



## Utilising innovative technology to personalise the experience and maximise revenue

### THE CHALLENGE

Create a tool to educate and engage website visitors, to maximise time on the website, drive online restaurant and accommodation bookings while also minimising 'standard query' calls and emails without compromising the personalised 'delightfully yours' brand of The George

### THE SOLUTION

We chose to partner with Yonder HQ to implement a ChatBot on The George website. The Chat Bot was branded in Brook Serene colours to distinguish it from The George brand and to allow for rolling the ChatBot out across other hotel sites in the future with consistency of look and feel.

A range of FAQs was identified using feedback from website users, front-line staff, and administrative staff. Questions and answers and conversation paths were mapped to encourage site visitors to spend more time on-site and to educate them about the facilities and services available at the hotel from rooms to food and beverage, events and weddings.

Most commonly answered questions like "Whats available?, can I book a table at the restaurant?, can I book a high tea?, what time is breakfast?" are answered immediately and guided to the right place online, without staff intervention. This is significant given that 49% of messages are received outside office hours.

The chatbot is designed to be 'helpful' without compromising the personalised 'delightfully yours' aspect of The George brand. The Chat Bot answers immediately if it can and getting staff to help when needed. That means trivial questions are handled immediately enabling staff to spend more quality time with customers in front of them.

A unique module was also created to cater to special event days such as Mother's Day, Christmas Day, and Valentine's Day which could be turned on in advance of these events to assist with the customer journey and booking conversion.



The Brook Serene team are laser focused on providing the ultimate guest experience and maximising business performance. The results are clear, they routinely invest time to maximise the role the chatbot can play in guest experience to drive more bookings, satisfaction and analyse its rich data to inform areas of improvement on the website and within the business.

Their collaborative nature has resulted in a close relationship and helping us be a better business through challenge, discussion and experimentation of new ideas.

It's a pleasure to work with Georgina and Bruce and see the incredible value Brook Serene achieves.

**James Donald**  
Founder  
Yonder HQ



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## OUTCOMES

We continue to receive ongoing and valuable insights into the customer journey and how we can improve the user experience and the content of the website to drive more direct bookings.

Immediate learnings were seen in regard to additional content required about High Tea experience at The George. New content was added and the dining page was restructured to take this feedback into account.

These learnings and subsequent adjustments has resulted in a phenomenal increase in the number of high tea bookings and revenue.

- 25% growth in the number of high teas sold (comparing 2019 to 2020)
- corresponding 25% growth in revenue YOY
- 75% growth in the number of high teas sold (comparing 2020 to 2021)
- corresponding 75% growth in revenue YOY

Each month we see consistent results from the Chat Bot

- Number of guests interacting with the Chat Bot has grown by 190% in the first year (2020/2021) and 21% in the second year (2021/2022)
- Staff time savings of 04h 24mins each month or 51 hours per annum
- 49% Messages are received outside 9am - 5pm
- 85% guests are helped immediately by the Chat Bot
- 16% of Chat bot interactions result in emails being gathered
- An average of 20 'Book Now' link clicks per month and
- Bounce rate on the website has decreased by 15% YOY (comparing 2020 to 2021)

