

FlexiGPT

# Implementing AI in Hospitality

Utilising AI to aid revenue generation,  
Guest Satisfaction and  
Review Score Improvement



FlexiGPT



# 3 Opportunities



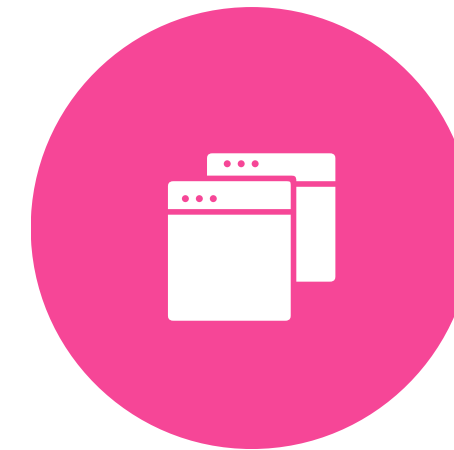
## Guest Satisfaction

By implementing AI you can drastically improve your Guest Satisfaction, with AI driven responses, increased communication and better tracking.



## Revenue Generation

By leveraging advanced data collection techniques, gaining a deeper understanding of your guests, and targeting the right bookers at the optimal time, AI can significantly enhance your revenue generation.



## Review Score Improvement

Implementing AI can be a game-changer in improving your hotel review score. By harnessing the power of artificial intelligence, you can deliver a more personalised guest experience, anticipate their needs, and resolve issues faster than ever before.

## Impact on Pricing

A study by Cornell University found that for every point increase in a hotel's review score on a five-point scale, the hotel can increase its price by 11.2% while maintaining the same occupancy or market share.





# AI Powered Solution FlexiGPT

**PWC Research  
Found**

**16%**

Customers who feel valued are willing to pay up to a 16% price premium for products and services, highlighting the tangible financial benefits of exceptional customer experiences.

IMPACT OF REVIEWS ON RATES



If a hotel can get a 1-point increase in review score (ex. from 3.3 to 4.3)



They can charge 11.2% more while maintaining occupancy & market share



of Travelers are willing to pay more for a hotel with higher review scores

# AI-Powered Solution



## AI Chatbot for Instant Response

No more waiting, real-time guest support



## 24/7 Multilingual Assistance

Seamless service for international travelers



## Multimodal AI Responding with Text, Visuals & Pricing for

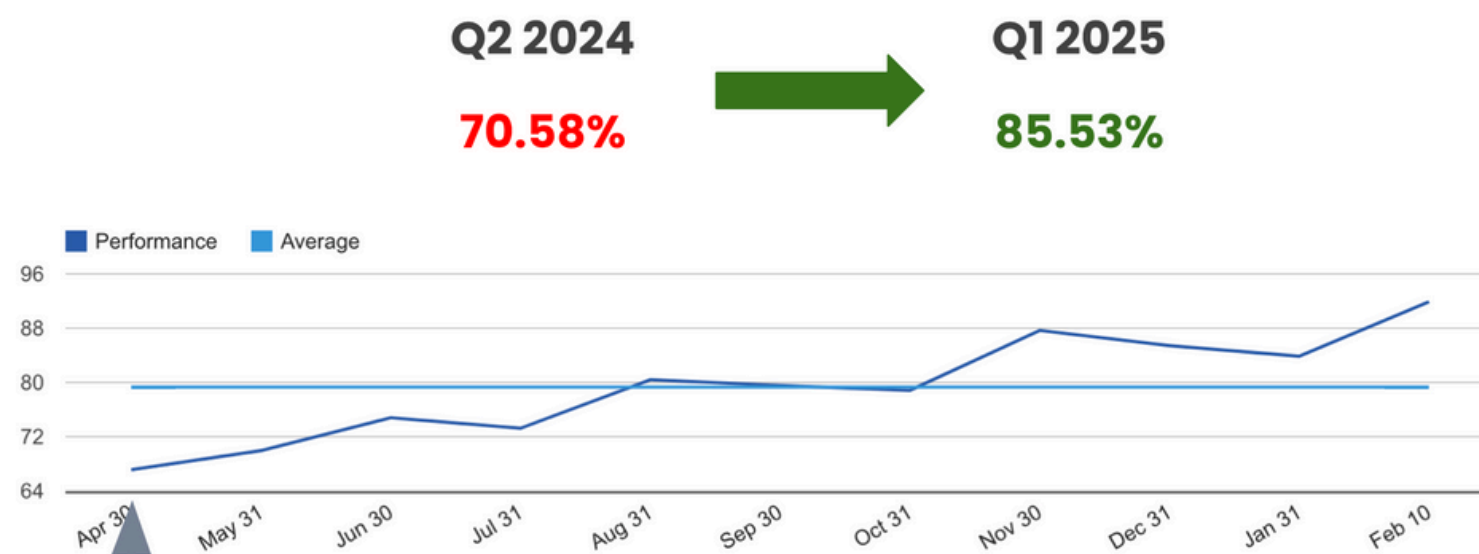
- Room upgrades
- Facilities & amenities
- Extra bed requests
- Maintenance issues

# Case Study

Mercure London Paddington Review score 70.58% in Q2 2024.

