

## CriticalRiver's Chatbot integrated with Amazon Alexa Enabled a Renowned Hospitality Client Automate Processes and Offer Superior Customer Service



A leading hospitality industry client was looking to enhance, improve their guests' experience by deploying state-of-the-art, cutting edge technologies. CriticalRiver was engaged to conceptualize, design, develop, and implement an Artificial Intelligence-powered Chatbot that seamlessly integrates with Alexa.

### Solution

As a part of the project, CriticalRiver:

- Integrated Chatbot with Amazon Alexa thus centralizing and connecting hotel with guests
- Automated entire lifecycle of guests from arrival to departure
- Simplified ordering of meal, room services, booking SPA, conference halls, and other services
- Made check-in, check-out significantly simpler
- Deployed backend analytics dashboard to track, analyze report and make informed decisions
- End-user training, documentation, SLA and managed services

### Benefits / Results

- Automated, efficient room service, thus improving customer satisfaction levels
- Drastically reduced the time for check-outs, enhancing user experience
- Personalized services improved customer loyalty
- Swift complaints resolution with automated alerts and notifications
- Increased customer satisfaction levels significantly improved conversion rate
- Positive feedback from customers meant increased positive ratings

Industry: **Hospitality**

### AI Solution Components:

- Apache Nifi
- Python
- NLP
- Rule Engine

### Customer Feedback:

“CriticalRiver's Chatbot integrated with Alexa empowered our staff to offer enhanced, personalized customer services, increasing positive ratings, customer loyalty, boosting conversion rate and driving growth”

---

The Customer is a renowned name in the hospitality industry offering 5-star services for the guests such as accommodation, food, beverages, SPA and a host of other hospitality services.