

Hotel PECR 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 PECR 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 PECR.**

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 PECR is also considering a **visual lobby avatar** for a strong “wow” effect and effortless guest navigation.