



DuVe

A guide to harnessing
AI and elevating
guest experiences.

Guest expectations are skyrocketing and staff shortages are tighter than ever. Meeting customer expectations might feel like you're fighting an uphill battle.

It doesn't have to be.

Recent advances in generative AI are changing the game for the hospitality industry. And savvy hoteliers (like you) are reaping the benefits already.

In this ebook, you'll discover:



How hotels like yours use generative AI to sort, prioritise, and respond to guests.



How modern generative AI integrates with guest profile data for insightful, personalised answers.



How AI can boost your profit margins by identifying upsell opportunities.

Tired of feeling in the dark about AI? **Read on.**



Guest experience is what sets you apart from your competitors and what keeps guests coming back again and again. Guest experience is an essential part of the hospitality industry.

—Adir Ron, CMO, Duve

What is generative AI, anyway?

Generative AI is an algorithm (like ChatGPT, Gemini, Midjourney, etc) that can create a variety of content—think text, images, music, code, etc—based on what it has learned. It's essentially machine learning on an unimaginably large scale, relying on a huge volume of complex data to train AI. When done right, it creates results that are indistinguishable from those generated by humans.

What's the best use of generative AI in the hospitality industry?

We're glad you asked.

To put it simply, generative AI improves guest satisfaction by providing rapid responses and taking the pressure off your human staff.

It's hard to understate the importance of guest satisfaction for the hotel industry. According to PwC, 73% of consumers say that a good experience is key to influencing their brand loyalty, and 65% say that a positive experience is more important than a great advertising campaign.

As you're no doubt aware, the hospitality industry is in the midst of a staffing crisis.

According to a recent survey by the American Hotel & Lodging Association (AHLA), a staggering 76% of hotels are experiencing staffing shortages, with 13% reporting they're understaffed to such a level that they're struggling to operate.



DuveAI is helping achieve guest expectations in customer service by allowing us to immediately attend to their needs, especially when those needs are urgent.

Jean-Paul Godfroy,
CEO and Founder at Huswell.

HUSWELL



What is generative AI, anyway?

The best use of generative AI is to help fill that gap.

It takes a long time to recruit and train new staff members. And that's something you need to repeat constantly, given the high turnover rate in the hospitality industry.

That's where AI comes in. You train it once. It never forgets your brand's voice. And it allows you to deploy staff where the human touch can make the biggest difference.

In other words:

- **Imagine having a team member that never asks for a break.**

A team member that can instantly access a wealth of information to provide a personal touch for every guest. That's modern AI for you. These AI solutions leverage guest and reservation data, to deliver responses that feel tailor-made for each guest.

- **Imagine having a salesperson that never sleeps.**

Trained to identify upsell opportunities based on guest profiles, AI maximises your revenue potential. It knows when a guest might be open to upgrading their room, adding a spa service, or extending their stay. It can even handle requests like late check-outs or early check-ins, ensuring guests feel valued.

- **Imagine your human staff having the time and energy to focus on creating memorable guest experiences.**

They can engage with guests in meaningful ways, solve complex problems, and add those special touches that only a real person can provide. AI handles the routine; your team handles the extraordinary.



What is generative AI, anyway?

Modern generative AI—like [DuveAI](#)—has support in 100+ languages and can reply over multiple channels (including WhatsApp, SMS, and chats from Airbnb and Booking.com): making every guest feel right at home, no matter where they're from.



DuveAI successfully generated a reply to my guest that flowed directly into AirBnB. Honestly not sure I could have personally written a better response.

— Jonathan Pedroza, Owner of BurgBNB.

But it's important to note that generative AI is not about replacing the human touch. It's about enhancing it. By automating routine tasks and providing instant, personalised responses, AI lets your team focus on what they do best—creating unforgettable experiences for your guests.

[Learn More](#)

[Discover Enhanced Guest Communication with Duve and Airbnb's Latest Integration](#)



The 3 Pillars of DuveAI

If you were to close your eyes and pretend to be a guest in one of the hotels using DuveAI, your experience might go something like this:

1

You send a message to the hotel via your preferred communication channel and it lands in Duve's Communication Hub.

