

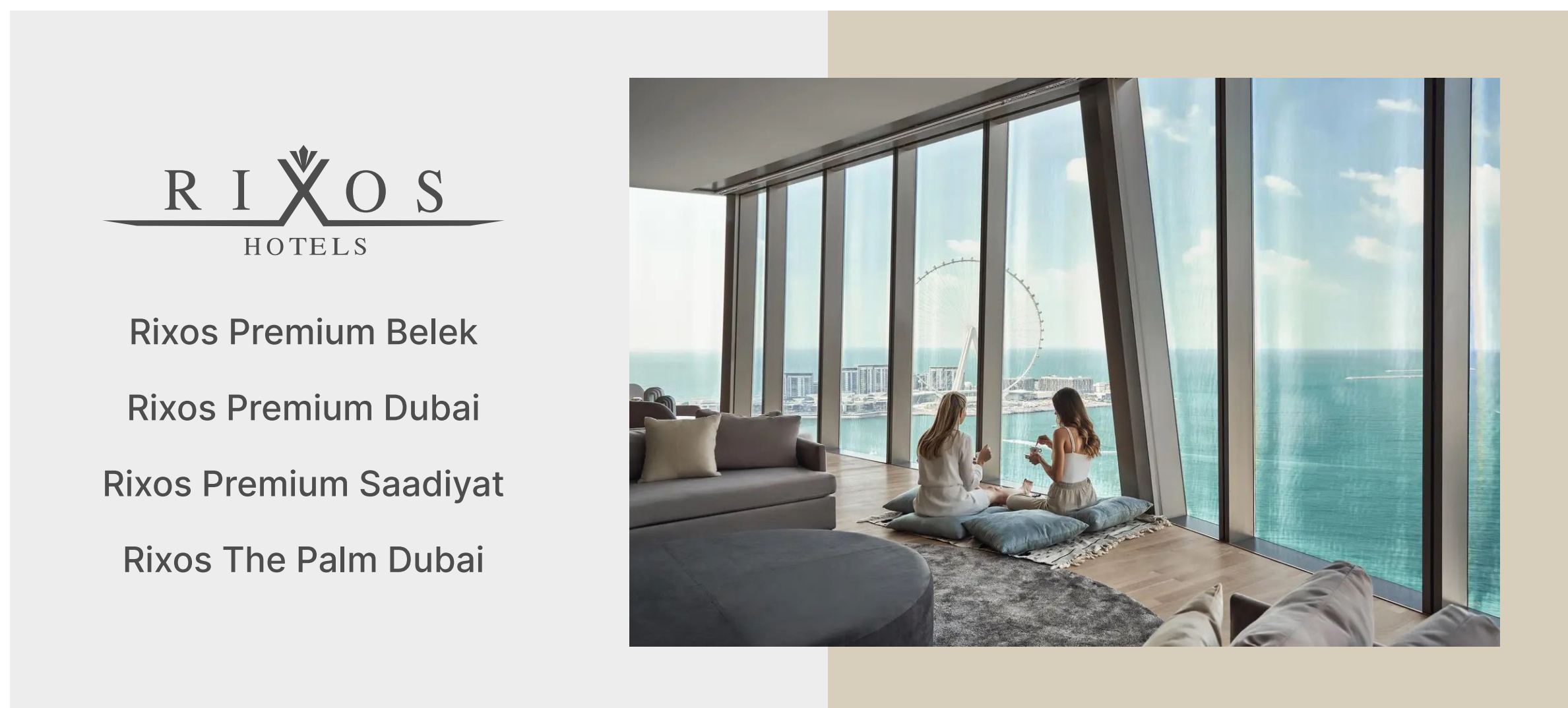


INDUSTRY Hotels
WEBSITE rixos.com
LOCATION Rixos Premium Belek
Rixos Premium Dubai
Rixos Premium Saadiyat
Rixos The Palm Dubai

Accor's gen AI-Driven CX transformation increases intent to book by 2x.

Accor, Europe's leading hospitality company managing 5,445 locations worldwide, embarked on a transformative journey to elevate customer experience within its Rixos portfolio of hotels.

