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

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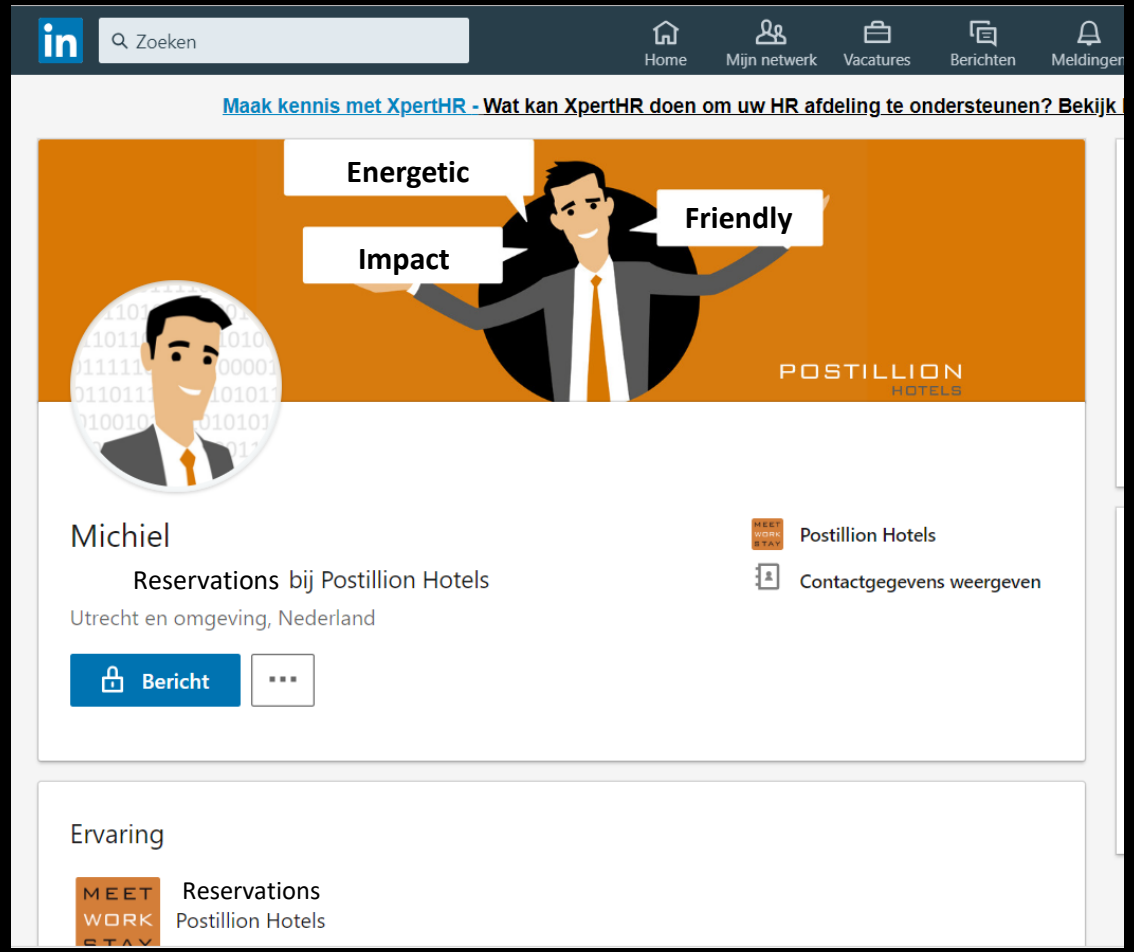
Meet Michiel



Meet Michiel

Assistant

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.