Duve's AI agents automatically start analyzing the guest's profile and relevant information to understand how to generate the best, most tailored response possible.

2

DuveAI analyses your unique data set.

What sets Duve's AI Agents apart is their capability to draw information from multiple sources, generating the most accurate and personalized responses. By integrating property-related information from Duve, reservation data from your PMS, and additional insights gathered throughout the guest journey, Duve's AI Agents ensure responses are fully aligned with the information your hotel wants to communicate, providing a curated and cohesive guest experience.

3

DuveAI automatically replies to you, or leaves the chat unopened if no answer is found.

The reply uses the latest advances in generative AI to give a thoughtful, helpful, and genuinely personable answer.

✓ Name

✓ Languages

✓ Vegan

✓ Preferred Wine



If you're ever tried ChatGPT, you'll know it tries to answer no matter what. Which is a sure-fire recipe for weird information, off-brand tone of voice, and errors.

Those are the kind of things that it will take your brand a significant amount of time to recover from—and might cost you valuable repeat business. If your AI isn't trained to reduce unconscious bias, it could cause significant damage to your brand.

DuveAI is built differently. It doesn't pull from the internet, it doesn't hallucinate, and if it doesn't know the answer—it won't make one up. It'll simply leave the chat unread and allow one of your staff to give your guests a human response.

It gets better.

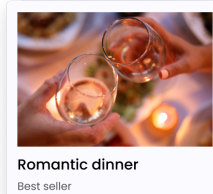
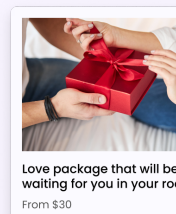
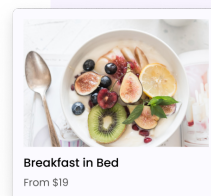
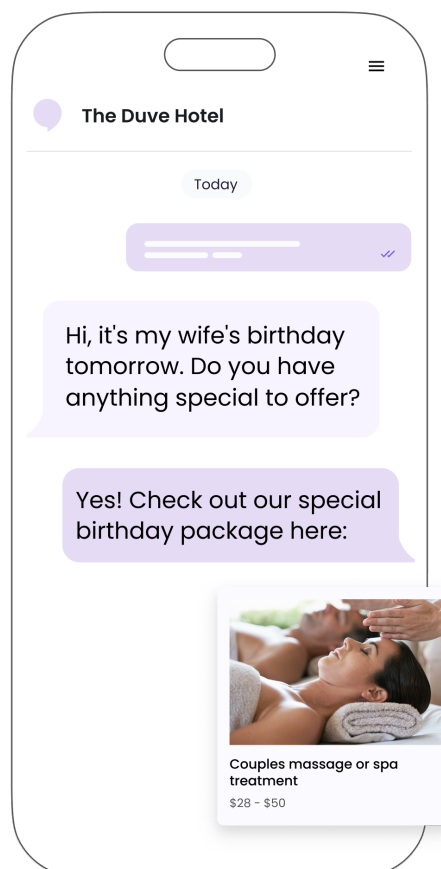
DuveAI also analyses guest sentiment—it's able to tell which stage the guest is at (post, during, pre stay), their tone of voice and mood, and the topic. And it'll automatically set a priority for guest messages accordingly.

AI is also trained to recognise opportunities to increase your ROI. It knows how to upsell and cross sell if a guest is asking about an early check-in or upgrading their room, and it'll respond accordingly.

It does this via guest profile analysis and existing inventory, increasing per-stay revenue, and facilitating service bookings and reservations via the Guest App.

[Learn More](#)

[How to Choose the Right Technology for Your Hotel—A Comprehensive Guide](#)



8 Reasons to use generative AI in your hotel

Modern hotel-based generative AI doesn't just do the heavy lifting—it sprinkles a little bit of magic dust over your operations.

Let's take a closer look.

1

Enhance Operational Efficiency

Imagine your guests having a friendly, knowledgeable concierge at their beck and call 24/7. That's AI for you. It frees up your team to handle the juicy stuff—the real human interactions and critical issues that demand a personal touch. Meanwhile, AI takes care of the repetitive, mundane tasks, making your entire operation as smooth as silk.

