

# Chat ja muut digitaaliset työkalut työajan säästäjinä

30.10.2022, Paimio



# Säästin myös omaa työaika...

Meaning, the slides will be in English from now on.

The biggest challenge  
for 2023 is  
**TIME**

Our time  
...is running out...



# The world changed with the pandemic and other world events



**Travel companies are not yet prepared, and they lose revenues and profit – and provide decreasing customer service..**

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SELF-SERVICE AND NEED FOR SIMPLICITY & SPEED ARE DRIVING FORCES FOR TODAY'S CONSUMERS

**Travel companies are not yet prepared, and they lose revenues and profit – and provide decreasing customer service..**

**1 phone call (or email) costs in avg. 8€ for a hospitality company in Western Europe.**





# Customer wants and don't-wants – universal truths

**Save time:** Customers do not want to wait, at least over the phone. (Waiting is not bad, if there are meaningful things to do at the same time and you know the ETA.)

**Some HATE to call,** for various reasons (cost, language, age, culture..)

**Fear of germs,** why use equipment others use?

**Frustration towards downloads and registering,** self-explaining

**Visuals,** one picture tells 1000 words.

**Simplicity:** easy to view, comprehend and order

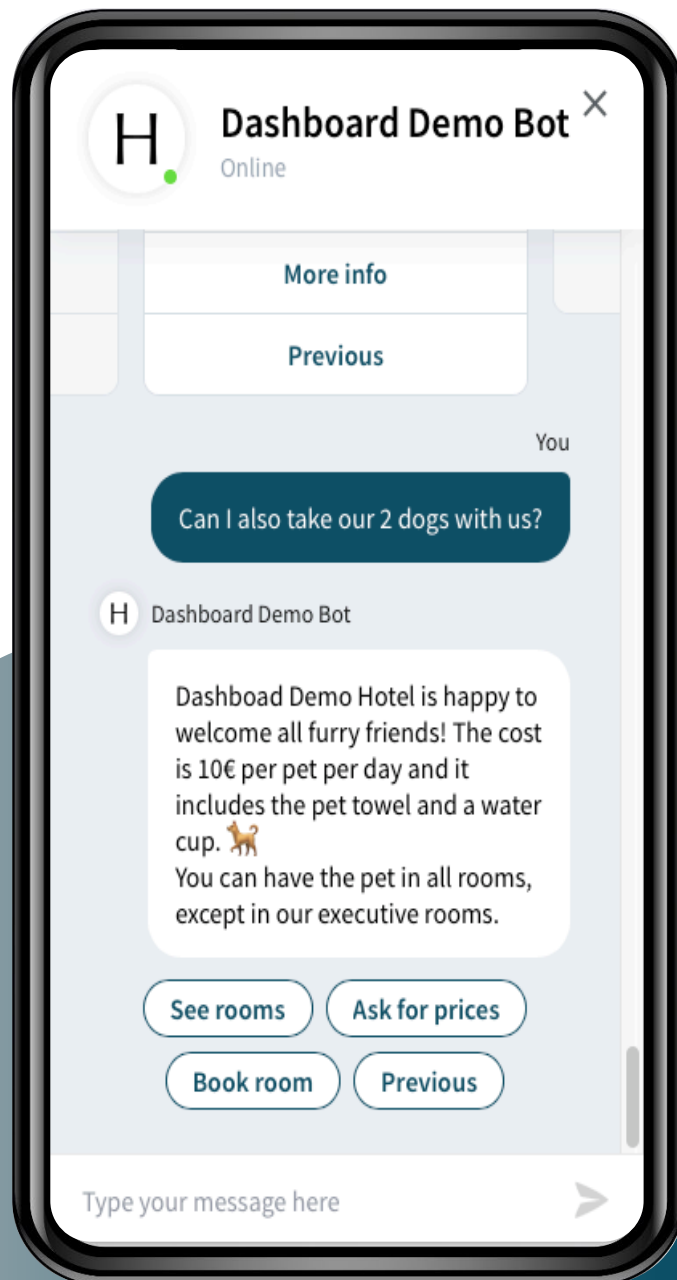
**Tailored:** Everybody wants to be treated as royal, and all of them are special (Customization possibilities)

**Mobility:** Do they have to be physically on your premises, e.g. restaurant? They can be e.g. in the city and order the food to be ready for take-away.