Focused on enabling potential guests to make informed booking choices and travel arrangements by providing information without friction, Accor partnered with Quiq to develop a next-generation, generative AI-powered assistant across four Rixos properties:



This innovation aimed to improve Accor's existing first-generation chatbot. With the upgrade to cutting-edge generative AI, the team has successfully streamlined important CX tasks—including learning more about hotel amenities, discovering activities, and addressing frequently asked questions. The results have been significant increases in intent to book, bot effectiveness, and CSAT.



CHALLENGES

The primary challenges Accor aimed to address included improving customer self-service capabilities, enhancing customer satisfaction, and boosting booking consideration.

To effectively overcome these challenges without further burdening already overworked hotel staff, Accor's team needed a solution capable of handling complex, multi-part queries during asynchronous conversations.



SOLUTIONS

Accor chose to collaborate with Quiq, the leading expert in AI for CX. Quiq's AI-powered assistants leverage guided menus, rich messaging, and large language models (LLMs) all together to facilitate seamless customer interactions.

The use of generative AI allowed customers to receive on-brand answers to intricate, multi-part questions at any point in the conversation. This approach significantly contributed to an improved CX and is worthy of the 5-star brand experience that Accor is known for.



RESULTS

- **Assistant accuracy:** The AI assistant's accuracy increased, to 80% from 46%, meaning more customers more customers received correct answers to their complex questions.
- **Higher customer satisfaction:** Accor's AI assistant is creating better CX for guests, which is reflected in the positive CSAT growth from 67% to 89%.
- **Doubled increased intent-to-book click-outs:** Quiq employed LLMs to help measure and understand customer intent. This revealed that the AI-powered assistant is creating a substantial uplift in conversations and click-outs on booking links, which we refer to as 'intent to book'.
- Brand-safe experience that's on par with human agents.



A suite of CX opportunities.

Accor's partnership with Quiq marks a significant milestone in the hospitality industry, demonstrating that generative AI-powered assistants can elevate guest interactions to new heights if done correctly.

The Rixos CX leadership team wanted to maximize bookings from visitors on their site. Often, prospects would come to the site with questions about the property that weren't answerable with the site content. They couldn't staff agents 24/7 due to cost, so they were concerned that they were losing bookings.

As a solution, Rixos wanted to provide an always-on assistant that could answer pre-booking questions on its website. Quiq originally worked with them on developing a 1st generation AI assistant—and then eventually this 2nd generation experience—to help guests get answers to their questions at any time, 24/7.

Scoping out the experience.

The new assistant has access to the hotel information for that specific property, meaning it can answer a variety of questions across a broad range of topics—like room information, amenities, activities, and restaurants.

Connecting to a specific property's knowledge base reduced integration complexity and accelerated the time to production for this next generation experience. And as Accor looks to build on this success, there are fantastic opportunities to continue to grow the AI assistant's impact.

One particularly exciting opportunity includes connecting into account and other property information systems to expand the types of inquiries that the assistant can handle.



Taking CX to the next level with a Quiq AI Assistant.

Accor's AI assistant uses Quiq's predefined main menu, which leads guests down common paths. While the assistant is capable of handling a wide range of inquiries, there are still common flows we want to present to the user initially. Thanks to LLMs, these can be a mix of fully generated content and predefined content.

For example, a user may ask, "What restaurants do you have?"

LLM Assistant

The screenshot shows a mobile chat interface for Rixos Premium Dubai JBR. At the top, the user asks, "What restaurants do you have?". The assistant's response is a carousel of restaurant images. The first image is labeled "Asil" and has a "Book Now" button. Below the carousel, the assistant provides a text response: "To view the menu for our restaurants, please visit our website and navigate to the 'Dining' section. There you will find information about our various restaurants and their menus. Let me know if you have any other questions." Below this text is a feedback prompt: "Was that information helpful?". The interface also features a search bar, a "Send us a message..." input field, and a smiley face icon.

