



LIVE RECEPTION - CASE STUDY

How Live Reception Helps Hospitality Brands Boost Bookings, Reduce Drop-Offs, and Deliver a Seamless Guest Experience.

Introduction

In hospitality, timing is everything.

High-intent guests land on your website wanting to book, check availability, or solve an issue. **When help isn't instant, they leave.**

Live Reception changes that.



The Problem

- 60% of booking attempts drop due to slow or impersonal support
- Live chat is too slow
- Call centers overloaded
- Chatbots lack empathy
- Guests expect real-time answers, especially on mobile



THE SOLUTION – INSTANT HUMAN CONNECTION

Live Reception connects website visitors with a real hospitality-trained agent in seconds – no downloads, no apps.



The image shows a screenshot of the SBG website. At the top, there is a navigation bar with links for Home, About Us, Services, Industries, Careers, Blog, and a yellow 'Get in Touch' button. The main header features the text 'Outsource With SBG' and 'Scalable European Sales & Customer Support Teams'. Below this, a sub-header reads: 'Multilingual. On-demand. Built for conversion. We help global companies streamline sales and customer experience through nearshore BPO teams based in Europe.' A yellow 'Schedule A Free Call' button is located on the left. On the right, there is a section titled 'Solutions Designed To Grow Your Business - Without Growing Your Headcount'. Below this, a sub-section says: 'Browse through our wide range of business process outsourcing services, tailored to support companies of every size and stage.' At the bottom right, there is a graphic showing three mobile device screens: one with a woman named 'Emilija', one with a man named 'Nick', and one with an 'AI Agent'. The website URL 'livereception.com' is visible at the bottom of the graphic.

What Agents Can Handle

- **BOOKING GUIDANCE**
- **PRICING & AVAILABILITY QUESTIONS**
- **UPSELLING ROOMS & UPGRADES**
- **PRE-ARRIVAL QUESTIONS**
- **SUPPORT FOR BOOKING APPS**
- **DIGITAL CHECK-IN / CHECK-OUT ASSISTANCE**
- **LOYALTY PROGRAM HELP**
- **PAYMENT & INVOICE SUPPORT**



KEY OUTCOMES FOR HOSPITALITY CLIENTS

- Up to 34% increase in direct bookings
- 40% fewer abandoned reservations
- Faster pre-arrival question resolution
- Higher guest satisfaction
- Increased upsell revenue
- Reduced load on front desk teams

18%
CONVERSION RATE



CASE EXAMPLE

30-DAY IMPACT FOR A EUROPEAN BOUTIQUE HOTEL GROUP

- Handling time reduced by 28%
- Direct booking revenue increased
- Guests described the brand as “more personal and present”
- Booking app support solved instantly
- Use a before/after chart or timeline.



When this boutique hotel group added [Live Reception](#) to their booking page and guest portal, the goal was simple: reduce friction during the booking process and offer guests real support at the moment they need it most.

Here's how the improvement happened step by step:

Before Live Reception:

Visitors who had questions about pricing, rooms, availability, or check-in instructions had to rely on a slow live chat or email support queue. Many gave up mid-booking, especially on mobile, where switching channels felt frustrating. Technical issues with the booking app (password resets, payment errors, login problems) generated dozens of unnecessary calls to the front desk every day.

After Live Reception:

Live Reception instantly connected high-intent visitors with a real hospitality agent through video, directly on the website or inside the booking app flow.

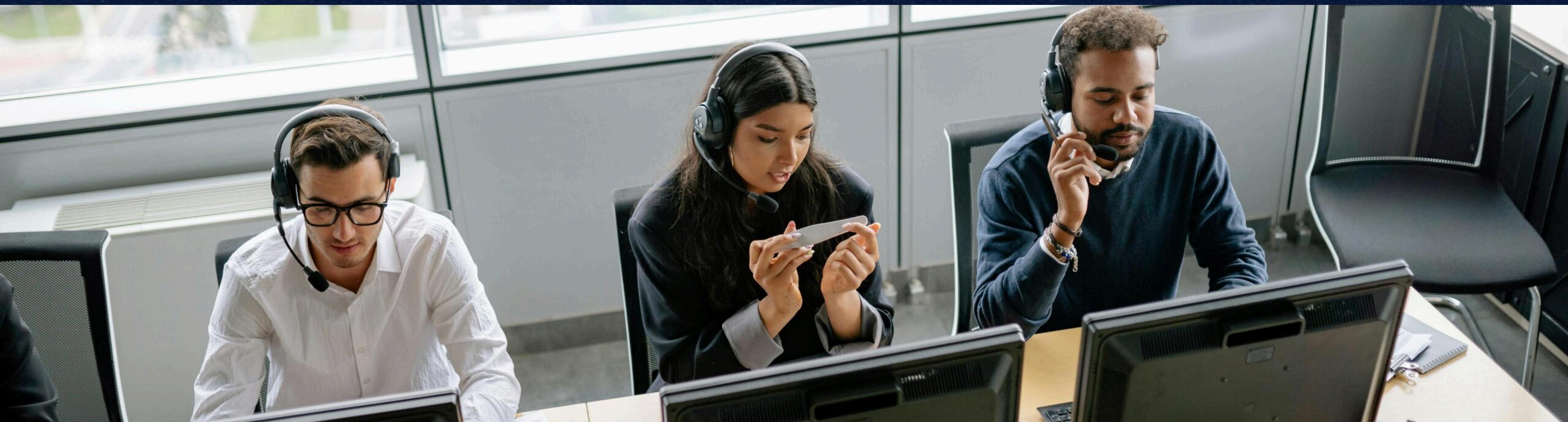
This removed friction at the exact points where guests typically abandoned the process.