Leeftijd

30 jaar

Geslacht

Man

Welstandsklasse

1,5x modaal inkomen

Opleidingsniveau

Hoge hotelschool (HBO)

Archetype

1. Wijsgeer
2. Beschermer
3. Heerser

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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

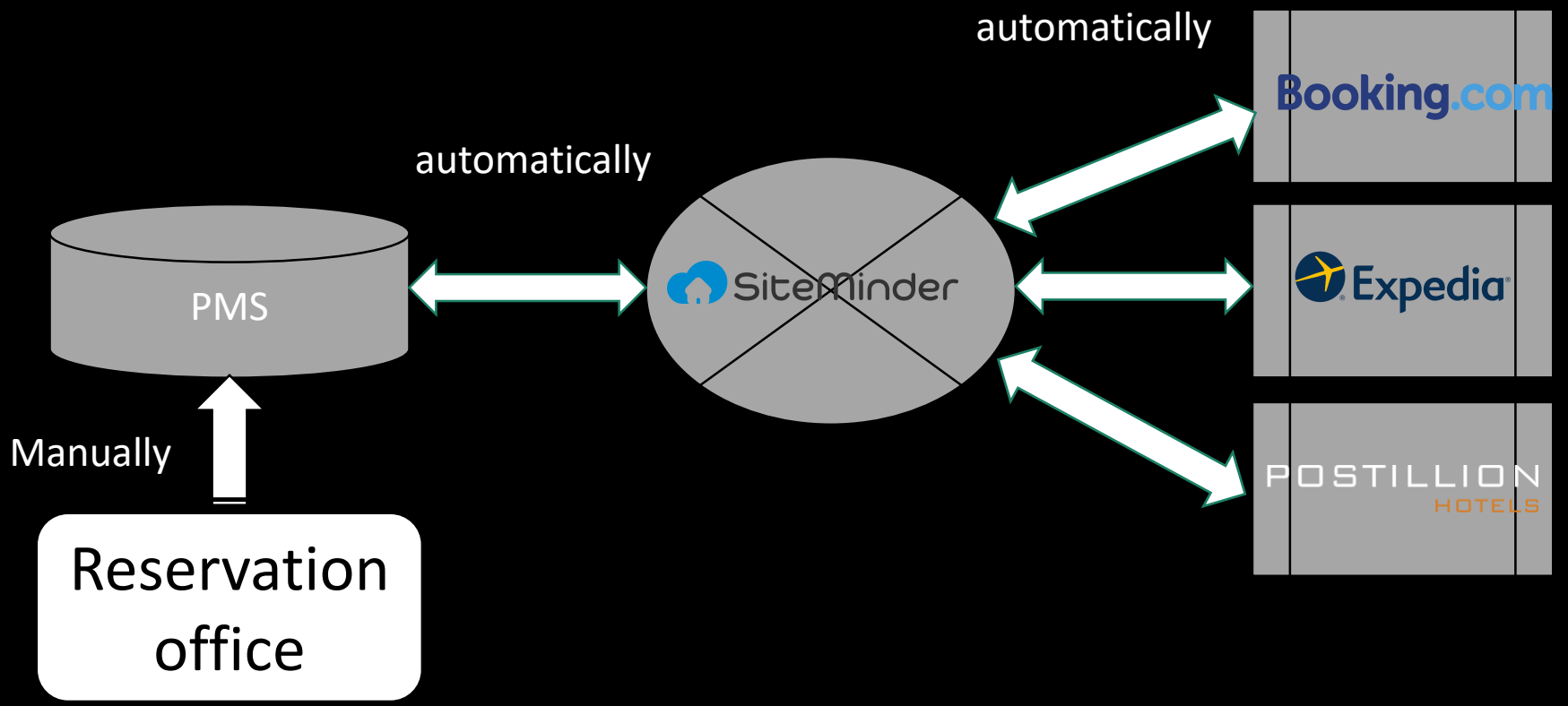
Selfservice check-in

