H&Hotels Group speeds up guest communication with Czech AI receptionist BE-A.

Night shifts respond faster and the language barrier disappears.

Prague / London – H&Hotels Group has deployed the humanoid AI receptionist BEA to ease the workload of front-desk staff during the ongoing labour shortage and to accelerate multilingual guest service. Since 4 November, BE-A has been drafting email replies that the reception team quickly reviews and sends. The strongest impact is seen at night – guests receive information faster, and receptionists can focus on what requires human care.

H&Hotels, which manages over 500 rooms and apartments in and outside Prague, has long embraced technological innovation. "In the 90s, it was the internet – today it's AI. We want to be part of this transformation and at the forefront of it," says Ondřej Šimeček, General Manager of H&Hotels Group.

What's already live – and how it shows

Response times at reception have decreased, and according to the team, repeat questions have dropped – thanks to BE-A's contextual and detailed answers. The language barrier has disappeared, not only for guests but also for part of the team. Staff appreciate having conversation history in one place, making communication more consistent and easier to navigate.

"Our receptionists are adopting BE-A quickly. Message generation speeds up our work and makes our communication look more unified," adds Ondřej Šimeček, noting that he would recommend the solution to other hotels.

What's next

H&Hotels plans to expand BE-A to handle reservations and occupancy. Voice calls will follow, as well as the gradual deployment of a visual avatar in the lobby to create an even stronger guest experience – plus further upgrades that will reduce routine and enhance personal service.

About H&Hotels Group

H&Hotels Group is a Czech hotel company operating since 1992 with a portfolio of over 500 rooms and apartments in Prague and beyond. The group combines city hotels and residences with a focus on personal service and smart technologies.