BE-A – Frequently Asked Questions (Hotel Clients)

1) Product overview

What is BE-A?

BE-A is an AI-powered front desk and guest communication platform for hotels. It supports guests across the full journey—before booking, during the stay, and after departure—via text and (depending on tier) voice. BE-A centralises all guest communication in one interface and can integrate with hotel systems to automate responses, offers, and workflows.

What problem does BE-A solve for hotels?

Hotels are overloaded by repetitive questions, reservation inquiries, and multi-channel communication (email, WhatsApp, OTAs, phone). BE-A reduces response time, standardises quality in all languages, and helps convert more inquiries into bookings—without increasing staffing.

Who is BE-A designed for?

BE-A is built for hotels and groups that want to:

- reduce front desk and reservations workload,
- respond instantly 24/7,
- improve guest satisfaction and online ratings,
- unify communication across channels,
- automate repetitive workflows and internal routing.

What is the difference between a chatbot and BE-A?

BE-A is not a "website chatbot". It is a multichannel communication layer that consolidates guest conversations (email, WhatsApp, OTAs, and—depending on tier—

voice) into one guest thread, with categorisation, knowledge base governance, and optional system integrations.

2) Capabilities

What can BE-A handle today?

Typical guest and reservation questions including:

- availability, pricing, room types, packages,
- check-in/check-out, parking, directions, policies,
- hotel services (wellness, breakfast, restaurant hours),
- local tips and common requests,
- routing requests to the right team (housekeeping, maintenance, ops, events).

Can BE-A support the entire reservation process?

BE-A can answer booking questions and guide guests to a booking link or booking workflow (depending on setup and integration). For special cases—group bookings, corporate agreements, VIP requirements—BE-A hands off to your team with full context and a recommended next step.

Can BE-A upsell and cross-sell?

Yes—BE-A can recommend upgrades and add-ons based on your rules (room upgrades, late check-out, parking, wellness, dining, experiences). Advanced upselling/cross-selling automation can be staged (start simple → optimise based on conversion data).

Can BE-A book restaurant or wellness services?

If you have a booking process (internal system, booking link, or structured request workflow), BE-A can handle requests and either:

- create a reservation via integration (if available), or
- collect structured details and pass them to the correct team instantly.

Can BE-A help guests during the stay?

Yes. Many hotels use a QR code (e.g., at check-in) that opens WhatsApp or web chat. Guests then ask questions anytime and BE-A responds instantly, while routing operational requests internally when needed.

Can BE-A navigate guests inside the hotel?

BE-A can provide directions ("how to get to wellness / parking / restaurant") and step-by-step guidance. For precise indoor navigation (maps/wayfinding), this can be extended if your property has digital maps or signage systems.

3) Channels & guest access

Does BE-A work 24/7?

Yes. BE-A provides round-the-clock responses and can handle multiple inquiries simultaneously.

Does BE-A support chat and voice?

Yes. Text is available in virtually all languages. Voice availability depends on tier (BE-A Voice).

How can guests contact BE-A?

Common options include:

- WhatsApp via QR code or link,
- website widget (optional),
- email (handled within the BE-A communication hub),
- phone calls (with BE-A Voice).

Where can guests find BE-A in the hotel?

Typical placements:

- QR code at check-in (keycard holder, signage, welcome letter),
- pre-arrival messages and booking confirmations,
- website widget,
- in the lobby via BE-A Avatar / holobox (when available).

Can BE-A send information via SMS?

By default, BE-A focuses on channels like WhatsApp and email. SMS can be supported if your hotel has an SMS provider we can integrate with (or if your CRM/PMS already supports SMS workflows).

4) Knowledge base & accuracy

Where does BE-A get information from?

BE-A builds a centralised knowledge base by consolidating:

- your hotel website,
- OTA content (e.g., Booking.com),
- internal documents (policies, manuals, service descriptions),

with optional manual enrichment by your team and our onboarding specialists.

How does BE-A stay accurate and consistent?

We structure the knowledge base into clear categories (rooms, dining, transport, wellness, policies, etc.) and align the "single source of truth." BE-A can also highlight inconsistencies across platforms (website vs OTAs) so you can fix them.

Can we customise BE-A's tone of voice?