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

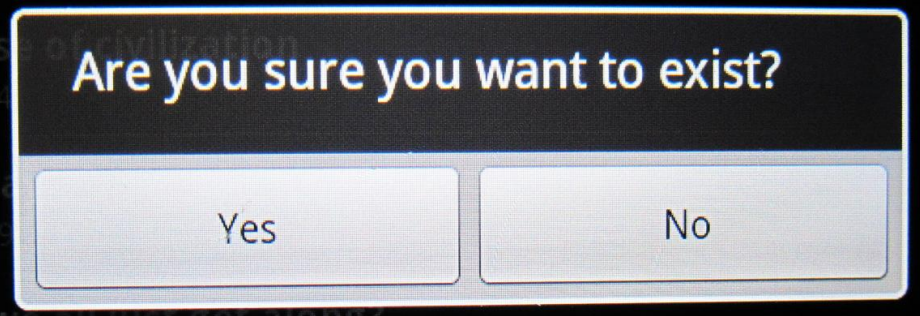
Problem statement

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

Google ventures

4

prototype

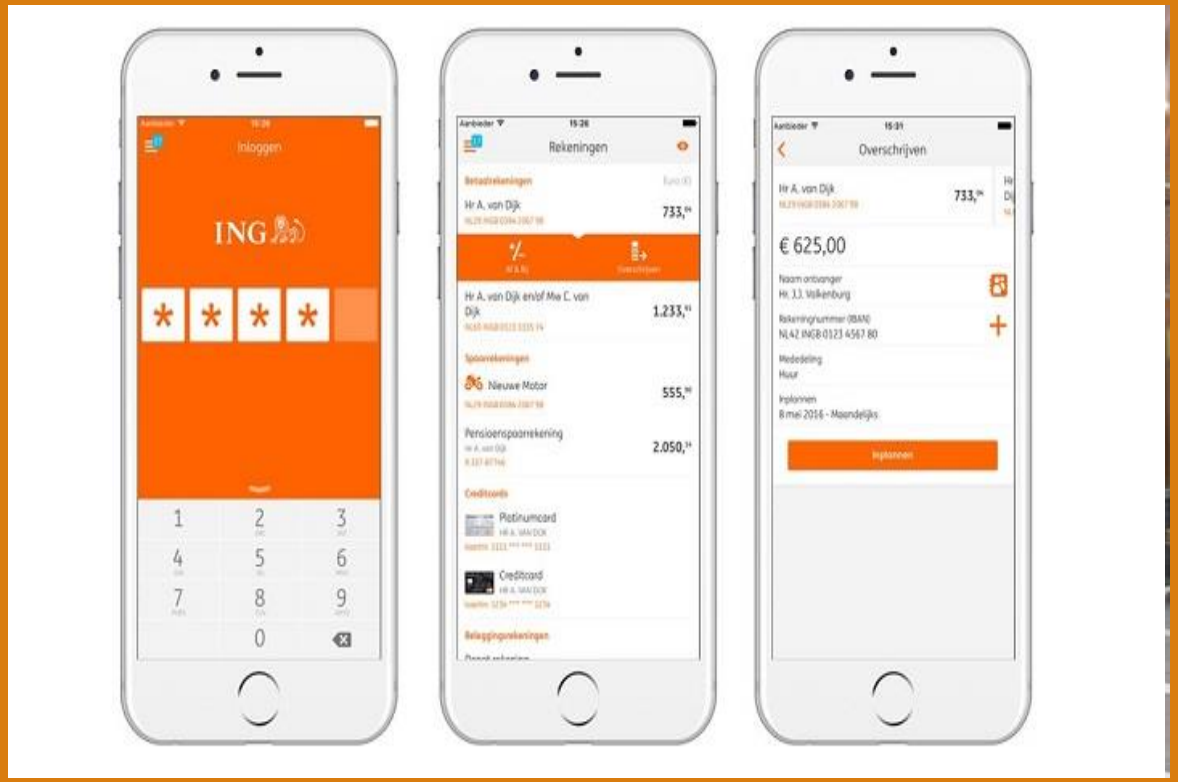
- build something quick and dirty to show to users
- focus on usability not making it beautiful