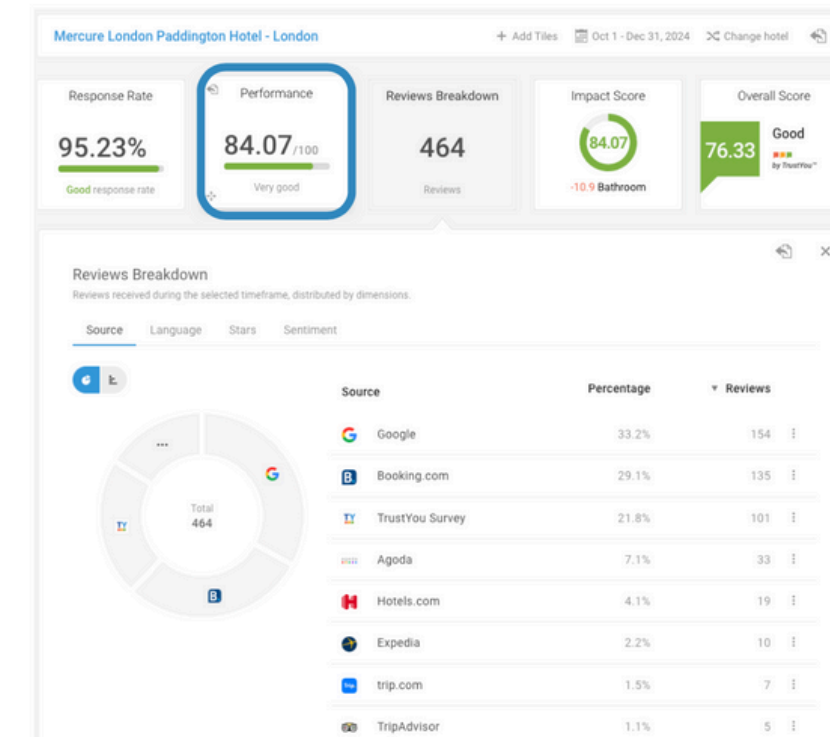
Hotel implements FlexiGPT resulting in Q1 2025 review score at 85.53%.

TrustYou: Performance Score progression



Hotel starts using AI-powered communication

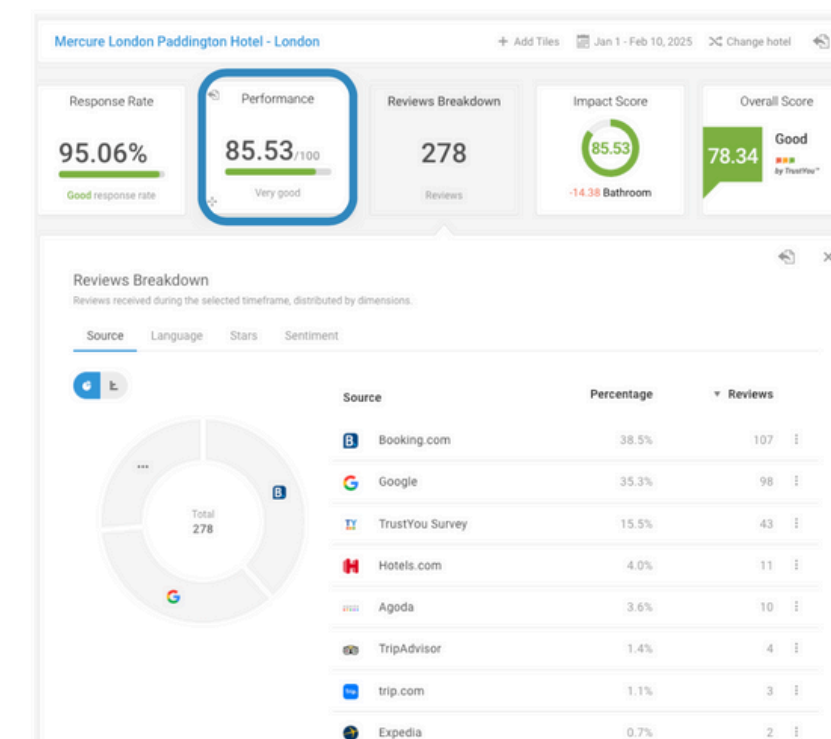
## TrustYou: Performance Score: Q4 2024



Performance Score is the average rating across different platforms like:

- Booking.com
- Google
- Expedia

## TrustYou: Performance Score: Q1 2025



Performance Score is the average rating across different platforms like:

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# Multi-modal AI-powered responses

