

Automate or Die

Warum Automatisierung überlebensnotwendig wird

Felix Undeutsch
www.hivr.ai

Photo: Miguel Claro



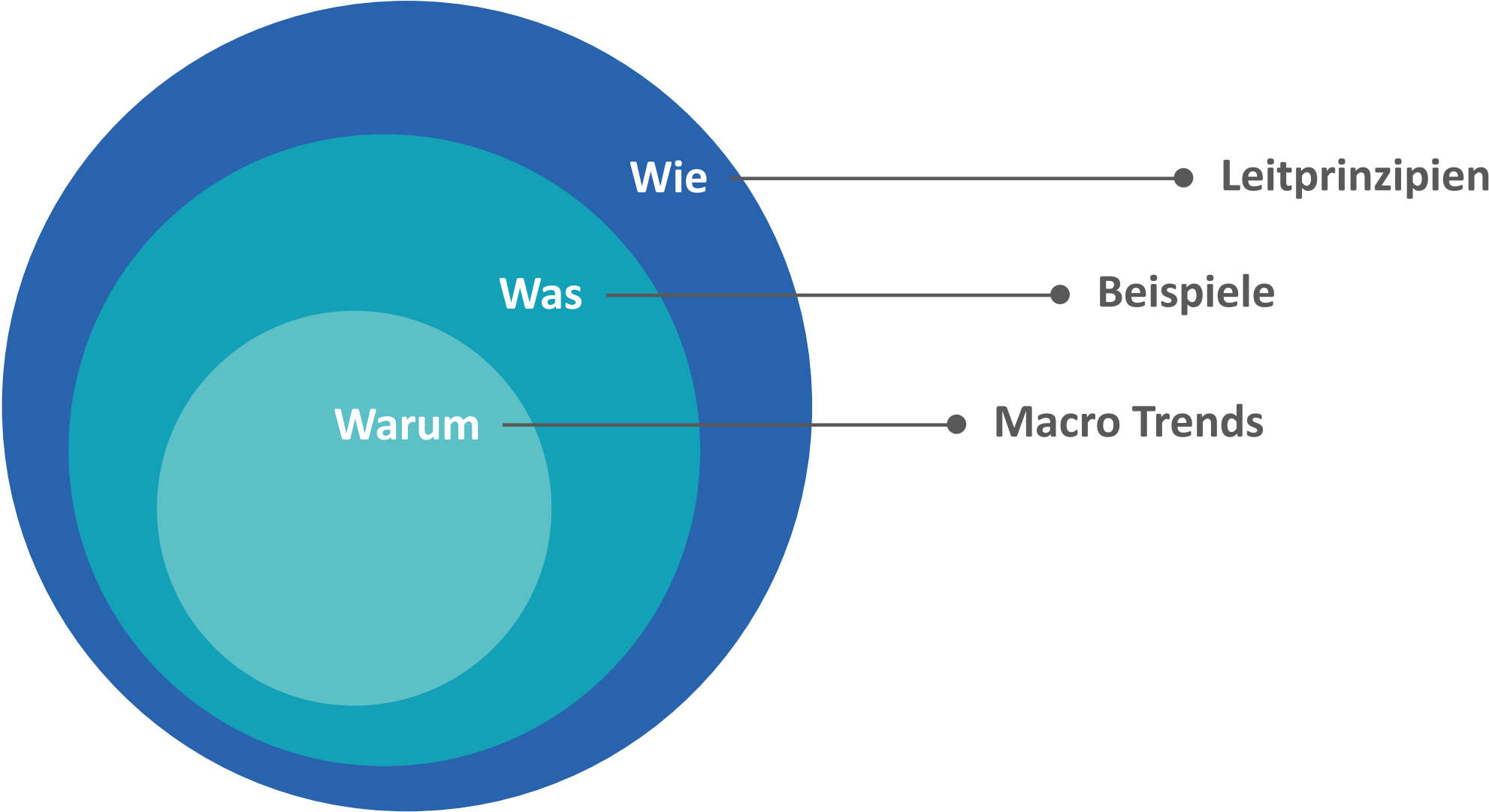
Miguel Claro

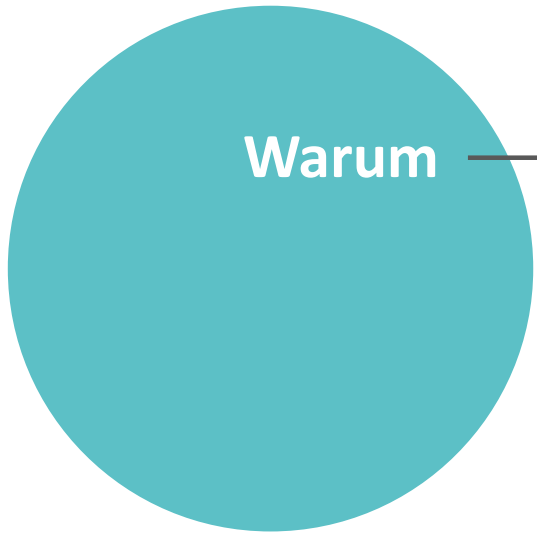










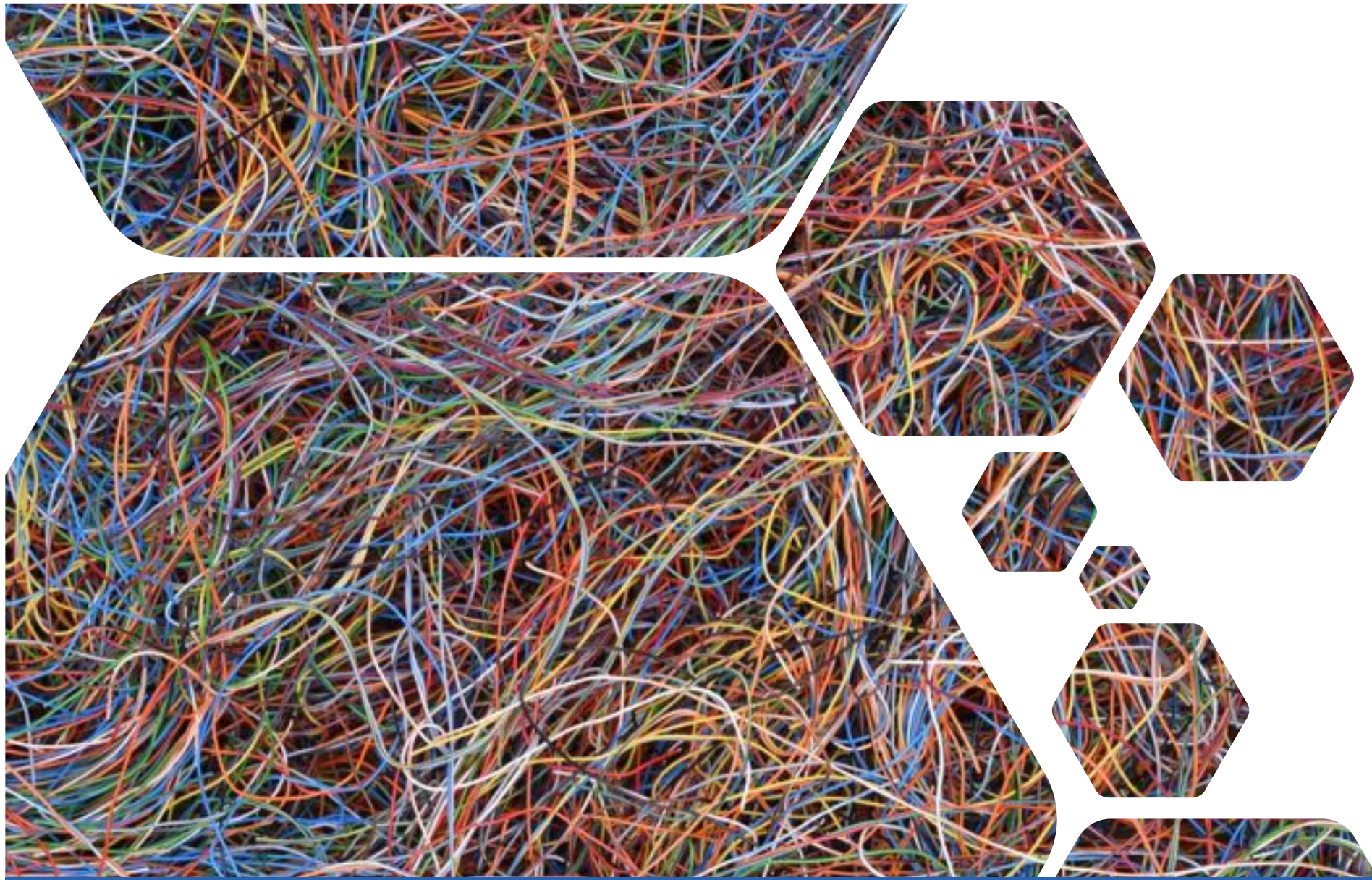


Warum



● Macro Trends



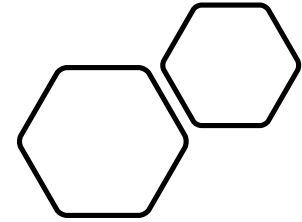


#1

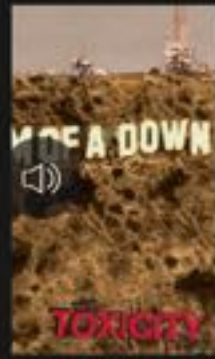
Photo: Kevin Perkins



#2



- Start
- Browse
- Radio
- BIBLIOTHEK
- Genau Deine Musik
- Zuletzt gehört
- Lieblingssongs
- Alben
- Künstler*innen
- Podcasts
- PLAYLISTS
- Peaceful Piano
- A Star Is Born Offic...
- Shallow – Spotify S...
- Piano
- Favorites
- Fly Shadow Fly
- Liked from Radio
- + Neue Playlist



own



Spotify Sessions (Live From Spotify, London)
Hozier



Favorites



Worakls



The Product
This is your I
podcast feat
Facebook, L

Zuletzt gehört



RY X



SCHWARZ



NACHT



Doppelleben

Continue Watching for Kids



Peppa Pig
S1, E3: Daddy Loses His Glasses / Gard...