# Why not to take the next step and use technology?

HOTELWAY





## AI-based **CHATBOT** Gives Answers To Most Important **FAQS** in few seconds



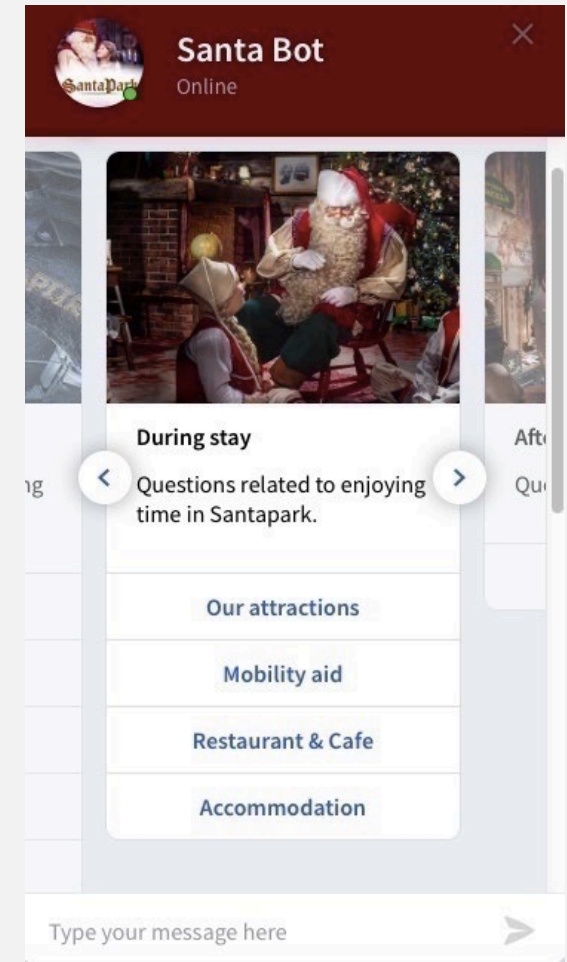
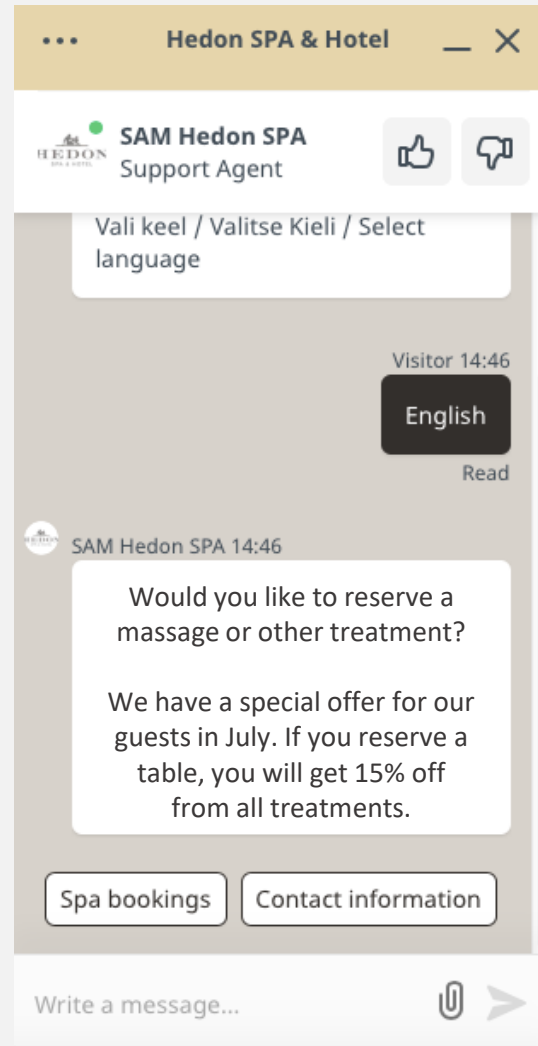
It automatizes repetitive tasks of your staff.