2

Reduce Response Times

AI is the Usain Bolt of the hospitality world. It delivers lightning-fast responses to guest inquiries, whether they're asking about your hotel's pool hours or how to order extra pillows. Quick answers equal happy guests, and happy guests equal smooth sailing for your operations.

3

Highly Tailored Guest Experience

AI crafts responses based on specific details and preferences, making every interaction feel bespoke. This personal touch ensures your guests feel like VIPs, boosting satisfaction and loyalty.

4

Revenue Maximisation

AI isn't just smart; it's savvy. It knows when to whisper a little nudge about an add-on service or an upgrade, driving up your revenue without feeling pushy. Staff can choose to manually or automatically accept these suggestions, turning AI into your top-performing salesperson.



5

Robust Control and Customization

You want AI to talk like you, sound like you, and behave like you? Done. This tech is as customizable as your favourite playlist. Tailor its interactions to match your brand's voice and values, ensuring every digital conversation feels just as welcoming as a face-to-face chat.

6

Multilingual Support

Lost in translation? Not anymore. AI can chat in over 100 languages and reply in up to 20, breaking down language barriers and making every guest feel right at home, no matter where they're from.

7

Continuous Optimization Insights

Generative AI is like having a backstage pass to your guest's journey. It highlights when crucial information is missing or when the same questions keep popping up, giving you the intel you need to refine and perfect the guest experience continually.

8

Message Prioritisation

AI has a sixth sense for what matters most. It prioritises messages based on sentiment, topic, and the guest's journey stage, ensuring the most pressing issues get the attention they deserve. It also helps train your staff, explaining the why behind each prioritisation, and keeps things running smoothly by assigning priority levels to messages.

[Learn More](#)

[The Evolution of AI in Hospitality: Enhancing Guest Experience & Transforming the Industry](#)

“

Profits aren't just a result of filling rooms and raising prices. It's about creating memorable experiences for guests, managing costs effectively, and continuously innovating to stay ahead of the competition.

David Mezuman, CEO at Duve.



How Huswell reduced response times by 30% with DuveAI.

Handling almost 20,000 reservations annually, Huswell's team juggles 50-100 guest messages daily. To streamline this, they turned to DuveAI, slashing response times and boosting operational efficiency.

As early adopters of DuveAI, Huswell saw immediate benefits. This tool auto-analyses and prioritises conversations in Duve's Communication Hub, assigning levels of low, medium, or high. This lets Huswell's team tackle the most critical messages first with ease.

Additionally:

— **Automated multi-factor prioritisation.**

For Huswell, conversations are automatically prioritised based on three main factors: the stage in the guest journey, the inquiry topic, and the sentiment or tone of the message. Not only are conversations flagged as priority or not, but they are also given a specific priority level, allowing the Huswell team to tackle the most urgent messages first.

— **Fewer messages per reservation.**

Huswell reduced the average number of incoming messages per reservation from 16 to 12. This wasn't just due to DuveAI but also to improvements like Duve's new Guest App. Both the app and DuveAI work in tandem. The enhanced UI and navigation of the Guest App have enabled Huswell's guests to find information more efficiently, reducing the number of questions sent to Huswell's team.



DuveAI's SmartPriority is a vital tool for hoteliers that want to keep up with the emerging trends in hospitality. DuveAI is helping achieve those guest expectations in customer service by allowing us to immediately attend to their needs, especially when those needs are urgent.

Jean-Paul Godfroy,
CEO and Founder at Huswell



— **Reduced response times.**

Huswell significantly cut response times. Before DuveAI, they managed to address up to 50% of messages within 10 minutes. With DuveAI, they now respond to 80% of messages within the same 10-minute window.

DuveAI isn't just about boosting Huswell's efficiency by slashing response times and cutting down the average messages per reservation. It's also given them a crystal-clear view of the recurring urgent messages that come in. This means Huswell now has the insight to really get what their guests need and tweak their services to perfection.



We are living in a world where ‘instant’ is becoming the norm. If a year or two ago the main trend we were seeing was the need for ‘self-service’, now we are noting that end users - or in our case, guests - are no longer interested in having to search for what they need, they now expect immediacy.