Numberblocks
S1, E7: Five



Ben & Holly's Little Kingdom
S1, E25: The Elf Factory / Acorn Day



Fireman Sam
S8, E1: All at Sea

Watch It Again



Talking Animals



Continue Watching for Kids



New Releases

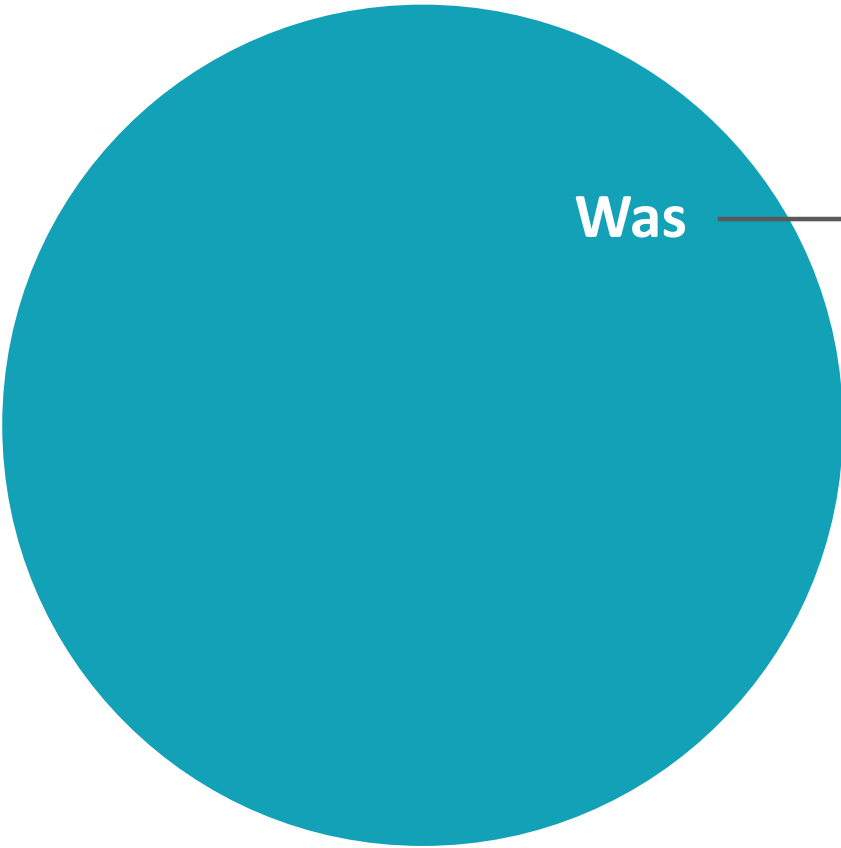


Creatures, Monsters & Mutants Films









Was



Beispiele



Beispiel #1



Over 21,000 holiday homes
across the UK and Europe



Over 31,000 self-catering
places to stay in the UK and
Europe



Over 3000 villas and
apartments across
60 destinations



Over 90 holiday resorts in 9
European countries



Over 43,000 holiday homes in
Europe





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Call us free until 4pm

DESTINATIONS

OUR VILLAS

DEALS & OFFERS

VILLA HOLIDAYS

TRUST & FLEXIBILITY

HELP & ADVICE

Villa Only

e.g. Destination, Property ID

7 nights, no date

2 Adults

SEARCH

Home > Help and Advice > Contact Us

Contact Us

Looking to book a holiday?

webenquiry@jamesvillas.co.uk

New travel agent holiday enquiries:

agencysales@jamesvillas.co.uk

Already booked and looking to make a change?

customeroperations@jamesvillas.co.uk

Returned from your holiday and want to contact us?

customerrelations@jamesvillas.co.uk

To contact the marketing department:

marketing@jamesvillas.co.uk

Have a fantastic villa that you would like to add to our programme?

contracts@jamesvillas.co.uk

For travel agent brochure requests please go to:

tradegate.co.uk

For travel agent enquiries not relating to a booking please email:

agentadmin@jamesvillas.co.uk

For website feedback please email:

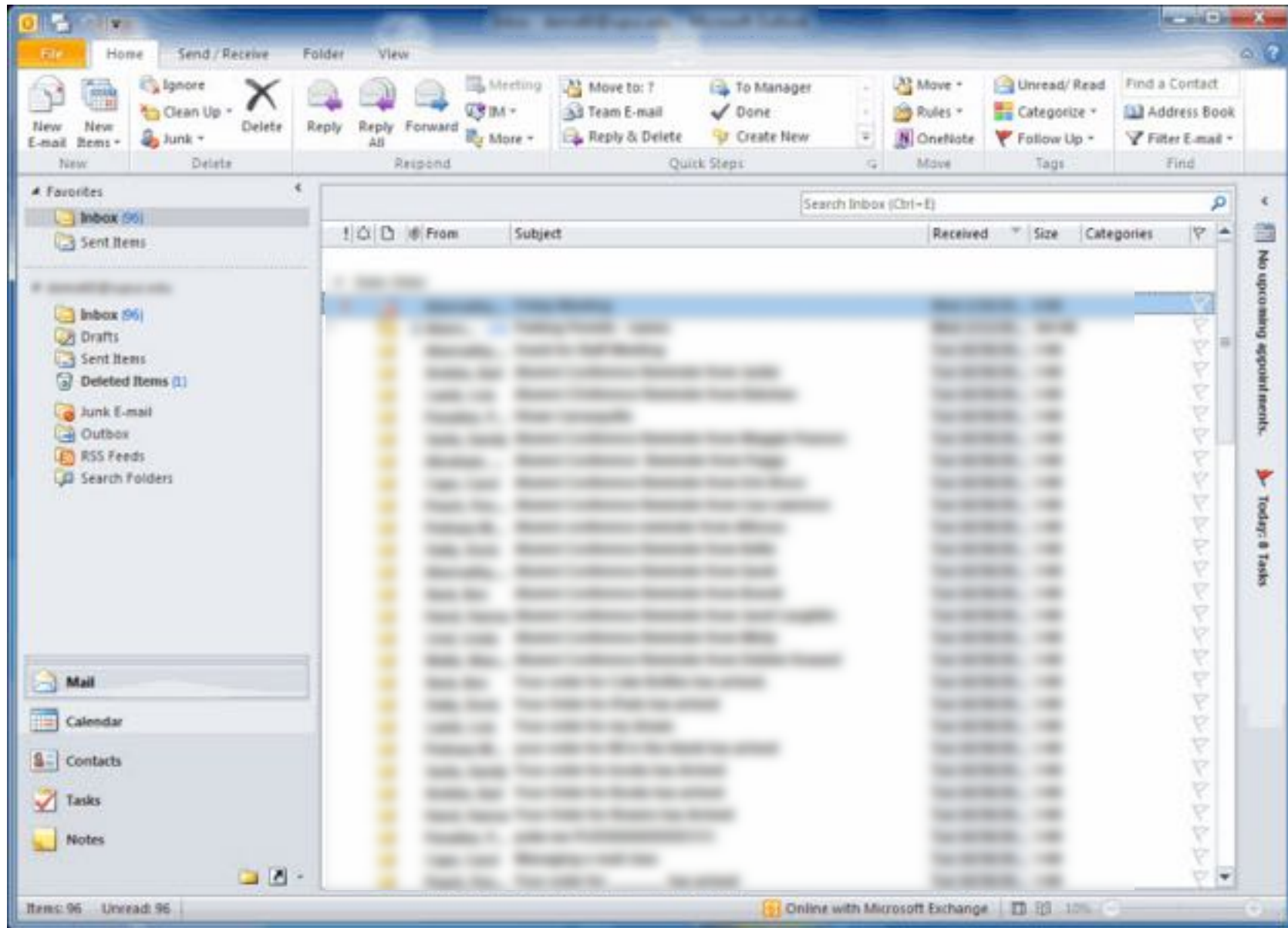
websitefeedback@jamesvillas.co.uk

Telephone

For Specific Enquiries

Please read our COVID travel advice page [here](#)







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7 nights, no date

2 Adults

SEARCH

Home > Help and Advice > Contact Us

Contact Us

Your email address

mrsmith@gmail.com

Do you have an active booking?

Yes

What stage of your holiday are you on?

I have returned from my holiday

Post Trip Request Type

I would like to make an enquiry about my trip

What part of your trip does this relate to?

