

Gen-AI for Hotel Industry on



How Gen Ai is useful for Hotel Industry!!!

24x7
Hotel AI concierge
to handle
customer queries.

Check in to
Check-out
assistance

Automate
reservations
(Restaurant,
spa, transport)

Boost bookings
with personalized
AI
recommendation

Trip Planning
and itinerary
curation by AI

Feedback
collection

Capture leads
from offline/
TV ads on
WhatsApp

Personalize
marketing
based on
customer
behavior.

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.

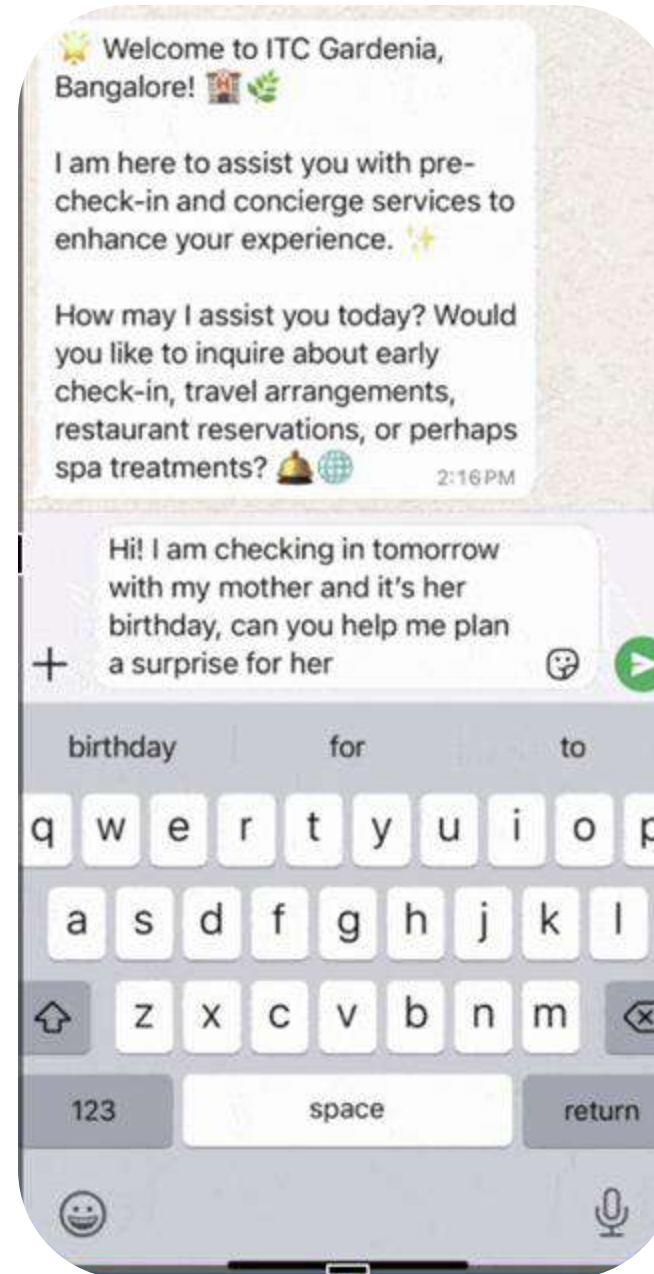
Lead Capture and Nurture AI Agent



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**

