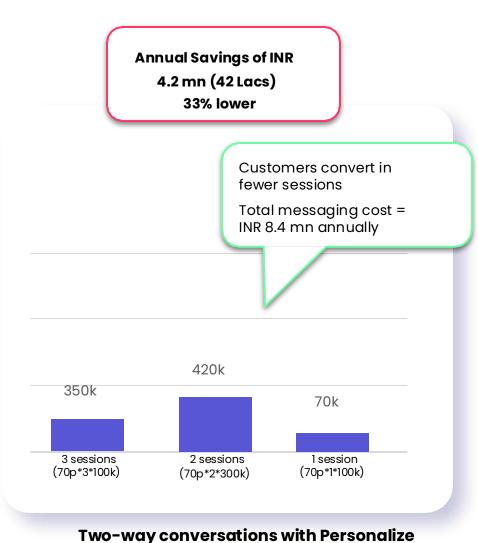
(messages two-way interactive)
Fewer messaging sessions to achieve business goals

Scenario

Customer base: 500k Per session cost: 70p Channel: WhatsApp



1-way messagingRequires **min** 3 marketing sessions
Total cost/ month = INR 1.05 mn



Fewer sessions to convert Total

cost/month = INR 700k

THANKS

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