Villa

Booking reference

For Specific Enquiries

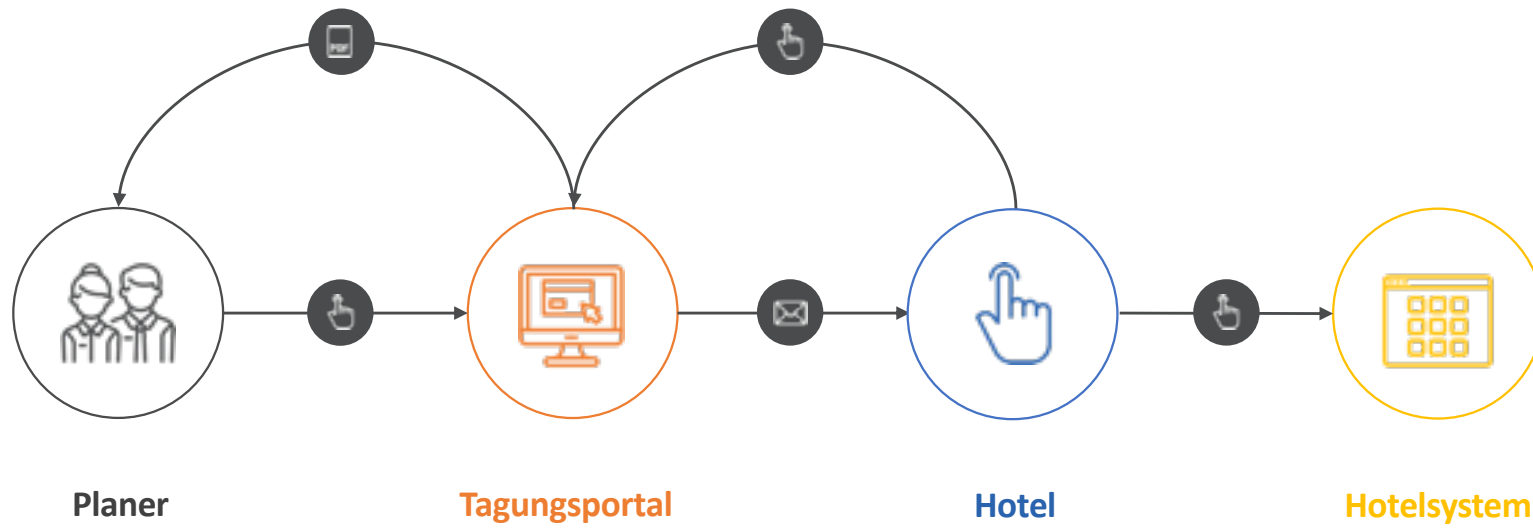
Please read our COVID travel advice page [here](#)