Guest Query

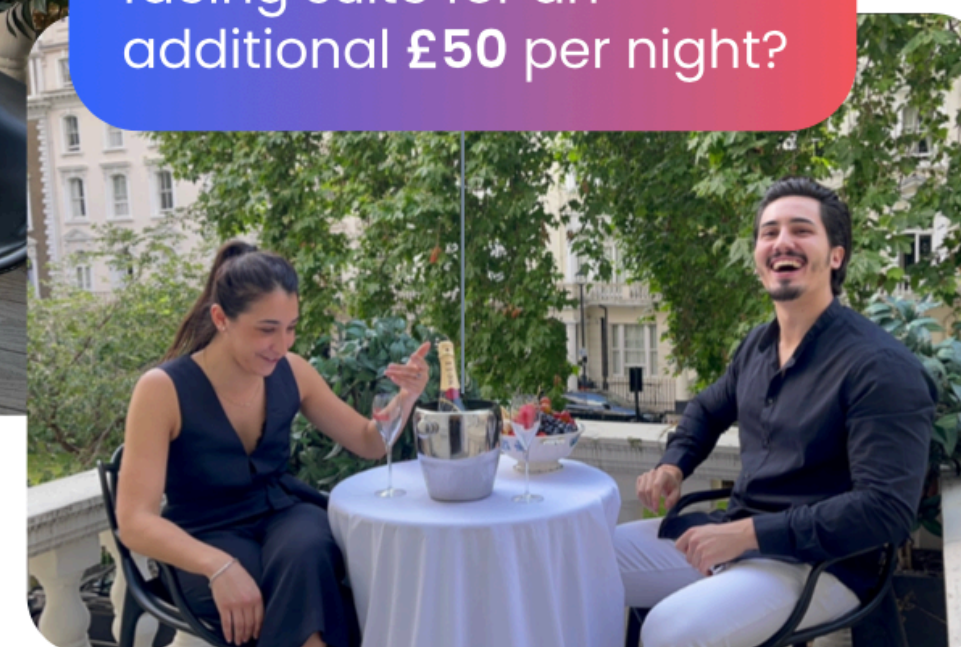
Do your rooms come with a balcony, a safe and a fridge?



Website image



Equivalent social media image



MM-AI

Yes, our suites have all of these. Would you like to upgrade to a garden facing suite for an additional £50 per night?

