

# From fear to future: Engaging your teams with AI

Trusted by 2,100+ hotels

LAKE DISTRICT  
HOTELS

LEONARDO  
*Hotels*

E\*CLUSIVE COLLECTION

SWITCH  
MANAGEMENT



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Have you encountered hesitation towards incorporating one more tool into the **everyday work mix**?

Have you come across scepticism towards the application of **AI in hospitality**?

54% of UK hospitality managers experience **staff shortages and burnout**

*HRnews.co.uk (2024)*

73% report **increased workload**  
50% observe **longer waiting times**  
41% note **a decline in service quality**

*HRnews.co.uk (2024)*

The sector is **missing 10-20%** of the workforce  
in the EU compared to 2019

*HOTREC (2024)*

**Staff shortages** in hospitality

# Industry stats

**AI technology** can bridge that gap

Why does **AI adoption by hotel staff**  
remain a challenge?

There is a **key negative factor**.

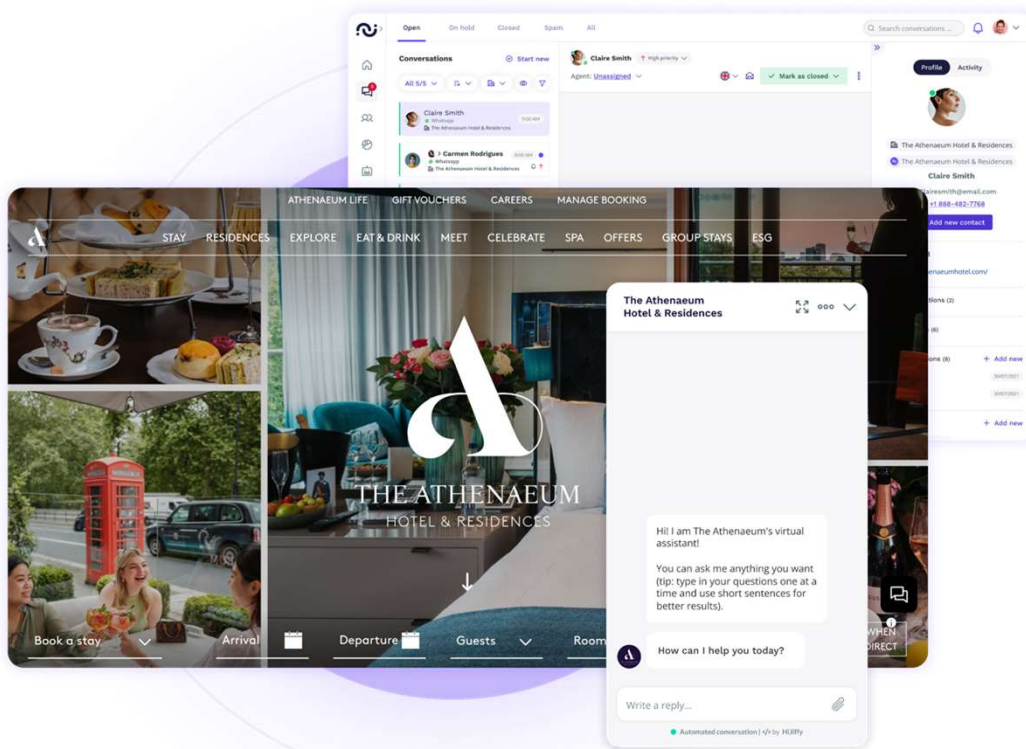
The fear of **AI taking over the jobs**  
in hospitality.

## Insights



What are your observations regarding  
**“the fear of AI”** in the industry?

Is there fear/scepticism among hotel staff?



## Metrics



THE ATHENAEUM  
HOTEL & RESIDENCES

**4k+** conversations on the  
webchat

**94%** automation rate

**£82k** in direct bookings

### Top FAQs

Spa & Wellness

Parking

Restaurants

Afternoon Tea

Bars and Lounges



## Experiences

How did you **approach the challenge of AI adoption** by your teams?

What was the **rollout** like?



Implementation & adoption

What to look out for  
in an **AI solution**?



## Automation levels

Business advantages aside, what are the practical **benefits for your staff?**



**9 in 10 questions answered** with no staff intervention



**Incoming calls reduced** by 70% at Lake District Hotels



Leonardo Hotels **saved around 14,000 hours\*** using conversational AI to answer repetitive questions

\*(8 full-time employees working 8 hours a day, 5 days a week, for a whole year)



## Available integrations

Clearly demonstrate to the team how **AI solution integrates** with existing systems.

**Remove “the fear of AI.”**



MEWS

ORACLE



Oaky

Profitroom

net affinity

TRIPTEASE

And more...



## Customer support

Find out about the **onboarding process** and **continuous support.**

Evaluate the complexity of the setup and how much work will be required from your team.





## Learnings

What's **one piece of advice** you'd give to other hoteliers considering implementing new technologies to make the adoption a success?

# Thank you



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Read the **full guide** to getting hotel teams on board with AI