

## 1. Case Study →

### CHALLENGE

A 5-star Grand Luxury urban hotel wants to improve the service to its guests by offering an innovative solution that allows a better customer experience when it comes to:

- Receive clients at the hotel
- Take the hotel tour
- Explain the hotel services
- Make personalized leisure recommendations to guests.

### SOLUTION

Anna is a digital human who has been designed to serve as the hotel's virtual concierge. Among his skills:

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- Speak English and Spanish
- Trabaja 24x7
- Welcome guests on the website and at an interactive kiosk at the concierge desk.
- Shows the hotel facilities and services
- Make restaurant recommendations and leisure and cultural plans.
- Manage reservations for hotel services.

### BENEFITS

Expands the capacity of the hotel concierge service exponentially

**75% interactions completed successfully.**

Service satisfaction survey: average rating of 4.6 out of 5

Improvement of hotel service reservations: spa and restaurants.

# TOURISM





## 2. Case Study →

### CHALLENGE

A tourist destination seeks to improve service to its visitors by offering destination information, plans, tours, visits and experience in an innovative and automated way.

Facilitating the dispersion of tourists throughout the territory and offering multilingual attention.

### SOLUTION

Carlos has been trained to assist visitors to a destination by offering:

- General information about the destination
- History and curiosities of the place
- Personalized itineraries and plans based on the visitor's interests
- Interactive guide to each itinerary with contextualized questions and answers
- Ideas for experiences and excursions

### BENEFITS

Offer innovative, automated and customizable material to the visitor

Promote less itineraries and plans  
acquaintances 4.4 out of 5

Service satisfaction survey: average rating of

Offers assistance [multilanguage](#)

# TOURISM