Predefined content (points to the carousel)

AI generated content (points to the text response)

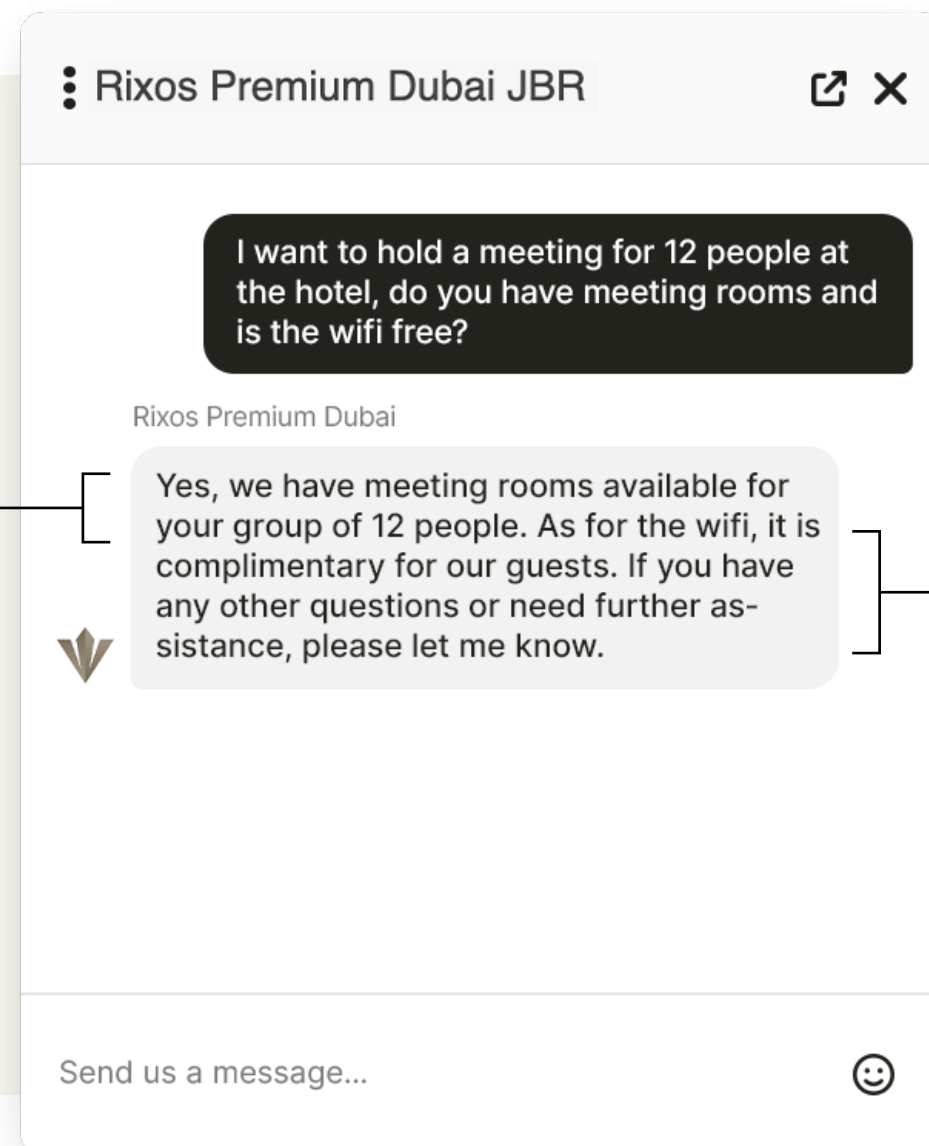
AI generates the text in response, but the carousel is static. This is a good example of how Quiq seamlessly combines both types of content into one message based on the topic that was classified.

Accor's assistant can also answer multiple questions at once quite easily. If a potential guest asks "Do you have meeting rooms and is the wifi free?", for instance, the LLM takes it in stride.