5

validate

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

We’ve got inspired



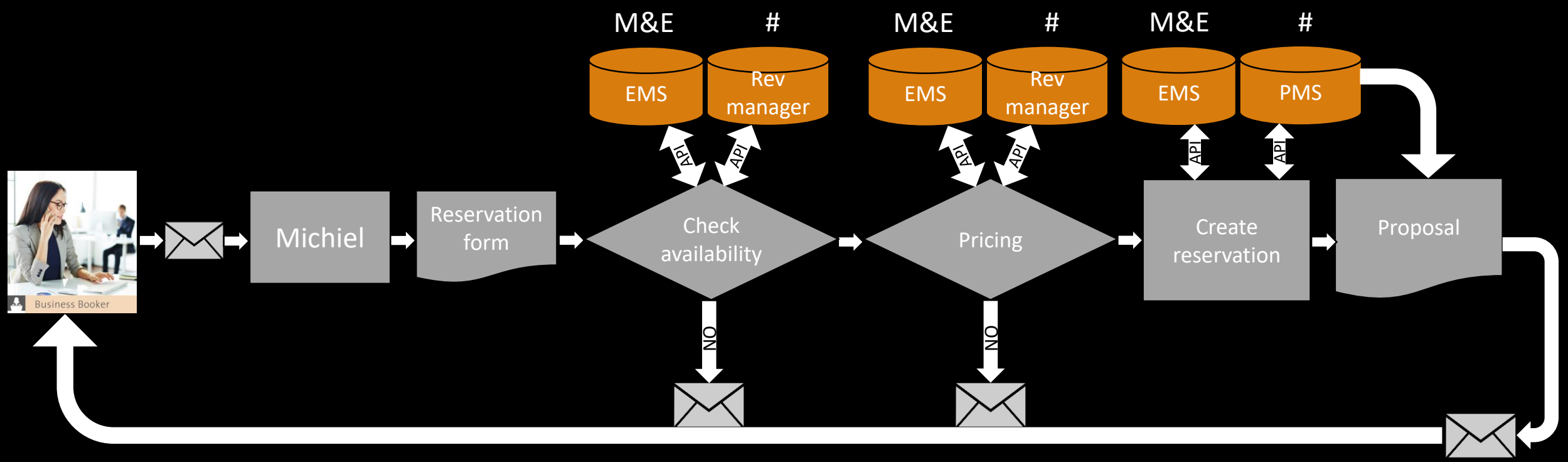
We’ve got inspired

Translation earpiece

Automatic Salad Bar

And so the idea of Michiel was created

Prototype Michiel – an AI solution