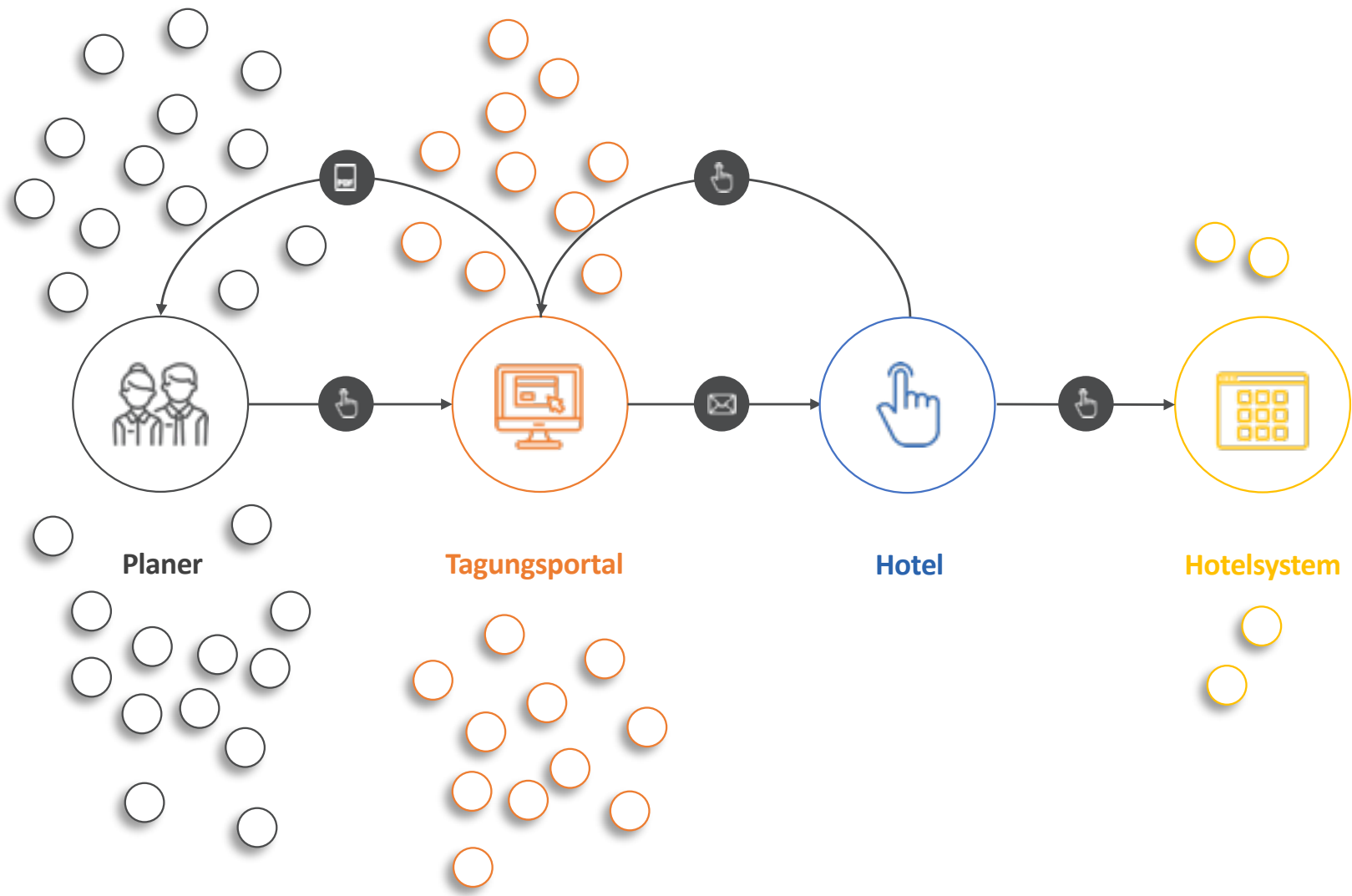


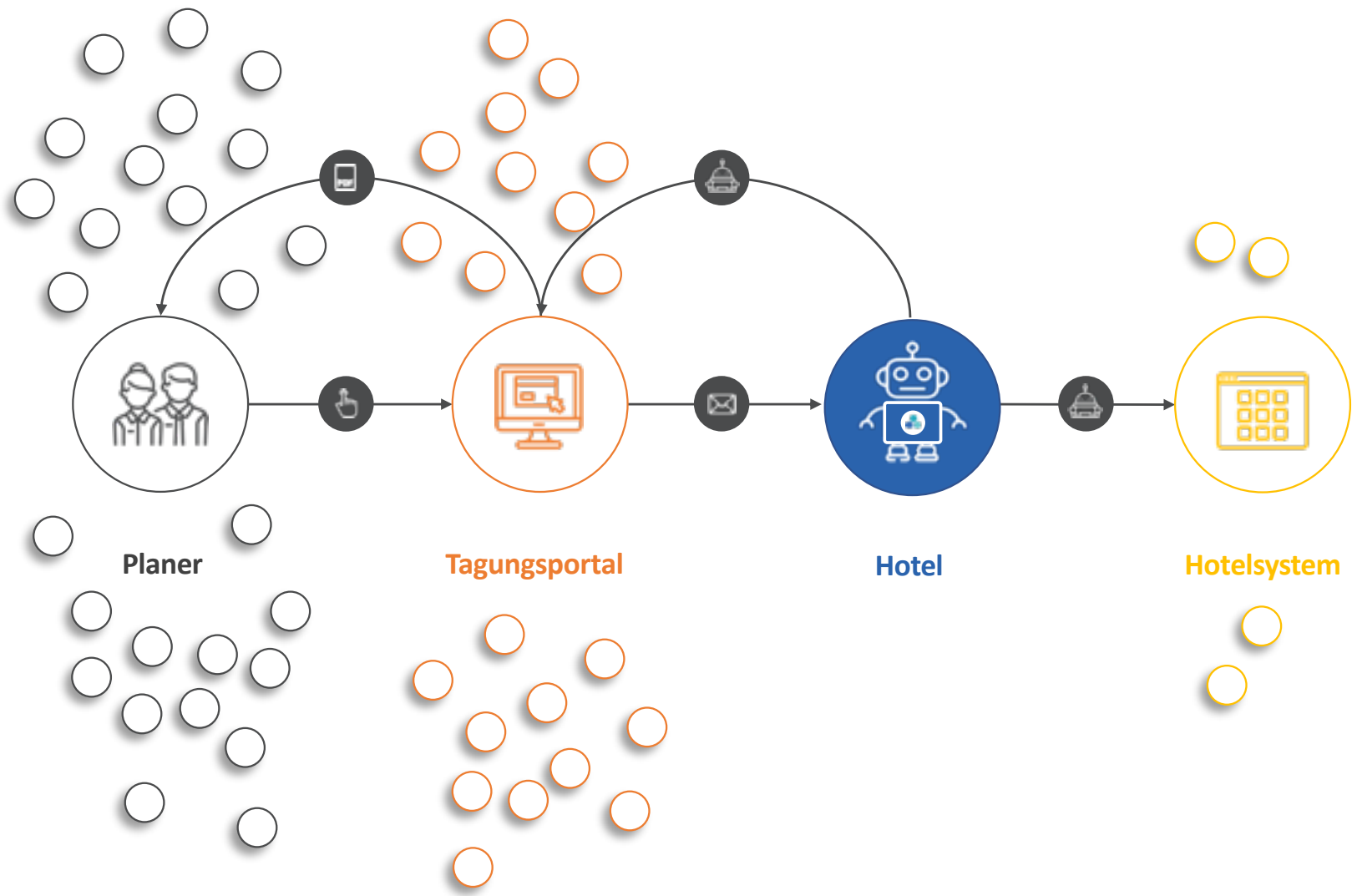
Beispiel #2

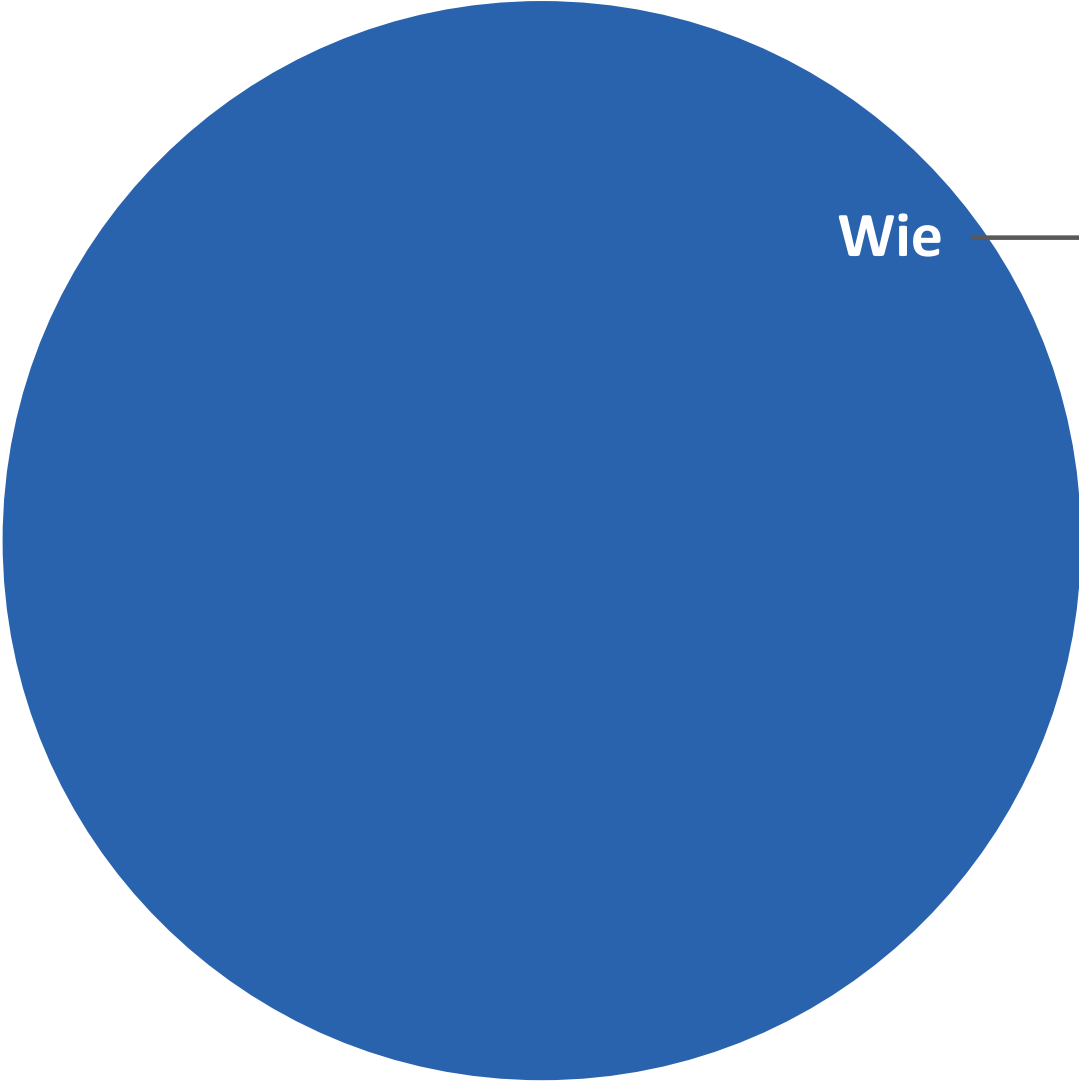
L!NDNER
HOTELS & RESORTS











Wie

● Leitprinzipien





Findet Euren Nordstern

#1

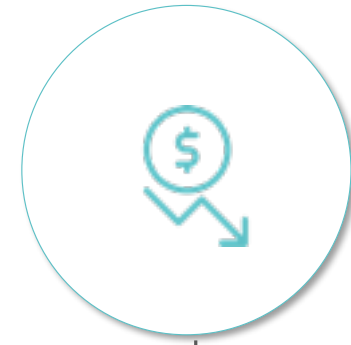
Photo: Miguel Claro



**Reduzierung der
Antwortzeiten**



**Steigerung der Angebots-
Conversion-Rate**



**Reduktion der
Distributionskosten**

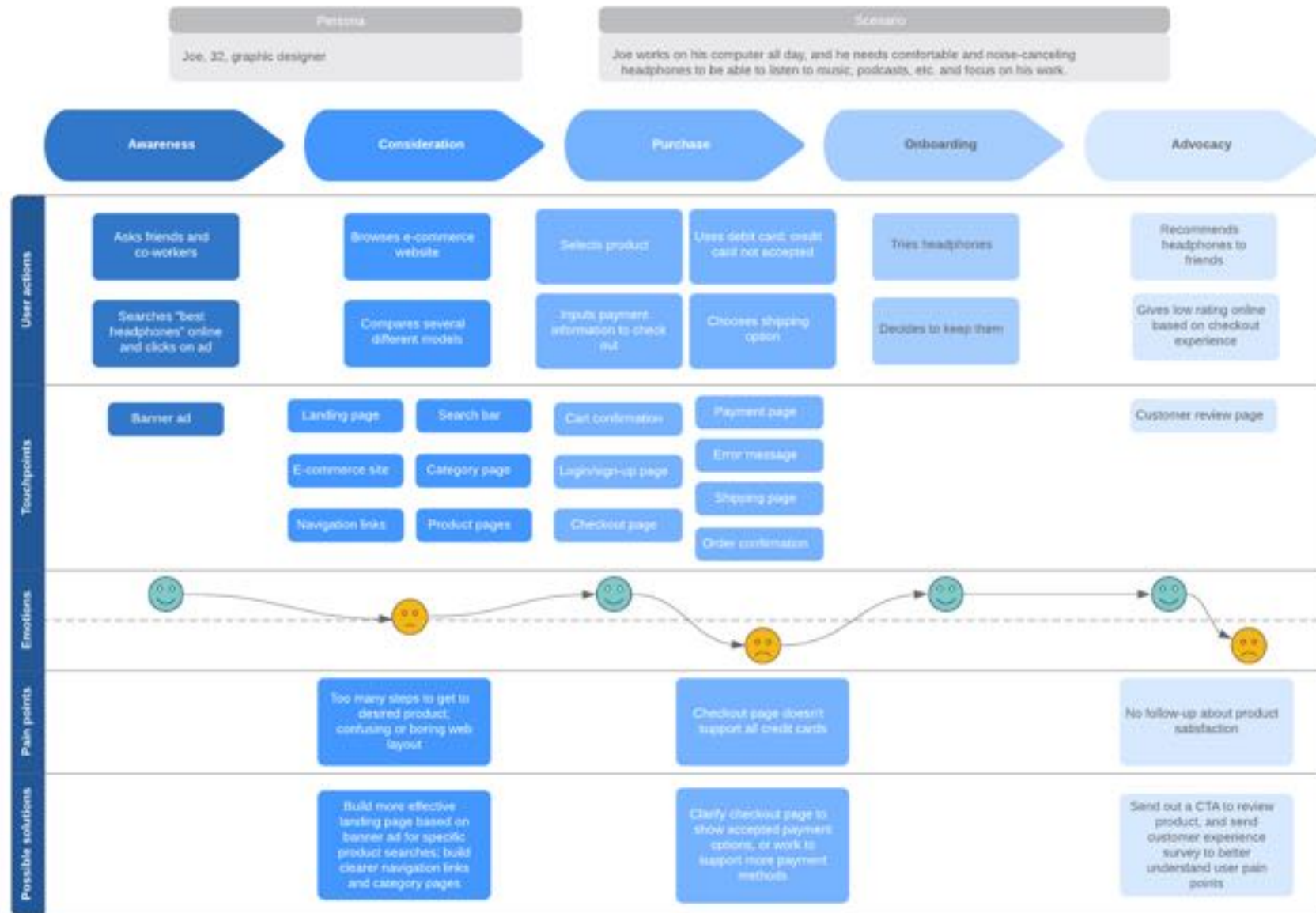




Fokus auf den Nutzer

#2

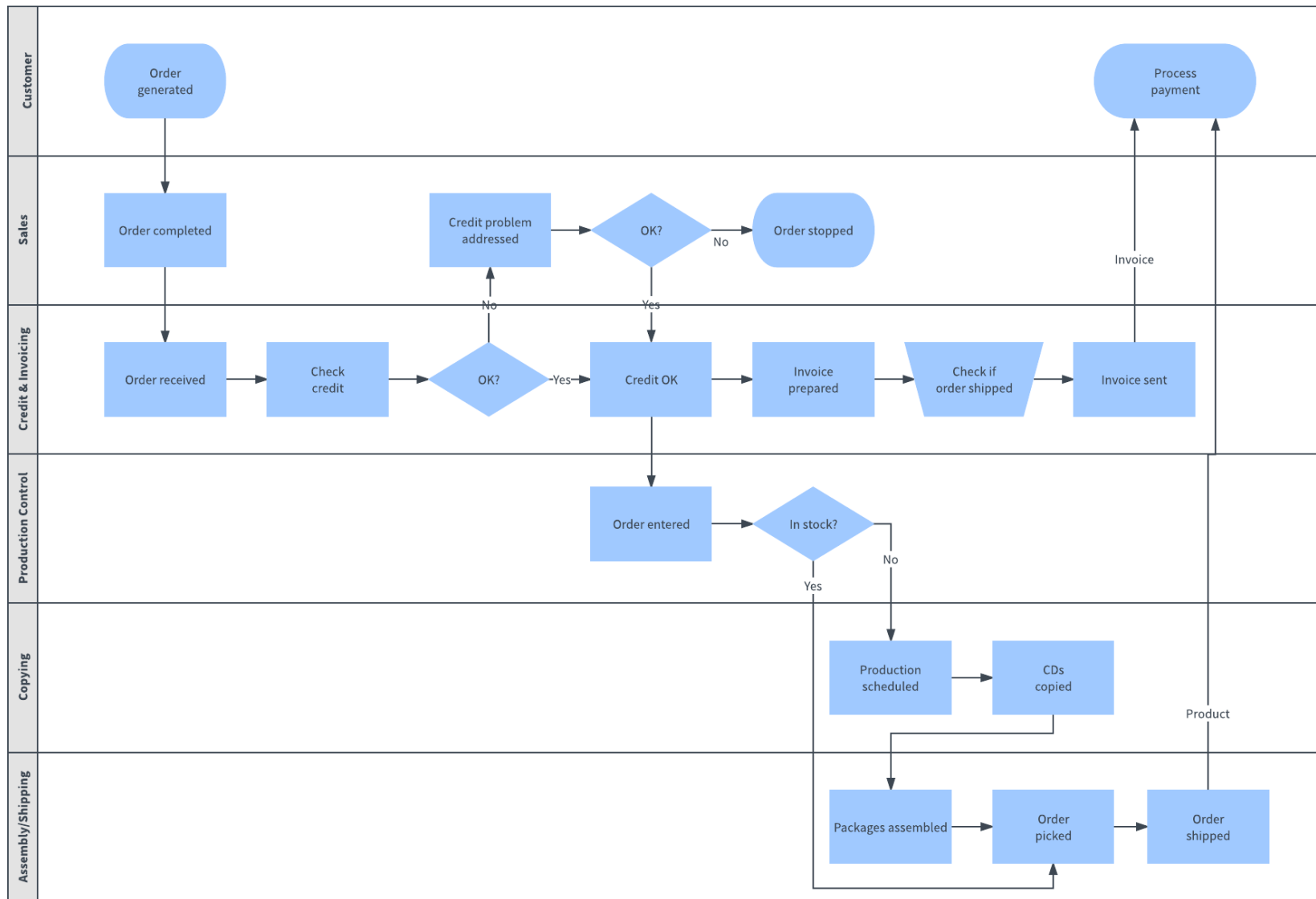




Credit:
www.lucidchart.com



Credit:
www.lucidchart.com





Verliebt Euch ins Problem

#3





Priorisiert

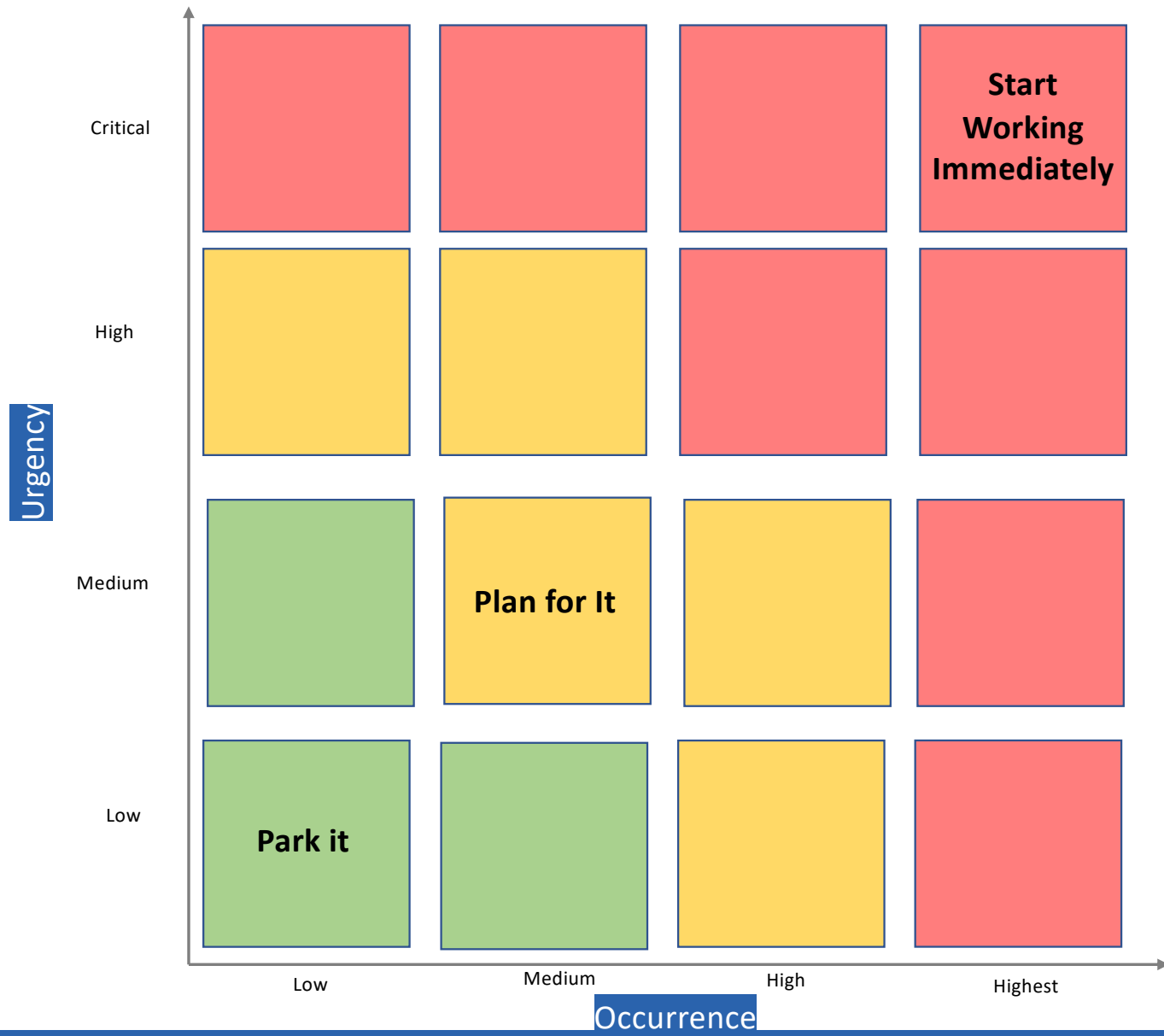
#4



Direction	Scenario
Inbound	Maintenance
Inbound	Damages/Breakages
Inbound	Electric, gas or water
Inbound	Facility
Inbound	Swimming pool
Inbound	Inventory
Inbound	Air conditioning
Inbound	Keys/Access to villa
Inbound	Health & Safety
Inbound	Cleanliness
Inbound	WI-FI
Inbound	Maid service
Inbound	Sat TV
Inbound	Insects / Animals
Inbound	Standard
Inbound	Safe
Inbound	Pool heating
Inbound	Damp
Inbound	Gardens / Grounds