LLM Assistant



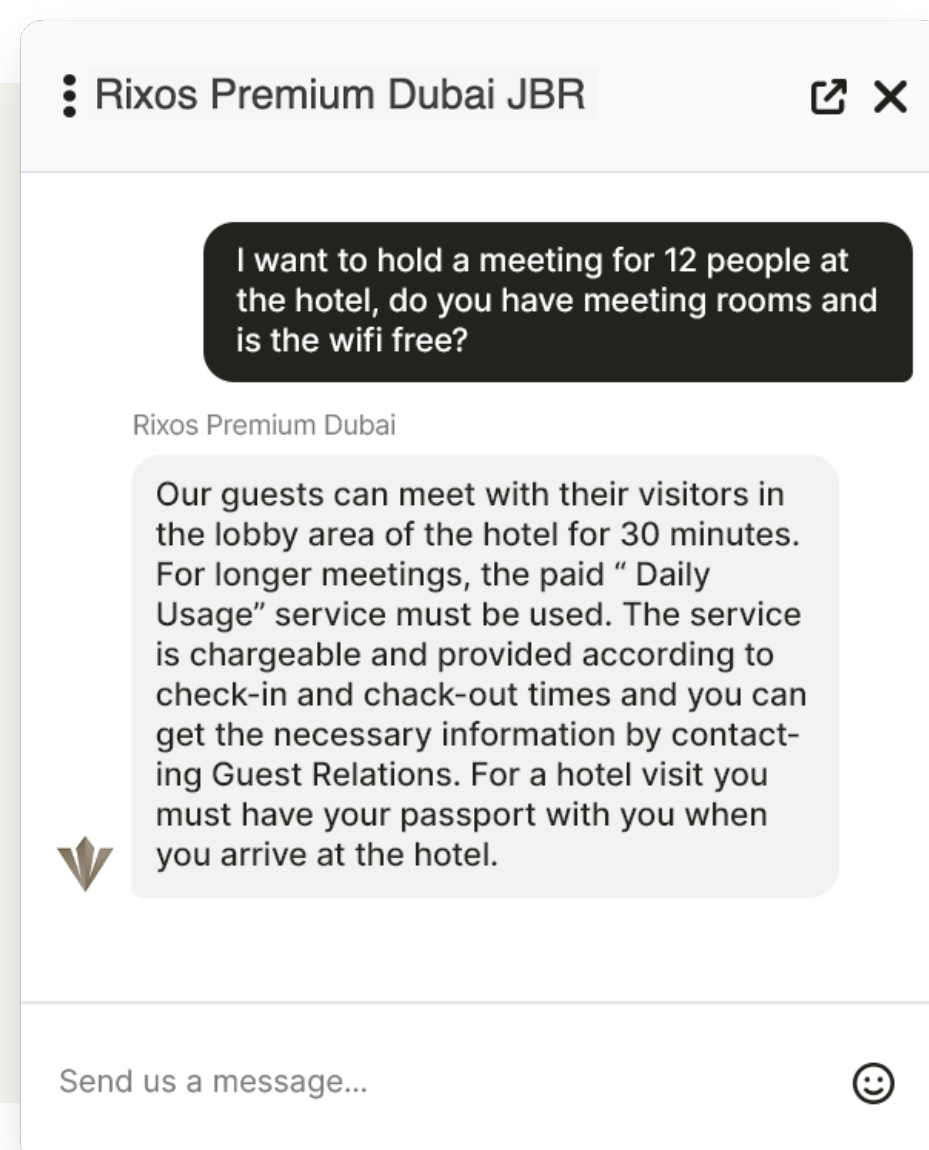
Do you have meeting rooms for 12 people?



Is the wifi free?

The response below is the same question being asked to a previous-gen AI. Notice how it can only serve up a static response and doesn't really provide a thorough answer.