Michiel – an AI employee

Michiel an employee - not a system

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Voornamen:
Michiel

Geslacht:
M

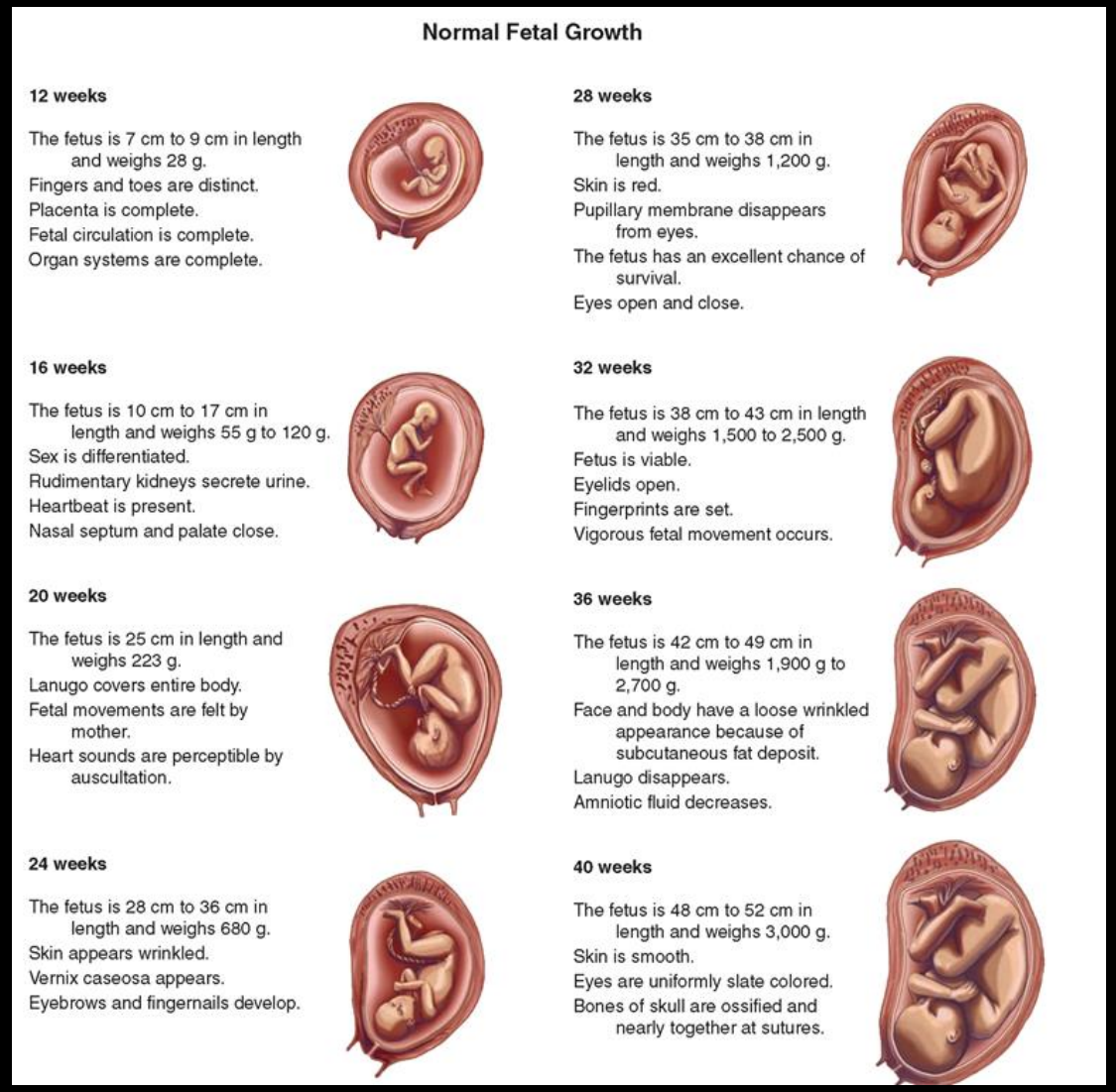
Nationaliteit:
Nederlandse

Geboortedatum:
24 sep 2018