Inbound	Building work
Inbound	Guest behaviour
Inbound	Extras not provided
Inbound	Alarm
Inbound	Management company / owner
Inbound	Description
Inbound	S&D/Good Will
Inbound	Welcome packs
Inbound	Burglary/Villa Theft
Inbound	Directions
Inbound	Transfer Service
Inbound	Accident - In villa

Occurance	Urgency	Issue Owner
Highest	Critical	Villa provider
Highest	Medium	Villa provider
Highest	Critical	Villa provider
Highest	Critical	Villa provider
Highest	Critical	Villa provider
Highest	High	Villa provider
High	Critical	Villa provider
High	Critical	Villa provider
High	High	Villa provider
High	Critical	Villa provider
High	Critical	Villa provider
High	High	Villa provider
High	Medium	Villa provider
Medium	High	Villa provider
Medium	High	Villa provider
Medium	High	Villa provider
Medium	Medium	Villa provider
Low	High	Villa provider
Low	Medium	Villa provider
Low	Medium	Shared
Low	Medium	Shared
Low	High	Shared
Low	Critical	Villa provider
Low	Medium	Villa provider
Low	Medium	JVH
Low	Low	JVH
Low	High	JVH
Low	Critical	Shared
Low	High	JVH
Low	Medium	Transport provider
Low	Critical	Shared