— Jean-Paul Godfroy, CEO and Founder at Huswell

[Learn More](#)

[How HUSWELL Reduced Response Times by 30% with SmartPriority Powered by DuveAI](#)



4 tips for seamless AI integration

Integrating AI into your business operations can revolutionise efficiency and customer satisfaction. But it's crucial to maintain the human touch that is essential to industries like hospitality.

Here are some tips on how to effectively leverage AI while ensuring that personal connection remains intact:

1

Maintain the Human Touch

The primary goal of integrating AI is not to replace human interaction but to enhance it. AI can handle repetitive tasks and common questions, freeing up your team to focus on providing personalised experiences. Remember, AI should serve as a support tool, augmenting the capabilities of your staff rather than replacing them.

2

Customise AI Agents

AI agents can be tailored to fit your brand's voice and style. This customization ensures that interactions with AI feel consistent with the human experience your customers are used to. By adjusting the tone, language, and behaviour of your AI agents, you can create a seamless blend of technology and human touch.



3

Control AI Agent Assignments

You have the flexibility to manage your AI agents dynamically:

- **View Agents in Chat.** Monitor AI interactions in real-time to ensure quality and consistency.
- **Pause an AI Agent.** If an AI agent is not performing as expected, you can pause its activity to make necessary adjustments.
- **Reassign AI Agents.** If needed, you can unassign an AI agent and assign its tasks to a human team member to ensure a more personal touch.
- **Reactivate with Ease.** Reactivate an AI agent with a simple click of the play button when you're ready for it to resume tasks.

4

Provide a Human-Like Experience

While AI is automated, it can be programmed to offer a human-like interaction. Through natural language processing and machine learning, AI can understand and respond in ways that feel conversational and friendly. This ensures that the AI provides a more engaging and satisfactory customer experience than static resources like printouts or guidebooks.

Integrating AI is a strategic move towards modernising your operations and staying competitive.

By maintaining control over your AI agents and ensuring they complement rather than replace human interaction, you can achieve a harmonious balance between technology and personal service.



Hi, I'm checking in tonight! I want to know when the front desk is open until? ✓

1m · See Original

I'm happy to hear you will be checking in with us tonight! Our front desk is open 24 hours a day, so you can check-in at any time that's convenient for you.

✦ Answered by DuveAI

1m · See Original

"Chat" email was sent

Thank you very much! ✓

1m · See Original

You're very welcome! Should you have any more questions or require further assistance, feel free to let us know. Enjoy your stay.

✦ Answered by DuveAI

1m · See Original

Embracing AI is more than just upgrading your operations—it's a strategic advantage in today's competitive landscape. Yet, preserving that essential human touch is key, especially in industries like hospitality where personal connection is paramount.

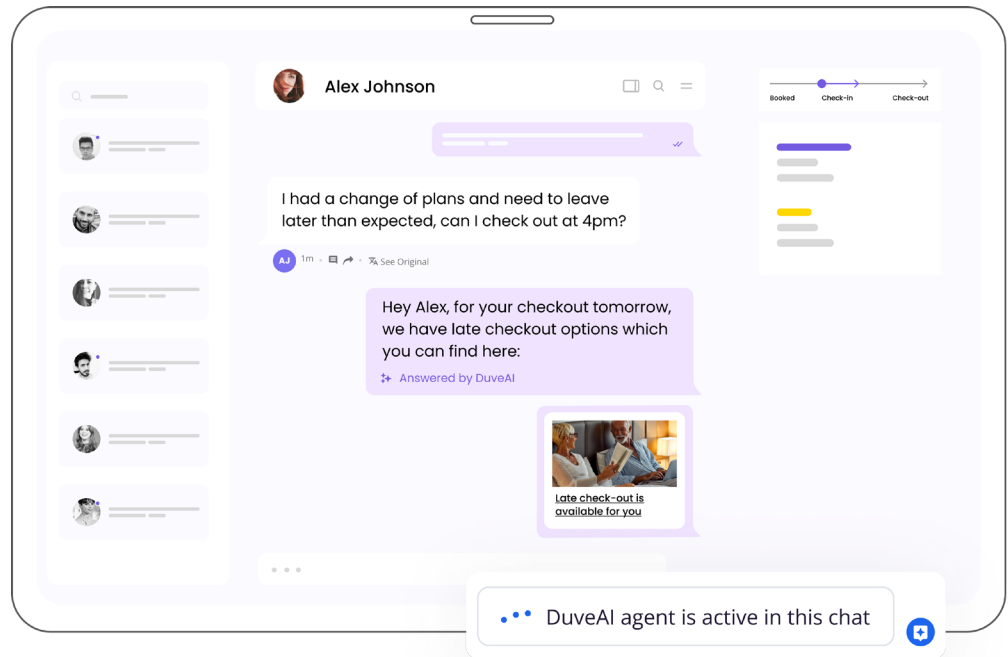
By carefully managing your AI agents, ensuring they complement rather than overshadow human interaction, and customising them to align with your brand's voice, you can achieve a harmonious blend of technology and personalised service.