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

Development of Michiel

scrum methodology



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

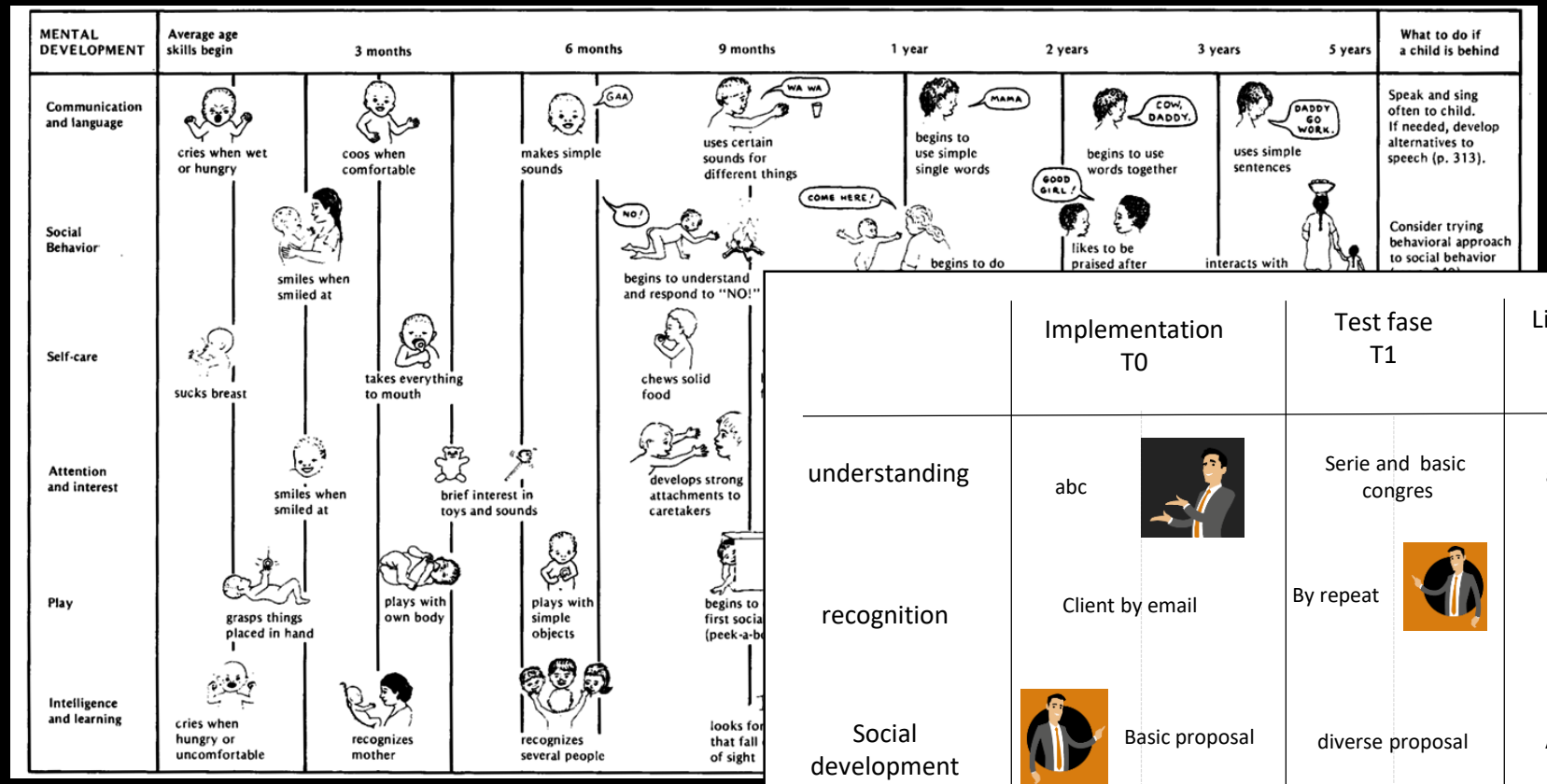
Epic – email analysis:
- Tag ABC
- Tag Training
- Tag adjustment