Previous AI Assistant

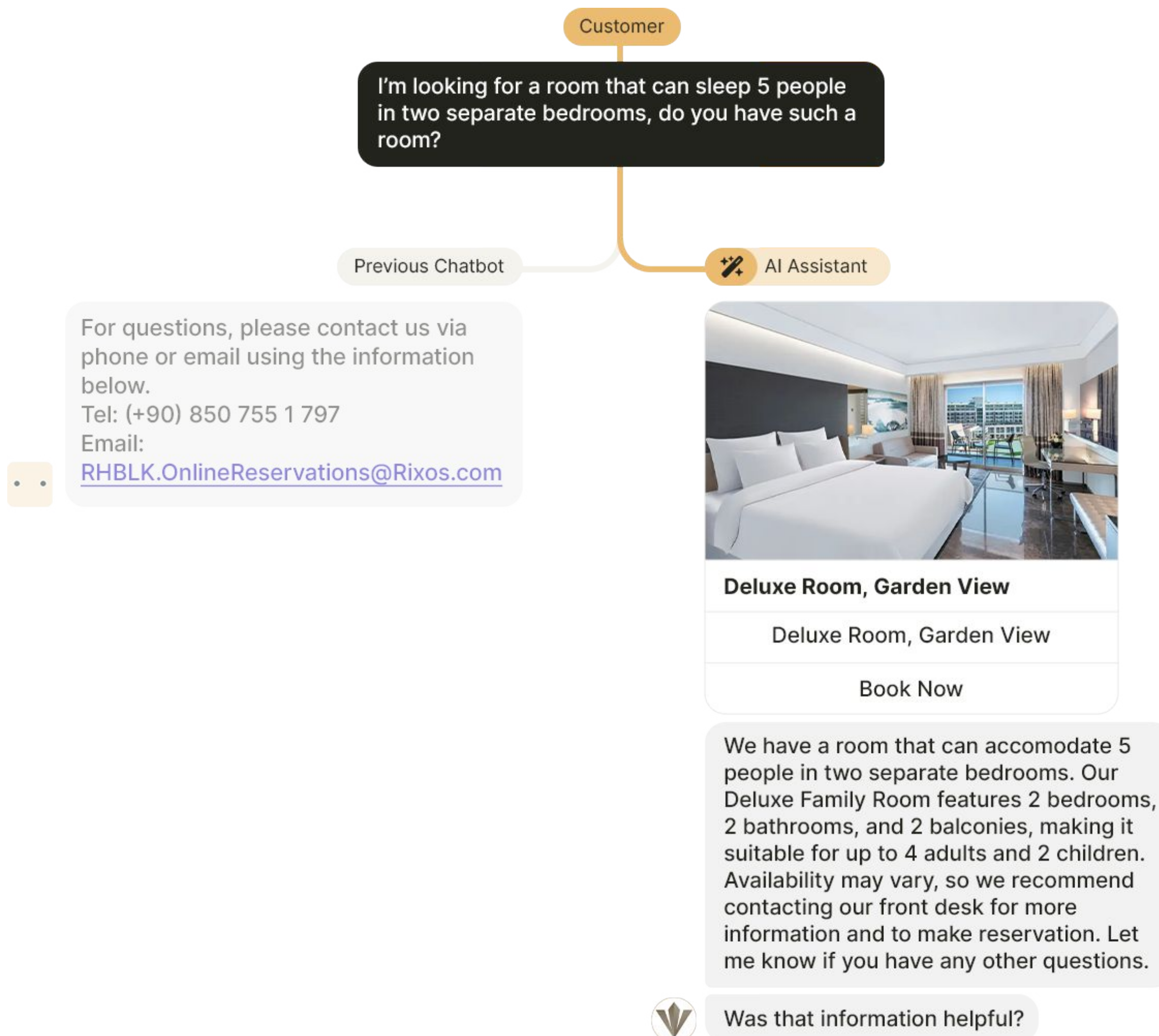
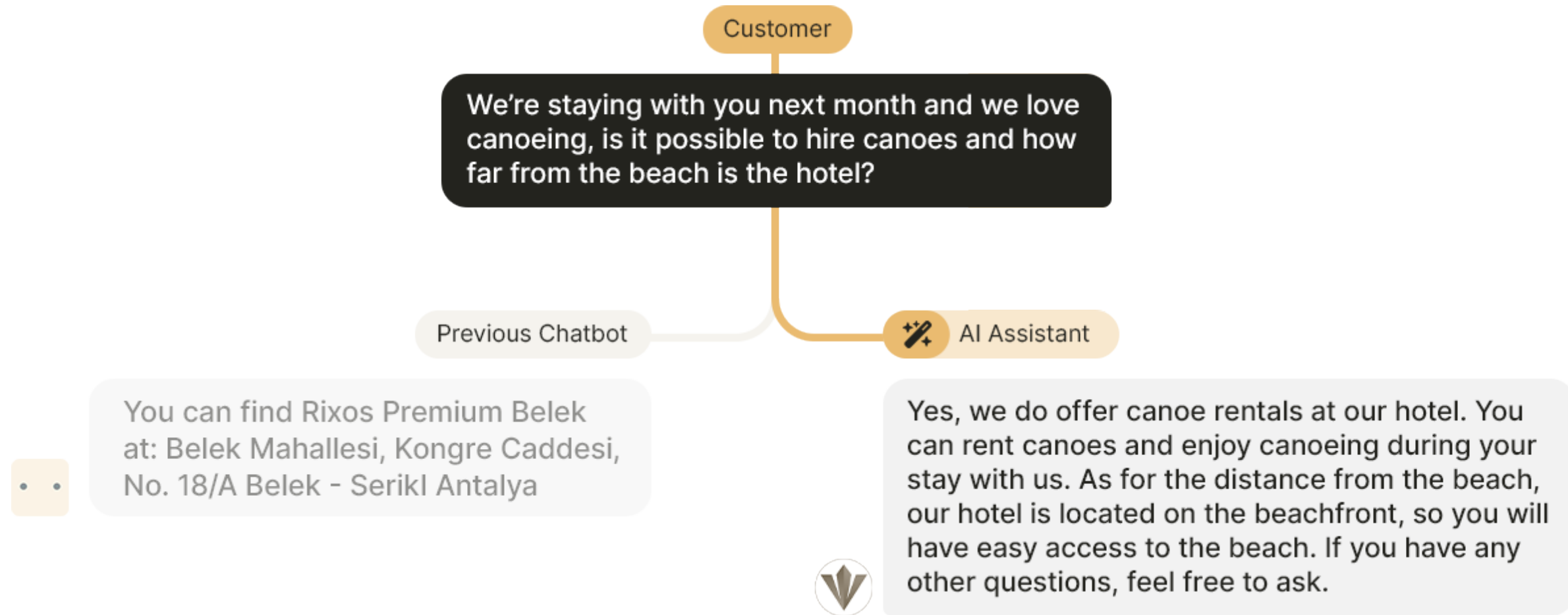


