

Hotel PEGR speeds up guest communications with Czech AI receptionist BE-A

Biggest impact after 7 p.m. and across time zones; guests praise speed and using their own language

Pec pod Sněžkou – The four-star Hotel PEGR with 210 beds has deployed the Czech-built humanoid AI receptionist BE-A to relieve the front desk during peak periods and speed up service outside business hours. “Our receptionists couldn’t handle phone requests fast enough during the day. After 7 p.m., when the desk is closed, BE-A now ensures continuous service for guests. And because BE-A works at any time, it’s a big advantage for inquiries from different time zones,” says Jan Houžvička, General Manager of Hotel PEGR.

What's live

- Channels: e-mail, webchat and WhatsApp.
- Mode: BE-A handles most communication autonomously; it can process individual stay reservations directly, while group bookings (e.g., corporate events) are handed to a human.

Early results

- Message handling: 85% of inquiries are processed automatically (rolling 7-day view).
- Languages: beyond English, guests particularly appreciate Polish and Dutch – they can write in their own language both during the day and after hours.
- Guest experience: guests repeatedly note that the speed of replies “isn’t something they normally see,” especially in the evening and at night.

“We’d recommend BE-A to other hotels. Our reception team adopts it quickly, and the biggest impact is outside business hours and during peak times,” adds Jan Houžvička.

What's next

The team values how BE-A keeps learning and improving – replies are getting more precise and concise. Voice calls go live on 12 January, to be followed by deeper occupancy work and additional enhancements. Hotel PEGR is also considering a visual lobby avatar for a strong “wow” effect and effortless guest navigation.