Epic – create reservation
- API with EMS
- API with PMS

Epic Revenu rules
- API rev manager
- Algortime knock-out

Education of Michiel

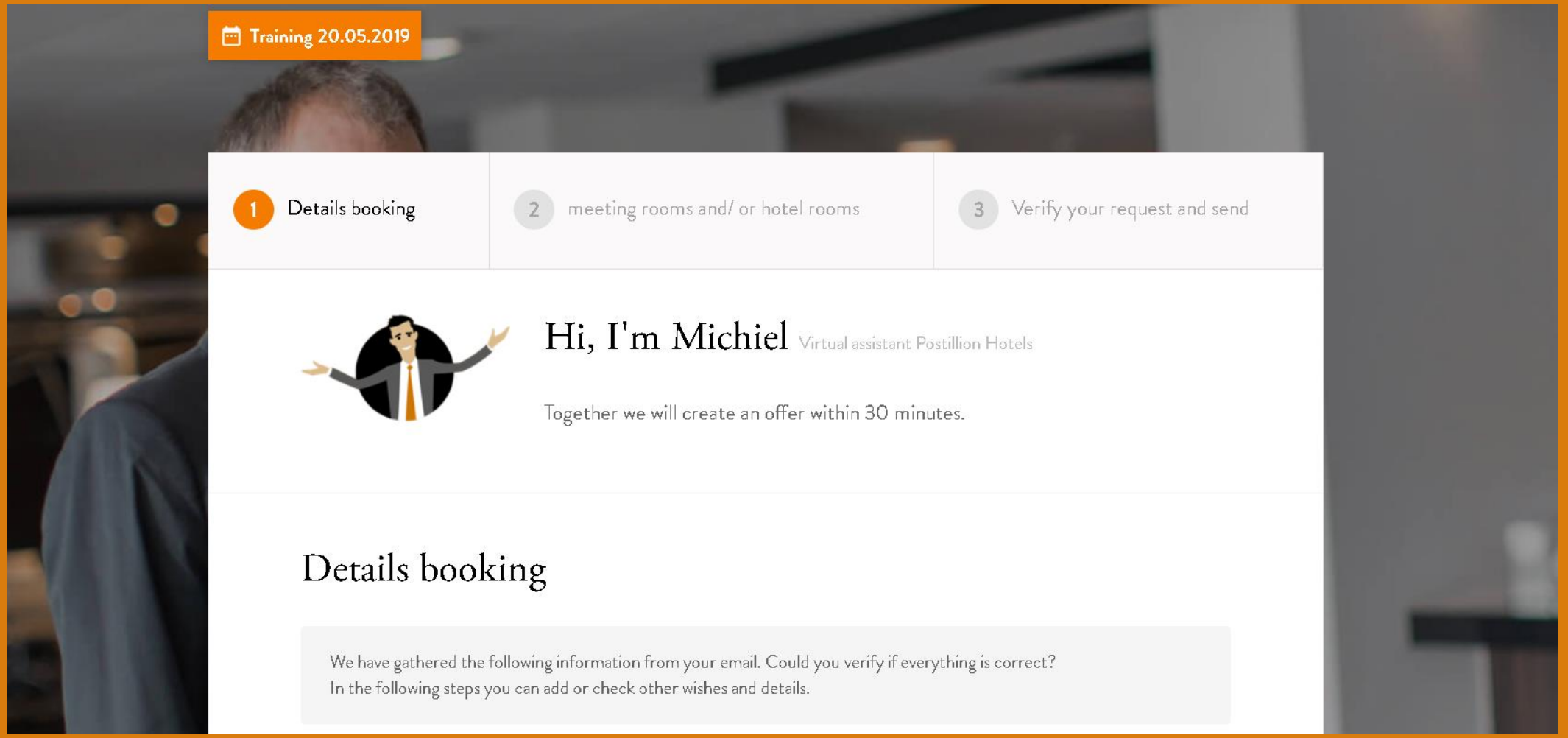
scrum methodology



	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	Additional items	AV items		Complex congres

