

CASE STUDY

How a Luxury Resort Automated 90% of Facebook Messenger Chats with AI Connect

Overview

A luxury resort known for exceptional guest service wanted to deliver the same experience online. With thousands of chats coming in through its website chatbot and Facebook Messenger, the team needed a better way to manage conversations efficiently.

The Challenge

- ChatGPT initially relied on general website data, lacking resort-specific knowledge
- Repetitive questions slowed response times and reduced efficiency
- Simple inquiries were often routed to live agents, creating unnecessary workload
- Guests faced longer wait times for answers



The Solution

Calibrate Analytics implemented AI Connect, training the resort's ChatGPT instance on website content, FAQs, and brand guidelines to make it smarter and more accurate.

The resort's Facebook Messenger now answers common questions instantly while maintaining accuracy and brand tone. Guests can still type "agent" anytime for live support.

The Results

90% of chats
resolved without
agent requests



Accurate, on-brand messaging in every reply



Faster response times and shorter customer queues



Agents have more time for guest interaction