From Routine to Revenue: BE-A, the AI Front Desk Agent, Frees Up Reception and Boosts Ancillary Revenue

Prague – The four-star Hotel Studánka, with 47 rooms, deployed the Czech AI front desk agent BE-A to relieve its overburdened reception team, which–besides standard front-office duties–also serves as the reservations department and supports a wide range of ancillary services. The goal was clear: speed up guest communication, ease staff workload, and create space for higher-quality personal service and commercial opportunities.

The first effects came quickly. Handling a standard email was reduced from about 15 minutes to 2 minutes. BE-A prepares natural, concise, and factual draft replies while maintaining the brand's tone and understanding the context of previous communication thanks to its integration with the hotel's knowledge base, which is continuously expanded and updated. The team no longer must repeatedly look up the same information, and guests receive clear and consistent answers without unnecessary delays.

Language capability also plays an important role. BE-A can write in multiple languages at a quality that can't be compared to ordinary translators. Front-desk staff no longer need to painstakingly compose emails in the guest language–the AI drafts the text quickly, clearly, and in the right tone. The most visible impact is in the evenings and at night, during check-ins and check-outs, and on busy Mondays, when the volume of inquiries traditionally peaks. BE-A complements the front office exactly where automation makes the most sense.

"For us, the biggest benefit is faster, more efficient communication. Pressure on employees has decreased and upselling works better as well," says Petr Pičman, the hotel's General Manager. According to internal evaluation, the hotel would recommend BE-A to colleagues 100%; it estimates the relief from routine tasks at around 70% and gives the same score to how well the communication tone matches the brand–while continuing to fine-tune it.

The hotel is gradually implementing additional BE-A capabilities and plans to introduce voice calls (Voice) and a visual Avatar in the future for a strong *"wow"* effect and smoother guest navigation. The intention is simple: less manual routine, more time for the guest–and, as a result, higher ancillary revenue.