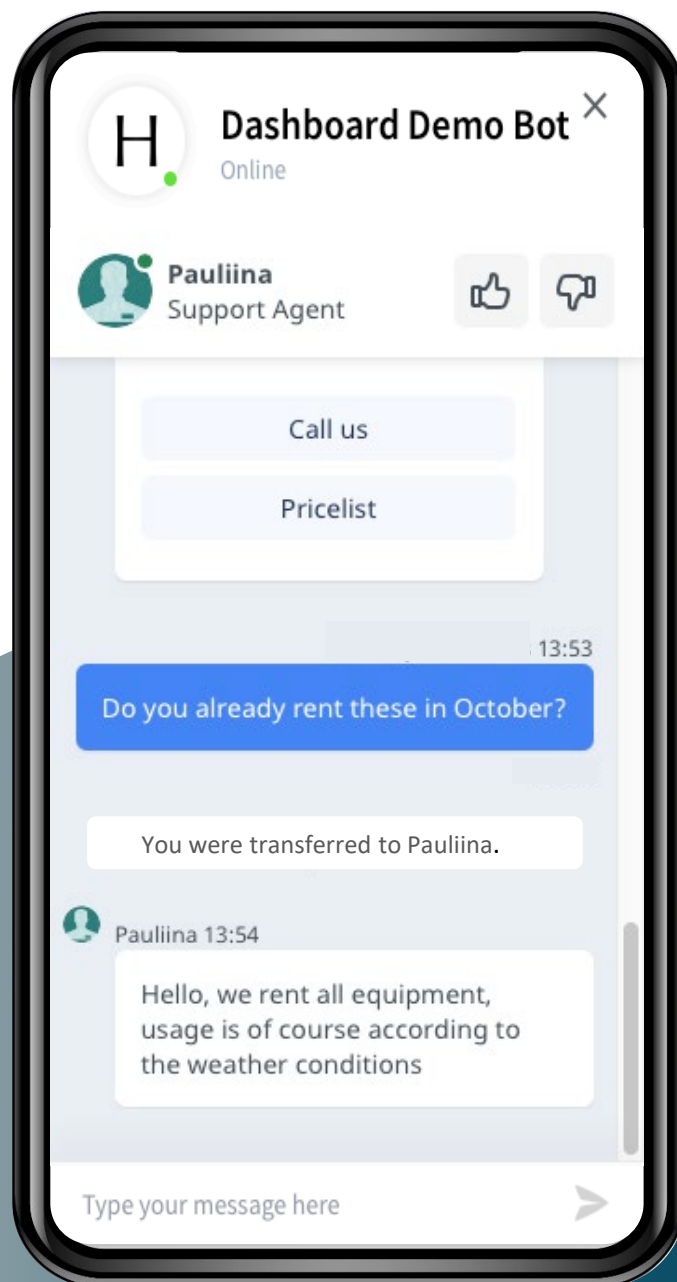
# How does it work?

Visitor goes to your website and:

- 1) Gets a tailored greeting
- 2) Selects a topic or writes an inquiry
- 3) Follows the links & buttons
- 4) BUYS.

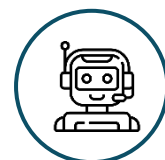
✓ **24/7** tailor made automatized service!





