



## Chatbots in Hotel Industry: **Redefining CX**

Hotel chatbots are software applications (AI-powered or programmed) that communicate with your hotel's website page visitors and resolve their queries

### Chatbots in hospitality industry

Eliminate human error

Increase service efficiency

Offer outstanding customer  
experience

More than two-thirds of Americans said they would like to use chatbots to improve their online travel experience

(Source: Humley)

## Hotel Chatbots Are Redefining Customer Experience Through:

- 24/7 Availability
- Multi-Lingual Support
- Efficiency
- Customer Retention
- Brand Awareness
- Modern Approach
- Actionable Customer Insights

*Aloft Hotels has a chatbot assistant, ChatBotlr, which allows guests to engage via SMS anytime, anywhere. Two-thirds of guests interacted or made a request using the Aloft's chatbot, directly boosting the hotel's revenue*