




**During a tight labor market  
we are pleased to introduce  
the ‘next gen’ reservations employee**

# Meet Michiel



 Zoeken


HomeMijn netwerkVacaturesBerichtenMeldingen


[Maak kennis met XperthR - Wat kan XperthR doen om uw HR afdeling te ondersteunen? Bekijk](#)



**Michiel**  
Reservations bij Postillion Hotels  
Utrecht en omgeving, Nederland

 Postillion Hotels  
 Contactgegevens weergeven

 Bericht

**Ervaring**  
 Reservations  
Postillion Hotels

 Michiel

LotteStartpaginaMaken



Vriend toevoegen

TijdlijnInfoVriendenFoto'sMeer

**KEN JE MICHIEL?**  
Om te zien wat hij met zijn vrienden deelt, stuur je hem een vriendschapsverzoek.

Vriend toevoegen

 Foto's

 Vrienden

 **Michiel Postillion** heeft zijn omslagfoto bijgewerkt.  
Zojust ·



Nederlands · English (US) · Frysk · Español ·

# Meet Michiel




## Assistant

De rechterhand van onze boekende klanten heet Michiel. Na veel operationele ervaring opgedaan te hebben, is Michiel nu senior congres- en meetingexpert, de schakel tussen klant en de operatie. Hij correspondeert en helpt klanten wegwijs te maken in de booking-tool.

Vanuit zijn operationele ervaring kan hij klanten ook uitstekend adviseren. Toch is hij geen betweter die ongevraagd adviseert. Door een aanvraag te lezen, weet hij direct wat voor een vlees hij in de kuip heeft. Wordt er in een aanvraag veel vakjargon gebruikt? Dan heeft hij te maken met een ervaren boeker. Worden er veel vragen gesteld? Dan doet hij graag suggesties.

 Welstandsklasse

1,5x modaal inkomen

 Leeftijd

30 jaar

 Geslacht

Man

 Opleidingsniveau

Hoge hotelschool (HBO)

