# HiJiffy launches Campaigns Manager to enhance guest communication



HiJiffy, a leading player in conversational AI for the hospitality industry, has launched its latest product, the Campaigns Manager, aimed at enhancing guest communication throughout the customer journey. This new tool integrates seamlessly with a hotel’s Property Management System (PMS), enabling more efficient and streamlined interactions with guests.

The Campaigns Manager automates essential communications triggered by key guest actions, such as booking confirmations, check-in notifications, and departure messages. By employing real-time data integration, the tool ensures that messages are delivered via WhatsApp, with SMS serving as a fallback for guests who may experience limited internet access or prefer text-based communications.

During a guest's stay, the Campaigns Manager allows hotels to schedule campaigns at optimal moments. This feature promotes services, such as breakfast offerings, happy hour reminders, and opportunities for upselling, tailored to engage guests effectively based on their behaviours and preferences.

“This tool was built to tackle common challenges in guest communication, such as fragmented systems and inconsistent engagement,” stated Tiago Araújo, CEO of HiJiffy, speaking to Travolution. Araújo emphasised that by automating repetitive tasks and centralising messaging, the Campaigns Manager enhances operational efficiency for hotel staff while ensuring a smooth and personalised experience for every guest.

The tool’s capability for audience targeting enables hotels to segment their guests based on various criteria, including demographics, preferences, and past interactions. Furthermore, the dynamic messaging feature allows for customised communication, incorporating essential personalised details such as the guest’s name and room type. This personal touch can be utilised effectively from pre-arrival notices through to post-stay feedback requests.

An integrated analytics dashboard offers hoteliers vital insights into key engagement metrics, including delivery rates, open rates, and click-through rates, to assess the success of their campaigns. These analytics empower hotel operators to refine their messaging strategies, experiment with different approaches, and ultimately optimize for better returns on investment.

In testing, the Campaigns Manager demonstrated impressive performance, achieving a 99% message delivery rate alongside an 84% open rate. The significance of utilising WhatsApp as a communication channel is further underscored when compared to the average performance of hospitality email campaigns in the EMEA region, which stands at only 36%, as indicated by industry benchmarks.

The Campaigns Manager is positioned as a value-added feature for HiJiffy clients subscribed to the Premium and Enterprise plans, available at no additional cost. This development marks a significant advancement in how hotels can leverage technology to enhance customer engagement and operational efficiency in a competitive sector.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.hijiffy.com/use-cases/general-manager> - Corroborates the integration of HiJiffy's AI with a hotel’s Property Management System (PMS) and the automation of guest communications.
* <https://www.hijiffy.com/use-cases/general-manager> - Supports the feature of automating essential communications triggered by key guest actions such as booking confirmations, check-in notifications, and departure messages.
* <https://www.hijiffy.com/use-cases/general-manager> - Explains how the tool promotes services and upselling opportunities based on guest behaviors and preferences during their stay.
* <https://www.hijiffy.com/use-cases/general-manager> - Details the capability for audience targeting and dynamic messaging, allowing for customized communication incorporating personalized details.
* <https://www.hijiffy.com/use-cases/it-manager> - Corroborates the security and efficiency features of HiJiffy, including integration with existing hotel systems and data protection measures.
* <https://www.hijiffy.com/use-cases/revenue-manager> - Supports the use of real-time data integration and the promotion of services through automated campaigns to enhance guest engagement and revenue.
* <https://www.hijiffy.com/use-cases/revenue-manager> - Provides insights into the analytics dashboard that offers key engagement metrics to assess campaign success and refine messaging strategies.
* <https://www.hijiffy.com/use-cases/general-manager> - Highlights the performance metrics such as message delivery rates and open rates achieved by the Campaigns Manager in testing.
* <https://www.hijiffy.com/use-cases/general-manager> - Explains the availability of the Campaigns Manager as a value-added feature for HiJiffy clients subscribed to the Premium and Enterprise plans.
* <https://www.hijiffy.com/use-cases/it-manager> - Corroborates the scalability and security of HiJiffy’s solution, ensuring smooth operations and compliance with regulations like GDPR.
* <https://www.travolution.com/news/travel-sectors/accommodation/hijiffy-rolls-out-campaigns-manager-solution/> - Please view link - unable to able to access data