This approach not only streamlines operations but also enhances the overall customer experience, setting your business apart as a leader in innovation and hospitality excellence.

[Learn More](#)

[How Leonardo Hotels Enhanced Guest Experience and Operational Efficiency with Duve](#)





Ready for the future of hospitality?

Guest experience is one of the most important aspects of running a hotel. And outsourcing even part of that to generative AI isn't a decision to take lightly.

We hope that this ebook has explained the potential of generative AI in the hospitality industry, and encouraged you to try it out for yourself.

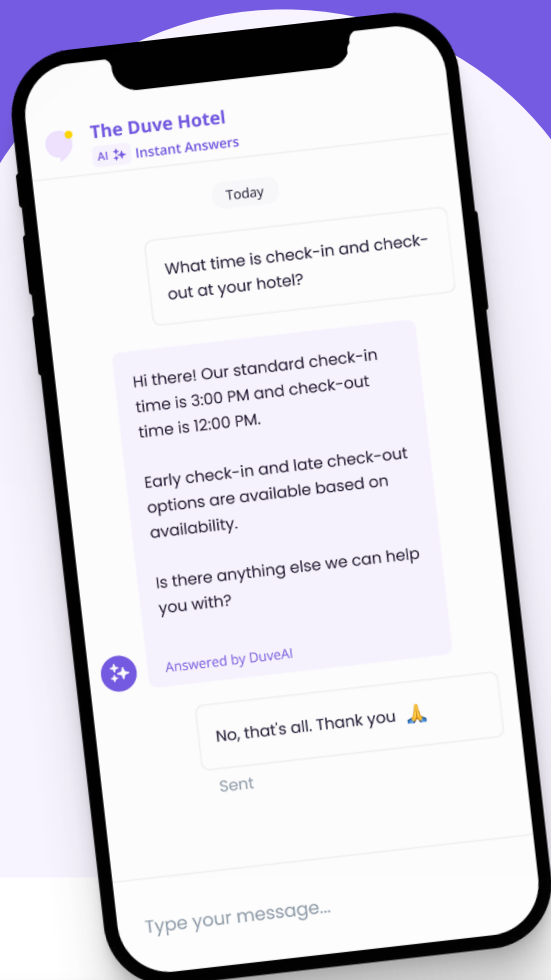
At Duve, we are dedicated to creating the tools that you need to take hospitality (your art) to the next level. That's why we created DuveAI.

Our generative AI Agents are your 24/7 team members that offer personalised, immediate communication to scale operational efficiency, boost guest satisfaction, and maximise revenue opportunities.

With Duve's AI Agents, hoteliers and hosts gain a powerful tool that increases operational efficiency and enhances the guest experience, while maintaining the personal touch that keeps your guests coming back for more.



DuveAI is a hotelier's secret weapon in the quest for a better guest experience.



“

If any hotel is wondering where they should explore these AI agents or not, I'd say go for it immediately. The implementation was smooth and the return of our investment is clear!

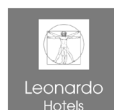
Criterion Hospitality Group.



Join thousands of hoteliers already experiencing the power of Duve.



the hoxton



Book a demo