



Quick Facts:

- Real-time analysis of data in 45 languages across 140 review sites
- Text analytics tool powered by sentiment analysis technology
- 25+ integrations with 3-rd party systems implemented
- A multifunctional AI-powered chatbot developed

An AI-powered guest experience automation solution for a well-established international brand

Description:

A comprehensive cloud-based platform with AI capabilities that collects, aggregates and analyzes guest feedback and experience data from hundreds of sources for leading hotels and hotel chains across the globe.



Client Info:

Our client is a company offering guest experience management software for hospitality businesses around the world.

It was founded in 2008 in Barcelona and, over the years, managed to go from an ambitious digital project to one of the fastest-growing startups in Spain to an award-winning international company with thousands of customers.

Examples include brands like Radisson Hotel Group, Iberostar Hotels & Resorts, Melia Hotels International, and The Ascott Limited.

Challenge:

- Need for quick scaling as the software was gaining recognition
- Serious tech staff shortage within the client's in-house team
- Lack of experience in building of well-organized development process as scale
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Solution:

- Developed an AI-driven chatbot messaging solution that facilitates informational support and assistance
- Implement a proprietary Java-based data collection algorithm that would gather and analyze customer feedback in 45 languages across 140 review sites
- Created the application's UI and mobile-friendly layout
- Built a custom cloud-based guest satisfaction management system using Java. The software would process negative reviews a hotel received from guests. It also helps automate task creation for the hotel staff and resolve the issues described in said reviews faster
- Introduced omnichannel communication messaging built with Sunshine conversations. It streamlines interaction between hotel representatives and guests. Guests can reach out to a chosen hotel via numerous digital communication solutions (WhatsApp, Viber, Telegram, SMS, etc.)
- Utilized Profitsoft's Java expertise to establish secure requests routing configuration for incoming requests from the guests. This helped to facilitate trouble-free workflows for different hotel departments
- Incorporate 25+ integrations with third-party hospitality tech solutions. Developed intermediate software to request information from said solutions and transform received data into a unified data model to store within the system.
- Set up extensive QA processes, covered 70% of the solution's functionality in autotests, safeguarded quick and efficient bug fixing

Business impact:

While Profitsoft continues to support and work on this project for 8+ years, our client's business experienced major positive transformations due to the software's commercial success.

As a startup, they've successfully attracted more than €3M from investors and won multiple industry-specific awards like Travel Innovation Summit by PhoCusWright as the "emerging company most likely to change the travel industry."

The use of Java/JEE as a core platform during the development stage allowed us to build a fail-safe solution that is easy to scale and add new functionality to. Consequently, as our client was getting more recognition, the right choice of a tech stack helped to avoid performance issues even when the platform is used by major hotel chains.

Today our client operates internationally with representative offices in the US, Spain, and Singapore. 60,000+ hospitality businesses utilize our client's platform to enhance the guest experience, manage online reputation, and streamline workflows and communication.

Being profitable and internationally recognized, the company still has room to grow and a service range to expand, particularly in the area of mobile-based hospitality solutions.

Timeframe:

Ongoing

Team:

Solution Architect, Product Owner/Business Analyst, 5 Front-end Developers, 3 Full-stack Developers, 3 Back-end Developers, 4 Automation QA Engineers

Type:

SaaS

Platform:

Web

Industry:

Travel & Hospitality

Services:

Dedicated Team Formation, Web Development (front-end development & back-end development), UI/UX Development, Cloud Solutions Development

Tech Stack:

Java, Kafka, React Native, Sunshine conversations, SOAP, REST

Claim a free online consultation to estimate your project today!

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