

# The Chocolate on the Pillow Group transforms Hotel Self Check-In with individual Avatar

THE  
CHOCOLATE ON  
THE PILLOW  
GROUP





# ABOUT COTP

Chocolate on the Pillow Group is a **multi-brand hotel operator** acting in the **DACH region** (Germany, Austria and Switzerland). The company operates a **variety of hotels in strategically favorable locations** and has a broad brand portfolio comprising various concepts.

Like many other hotels, the COTP Group is also facing the major challenge of **shortage of skilled staff**. While the growth of the industry leads to an increasing demand for qualified employees, the **lack of young talents** causes gaps and staff shortages. **Shift work hours**, including **weekend and holiday work**, also make professions in the industry unattractive.

By using efficient services and digitally optimized processes, COTP Group ensures profitable operation of their hotels and **high employee satisfaction**. With their digital mindset, they are always looking for new solutions and have decided to **use virtual Avatars**.







## THE SOLUTION

The Avatar with its chosen name "Fritz" enriches and transforms the guest check-in experience at the **GHOTEL hotel & living in Bochum (162 rooms)** since June 2023. The artificial character offers guests an **innovative, efficient and very friendly check-in experience**. Since October 2023, guests are also doing their check-in with the Avatar at the **GHOTEL hotel & living in Würzburg (204 rooms)**.

The charismatic Avatar **revolutionizes the check-in process** and carries it out charmingly and sympathetically in just **about 3 minutes via touchscreen**. In this way, the Avatar provides essential on-site assistance, while the **reception staff have more time to fulfill the role of host** and provide support during the process.

In addition, guests have the possibility to do a **pre-check-in from home** with the help of the Avatar, which **reduces** the duration of the **key card issuance upon arrival to 1 minute** on site.



# THE RESULTS

The software Plural.io, developed by Humanizing Technologies, is linked to the hotel process management system, called MEWS, and **enables the avatar to retrieve individual booking information, display invoice details, process payments via credit card terminals, encode room cards** and thus **perform a full check-in**.

## 24/7 availability of Avatars

Reduces the workload on staff and available resources

## Relieving workload of employees

from tedious and repetitive tasks

## Reduction of waiting times

of the guests through the parallel use of several check-in terminals

## Reduction of the check-in duration to 3 minutes

reduction to 1 minute due to pre-check-in before arrival

## Multilingualism in 20+ languages

solves language barriers and enables fast switching between different languages

## Increase guest & employee satisfaction

through efficient process automation



# FUTURE

"The goal of this in-house development was to create a digital check-in solution that is engaging and fun for guests, yet efficient, and at the same time redefine the role of our front office managers. We are proud to say that we, as The Chocolate on the Pillow Group, developed with our partners within a short period of time a system that does not yet exist in the industry. Fritz **improves the customer journey** and at the same time the **daily life of our employees** with a **clearer focus on the guest.**"

Erik Florvaag  
CEO, The Chocolate on the Pillow Group







## ABOUT HUMANIZING TECHNOLOGIES

Based on many years of experience with social robots, we are a **forward-thinking solution provider** in the field of **(digital) AI Avatars**. Working with robots has taught us that the growing **need for automated workflows**, due to a lack of manpower, are **necessary to maintain a business operation**. Our goal has always been to bring about a positive contribution to society with our solutions and our daily actions.

Since (physical) robots are expensive, high maintenance and have limited scalability, we have developed **Interactive Avatars** ("robots in screens") to provide **a scalable answer for gaps in operations and customer services**.

We are driven by our enthusiasm for technology and the future, which makes us confident that we will always find the right answers to tomorrow's challenges. Gladly with you.

For more information, you are welcome to visit our websites **plural.io** and **humanizing.com** or follow us on LinkedIn.