 Archetype

1. Wijsgeer
2. Beschermmer
3. Heerser

# Michiel

## an AI employee

Powered by Postillion



**Erik-Jan Ginjaar**  
CEO Postillion Hotels

**It all started with a dream...**

our dream: a hotel without offices



# our dream: to deliver sincere hospitality



**Fueled with our DNA**



# Traditional Dutch with a VOC mentality



# and bold entrepreneurship



**Focused on trends and innovation**

# Digitalization within hospitality

## in operations



Selfservice check-in



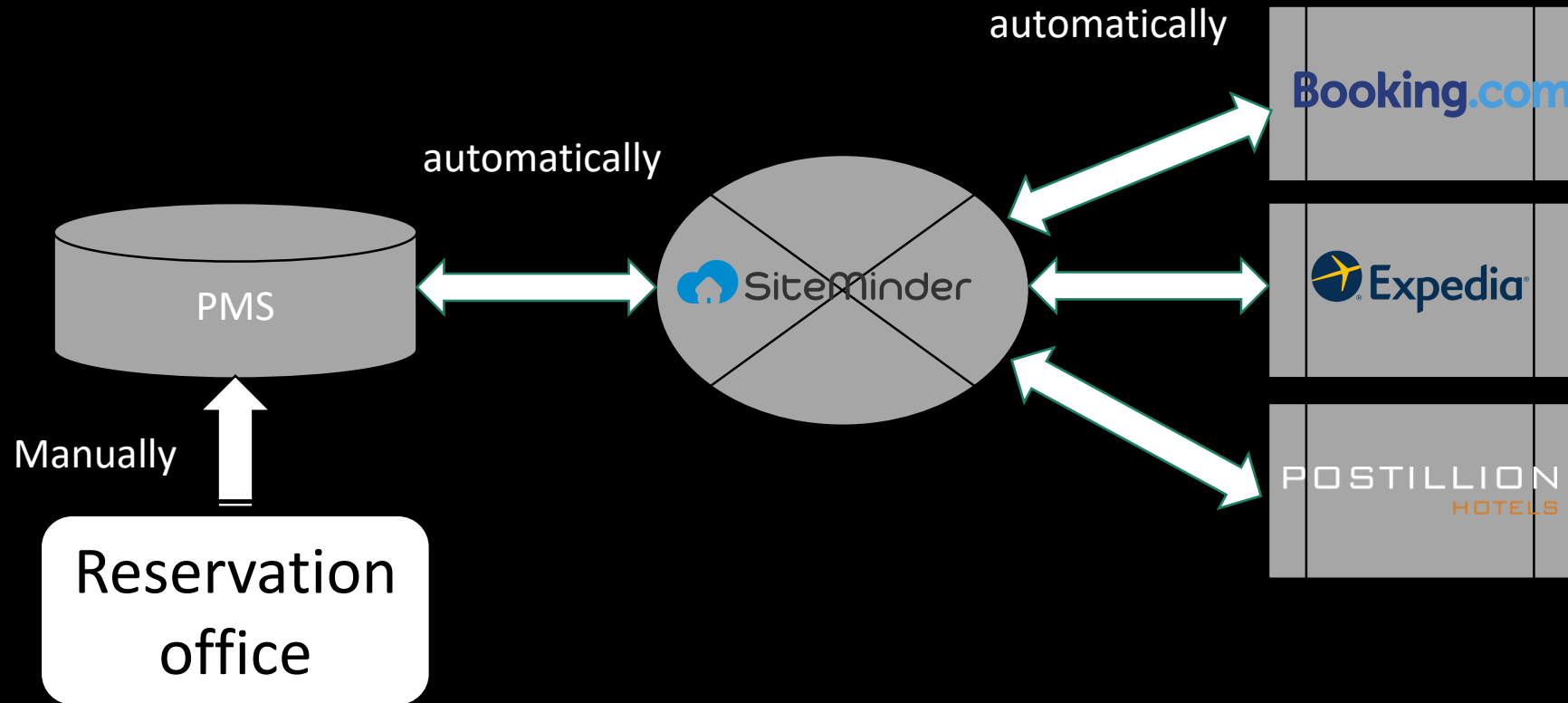
Mobile check-in

# Digitalization within hospitality

in the sales funnel



# Reservations landscape anno 2018





# Reservation office – ‘too many’ emails



Over 10.000 reservation emails per month

# The problem statement



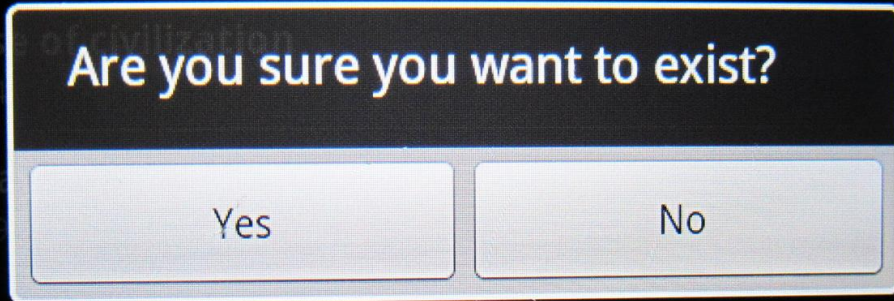
# Problem statement

## 100% AUTOMATICALLY EMAIL HANDLING

### Challenges:

- Un sorted email stream – different formats
- Almost unlimited variables
- Without re-education of the market

# And: consider the needs of our clients



# Design sprint methodology

day 1



## understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

2



## diverge

- envision
- develop lots of solutions
- ideate

3



## decide

- choose the best idea
- storyboard the idea

4



## prototype

- build something quick and dirty to show to users
- focus on usability not making it beautiful