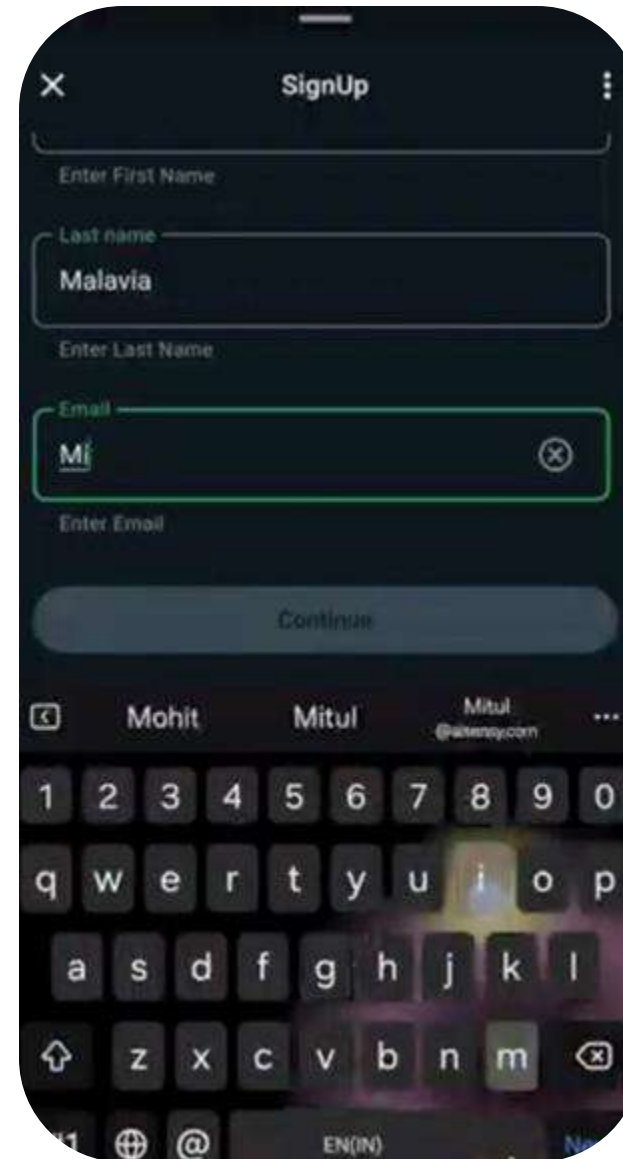
Hotel AI Concierge



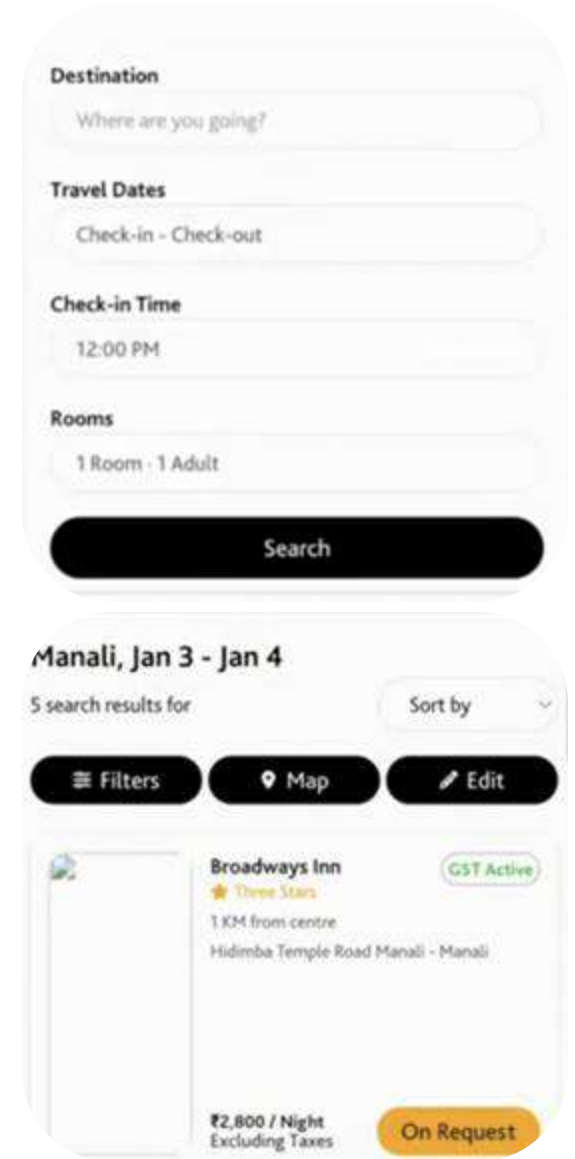
Users select a hotel and are instantly redirected to a WhatsApp form to capture preferences. The form auto-forwards them to the booking portal for final reservations.

- 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



A screenshot of a WhatsApp 'SignUp' form. The form has a dark background with white text. It includes fields for 'Enter First Name', 'Last name' (with 'Malavia' entered), 'Enter Last Name', and 'Email' (with 'Mi' entered). A 'Continue' button is at the bottom. A keyboard is visible at the bottom of the screen.