## Want Humans?

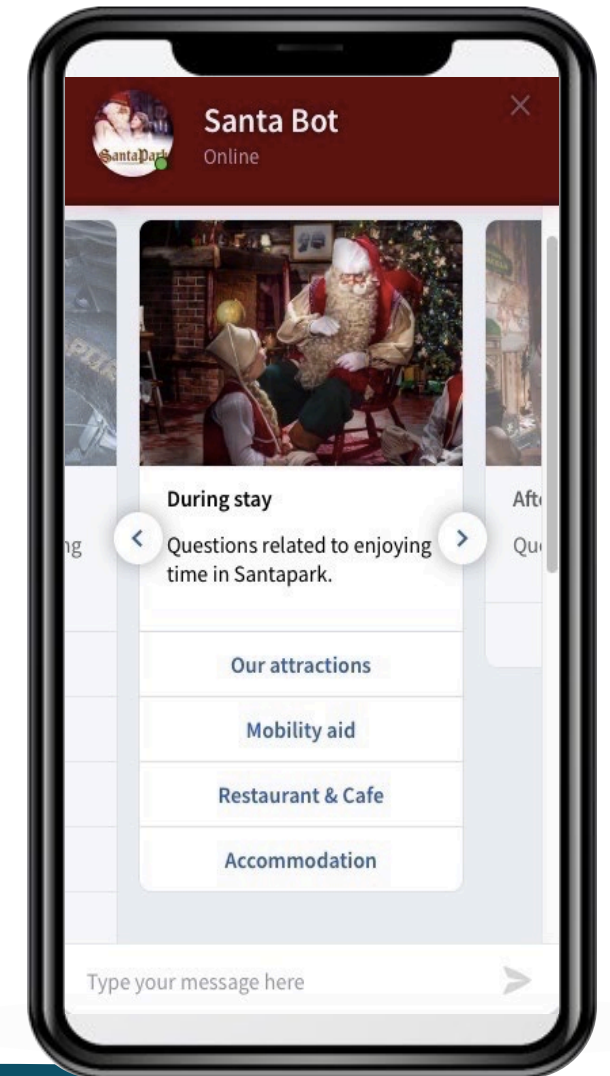
If you have many inquiries, you can also use live chat – but remember the 2 min rule! (or use call center)



When humans are sleeping, chatbot can take over.

# How to set it up?

- ✓ **FIRST:** Choose a travel specific provider. Then the implementation takes days or weeks, not months or years.
- ✓ **BUILDING:** The provider will build and teach the chatbot based on your needs (identified in the short kick-off meeting). You can then test the bot and they can fix the chatbot to suit your needs.
- ✓ **IMPLEMENTATION:** All you have to do, is to cypaste little html-code on your website, and it will work!
- ✓ **OPERATION:** The chatbot will learn by itself or by the provider. You only change the information, if e.g. timetables change.



- ✔ **Save time form staff:** Answering to a call and taking the order can take easily 5 – 15 min. That is saved, when customers can get the answers automatically.
- ✔ **Customer satisfaction:** Customers can get their answers in seconds – and with the method & channel they want. You should always keep the call/email option too.  
(77% of travelers rather use digital services, than wait more than 3 minutes.)
- ✔ **Make more money:** You can promote different campaigns or services in various ways. Building the chatbot in the right way will drive customers to order.  
(Good flow can result 5 x higher profits.)

# Did somebody say 'ordering'?





# Why are these so successful?

HOTELWAY

Wolt

The Uber Eats logo is shown on a black rectangular background. The word "Uber" is written in white, and the word "Eats" is written in a bright green color, both in a sans-serif font.