This is a great example of how an LLM-powered experience is more helpful than previous-gen AI, even without deep integrations or a detailed knowledge base to reference.



CUSTOMER STORY: ACCOR

More examples of how LLM-powered assistants compare to previous-gen can be seen in the side-by-side comparisons below:



5-star results through new cutting-edge tools.

The new Accor AI assistant was built with Quiq's [AI Studio](#), a highly flexible suite of infrastructure and tools to wield AI for CX applications. The power and flexibility of these tools can be demonstrated by AI Resources, Flow Designer, and Insights in Quiq's AI Studio.



AI Resources is a critical feature in helping transform the property's existing knowledge base so that the assistant can retrieve the answer to a customer inquiry accurately. All that was needed from Accor was an extract from their web Content Management System and the Quiq Transformations handles the rest, transforming a simple CSV file into data that is optimized for use in a Large Language Model powered assistant.



Through **Flow Designer**, the assistant can engage LLMs in parallel to understand and classify different attributes of the conversation (e.g. determining intent and making decisions around safety to help it take the next best step).



Through **Insights** in the Quiq Platform, the understanding provided by LLMs is captured through a data framework, allowing easy analysis of user journeys & identifying opportunities for improvement.

By seamlessly leveraging guided menus, rich messaging, and advanced language models through Quiq's suite of tools, Accor is successfully addressing the challenges of complex customer queries.

*The innovative approach not only streamlined the booking process but also contributed to a remarkable **89% customer satisfaction** score, underlining the positive impact on the overall guest experience from 67% baseline.*

Not to mention, Quiq's solution proved instrumental in boosting the intent-to-book metric, with a substantial increase in conversations and click-outs on booking links compared to previous months.

Ultimately, Quiq enabled Accor to achieve unparalleled success in enhancing guest engagement, setting a new standard for customer service in the hospitality sector.