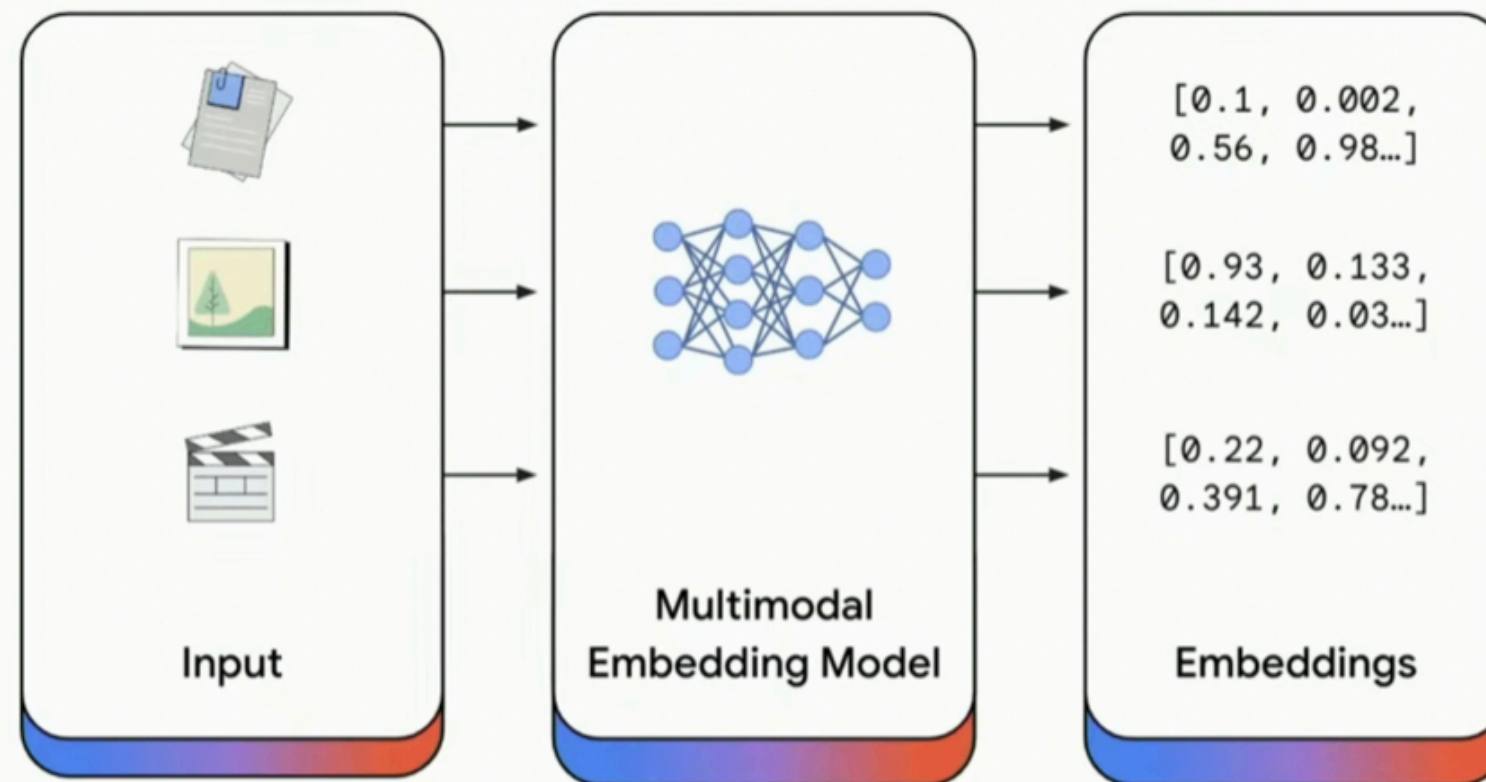




# Multi-modal AI: trained on your own data

- Ingest hotel's images, collateral, floor plans, user manuals, F&B menus, booking data...
- Create numerical vector representations using multimodal embedding model

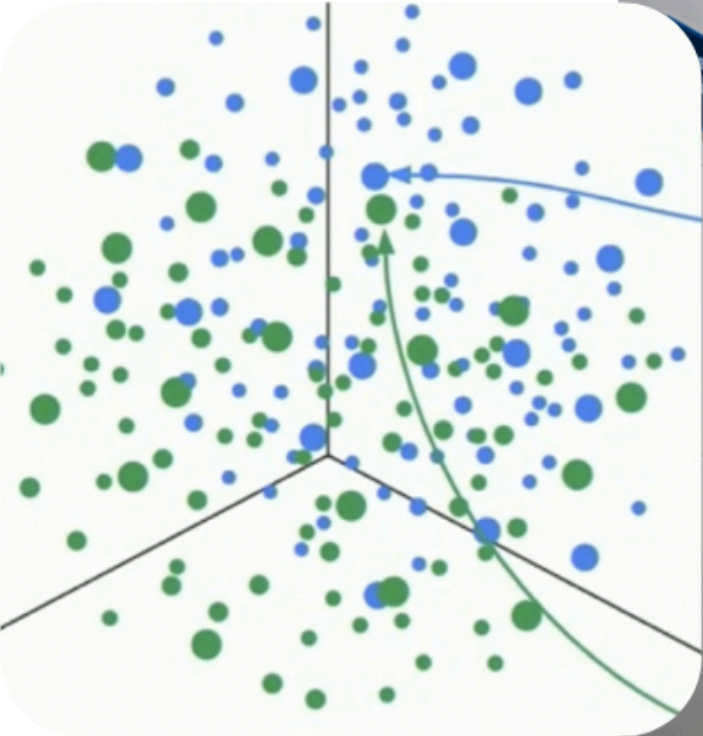
Utilize structured and unstructured information