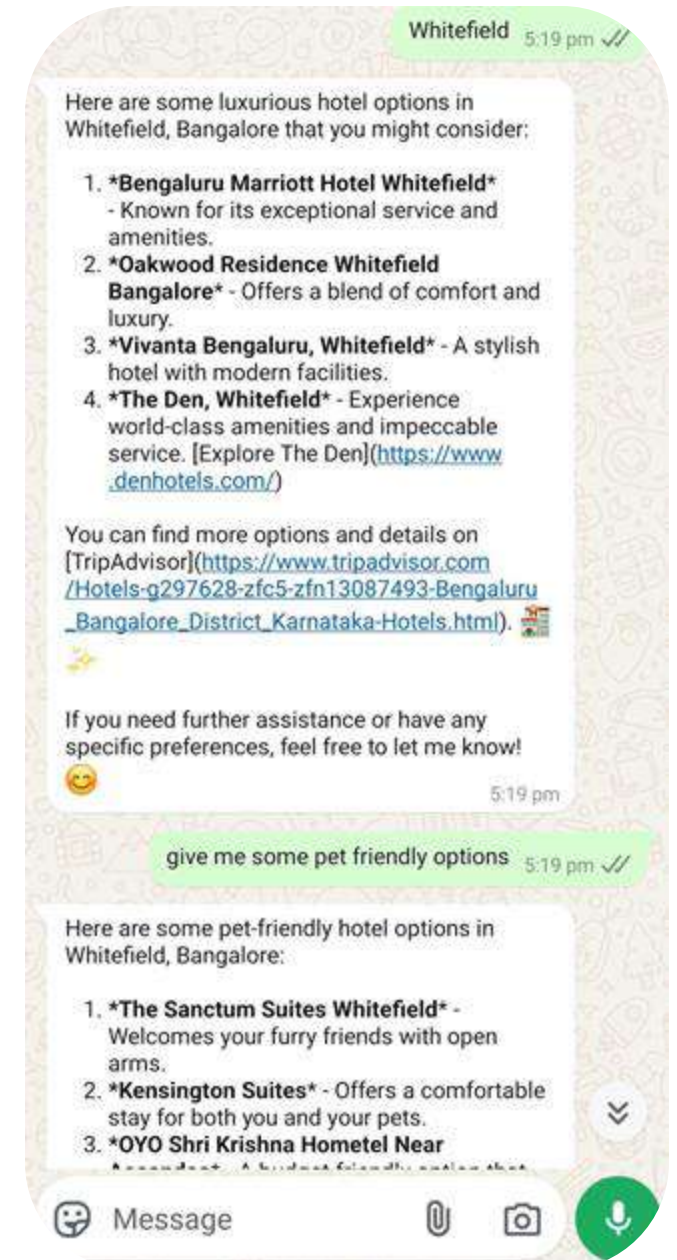
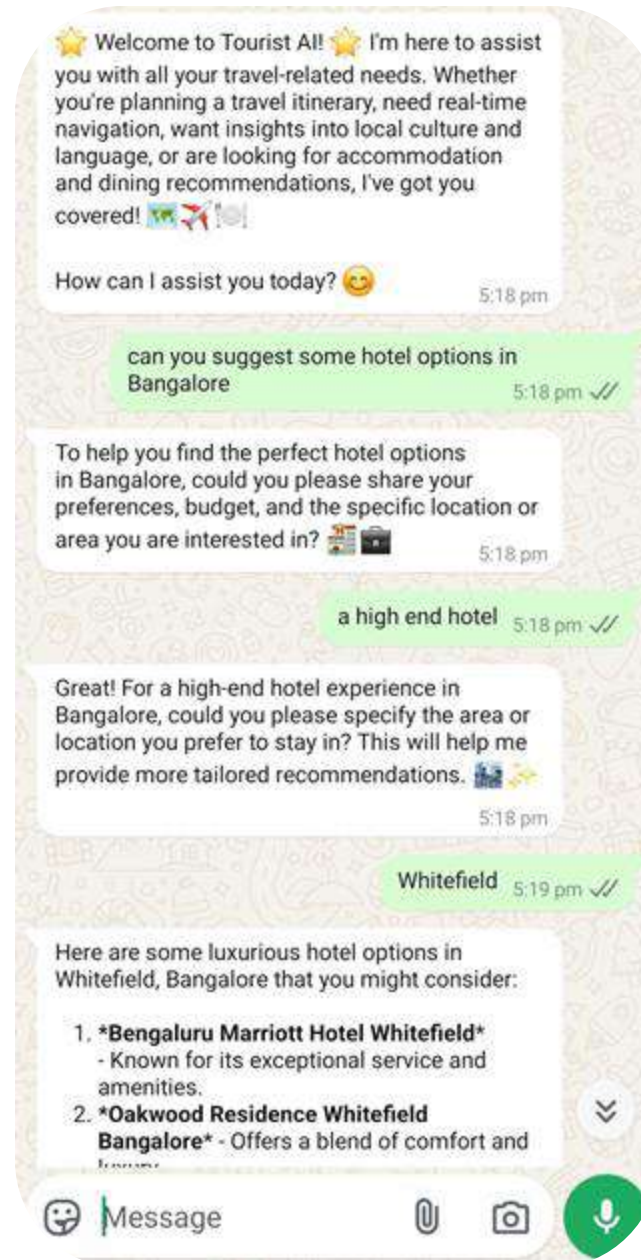


