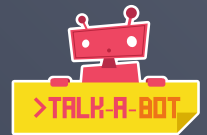


Travel metasearch engine chatbot



Client: The biggest Hungarian travel metasearch engine



Location: Hungary



Date of implementation: 2018 March



Platform: Facebook Messenger

! PROBLEM

Our client's aim was to disencumber their contact centre and increase their conversion. They also realized that nowadays it's a must to have a digital assistant because the whole real estate and booking experience gets easier and more comfortable with a virtual chatbot. From business point of view, it also brings more lead, its engaging, so overall it saves time and money.

✓ SOLUTION

Chatbots have revolutionized the way we book, buy, sell or rent properties by turning long static forms into an interactive experience. With 24/7 availability, our client's chatbot make sure the customers are getting what they need, no miss out on any leads during non-business hours. Answering FAQ is a core feature, so the real agents can skip repetitive tasks and care of real business.

Piros chatbot is available on Facebook Messenger. The virtual assistant helps you manage your booking and reservations. Customers are able to search for and save favourite hotels and accommodations. When the best hotel was found, customers can manage the entire booking on chat and even cancel reservations. Piros has a Hybrid chat feature too. It means when the chatbot is not able to handle a question, customers can ask for a Hybrid chat when a real human person (from Contact Centre) continues the conversation.

NUMBERS



average correct answer rate

73.7%



58%

ask general questions



9%

want customer service



total interactions:

104 000



recommend accommodation for each user with

100.2% rate

TOP TOPICS



- booking
- reservation cancel
- FAQ