

Chapter 4


Enhancing Hotel Customer Service With AI–Powered Chatbots

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ABSTRACT

This paper explores the effect of AI-powered chatbots on enhancing hotel customer service. By providing instantaneous responses to visitor inquiries and automating recurring obligations, these chatbots considerably improve the performance and pleasantness of service. This era enables motels to provide spherical-the-clock assistance, ensuring an unbroken and enjoyable guest experience. Additionally, AI chatbots assist in reducing operational expenses by streamlining tactics and allowing groups of workers to recognize extra personalized interactions. Integrating AI within the hospitality enterprise marks a pivotal shift closer to more innovative, more efficient customer support solutions.

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1. INTRODUCTION

1.1. Overview of Customer Service in the Hospitality Industry

Customer service is a crucial aspect of the hospitality industry, encompassing all interactions among hotel personnel and visitors from the moment they consider booking a room till after they have looked at. It consists of a huge variety of sports which includes reserving reservations, answering queries, assisting with unique requests, and resolving court cases. Exceptional customer service can appreciably impact a visitor's revel in, regularly figuring out whether or not they'll go back to the hotel or advocate it to others. In an enterprise pushed with the aid of competition and recognition, offering high-quality customer service is essential for constructing logo loyalty and attaining business success (Zhu et al., 2022).

1.2 Importance of Customer Service in Hotels

Customer service is mainly essential in accommodations for several reasons:

First Impressions: The preliminary interaction a guest has with inn workforce can set the tone for their whole live. Positive first impressions can result in higher delight and tremendous critiques.

Guest Satisfaction: Excellent customer service addresses guests' wishes and concerns right away, enhancing their usual revel in and satisfaction (Al-Hyari et al., 2023).

Brand Loyalty: Consistent and first-rate customer support fosters agree with and loyalty, encouraging visitors to go back and endorse the resort to others (Khan et al., 2023).

Competitive Advantage: In a distinctly competitive market, great customer service can distinguish a lodge from its competitors.

Revenue Generation: Satisfied guests are much more likely to spend more on extra offerings and amenities, increasing the resort's sales.

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