A hospitality group sees a 31% increase in reservation rates with accent softening tool

Who is the client?

The client is the largest hotel franchisor in the world, headquartered in the United States.

Business challenges

The client needed to overcome miscommunication to:

01 Boost conversion rates for hotel reservations

02 Enhance performance in membership upselling programs

The solutions

TP deployed an AI accent softening tool to help improve expert performance and communication clarity, featuring these capabilities:

Real-time softening of accents during calls, enhancing customer understanding and trust facilitating upselling and membership enrollment

Background noise reduction for smooth interactions between experts and consumers, while maintaining high service quality

Real results

The client's conversion rates and customer engagement improved significantly with the AI accent softening solution.

31%
INCREASE IN RESERVATION CONVERSION RATES

57%
BOOST IN TRANSFER RATE TO UPSELLING DEPARTMENTS

36%
ACHIEVEMENT OF MEMBERSHIP ENROLLMENT TARGETS