A screenshot of a hotel booking portal. It features a search form with fields for 'Destination' (placeholder: 'Where are you going?'), 'Travel Dates' (placeholder: 'Check-in - Check-out'), 'Check-in Time' (placeholder: '12:00 PM'), and 'Rooms' (placeholder: '1 Room · 1 Adult'). A 'Search' button is below the form. Below the search results, it shows 'Manali, Jan 3 - Jan 4' and '5 search results for'. A list of results is shown, including 'Broadways Inn' with a 'Three Stars' rating, '1 KM from centre', and 'Hidimba Temple Road Manali - Manali'. The price is '₹2,800 / Night Excluding Taxes' and there is an 'On Request' button.

AI 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.

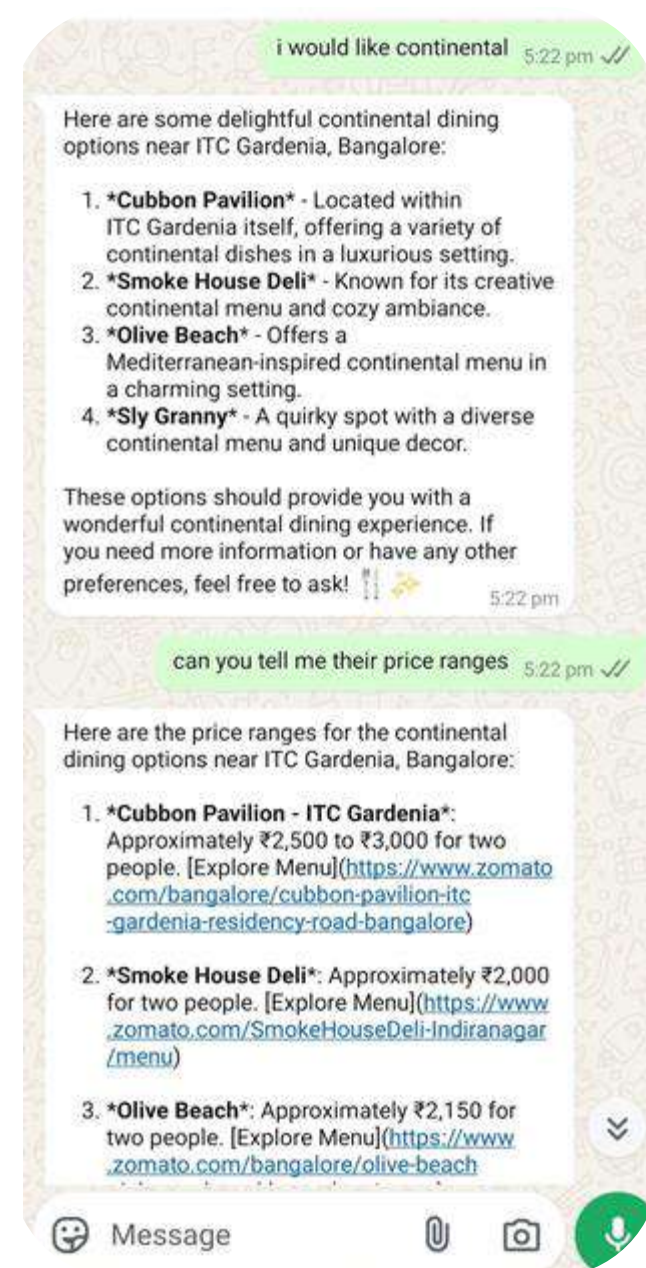
Hotel & Room Recommendation



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**.