**Click.**

**Browse.**

**Click & order.**

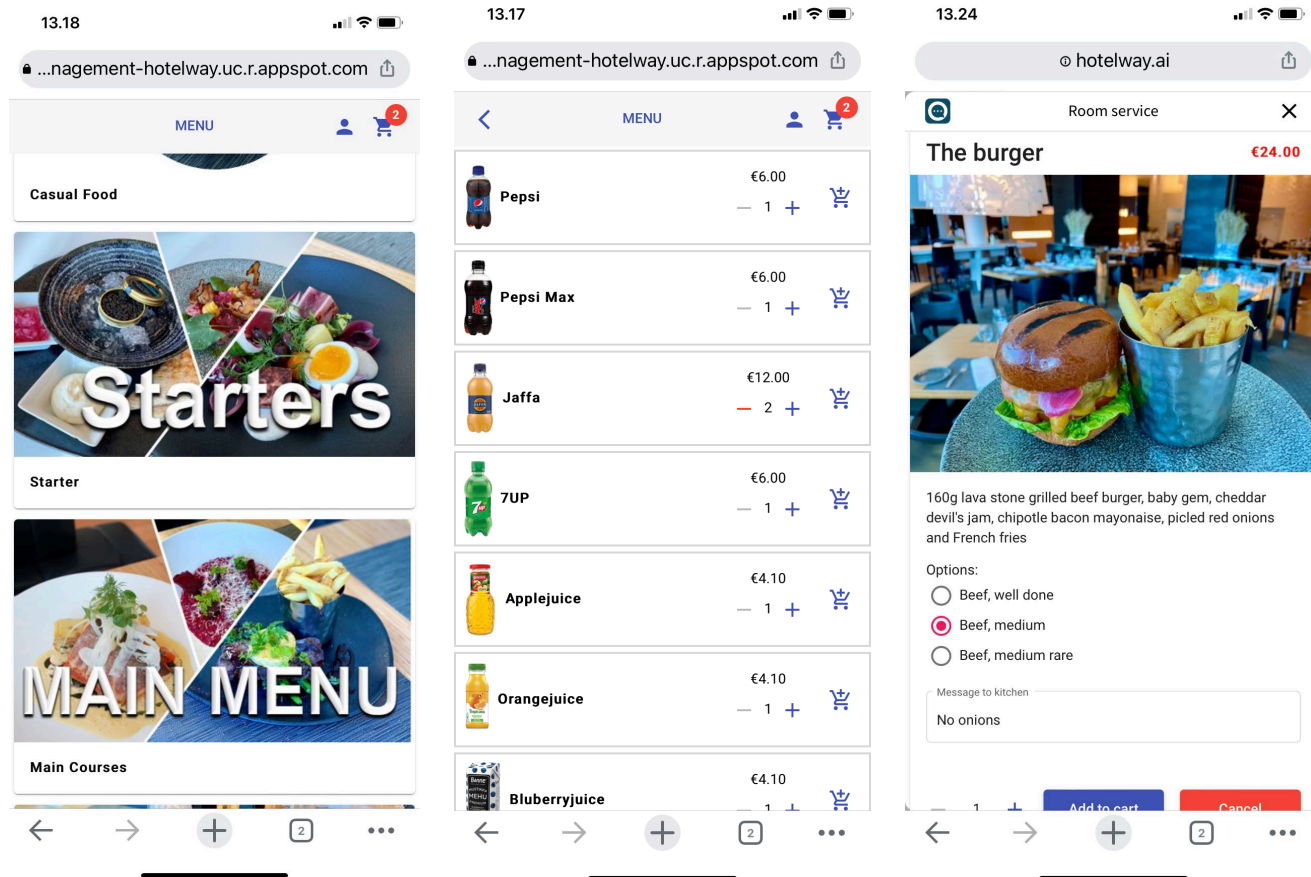
**Wait.**

**EAT.**



# Food service ordering in nutshell

No downloads, works directly on the phone via browser (i-frame widget) as web-app. After the ordering, the staff will receive a SMS notification about the order and can proceed.



Customers can modify, or add requests to each item, and also to the delivery itself.