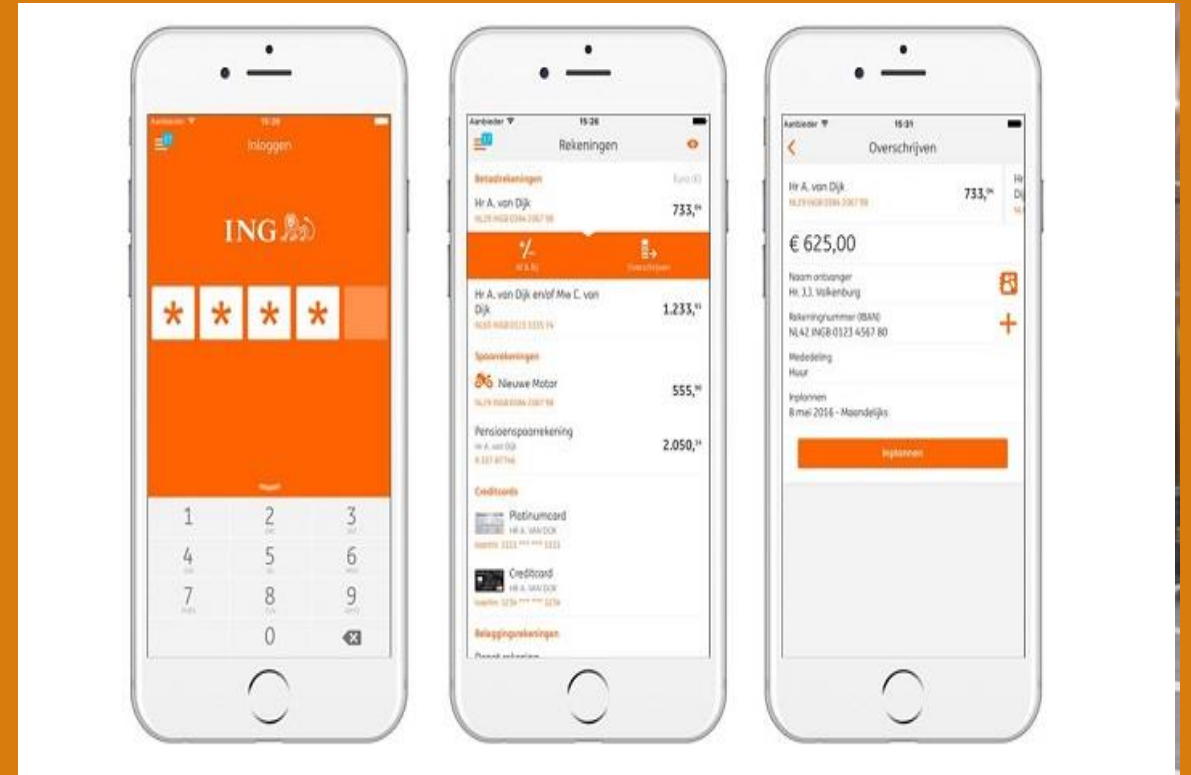
5



## validate

- show the prototype to real users outside the organisation
- learn what doesn't work

# We've got inspired



# We've got inspired



Translation earpiece

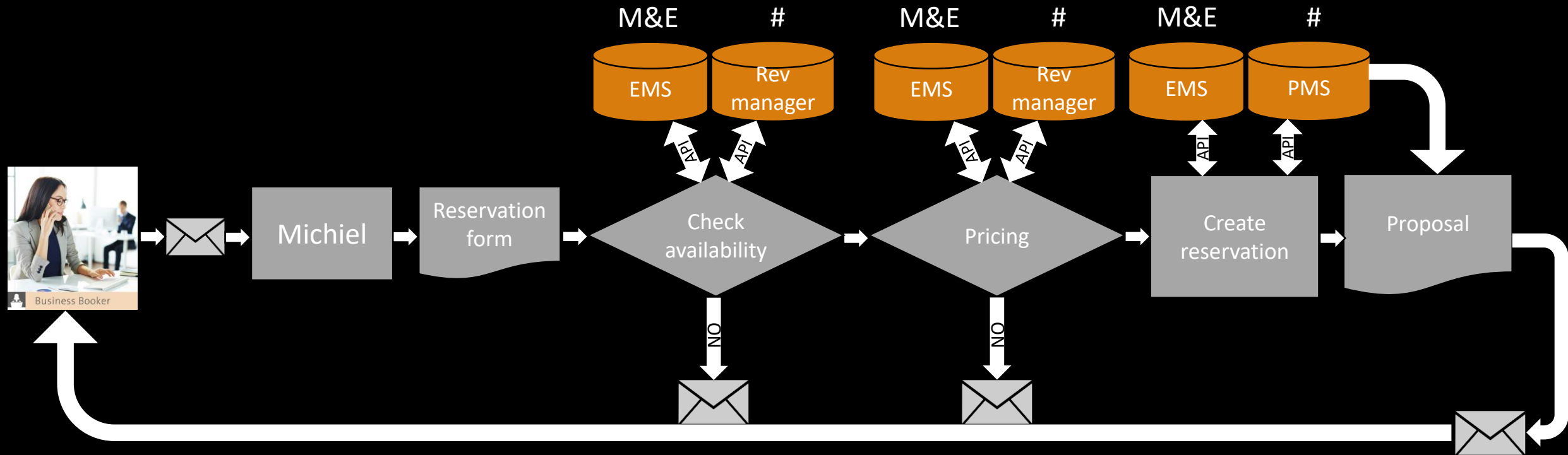


Automatic Salad Bar

**And so the idea of Michiel was created**



# Prototype Michiel – an AI solution





# Michiel – an AI employee

Michiel is an AI employee who can help you with your work.