Yes. You can choose a formal, neutral, or informal tone. We can adapt style to younger guests or a luxury brand voice, and maintain consistent phrasing across all channels.

Can we rename BE-A to match our hotel brand?

Yes. Many hotels choose a custom assistant name, greeting, signature, and avatar identity aligned with their brand.

5) Human handover & control

Can BE-A hand off to a human?

Yes. When a request is complex or requires an exception, BE-A escalates to your team and passes the full conversation context, guest details, and recommended action.

Can our staff see and manage all messages?

Yes. BE-A provides a central interface where your team can monitor, take over, and respond—while keeping everything in one guest thread.

How does BE-A handle internal communication sent to the reception email?

BE-A categorises inbound emails and can:

- route operational tasks to housekeeping/maintenance/ops/events,
- flag urgent messages,
- keep everything linked to the guest timeline when relevant,
- reduce inbox chaos by structuring requests into actionable categories.

6) OTAs, reviews & reputation

Can BE-A handle inquiries from OTAs (e.g., Booking.com, Expedia)?

Yes. BE-A can centralise and respond to messages from OTAs (where supported), reducing the need to work directly inside OTA extranets. We typically recommend disabling OTA auto-replies so BE-A can deliver consistent responses.

Can BE-A respond to reviews (e.g., Booking.com)?

BE-A can draft or automate review responses on request. Hotels often start with "draft mode" (human approval), then enable automation for selected review categories once confident.

7) Integrations (PMS / booking engine / systems)

Can BE-A integrate with our hotel systems (PMS / booking engine)?

Yes. You can start in a fast "knowledge-based mode" (no deep integration required) and then extend with integrations for availability, pricing, and automation workflows.

What are the benefits of deeper integrations?

Integrations enable BE-A to:

- answer availability/pricing questions more precisely,
- create better offers faster,
- reduce manual follow-ups,
- move more requests into automated workflows (check-in/out, reports, summaries, etc.).

8) Security, privacy & compliance

How do you handle data privacy and security?

Security is designed into the product and the onboarding process. Key principles:

- only necessary data is processed for guest communication,
- access controls and auditability for hotel users,
- secure hosting and encrypted communication (where applicable),
- clear data governance and retention rules aligned with hotel needs and regulations.

Do you train your AI on our guests' personal data or private hotel emails?

By default, we do not use your private guest communications to train public models. We use your data to operate the service for your hotel, with access and governance controls. (If you want a stricter policy, we can align on it contractually.)

Can you support our internal security policy requirements?

Yes. Beyond product security, we can help design and implement a broader information security policy for your hotel covering internal systems, external systems, and AI usage—especially for hotels and groups with strict compliance needs.

9) Implementation & onboarding

How do we get started? What does implementation look like?

A typical best-case rollout looks like this:

1. **Kick-off & scope (Day 1–3)**

Define channels, use cases, tone of voice, escalation rules, and success metrics.

2. **Knowledge base build (Week 1)**

Collect website/OTA/internal docs. We consolidate, structure, and validate content.

3. **Configuration & pilot (Week 2)**

Configure categories, routing, signatures, templates, and handover rules. Pilot with selected channels or property areas.

4. **Go-live (Week 2–4)**

Launch 24/7 responses. Staff training included. Monitoring and fine-tuning in real conditions.

5. **Optimisation & integrations (Ongoing)**

Add deeper automation and integrations after the initial launch.

Timing depends on documentation quality, number of properties, and integrations. Many hotels can go live in **2–4 weeks** in knowledge-based mode.

What do you need from the hotel to launch?

- website and OTA access/links,
- your policies (check-in/out, pets, parking, cancellations),
- descriptions of room types and services,
- escalation contacts and internal routing rules,
- brand tone of voice.

10) Pricing & tiers

How is pricing calculated?

Pricing is primarily based on the number of rooms, keeping it predictable and fair across property sizes. Final pricing depends on tier (Virtual / Voice / Avatar), channels, and any requested integrations.

What tiers are available?

- **BE-A Virtual** – text-based multichannel guest communication 24/7
- **BE-A Voice** – adds phone calls (24/7 availability, multiple calls in parallel)
- **BE-A Avatar / Humanoid** – face-to-face front desk experience (planned)

11) Roadmap & outcomes

What impact can we expect?