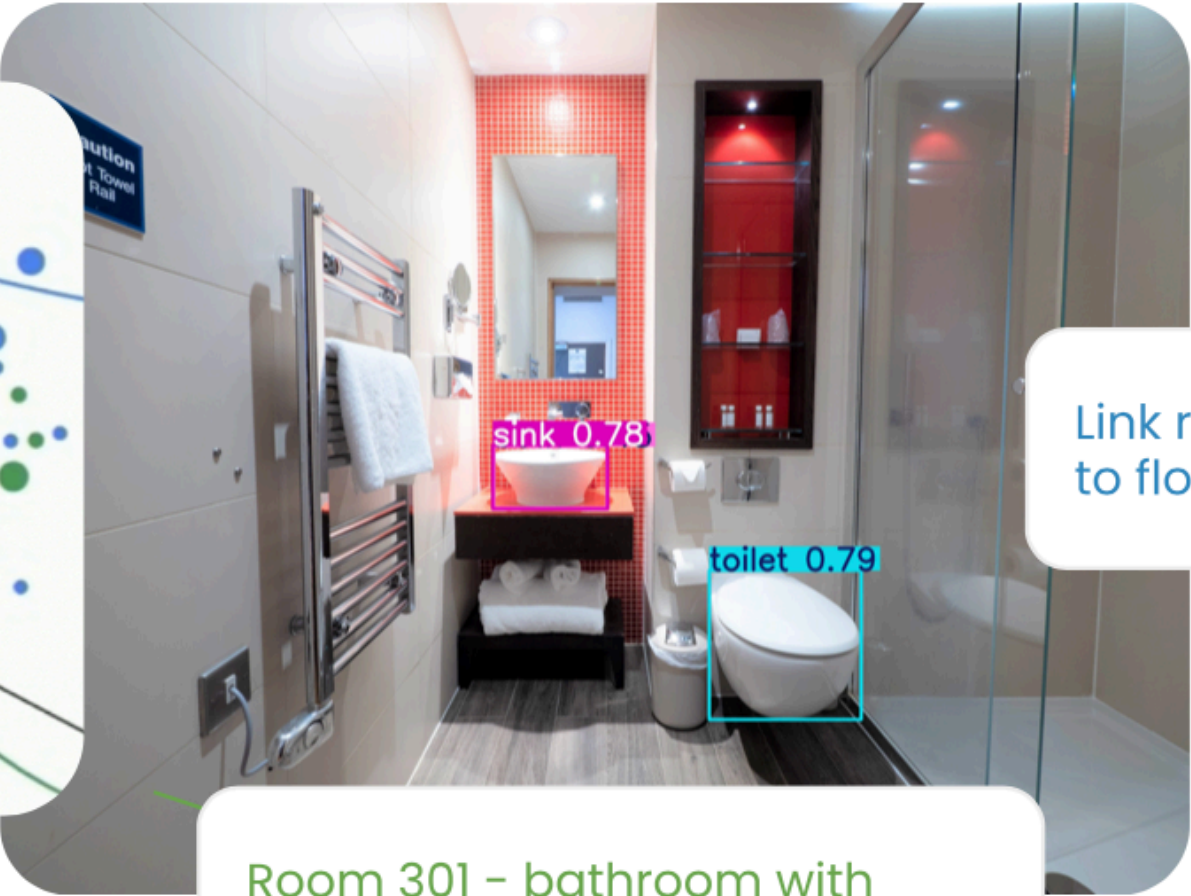
# Multi-modal AI: capabilities

- Multi-modal AI transforms texts and images onto points within a single embedding space
- This allows to search by text or image (e.g. floor plan)

