

## [Hotelbeds innovates customer service experience with chatbot launch](#)

Submitted by AntoniaAguilo on Thu, 25/06/2020 - 09:42

- Launch of chatbot feature called 'Bedsy' for Hotelbeds and Bedsonline clients will reduce waiting times by automatically responding to our clients' most common requests.
- Bedsy complements and enhances Hotelbeds' Livechat service, launched earlier this year, that enables clients to directly speak with the Contact Centre via the web.
- Both Bedsy and Livechat are part of the recently launched 'SelfSeT' self-service toolkit from Hotelbeds that will see further initiatives scheduled for release this year.

**Palma, Spain, 25 June 2020** - [Hotelbeds](#), the world's leading bedbank, has today announced the launch of a chatbot feature called Bedsy that will be available to Hotelbeds and Bedsonline clients.

This news follows the successful launch of 'Livechat' at the beginning of the year. Livechat puts clients in direct contact with their local Contact Centre in a much faster way than before, creating a real-time, one-to-one relationship via a web chat function.

Bedsy is a chatbot that can provide the status of booking queries or provide a supplier confirmation number all in real time and whilst attending an unlimited number of customers simultaneously.

Bedsy can also point clients in the right direction for many other day-to-day booking requests and queries, such as how to send a special request to the hotel or provide links to access hotel information.

Both Livechat and Bedsy form part of '**SelfSeT**', a newly launched self-service toolkit from Hotelbeds designed to help clients resolve their most common queries in the fastest and most convenient way possible.

The SelfSeT toolkit will provide new tools to help clients save time and effort when managing bookings with Livechat and Bedsy are the first tools available. Further planned launches will include a Reservations Help Desk, a Reservation Management Portal for API clients, an automated phone support platform, and a range of new functionalities and improvements to the booking engine.

Bedsy and Livechat are already available to more than 60,000 client partners Hotelbeds and Bedsonline are working with around the world - including travel agents, tour operators, airlines, and points redemption schemes - with the exception of Japan and China. By automatically responding to clients' queries Bedsy is able to save valuable time for clients and maximise the efficiency of Hotelbeds' Contact Centres.

**Marc Albert, Global Operations Director at Hotelbeds**, commented: "We listened to our clients and recognized that they wanted to reduce operational costs and boost efficiency, so we've created Bedsy to respond to those needs.

"Bedsy will maximise the efficiency of our customer care teams and save a lot of the time clients currently spend resolving their most common queries, not least as 35% of calls we receive are just to re-confirm hotel bookings.

"Equally Livechat means our Contact Centre agents are instantly accessible to our clients and thus can handle customers' enquiries quicker."

“Our main objective is to offer the best customer experience and we strongly feel that with the launch of Bedsy and Livechat – along with other SelfSeT tools in development – we are delivering the best possible customer care in our sector.”

## **About Hotelbeds**

Hotelbeds is the world’s leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering 25,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the ‘Beyond the Bed’ product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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