

Hashtag Hotels

A success story



Humanise.AI



Our client

Hashtag Hotels is the outcome of an innovative idea by its current chief executive Nash Cohen, who decided to focus on a new hospitality concept: **pop-up hotels**.

The London-headquartered firm rents out rooms, used by students during the academic year, to visitors, but only throughout the **summer**.

Hashtag Hotels' successful business model works because it exploits **student buildings** throughout July and August, when they are usually empty, but at the same time, exactly when there is a high demand for accommodation in tourist destinations like London.

Hashtag Hotels has now six locations in the UK, five of which are in London and one in Plymouth, but given its rapid growth, it will be opening in **new venues** next summer.



6
locations
in UK

900
rooms

>90%
occupancy
rate

The challenge

With more than 900 rooms and 70 staff, only 10 of which are fulltime, Hashtag Hotels needed to **increase efficiency** in day-to-day operations, especially in handling conversations with guests that often involved routine queries.

Another main goal for Hashtag Hotels was to **maximize revenues**. Given its narrow time window for business, it was essential for Hashtag Hotels to find a way to capture extra revenue on top of room rates.

Lastly, being a new growing company, it was very important for Hashtag Hotels to receive feedbacks from guests in order to understand how to **improve the service** offered and be able to increase guests' satisfaction next year.

Goal 1:
increase
efficiency

Goal 2:
increase
revenues

Goal 3:
improve
service

The solution

Hashtag Hotels was able to achieve all its objectives with one single solution: our **digital concierge Gem**.

Using artificial intelligence, Gem **automates guest conversation**, freeing Hashtag Hotel's team from answering those routine queries that were decreasing the staff's efficiency. Guests are transferred to the team only when needed, in case of complex topics.

Gem has also been an incredible opportunity for Hashtag Hotels to **up-sell additional services**, like early check-ins, late check-outs and bag storage, all without needing to speak to a member of staff. This resulted in extra revenue, without an increase in staff costs, key result for our client.

Lastly, thanks to tailored **post-stay messages** that ask guests to rate their stay, Hashtag Hotels has been able to have a clear overview of guests' feedbacks. This will allow our client to improve the service offered next summer.



60%

of guests
interact with
Gem

95%

of guests
provide full
contact details
to Gem

10%

of guests use
Gem to make
an automated
purchase

Humanise.AI



*“ The guys at Humanise.AI have totally transformed the way that we operate Hashtag Hotels. They helped us **automate** guest communications, increase our **upgrade revenues** and build a **modern communications strategy** for our guests ”*

Simon Gilbert, Hashtag Hotels