WHY IT WORKS

- Human-first experience
- Instant response
- No scripts, natural conversation
- Solves real problems in real time
- Improves trust & reduces friction

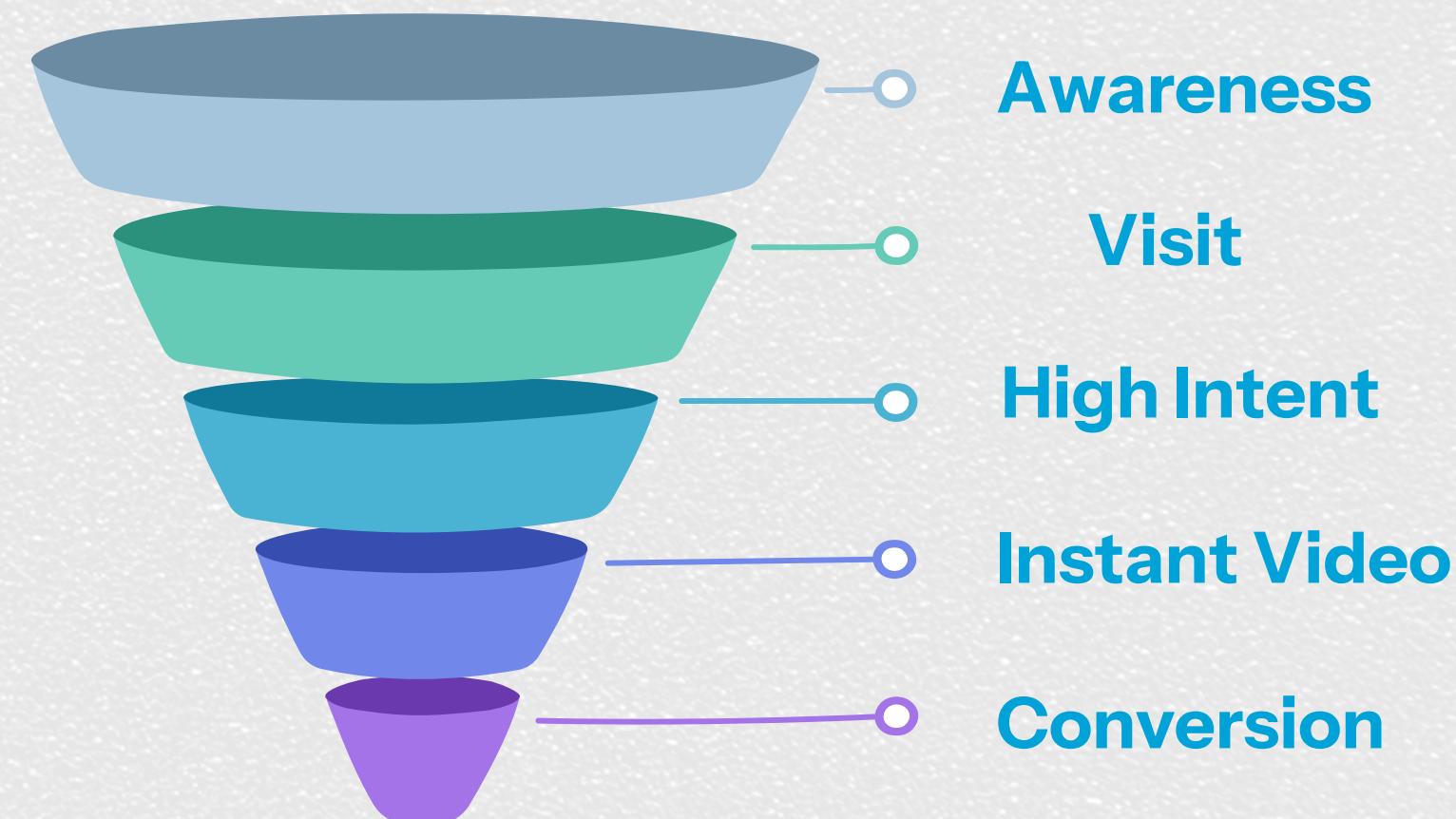


LIVE Reception



HOW LIVE RECEPTION FITS INTO YOUR BOOKING FUNNEL

Funnel visualization



Live Reception helps hospitality brands convert high-intent visitors into confirmed guests by being present at the exact moment they need help.



THANK YOU

Learn more at Silver Bell Group – Live Reception.

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