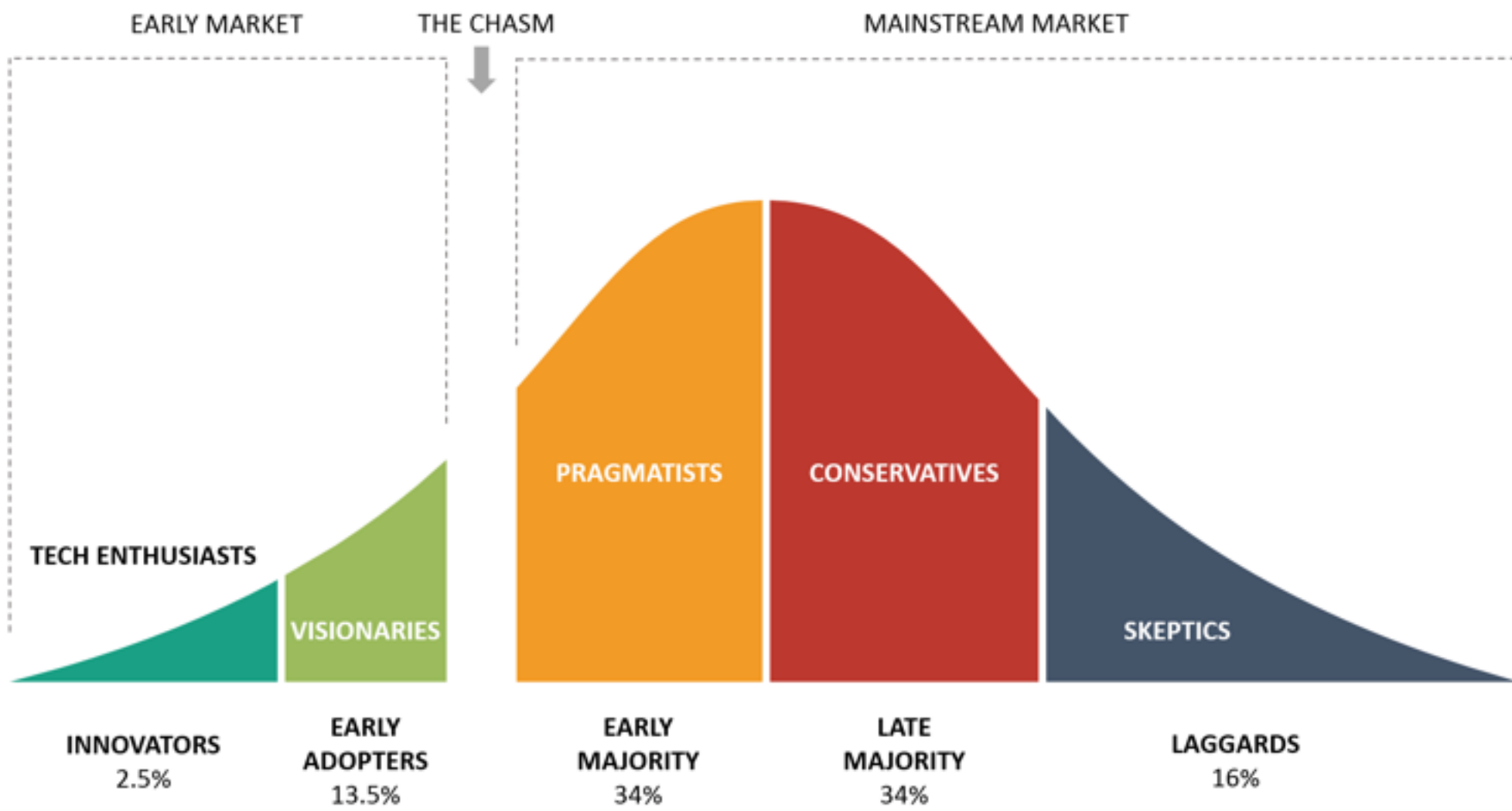


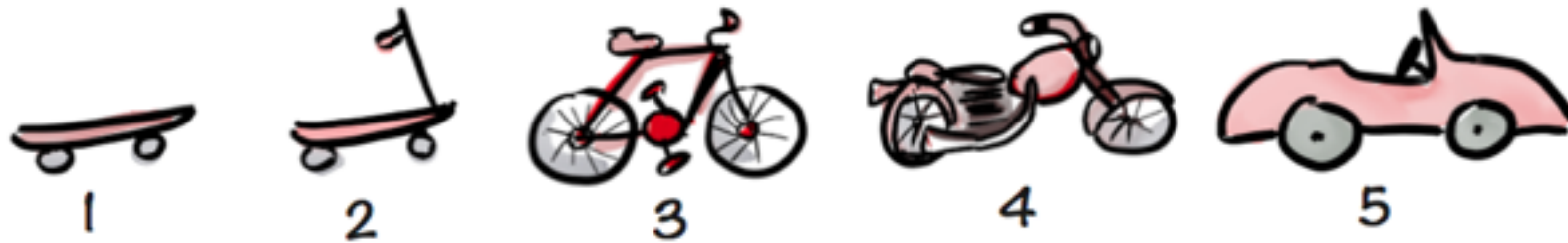


Co-Create

#5



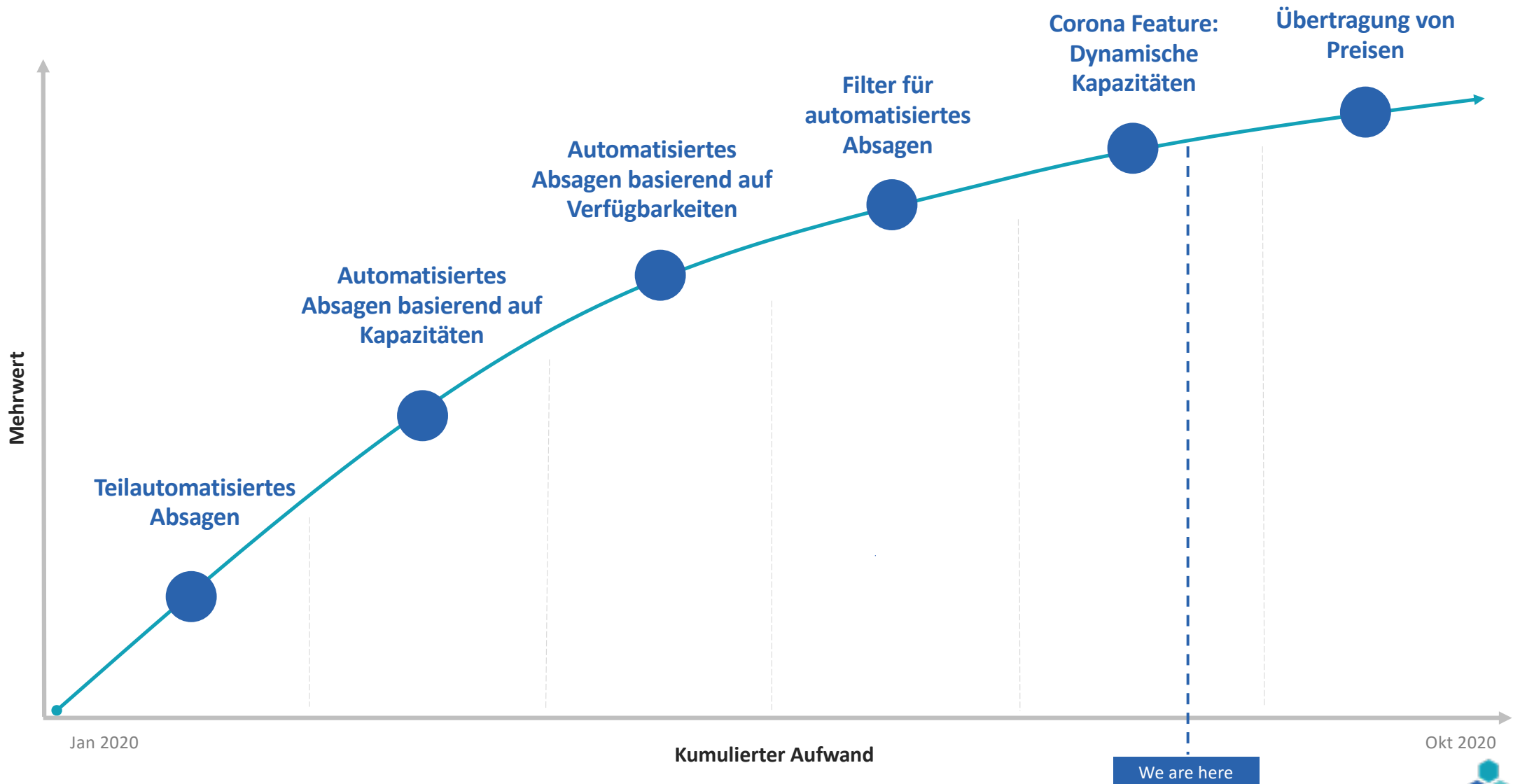


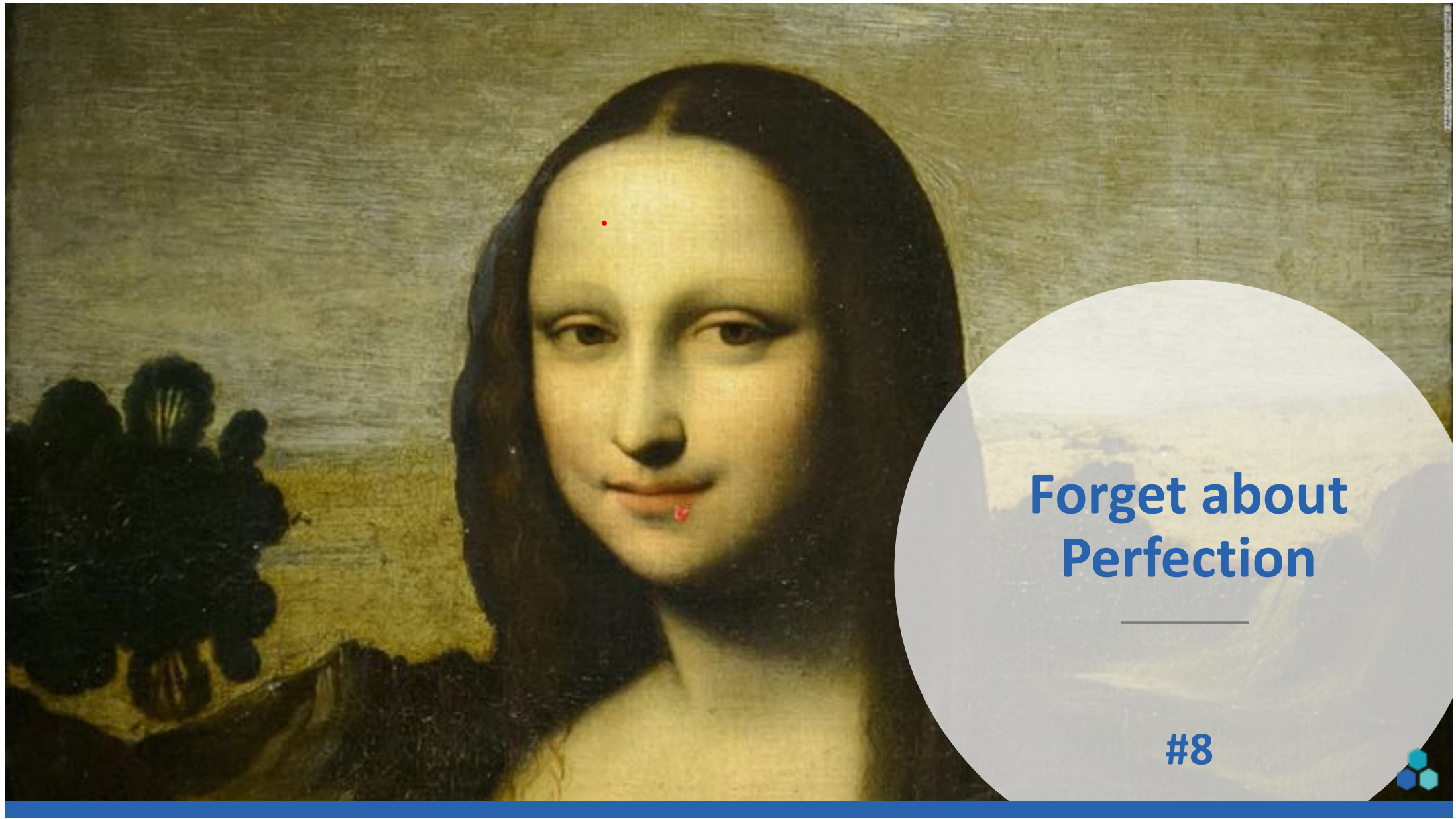


Start Small and Iterate

#6





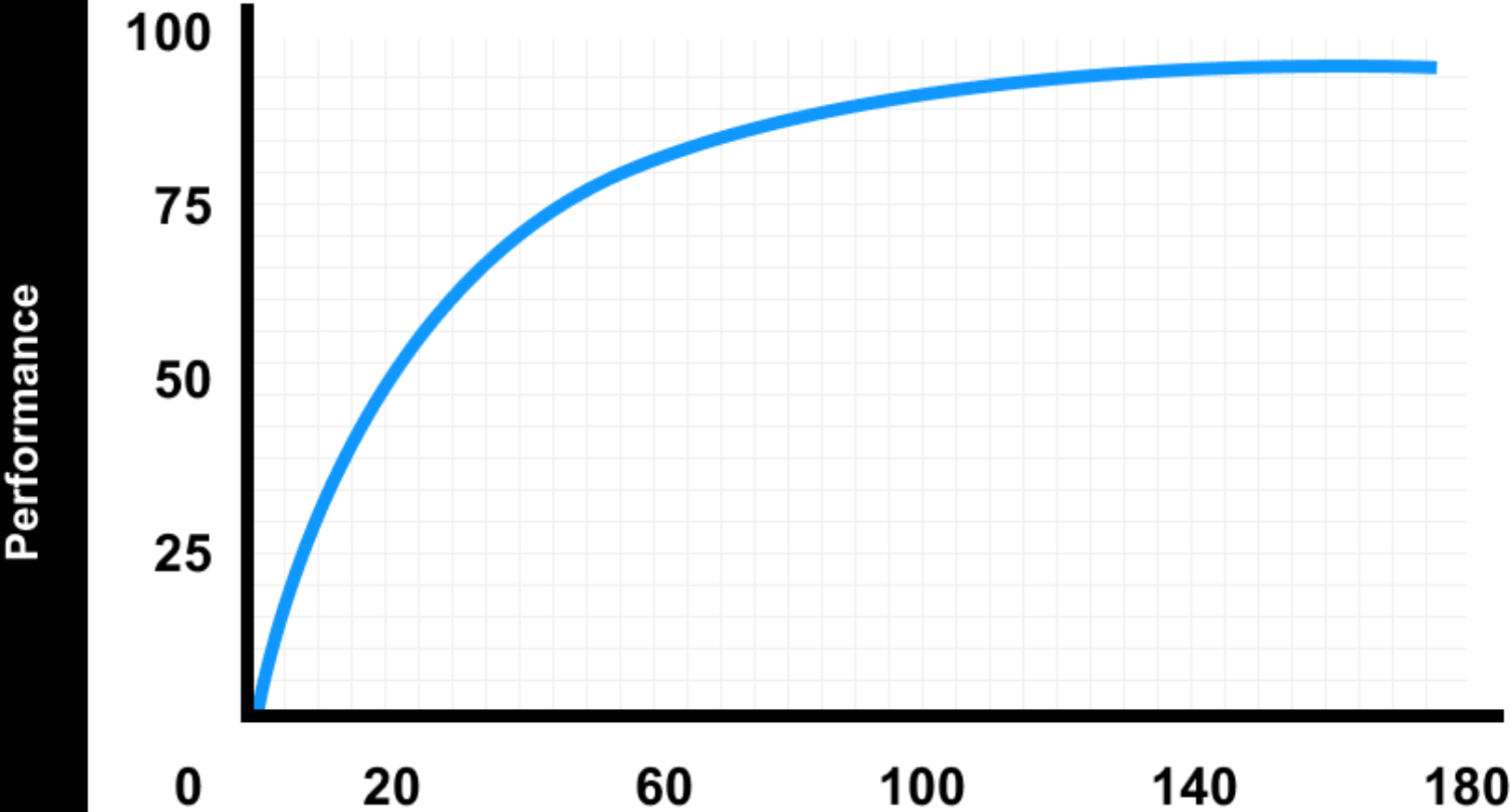


**Forget about
Perfection**

#8



Learning Curve Graph



Learning Efforts (# Attempts)

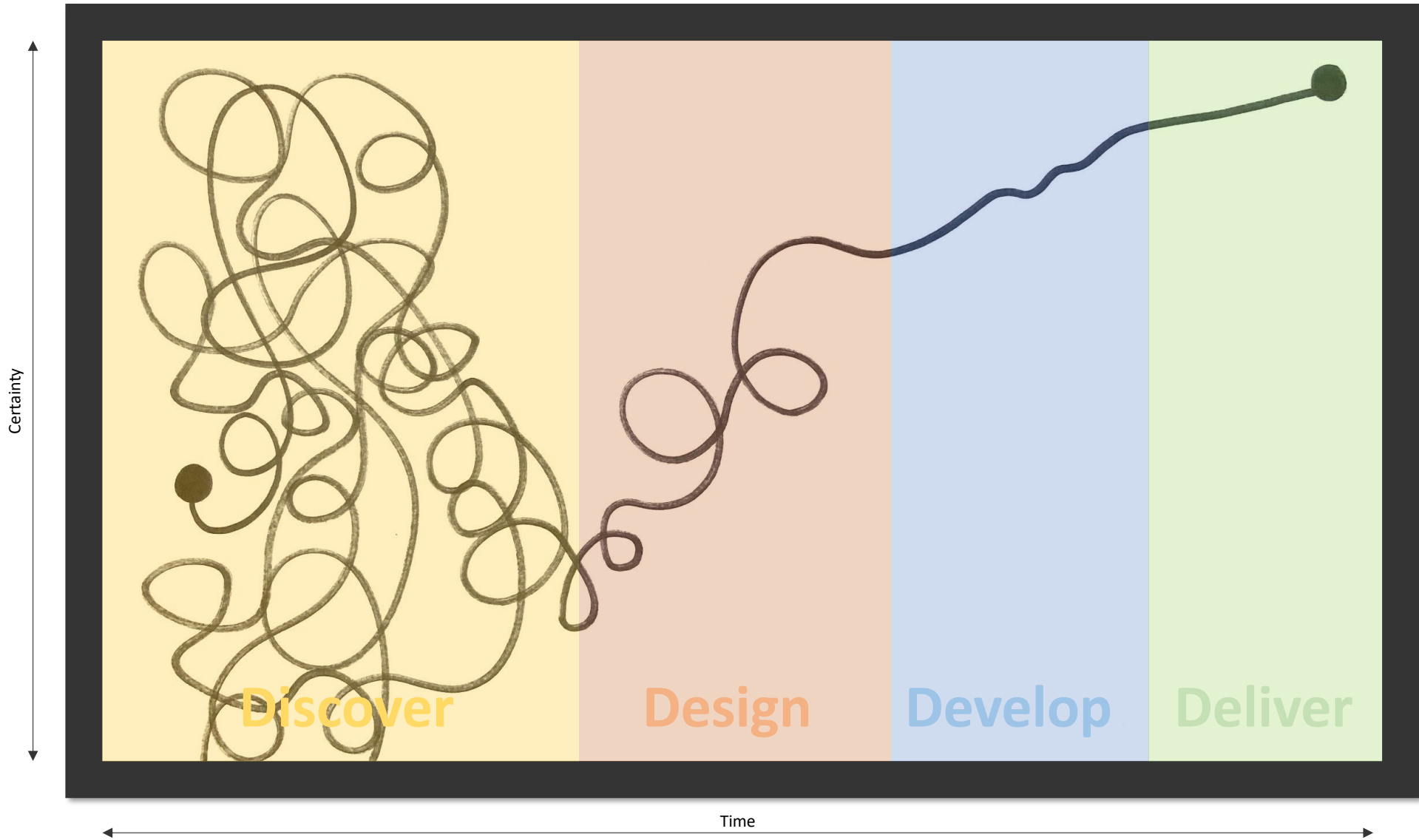


A photograph of a forest path with a circular overlay containing text. The path is a dirt road with gravel, winding through a dense forest of tall, thin trees with green foliage. Sunlight filters through the trees, creating a bright spot in the upper left. The circular overlay is semi-transparent and contains the text "Be happy to change path" in blue, followed by a horizontal line and the number "#7".

