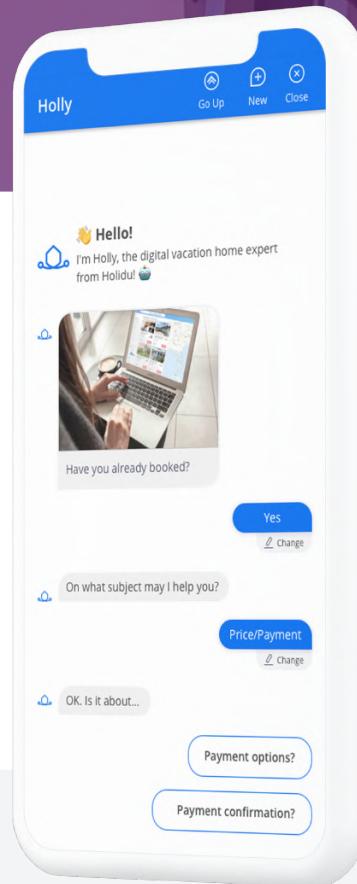


Holidu

Live Since November 2020

How Holidu offers efficient pre-booking support to their customers within just 29.5 seconds

Holidu helps travelers to find a holiday home at the best price available on various booking platforms. Experiencing a lot of repetitive questions pre-booking, Holidu automated their support to offer fast and convenient self-service to their customers to get them the help they need whenever they need it. Their chatbot Holly handles around 3,500 conversations per month.



Company

- Founded in Munich in 2014, Holidu is one of the fastest-growing travel tech companies worldwide, offering a search engine for vacation rentals.
- Their mission is to make it easier for travelers to find their holiday home at the best possible price by comparing the offers across multiple booking platforms with an image recognition technology.
- Holidu focuses on excellent customer service guided by the voice of the customer as it is perceived as an important source of feedback for customers' needs and to ensure an impeccable booking experience.

Challenges

- Most of their service requests which are pre-booking topics are highly repetitive like booking and payment options, availability as well as if pets are permitted.
- Holidu wanted to offer an additional self-service touchpoint for their customers to cover those pre-booking topics efficiently and 24/7.
- They were looking for an immediate solution that could be offered as soon as questions arise in the process of customers booking their potential dream holiday home.

Results

- Their chatbot Holly caters to customers looking for help before booking an accommodation and has a self-service rate of 91% while delivering a solution within just 29.5 seconds.
- Holidu started by A/B-testing the bot against the FAQ which resulted in choosing the bot as the best service offer with the higher customer satisfaction rate of 78% due to a better UX.
- The chatbot saves the service team around 33 hours of work each week while offering effective self-service to their customers 24/7.

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The company was founded by two brothers in 2014 after a frustrating experience trying to book a holiday accommodation for a surfing trip in Portugal. Wanting to create a better experience for their customers, Holidu now offers an easy solution to compare vacation rental offers and book them directly on their platform.

Experiencing that travellers tend to have a lot of questions before their booking, Holidu wanted to cater to these needs without taking away time from their service team. As a lot of the requests were repetitive and of high volume, they were looking for a digital touchpoint that could support their customers automatically.

Holidu's service team needed a solution which would relieve them immensely once implemented and could offer instant, convenient and scalable help to their customers. In order to automate their first level support as much as possible, they chose to onboard a chatbot. Holly joined their team in November 2020.

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We were facing the challenge of how we can help our customers in the pre-booking phase at any time with a scalable solution. With our chatbot Holly we can achieve this and keep our customers happy at any stage of their journey.



Johannes Rahn
Head of Customer Service
Holidu



In the beginning, they started with testing the impact and the acceptance of the chatbot with an A/B test. 50% of their customers were sent to their FAQ page while the other 50% got help from their chatbot Holly. The results were clear: Those who interacted with the bot were much more satisfied with the help they got. The user experience (UX) of the bot was superior as it offered guided support which led to the desired solution with just a few clicks.

Holly supported customers to find the right answers on topics like the price of a rental or to confirm the availability. The bot functioned also as a friendly guide to show the customer where to find answers and information needed on Holidu directly, covering classic topics like "Can I bring my dog", parking, pool and other amenities like BBQs and questions related to the interior of the rental. She quickly became their digital vacation home expert, helping customers 24/7.

Now deployed full time, their chatbot Holly solves around 3,500 service requests each month. It's highly accepted by their customers with a skyhigh self-service rate of 91% and a CSAT of 78%. This way, customers needing simple and immediate support pre-booking have no wait times at all and can solve requests at their convenience. It only takes 29.5 seconds on average until they get their solution. For Holidu's customers and their service team the bot is the perfect addition as it caters to vacationers who can't wait to travel again 24/7 no matter where in the world they are. In addition, it allows their service team to focus again on the bigger and more complex topic areas post-booking. In case someone needs human support pre-booking, Holly is integrated to their CRM system Zendesk, allowing for seamless ticket handovers.

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We love the flexibility the chatbot offers us. We can easily set it up with various solutions that will help our customers in the best way possible. Once done, the chatbot supports thousands of customers instantly who have the same questions.



Lisa Guggemos
Customer Happiness Manager,
Holidu





Our chatbot Holly saves us around 33 hours of work each week. That's a huge timesaver and a relief for us. We can tend to the more complex customer cases arising post-booking and know all customers are taken good care of.



Johannes Rahn
Head of Customer Service
Holidu



Offering their services to find accommodations in over 20 countries demands that the bot will be available in more languages. Holidu will use the multi-lingual bot feature to add English and Spanish and serve their customers all over Europe.

Since November 2020 we noticed the following improvements:

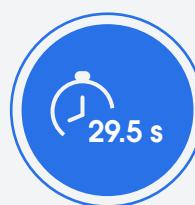
CSAT



Self-service rate



Time to solution



Solutions displayed per month



Hours of work saved each week