## Joint Embedding Vector Space

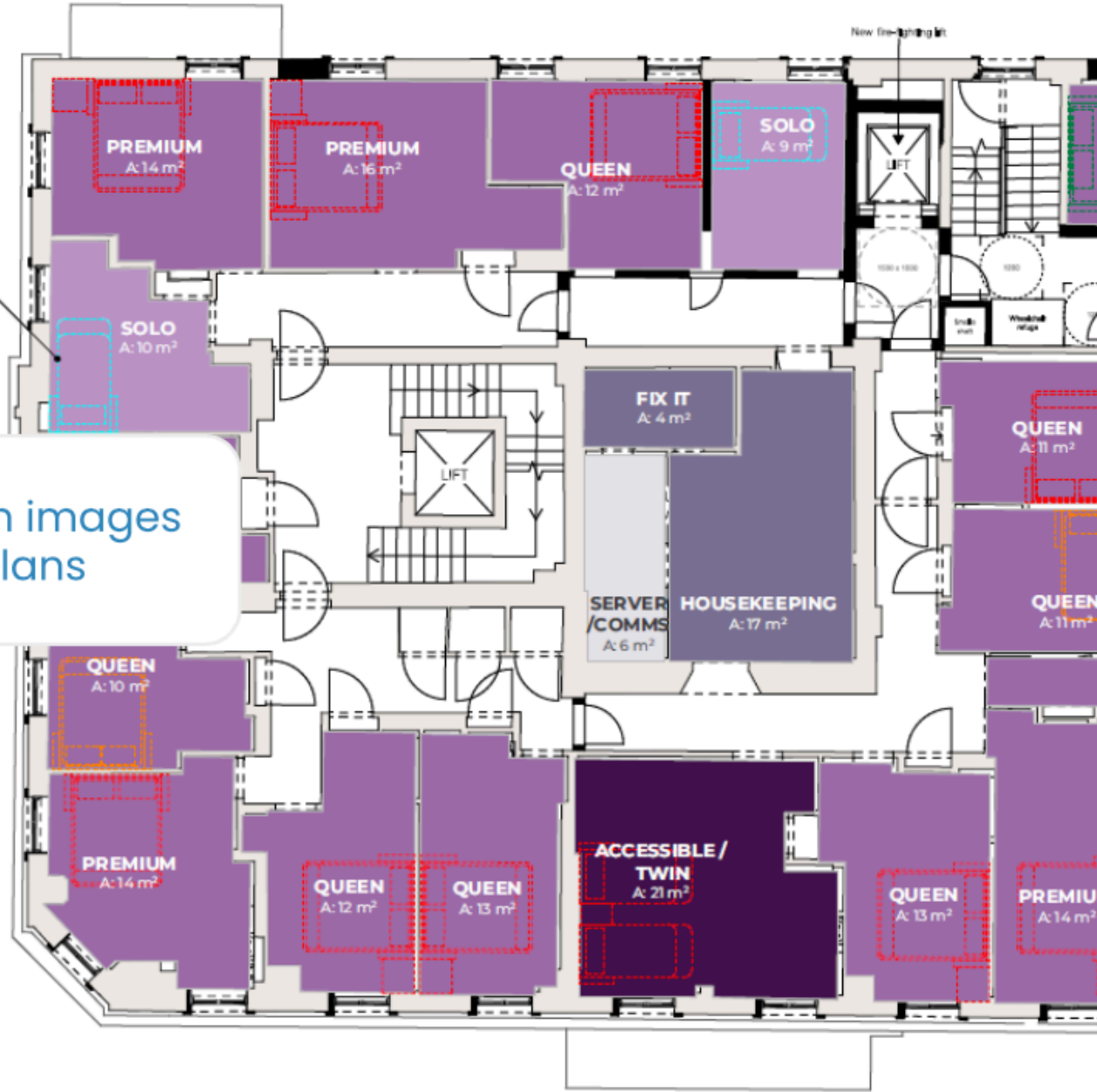


● Images  
● Text



Room 301 - bathroom with recurring issue of blocked sink

Link room images to floor plans



*How do guests and staff interact with our system?*

**PWC Research  
Found**

**76%**

**Influence on Booking  
Decisions:** Research indicates  
that 76% of travelers are  
willing to pay more for a hotel  
with higher review scores and  
are more likely to book such a  
hotel, even when it costs more.

REPLY TO ALL YOUR REVIEWS

**87**

PERCENT

of people's impression  
of a property improves  
when management  
appropriately responds  
to a bad review

**62**

PERCENT

of people agree that  
seeing a hotel's  
response to reviews  
generally influenced  
them positively toward  
booking at that hotel

**65**

PERCENT

TripAdvisor shows that  
when hotels respond  
to at least 65% of their  
reviews, the average  
rating is 4.15 vs 3.81 for  
those who don't  
respond



# Transforming Guest Experience & Revenue

# AI-Powered Hospitality

## Transforming Guest Experience & Revenue



### Enhanced Data Collection

Utilizing check-in insights, WiFi sign-ups, and website interactions to refine targeting and engagement



### Hyper-Personalized Ads & Emails

Targeted campaigns ensuring the right message reaches the right guest at the right time



### A Fully Flexible Hours Booking Engine

giving guests more control, leading to higher conversions and satisfaction

# Case Study

## Quantifying Immediate Impact

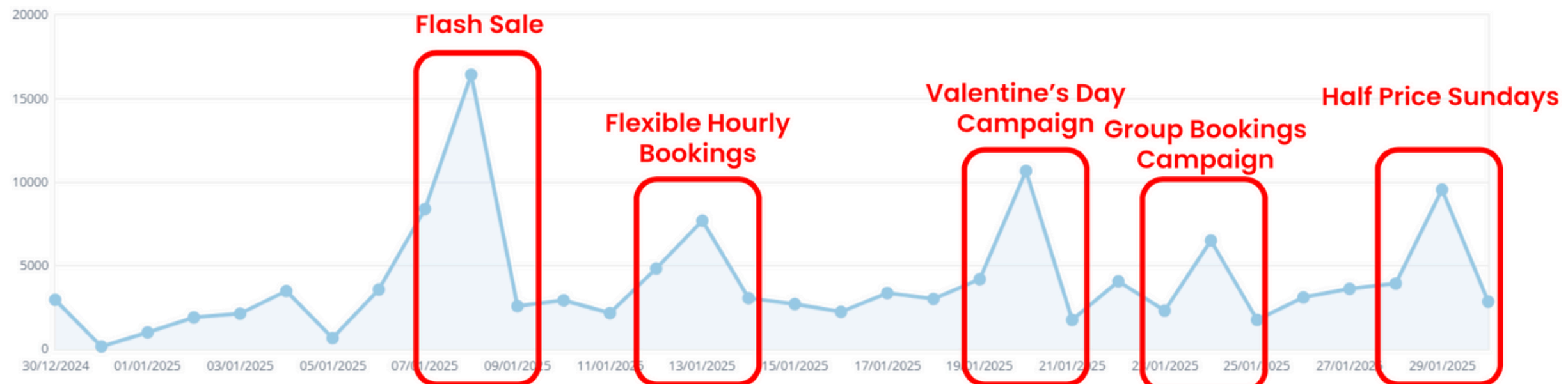
Average Daily Booking Revenue *without campaigns*: £3,000

**Daily Booking Revenue the day after a campaign was initiated:**

- Flash Sale £16,500 (+450%)
- Flexible Hourly Bookings £7,500 (+150%)
- Valentine's Day £10,500 (+250%)
- Group Bookings £6,500 (+117%)
- Half Price Sundays £9,500 (+217%)