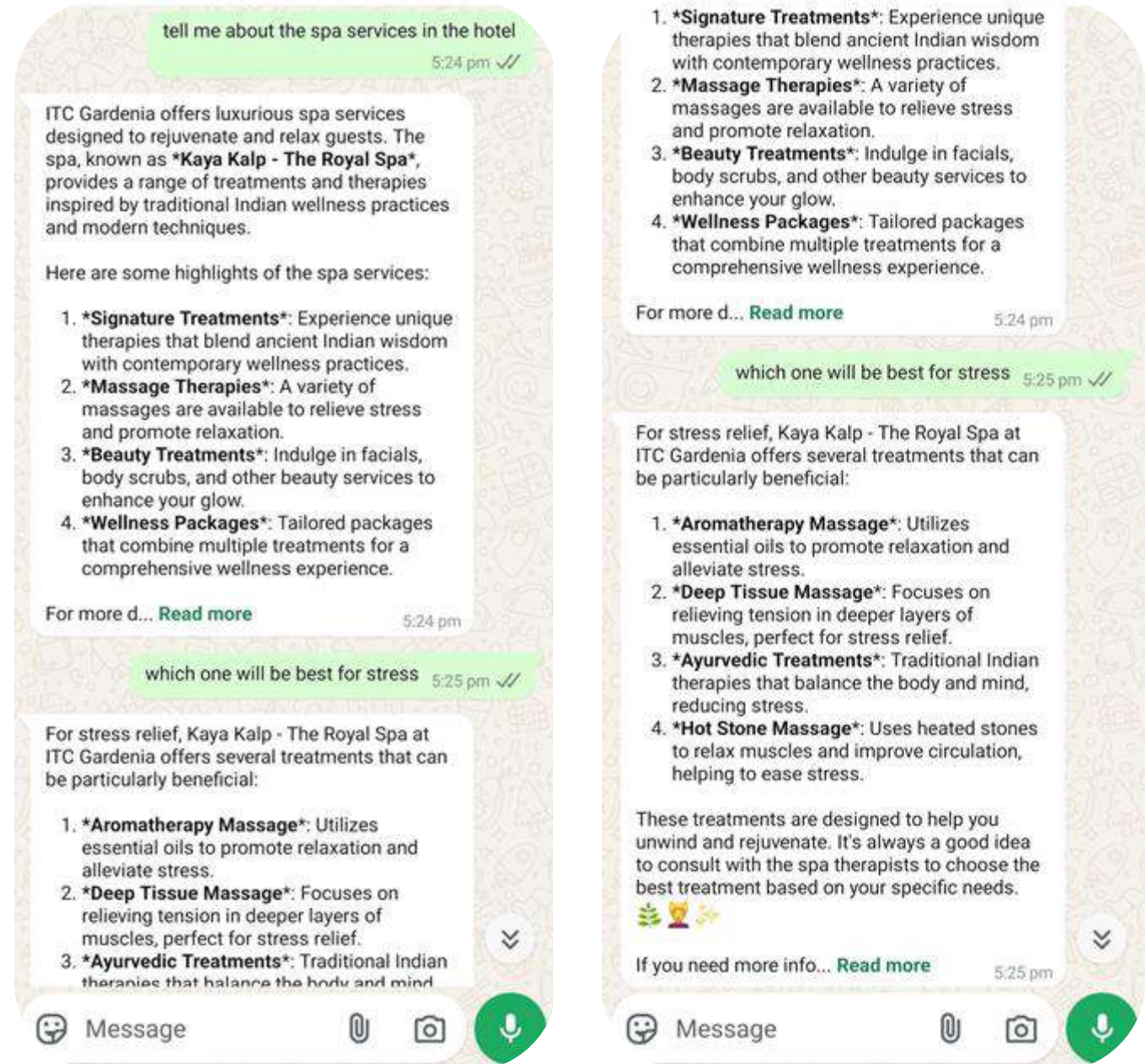
Dining Recommendations



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

- The AI 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**.