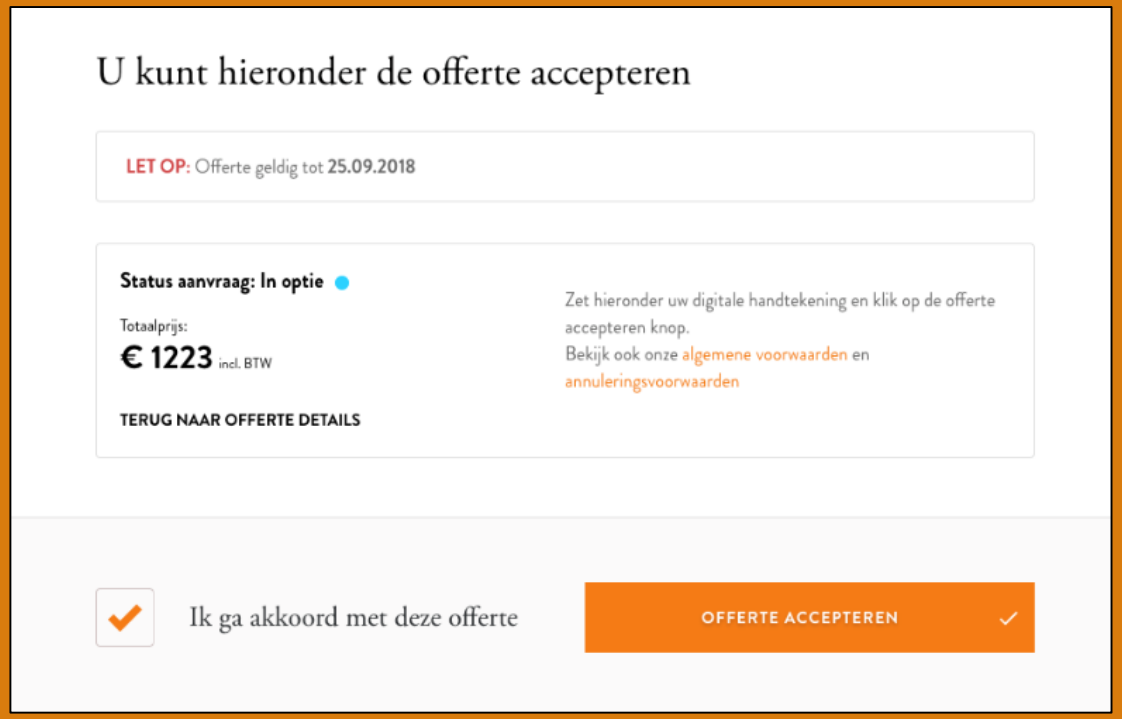
Impact Michiel

customer UX



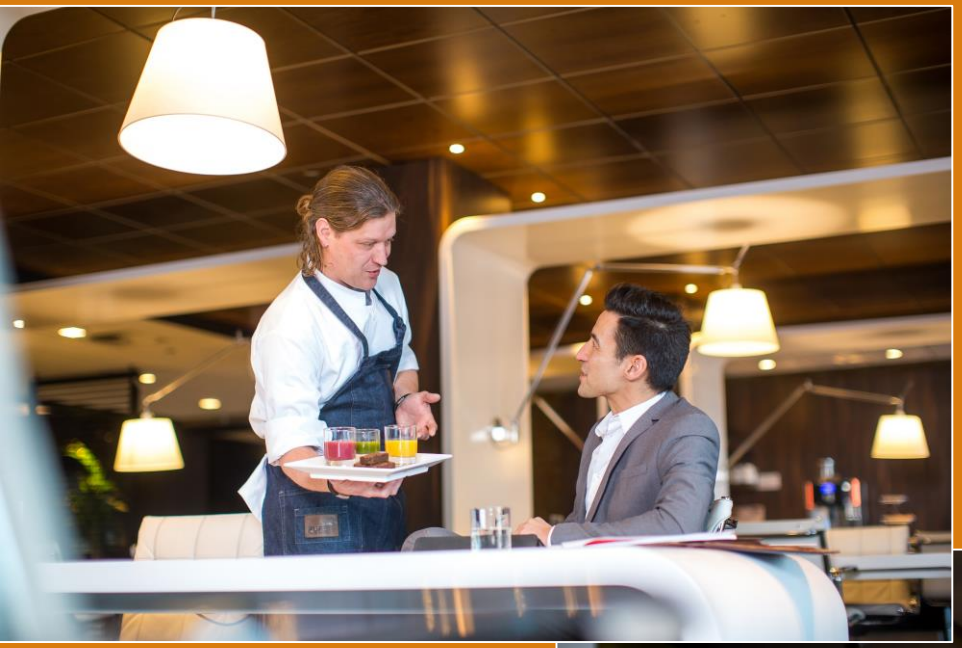
Impact Michiel

Postillion result



The value of human capital

sincere hospitality



Postillion Hotels
It is actually a no brainer!

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