**Revenue boost per campaign:  
+117% to +450%**



# Case Study

## January 2025 Performance Metrics

### Occupancy:

- Hotel - 91%
- Compset - 66%

### RevPAR:

- Hotel - £130
- Compset - £90

Occ Diff

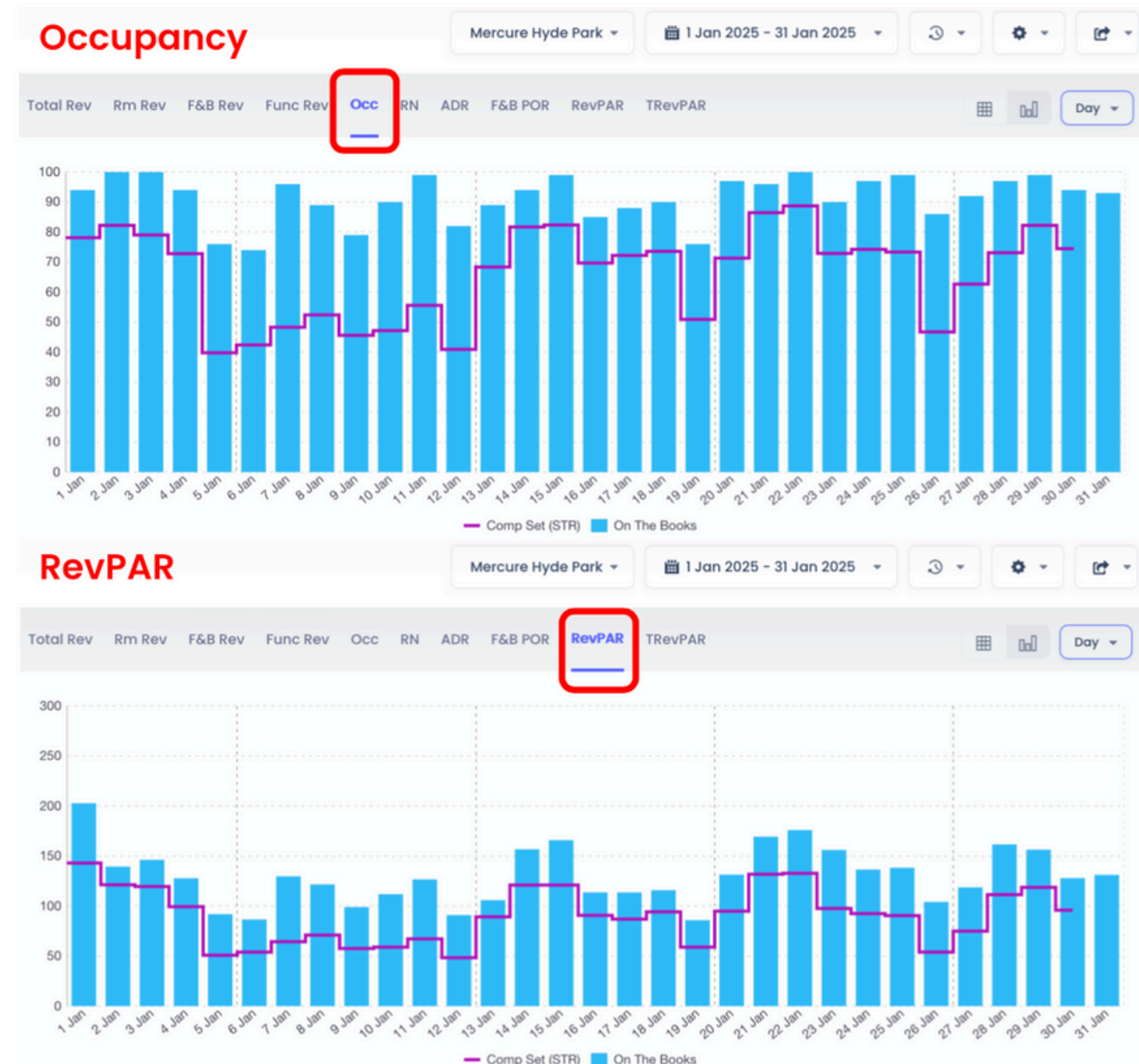
+35%

— Compset (STR)