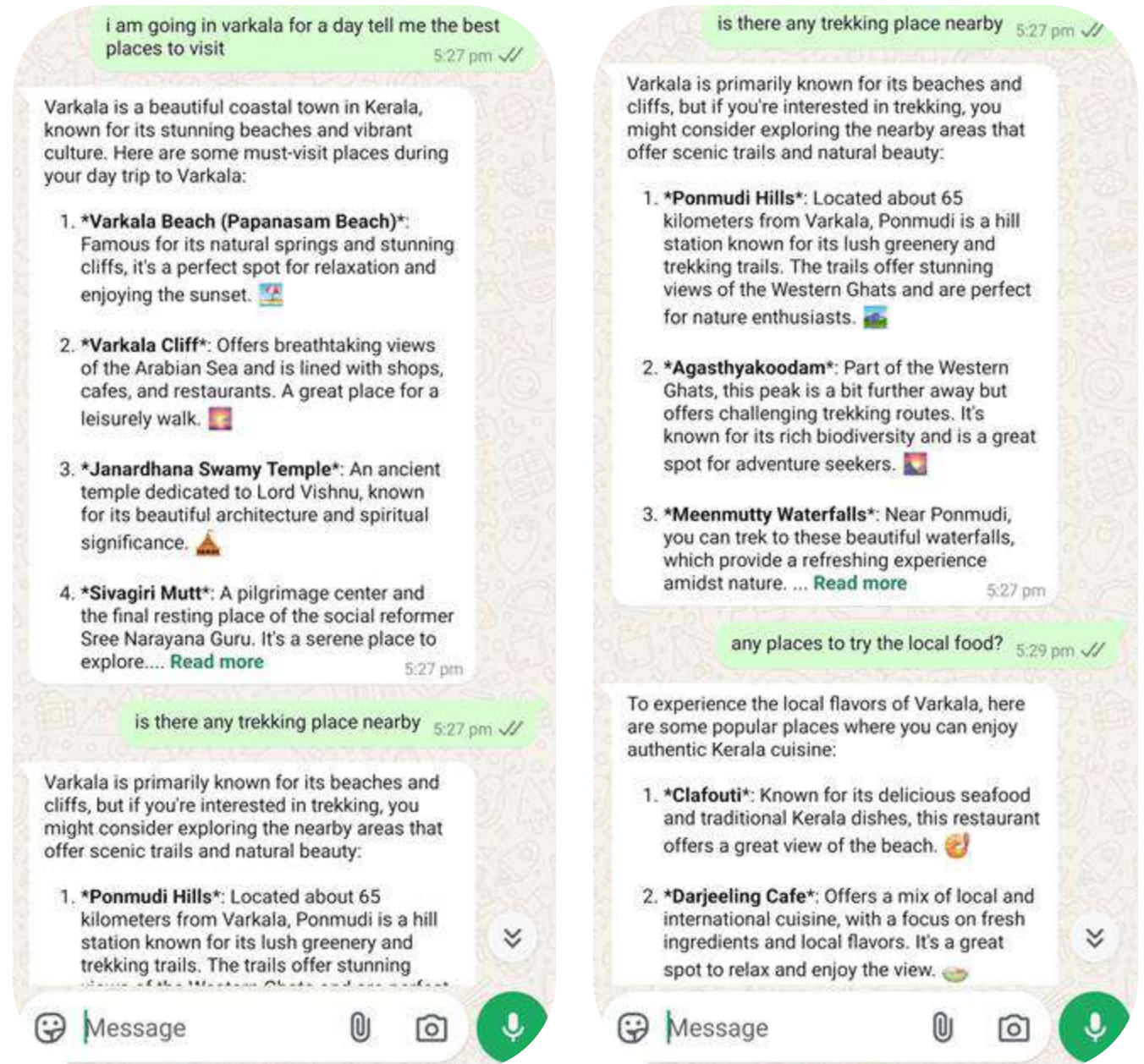
Spa Reservations



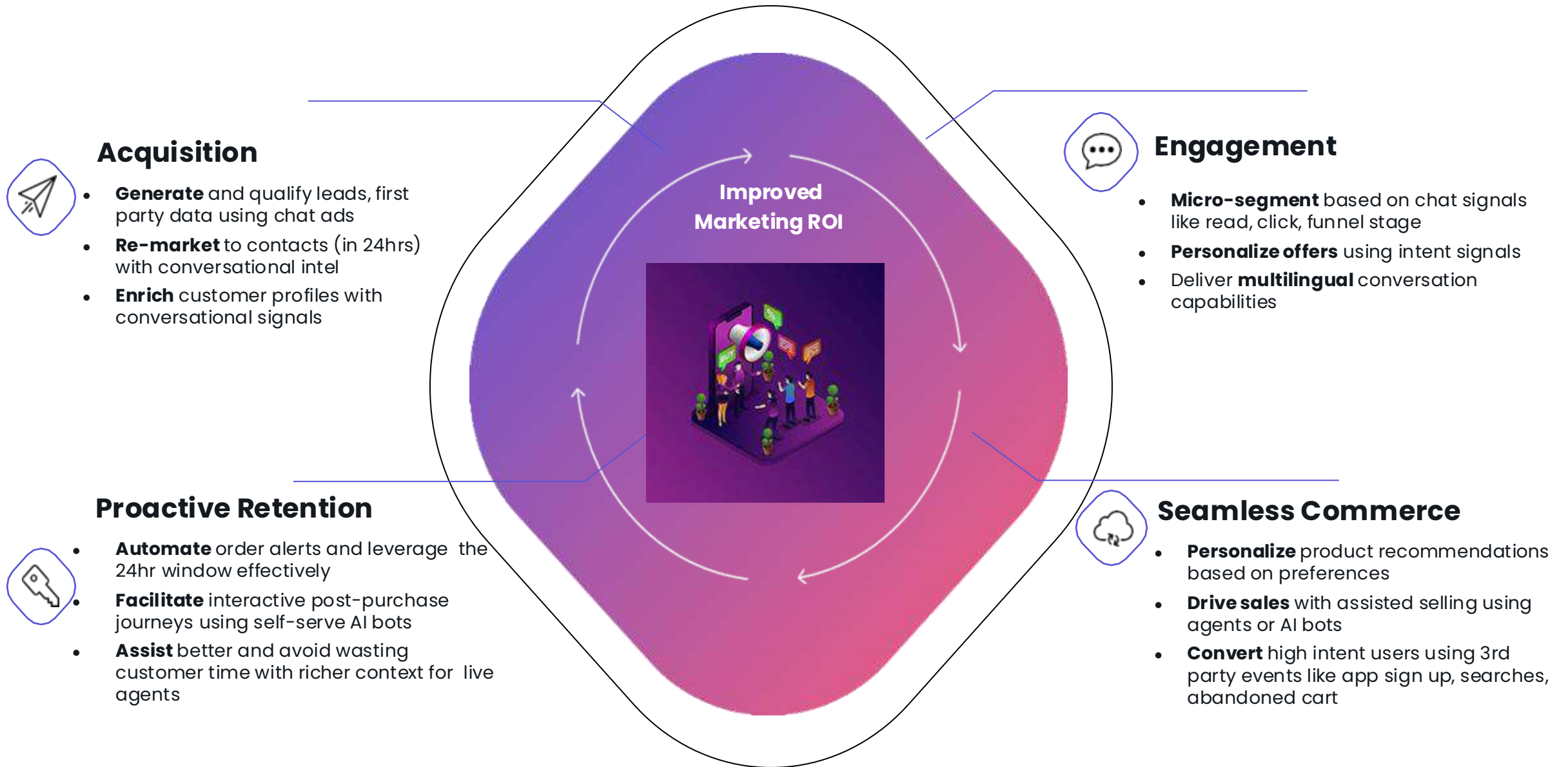
The AI concierge also helps guests to find out about nearby activities and attractions based on user interests.