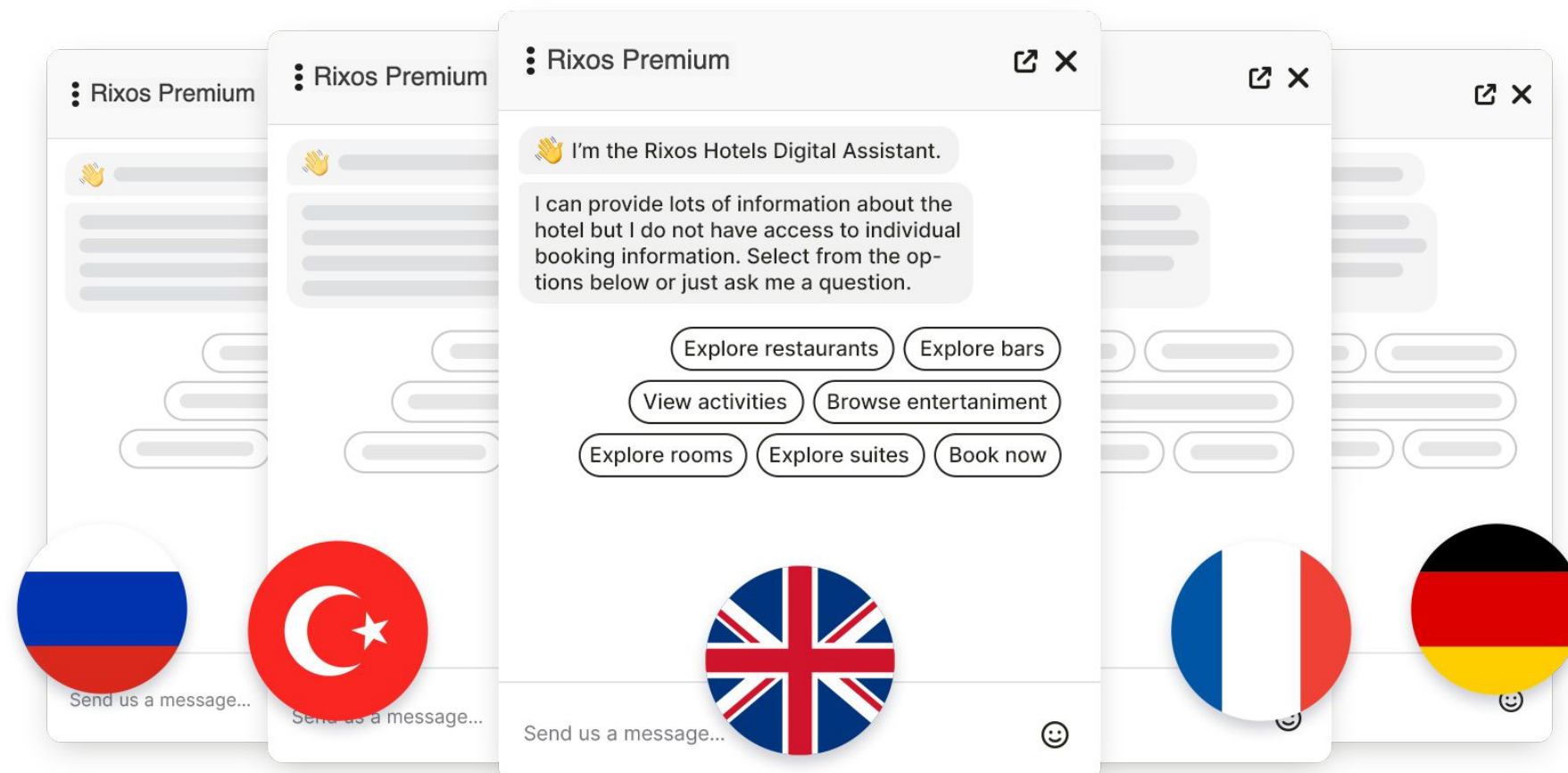
Quiq enabled Accor to:

- Increase from 67% CSAT to an average of 89% CSAT across the four properties
- 2x boost in click-outs on booking links
- Increase the assistant's accuracy from 46% to 80%



What's next?

The experience is currently live in English, but there are plans for Turkish, Russian, French, and German translations in the near future.



To learn more, go to quiq.com.

Interested in speaking with our team about an AI Assistant for your business?

Reach out to sales@quiq.com