RevPAR Diff

+£40

— Hotel



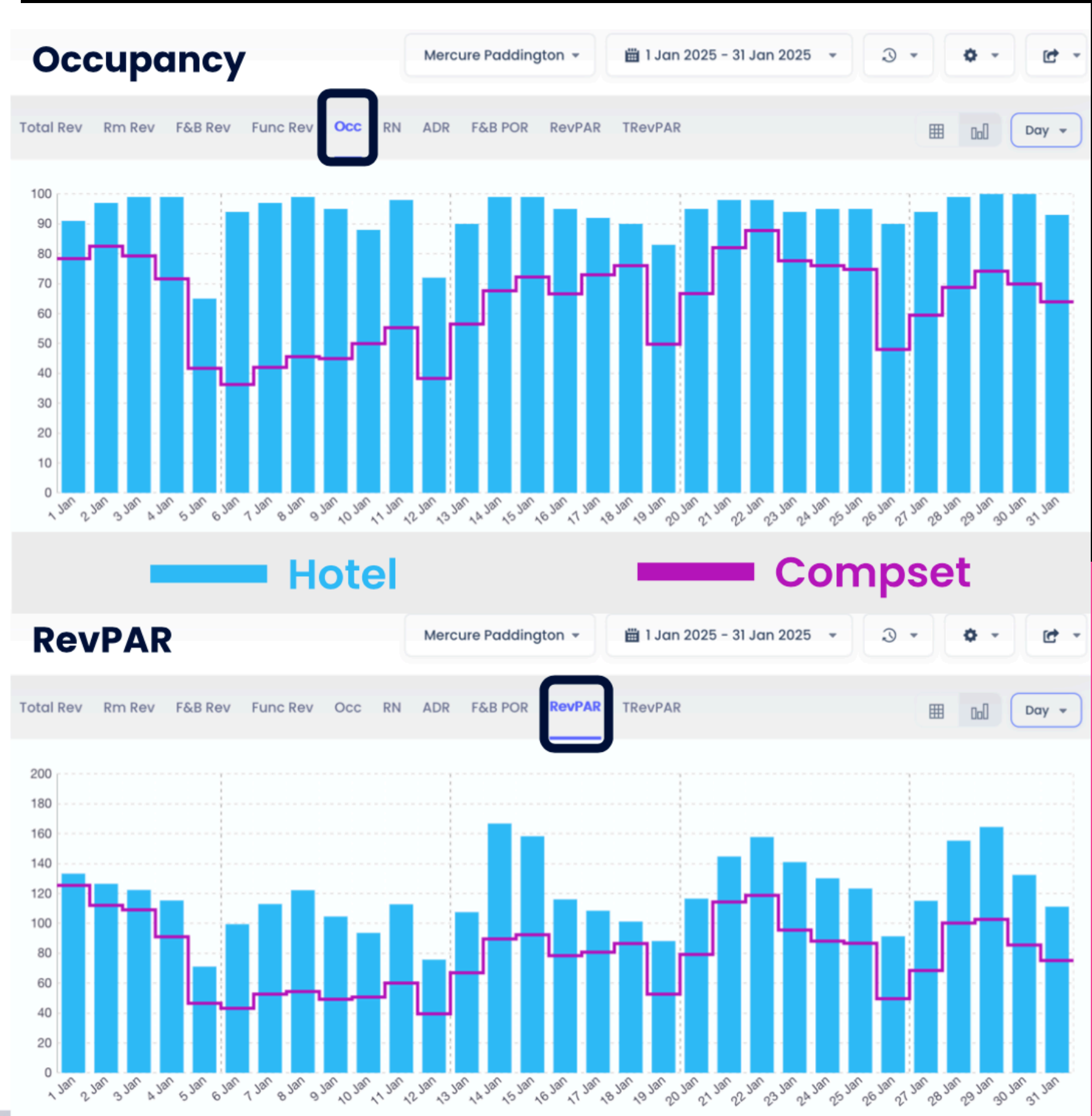
# January 2025

## Occupancy

93% vs 64%

## RevPAR

£120 vs £79





# The Solution



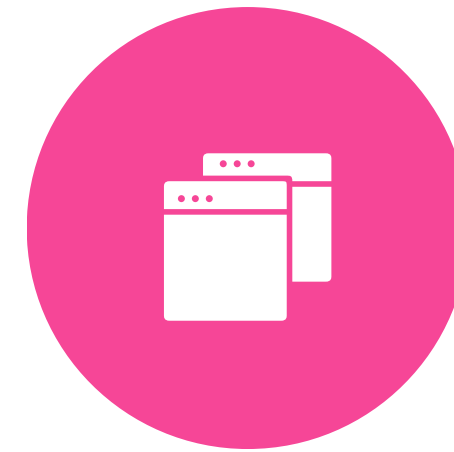
## Marketing Campaigns

Did you know? Email marketing generates an average ROI of £34.86 for every £1 spent (Campaign Monitor, 2020).



## Re-Targeting Ads

Retargeting ads can increase conversion rates by 70% (Criteo, 2020). If someone has visited your site, viewed your meeting rooms, but hasn't booked yet, retargeting ads will remind them of your services and increase the chance of booking.



## Online Instant Bookings

Convenience Drives Conversion, users are able to book 24/7 without needing to await a response

## Re-targeting Ads

91% of online users are more likely to interact with ads relevant to their previous activity (Google)



# Case Study

# Results

## Mercure London Paddington: KPI's

The use of integrated AI-powered capabilities resulted in:

**TrustYou Performance Score increasing from 70% to 85% between Apr 2024 and Feb 2025**

**Booking.com Review Score increasing from 6.5 to 7.5 between Apr 2024 and Feb 2025**

**45% higher occupancy and 52% higher RevPAR than area compset in Jan 2025**

**Cut maintenance response time by 70% between Apr 2024 and Feb 2025**

# Satisfied Customers

MERCURE  
HOTELS

**Mercure Hotels**

  
*Holiday Inn*

**Holiday Inn**

IHG<sup>®</sup>  
InterContinental  
Hotels Group

**IHG Hotels**

  
ACCOR

**Accor Properties**

hotel  INDIGO<sup>®</sup>  
AN IHG<sup>®</sup> HOTEL

**Hotel Indigo**

Don't miss out on  
improving the Daily  
Revenue and Value of  
your property



Implement FlexiGPT Today

**No Setup Fee**



FlexiGPT  
 FlexiBookings