

Inquiry Automation

Travel & Hospitality Case Study



About W34 Ranch



Where the Hill Country meets West Texas lies the W34 Ranch, an invitation-only private paradise offering luxury accommodations and a wide range of hospitality and entertainment services. For its exclusive clientele, W34 Ranch boasts personalized catering with fresh local produce as well as outdoor activities such as hunting, fishing and horseback riding. Delivering a quality customer experience is key, starting with the addressing of highly custom stay inquiry's. W34 Ranch turned to NLX and AWS to streamline customer inquiry operations that also elevates personalization and responsiveness for inquirers through automation and help to convert customer interest into future reservations.

The Challenge

Since W34 Ranch is booked by invitation only, the staff has to review and approve each inquiry. Traditionally, inquiries are done over the phone with the majority of the clientele originating from the owner's network. Since each stay is personalized, the staff's primary focus is on planning and execution to ensure a high touch experience. The owner is concerned that receiving and evaluating inquiries takes too much time, which defers from the more lucrative aspects of the business. Specifically, such requests often require more time on the phone and accompanying email exchanges for booking confirmations and travel guidance. For W34 Ranch, capturing inquiry details specific to each customer is particularly important.

The owner knows that a poor customer experience can occur if the inquirer feels ignored or the W34 Ranch feels unreachable. It leads to customer frustration, or worse, potentially lost business. Inquiries are collected over the phone and entered manually into a management system, which can lead to lost or misinterpreted details that take away from the overall experience.

The Solution

Working closely with W34 Ranch, NLX built an automated, AI powered Amazon Connect contact center to specifically address custom inquiries that maintain a personal touch. The end result is a voice-guided, self-service customer journey using Journey Assistant that starts with a call into a dedicated number and results in an inquiry being placed by a customer within the criteria that W34 Ranch can deliver. The customer experience matches the brand quality W34 Ranch strives to maintain across their business, including being highly responsive to guest inquiries.

At the start of their journey, a customer is greeted by the Journey Assistant. A few key options are presented. For example, if the customer says, "I would like to book a private stay for 6 people", then Amazon Lex is engaged. The Journey Assistant understands what the customer wants by identifying the intent (Inquire Accommodation) and confirms the request. Automatically an SMS is sent to the customer, instructing them to follow a link, and requesting them to put their phone on speaker. Clicking the link introduces a dedicated, branded web page.

The Journey Assistant then provides important step-by-step guidance using a conversational voice to help the customer submit all information necessary to complete an inquiry. Behind the customer experience, each step is tracked in realtime using a combination of API Gateway, Lambda and DynamoDB. Once complete, the Journey Assistant confirms submission of the customer's order and informs them to expect a callback from the owner. The journey ends with a confirmation email sent to both parties - the customer and W34 Ranch - containing all the relevant information including next steps.

The Benefits

Future Revenue

W34 Ranch observed that they fully streamlined staff time for inquiry taking while capturing more inquiries in better detail that increased inquiry conversions to future reservations.

Improved CX

Creates brand-favorable first impression by reducing calls for inquiry submissions through intuitive and customer-controlled natural language interactions while adding a high touch.

24/7 Service

Enables W34 Ranch to be always reachable and highly-responsive to customer inquiries while giving staff more time to focus on delivery of personalized customer service to current guests.

About NLX and Amazon Web Services

NLX enables organizations to build and manage next generation conversational experiences - personalized conversations that are automated, integrated, measurable, highly scalable and available anytime and anywhere. NLX is an APN Advanced Technology partner based in New York City, helping Travel & Hospitality organizations deliver cost-efficient and customer-friendly servicing experiences.

AWS was the obvious choice for this solution since the solution needs to operate over the phone and therefore relies on AWS' scalable, programmatic contact center service, Amazon Connect. Furthermore, NLX services are running on over 45 different AWS services to meet customers' most unique demands, regardless of scale and use case complexity.

Next Steps

To learn more about how AWS and NLX can help your business, visit <https://nlx.ai/products>