



# ConciergeBot

*Artificially Intelligent Virtual Concierge for Travel & Hospitality*

## Case Study – 2<sup>nd</sup> Address



2<sup>nd</sup> Address ([www.2ndaddress.com](http://www.2ndaddress.com)) is a marketplace of premium furnished rentals for corporate and business travel, with 7500+ listings across the United States in 7 core markets (San Francisco, Los Angeles, New York, Washington DC, Chicago, Boston, Seattle and Miami).

## The Challenge

Home rental platforms, such as 2<sup>nd</sup> Address, Airbnb and VRBO, lack the available staff and resources of a hotel to support their guests. Yet at the same time, advances in technology and maturation of the home rental market have led to higher expectations of service from guests. Hotels have been leading the drive to adopt virtual assistant “chatbots”, but solutions tailored specifically to the experience of home rentals for vacation and business/corporate stays have been largely non-existent (until now).

2<sup>nd</sup> Address attempted to develop a virtual assistant chatbot to their guests but scrapped development due to scope and bandwidth issues. This presented an ideal opportunity to partner with ConciergeBot, who had a beta version of the virtual assistant service and was seeking a home rental platform on which to scale and test its capabilities.

## The Solution – “Bellbot” by 2<sup>nd</sup> Address, powered by ConciergeBot

Starting in December 2018, ConciergeBot worked closely with 2<sup>nd</sup> Address to define the data intake, analytics and escalation plan of issues to human customer support team members for “Bellbot” – a branded virtual concierge to be offered to 2<sup>nd</sup> Address guests, running on the ConciergeBot platform.

Preparation to launch Bellbot comprised of months of internal UAT, development of loading processes for booking and listing data as well as the crafting of branded push notifications, the first being a personalized “welcome” greeting sent a couple of days prior to check-in, a day-of check-in reminder, followed by periodic status checks after one week, two weeks and one month, concluding with a check-out reminder.

Once all parties were satisfied with the state of the platform and service, we were ready to launch Bellbot “live” to 2<sup>nd</sup> Address guests.

## The Pilot

The Bellbot pilot was launched to its first 2<sup>nd</sup> Address guest on April 5<sup>th</sup>, 2019 via SMS and ran through September 30<sup>th</sup>, 2019, with a general per-message reply rate of about 31% (more statistics below).

Amongst the most common questions/feedback from guests to Bellbot were:

- Check-in instructions, obtaining keys
- Billing/security deposit inquiries
- Host contact info
- Trash/recycling instructions
- Issues with home appliances (Wi-fi, A/C, etc.)
- Requests for trip extensions
- Requests to receive mail at the home
- Requests for home cleanings

### Key Statistics:

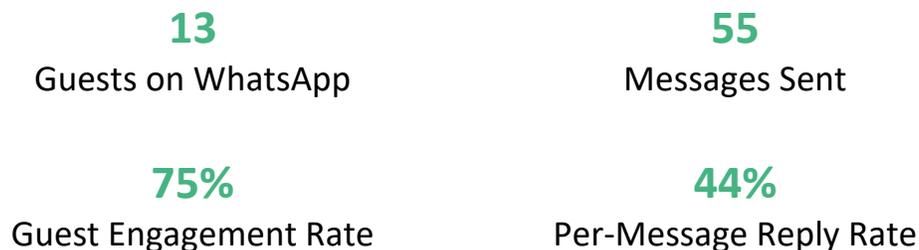


### WhatsApp Rollout

In August 2019, ConciergeBot was granted access by WhatsApp to develop chatbot capabilities for the platform. This presented a great opportunity to extend Bellbot's support and access to booking details for 2<sup>nd</sup> Address guests visiting from abroad.

The benefits from adding WhatsApp as a communication channel to the Bellbot pilot were seen almost immediately, with guest engagement metrics higher than their SMS counterparts.

### Key Statistics:



## Key Observations

**Guests of short-term home rental stays are ready for A.I. virtual assistant technology.**

The high engagement rates and breadth of questions asked by guests in the Bellbot pilot demonstrate that modern travelers are comfortable with (and sometimes prefer) to communicate with an A.I. virtual assistant.

**Engagement rates with conversational assistants (“chatbots”) are high when using popular messaging platforms, particularly with international travelers.**

By interacting with guests on channels such as SMS and WhatsApp, the Bellbot pilot eliminated guests’ need to download apps or log in to websites in order to obtain information about their stay, which facilitated the high engagement rates.

**The virtual concierge technology can provide crucial real-time support to guests and hosts during time-sensitive moments leading up to check-in.**

In the Bellbot pilot, the majority of engagement occurred in the days leading to and day of check-in, as guests inquire to the virtual assistant about check-in times, address of their stay, stowing luggage pre-check in, and/or to inform their hosts that they may be arriving late. The one-week status check also received high engagement, as guests were eager to share their informal “rating” of their trip up to that point.

## The Future

Following the success of the pilot, the “Bellbot” assistant continues to serve 2<sup>nd</sup> Address guests, powered by the ConciergeBot platform. A roadmap of improvements to the conversational logic and administrative management of the service, based on the insights from the Bellbot pilot, is currently under development.

The ConciergeBot SaaS product is now available for vacation, corporate or business travel lodging platforms worldwide. Contact details below.



## About ConciergeBot

ConciergeBot is an artificially intelligent virtual concierge platform for vacation rentals, hotels, events and conferences, offering customers the ability to provide their guests with the luxury of an always-on, 24x7 conversational assistant to help with routine inquiries such as check-in instructions, troubleshooting with the home, trip details and local attractions.

The ConciergeBot platform is a white-label SaaS offering, using Google Cloud technology, which allows customers to “brand” their assistant with their own messaging and content. Currently available in English for SMS, WhatsApp and Facebook Messenger. Other platforms and languages coming soon.