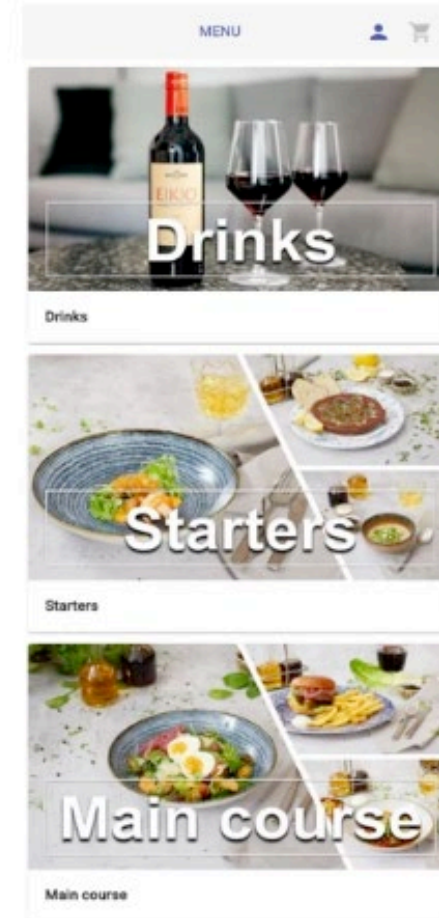
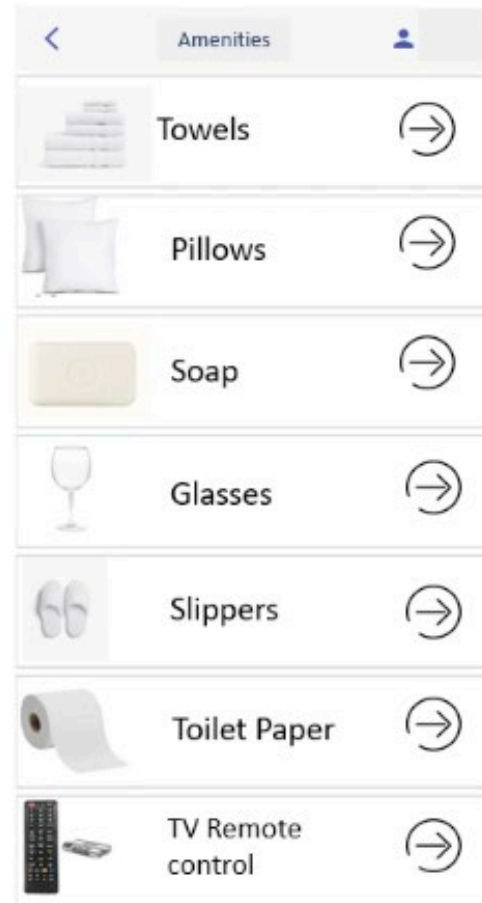
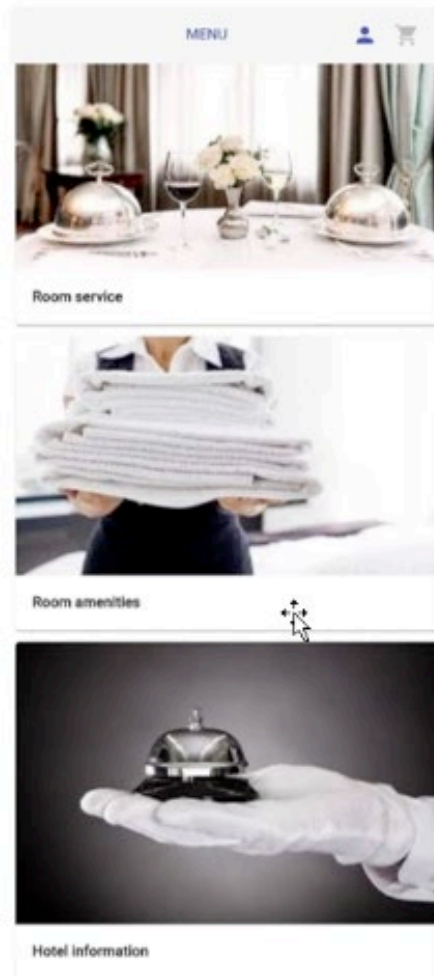
Supports info about the different payment methods, delivery times and take-away.

Customers can even order before check-in.

VERY LIGHT TO IMPLEMENT.



# Can be used for many different orders & services



## Benefits...

Save time.  
Make money.  
Make your customers happier.



You should also link your existing ordering / booking systems to one platform.

Hyödynnä teknologiaa säästääksesi aikaa.

Valitse toimittaja, joka hallitsee matkailubisneksen.

**OLE ROHKEA!**



[www.hotelway.ai](http://www.hotelway.ai)

[hannu.vahokoski@hotelway.fi](mailto:hannu.vahokoski@hotelway.fi)



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