**Be happy to
change path**

#7

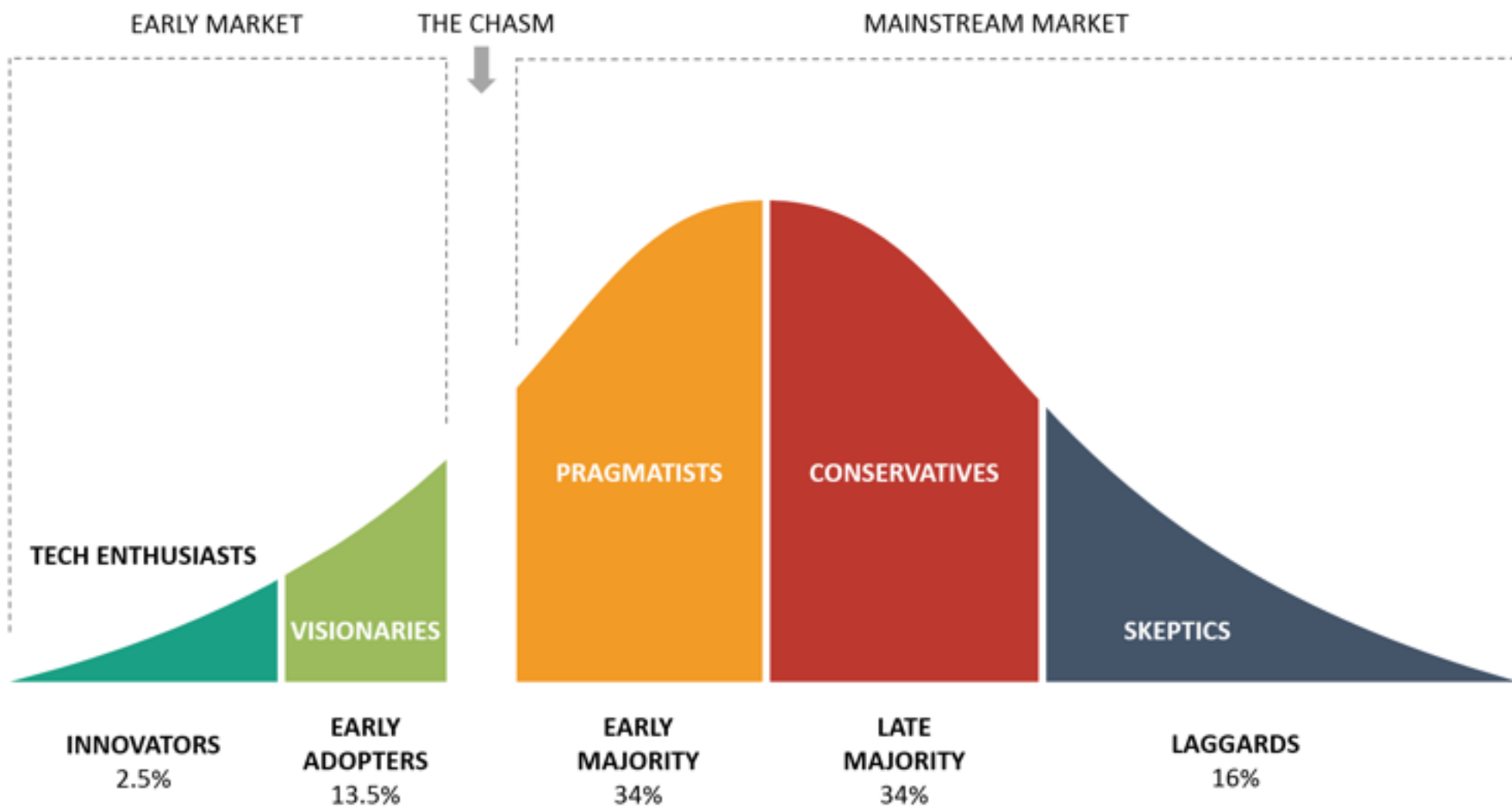


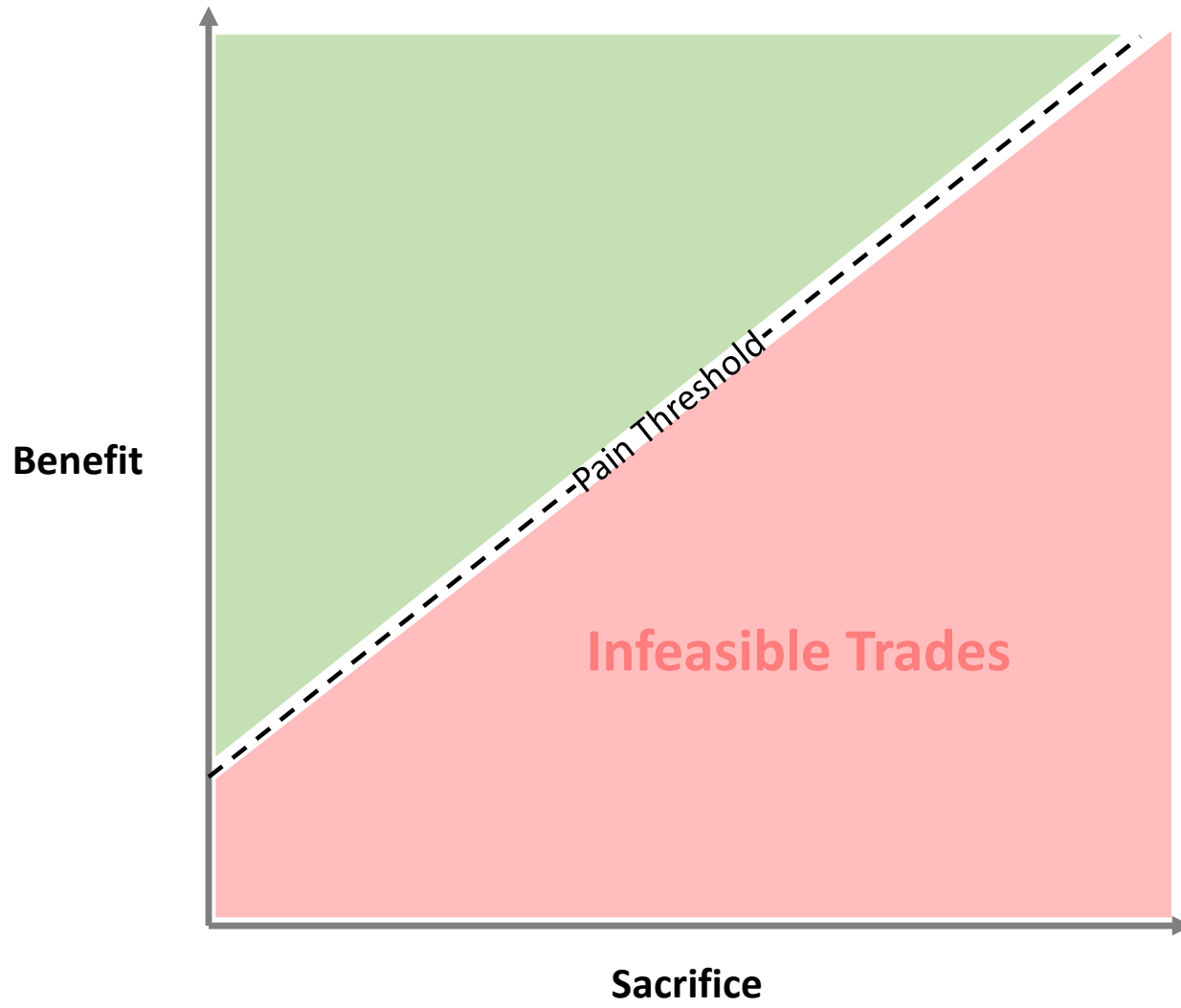




Target the Right Users for Launch

#9







**Measure. Fast.
And Often.**

#10

1

Increase Operational Efficiency



Call center and email volume decreased by 10%



Cost per service ticket decreased by 30bps

2

Increase Sales Conversion Rate



Increase quote to booking conversion by 25%

3

Delight Customers



Hit first response time of less than 8 hours in 99% of the cases.



Increase NPS by 10bps



**Merci Beaucoup.
Thank You.
Vielen Dank.
Muchas Gracias.**



Felix Undeutsch

Co-Founder

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In: [linkedin.com/in/felixundeutsch](https://www.linkedin.com/in/felixundeutsch)