# Michiel an employee - not a system



Virtual Assistant

**POSTILLION**  
HOTELS

Voornamen:  
**Michiel**

Geslacht:  
**M**

Nationaliteit:  
**Nederlandse**

Geboortedatum:  
**24 sep 2018**



<POSTILLION HOTELS<<MICHIEL<<VA<<<<<<<<<NLD<

# Development of Michiel

## scrum methodology

### Normal Fetal Growth

#### 12 weeks

The fetus is 7 cm to 9 cm in length and weighs 28 g.  
Fingers and toes are distinct.  
Placenta is complete.  
Fetal circulation is complete.  
Organ systems are complete.



#### 28 weeks

The fetus is 35 cm to 38 cm in length and weighs 1,200 g.  
Skin is red.  
Pupillary membrane disappears from eyes.  
The fetus has an excellent chance of survival.  
Eyes open and close.



#### 16 weeks

The fetus is 10 cm to 17 cm in length and weighs 55 g to 120 g.  
Sex is differentiated.  
Rudimentary kidneys secrete urine.  
Heartbeat is present.  
Nasal septum and palate close.



#### 32 weeks

The fetus is 38 cm to 43 cm in length and weighs 1,500 to 2,500 g.  
Fetus is viable.  
Eyelids open.  
Fingerprints are set.  
Vigorous fetal movement occurs.



#### 20 weeks

The fetus is 25 cm in length and weighs 223 g.  
Lanugo covers entire body.  
Fetal movements are felt by mother.  
Heart sounds are perceptible by auscultation.



#### 36 weeks

The fetus is 42 cm to 49 cm in length and weighs 1,900 g to 2,700 g.  
Face and body have a loose wrinkled appearance because of subcutaneous fat deposit.  
Lanugo disappears.  
Amniotic fluid decreases.



#### 24 weeks

The fetus is 28 cm to 36 cm in length and weighs 680 g.  
Skin appears wrinkled.  
Vernix caseosa appears.  
Eyebrows and fingernails develop.



#### 40 weeks

The fetus is 48 cm to 52 cm in length and weighs 3,000 g.  
Skin is smooth.  
Eyes are uniformly slate colored.  
Bones of skull are ossified and nearly together at sutures.



### Development – Sprint I Week 20

#### Epic - Create reservation:

- Get package
- Get availability
- Check meeting room

#### Epic – room price

- Decide reservation type
- Decide room type
- Get rate

#### Epic – reservationsform

- Determine flow
- Adjust rooms
- Adjust date
- Adjust meeting
- Adjust F&B

### Development - Sprint II Week 22

#### Epic – email analysis:

- Understand B&B
- Recognise sender
- Understand language

#### Epic – create reservation

- Block meeting room
- write comments
- Understand setup

#### Epic – reservationsform

- BB incomplete
- No availability
- Cancel booking
- Upsell items

### Development - Sprint III Week 24

#### Epic – email analysis:

- Tag ABC
- Tag Training
- Tag adjustment

#### Epic – create reservation



























- API with EMS
- API with PMS







#### Epic Revenue rules

- API rev manager
- Algotime knock-out

# Education of Michiel

## scrum methodology

MENTAL DEVELOPMENT	Average age skills begin	3 months	6 months	9 months	1 year	2 years	3 years	5 years	What to do if a child is behind
Communication and language	 cries when wet or hungry	 coos when comfortable	 makes simple sounds	 uses certain sounds for different things	 begins to use simple single words	 begins to use words together	 uses simple sentences		Speak and sing often to child. If needed, develop alternatives to speech (p. 313).
Social Behavior		 smiles when smiled at		 begins to understand and respond to "NO!"	 begins to do	 likes to be praised after	 interacts with		Consider trying behavioral approach to social behavior
Self-care	 sucks breast	 takes everything to mouth		 chews solid food					
Attention and interest		 smiles when smiled at	 brief interest in toys and sounds	 develops strong attachments to caretakers					
Play	 grasps things placed in hand	 plays with own body	 plays with simple objects	 begins to first social (peek-a-b)					
Intelligence and learning	 cries when hungry or uncomfortable	 recognizes mother	 recognizes several people	 looks for that fall of sight					

	Implementation T0	Test fase T1	Live test phase T2-3	Self employment	Development V2.0
understanding	abc 	Serie and basic congres	attachements	All requests	
recognition	Client by email	By repeat 		All incoming	Type of client
Social development	 Basic proposal	diverse proposal	Advise and upsell		Personalised response
Proces adjustment	More F&B items	Addittional items	AV items 		Complex congres

# Impact Michiel

## customer UX

Training 20.05.2019

1 Details booking

2 meeting rooms and/ or hotel rooms

3 Verify your request and send



Hi, I'm Michiel Virtual assistant Postillion Hotels

Together we will create an offer within 30 minutes.