- 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.

Trip Planning



Conversation Cloud – PERSONALIZE for Business Growth



Conversation Cloud

By Industry

Pre-Built Conversational Experiences & Solutions



Retail



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 AI



ACE LLM



AI Agent Framework



Enterprise Guardrails

Communicate

Multi-channel Smart CPaaS

Omnichannel



High Scale



Auto failover



Multi-language



Template AI



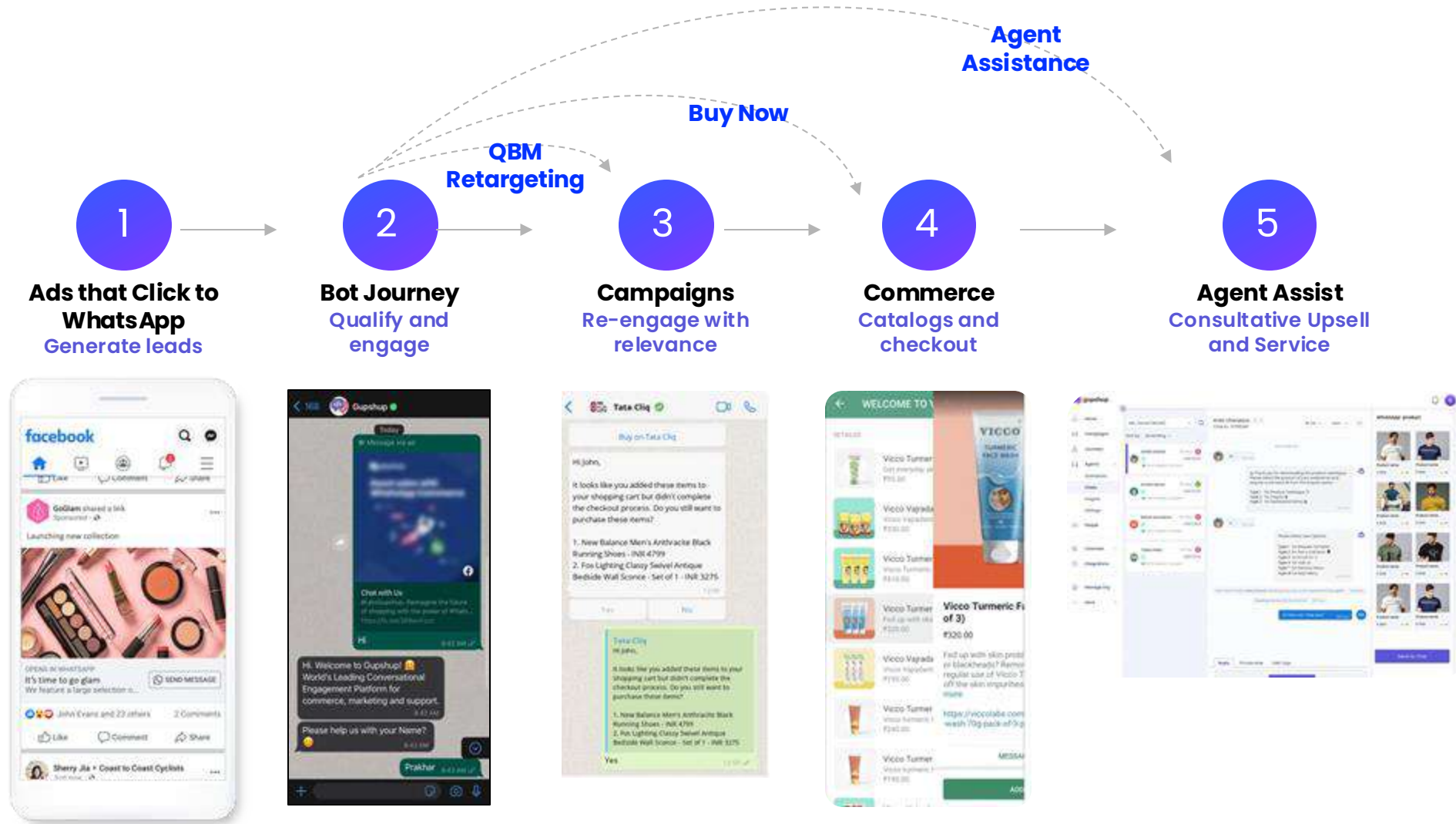
Governance



Analytics



Maximize CLTV with Complete Acquisition to Growth Offering



Full funnel insights

ROI from conversations is best realized with end-to-end execution across the customer lifecycle and data-driven funnel optimizations

Trusted by brands in over 40 countries

Full Suite
Conversation Cloud
75% market share in India

45,000+
Customers

10B+
Messages per month

Retail/ eCommerce



CPG/ FMCG



Beauty



Media & Entertainment



eCommerce services



Hospitality & Travel



QSR



Automotive



AI-Powered Conversational Experiences

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



Auto Bot Builder

Automated Bot Building
AI 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

Purpose Built for Business Conversations

ACE LLM: Domain Specific AI Models

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



Foundation Models



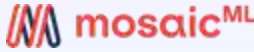
Meta
(Llama 2)



Open AI
(GTP-4.o, GPT3.5)



(Flan -T5)



(MPT)

Savings of 33% by PERSONALIZATION

(messages two-way interactive)

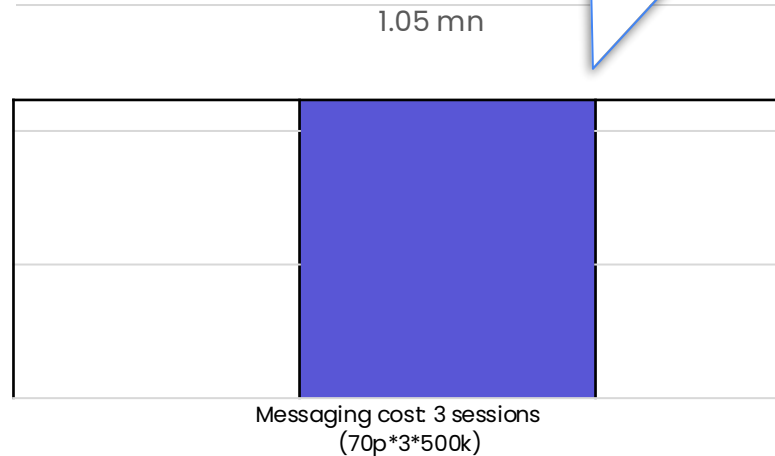
Fewer messaging sessions to achieve business goals

Scenario

Customer base: 500k

Per session cost: 70p

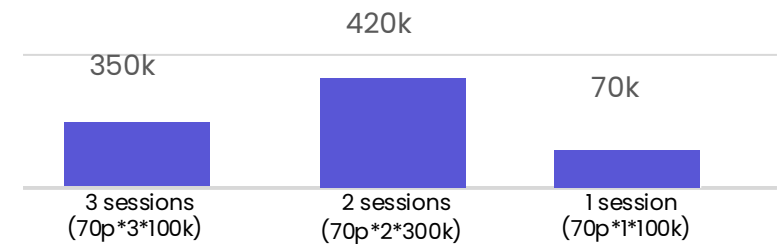
Channel: WhatsApp



Total messaging cost =
12.6 mn annually

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

Annual Savings of INR
4.2 mn (42 Lacs)
33% lower



Customers convert in
fewer sessions
Total messaging cost =
INR 8.4 mn annually

Two-way conversations with Personalize
Fewer sessions to convert Total
cost/ month = INR 700k

THANKS

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