Hotels typically see:

- dramatically faster response times (which increases conversion),
- consistent communication quality in multiple languages,
- reduced workload for front desk/reservations,
- improved guest satisfaction and ratings,
- better operational routing (housekeeping/maintenance/ops).

What percentage of receptionist workload can BE-A handle?

The goal is to gradually automate **85–90%** of repetitive communication and workflows.
The "replacement level" depends on tier, channel coverage, and integration maturity.

When will BE-A Voice and BE-A Avatar be available?

Based on your roadmap notes:

- **BE-A Voice:** planned market launch **Q4 2025**
- **BE-A Avatar:** planned market launch **June 2026**

12) What BE-A does not do (clear boundaries)

Does BE-A replace all hotel staff immediately?

No. BE-A is designed to *gradually* automate repetitive communication and workflows. Full replacement of front desk operations is only realistic with the Avatar / Humanoid tier and appropriate integrations.

Does BE-A make autonomous business decisions?

No. BE-A follows rules, knowledge, and escalation logic defined by the hotel. Pricing, exceptions, and sensitive decisions always remain under hotel control.

Does BE-A promise 100% automation accuracy?

No AI system can guarantee 100% accuracy. BE-A is designed to handle the majority of standard requests reliably and escalate edge cases to humans with full context.

Does BE-A operate without human oversight?

No. Hotels always retain visibility and control. Staff can monitor, take over conversations, adjust responses, and refine rules at any time.

Does BE-A replace personal hospitality or human empathy?

No. BE-A removes repetitive workload so staff can focus on high-value, personal guest interactions—especially phone and face-to-face communication.

13) Typical hotel objections – and our answers

"Our hotel is unique. AI won't understand our specifics."

That is exactly why BE-A is knowledge-driven, not generic. It is configured using *your* content, policies, services, and tone of voice. The more structured your information, the better BE-A performs.

"We already have a chatbot."

Most chatbots are isolated website widgets. BE-A is a multichannel communication system that unifies email, WhatsApp, OTAs, and (optionally) voice—keeping all conversations in one guest timeline.

"Guests prefer humans, not AI."

Guests primarily value *fast, accurate responses*. BE-A delivers instant answers 24/7 and escalates to humans when needed. Hotels consistently see higher satisfaction when response time drops from hours to seconds.

"AI will make mistakes and confuse guests."

BE-A operates within defined knowledge boundaries and escalation rules. When confidence is low or the request is atypical, BE-A hands off to staff instead of guessing.

"We cannot give access to our reception email."

BE-A can be deployed in stages:

- read-only access,
- limited folders,
- selected channels only.

Hotels stay in full control of scope and permissions.

"We are worried about data protection and compliance."

BE-A is designed with data minimisation, access control, and governance in mind. We can align with your internal security policies and support documentation for IT, legal, and auditors.

"Our staff will resist this change."

In practice, staff adoption is high—because BE-A reduces stress, interruptions, and inbox overload. New employees also use BE-A as a knowledge assistant instead of asking colleagues.

"Implementation sounds complex."

Most hotels go live in **2–4 weeks** in knowledge-based mode. Integrations and automation can be added incrementally without disrupting daily operations.

14) Security & trust – short version for decision makers

Why hotels trust BE-A

- Clear data ownership: your data stays your data
- Controlled access and role-based permissions
- Centralised, auditable communication history
- AI governance aligned with hospitality operations
- Optional support for hotel-wide AI and information security policies

(Detailed security documentation available on request.)

15) Suggested closing FAQ question (sales-oriented)

Is BE-A right for our hotel?

If your hotel handles a high volume of repetitive guest communication, struggles with response times, or wants to improve direct bookings and staff efficiency—BE-A is a strong fit. We recommend starting with a pilot and scaling based on results.

Co tím získáš prakticky

- FAQ, které **zkracuje sales cycle**
- méně dotazů na security / IT / GDPR
- realistická očekávání (žádné „AI hype" riziko)
- podklad pro **UK i enterprise klienty**

👉 Další krok (pokud chceš):

Můžu ti z toho **udělat dvě verze**:

1. **Public FAQ (web / brochure)** – kratší, více marketing
2. **Sales & IT FAQ (PDF)** – tvrdší, bezpečnost, limity, procesy

Stačí říct, kterou chceš první.