### Details booking

We have gathered the following information from your email. Could you verify if everything is correct?  
In the following steps you can add or check other wishes and details.

# Impact Michiel

## Postillion result

### Catering




WOULD YOU LIKE TO STAY FOR LUNCH?

I will add a business lunch to your meeting for € 18,50 p.p.

ADD  
SUGGESTION 

### U kunt hieronder de offerte accepteren

**LET OP:** Offerte geldig tot 25.09.2018

Status aanvraag: In optie 

Totaalprijs:

**€ 1223** incl. BTW

[TERUG NAAR OFFERTE DETAILS](#)

Zet hieronder uw digitale handtekening en klik op de offerte accepteren knop.

Bekijk ook onze [algemene voorwaarden](#) en [annuleringsvoorwaarden](#)



Ik ga akkoord met deze offerte

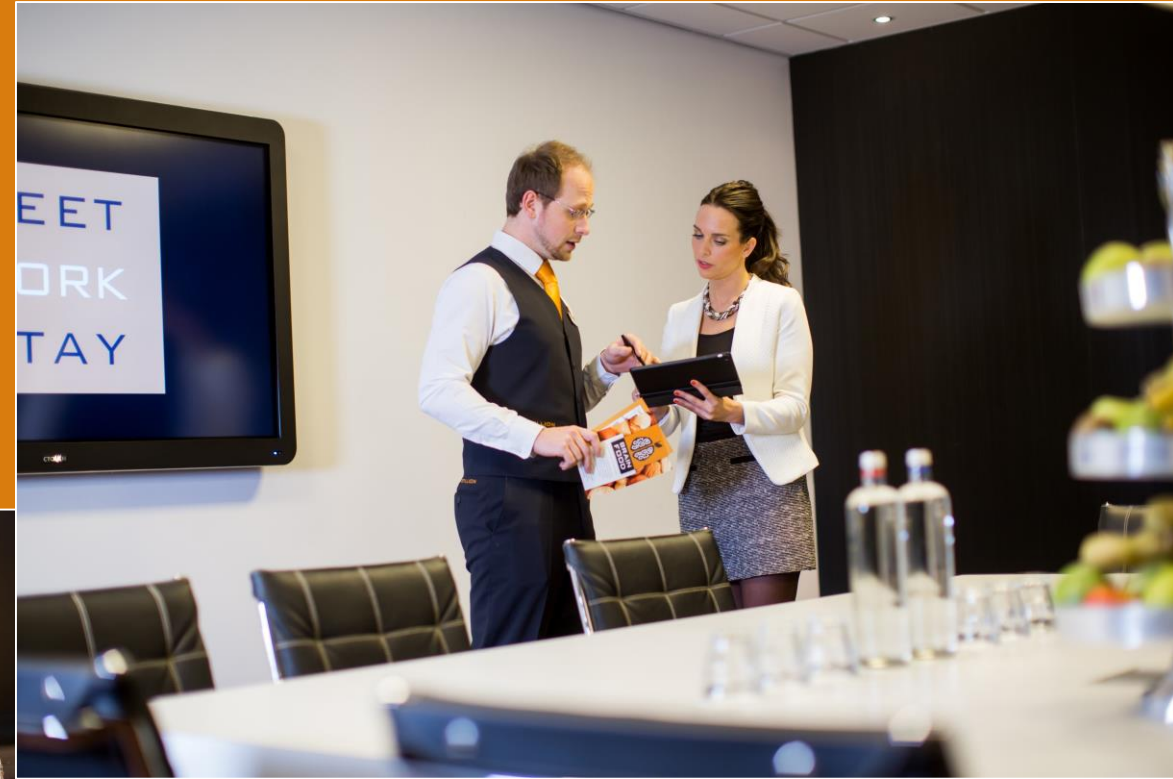
OFFERTE ACCEPTEREN





# The value of human capital

sincere hospitality



# Postillion Hotels

## It is actually a no brainer!

POSTILLION  
HOTELS