



How a Leading Hotel Asset Management Company Drove More Group Bookings—and Elevated Guest Engagement—Using an AI Video Platform



3X

Increase in
RFP Engagement



1.6X

Increase in
Lead Volume



80%

Reduction in
Proposal
Clarifications



66%

Boost in Net
Promoter
Score (NPS)

About the Company

A top hotel asset management firm in the United States, overseeing 80 full-service and select-service hotels under major flags like Hilton, Marriott, IHG, Wyndham, and various Independent brands. Renowned for delivering standout group business (SMERF, MICE, corporate) and memorable guest experiences, they excel through innovative sales and marketing strategies across a diverse property portfolio.

The Problem

Despite a history of success, the team noticed a decline in RFP engagement and overall response rates. Key challenges included:

- ✓ **High Time Investment**

Sales teams were spending 30+ hours on RFPs per week, yet success rates hovered around 5–7%, with many proposals left unanswered.

- ✓ **Generic Proposals**

Merely using text or PDFs to convey each property's uniqueness made it difficult to grab busy corporate planners' or leisure organizers' attention.

- ✓ **Under-Engaged Prospects**

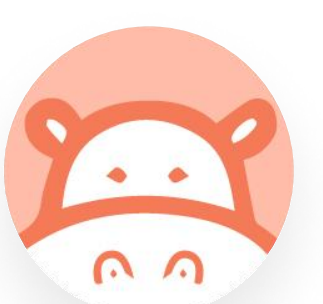
Over half of all RFPs received no direct response, suggesting that existing methods weren't compelling enough.

- ✓ **Scalability Hurdles**

Any solution had to be repeatable across 80+ hotels without diluting brand standards.

- ✓ **Outdated Virtual Tour Experience**

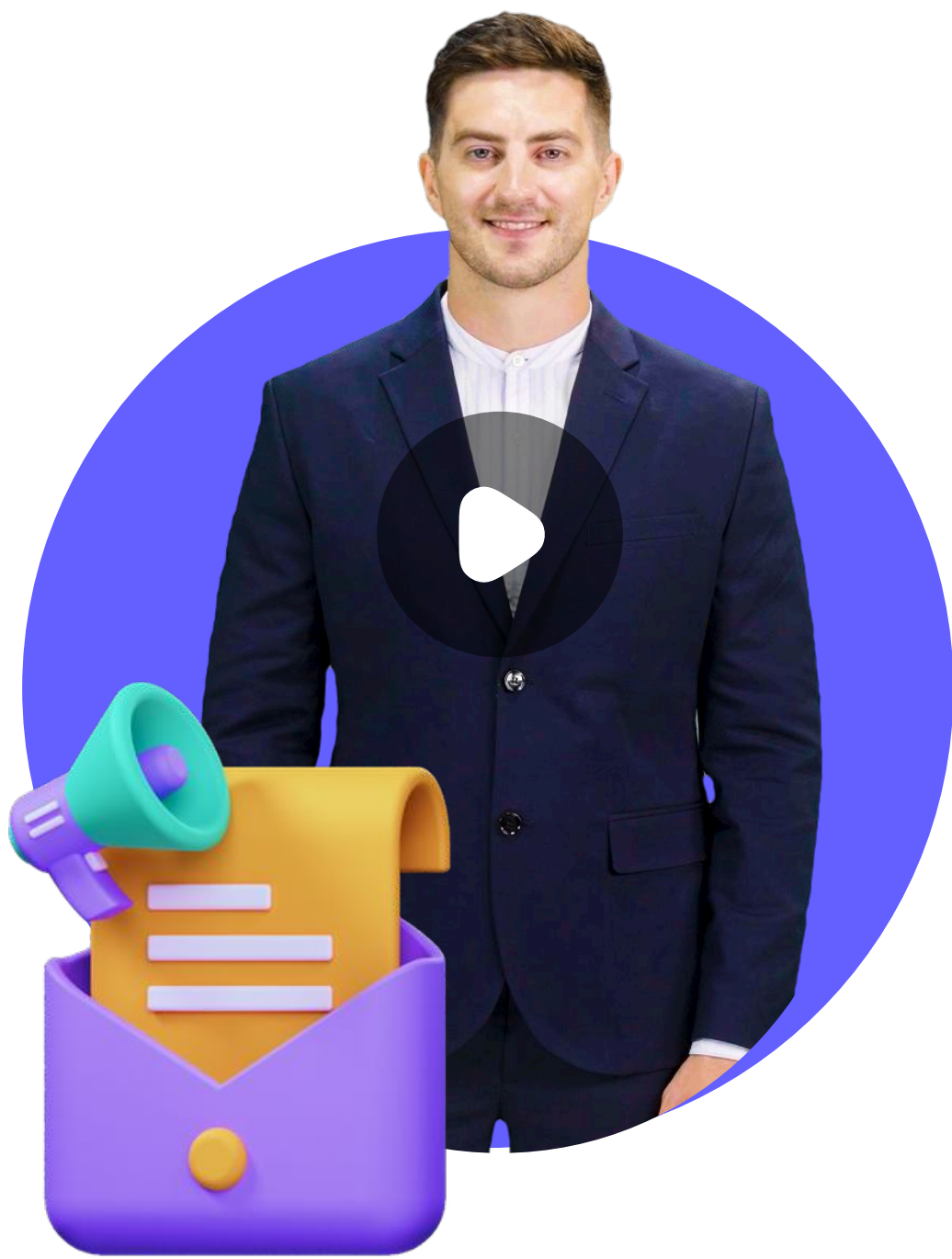
Conventional 360° links demanded multiple clicks, lacked narration, and disengaged guests who wanted quick, guided overviews.



The Requirement

Leadership sought a video platform that could:

- Create **Personalized Videos** at scale (for event planners and travelers)
- Deliver **AI-Driven Virtual Tours** to replace tedious 360° tours, offering guided narration
- Provide a **Video Chatbot** feature, combining human expertise with AI for real-time interactions
- Capture travelers’ or planners’ needs early, cutting down email back-and-forth
- Maintain team productivity while enhancing brand presentation



Why They Chose Hippo Video

They deployed **AI-powered avatar videos**, **interactive virtual tours**, and a **video chatbot** that fit right into existing workflows. This allowed busy sales reps to transform text-heavy outreach into immersive video experiences and made property exploration effortless for potential guests.

Key Issues at a Glance

- **Low RFP Response Rates**
Wordy proposals often got ignored.
- **Minimal Visual Impact**
PDFs and static images lacked immersive appeal.
- **Late Discovery of Buyer Needs**
Without interactive elements, clarifications dragged on.
- **Scattered Property Communications**
Balancing multiple flags and property types was a branding challenge.

The Solution

AI Avatar Video Outreach

Static PDFs morphed into **avatar-led** videos, giving proposals a personal, conversation-like style. Whether for an event RFP or a quick room promo, teams recorded **one video** and personalized it for hundreds of recipients with minimal effort.

- **Welcome Greetings**
AI avatar welcomes replaced blocky text intros, capturing attention immediately.
- **Video RFP Responses**
Short, engaging videos highlighted each property’s best features, cutting through email clutter.
- **Follow-Up Videos**
Custom overlays and interactive polls helped clarify traveler or planner preferences upfront.

Video Virtual Tours

Instead of forcing guests to click through endless 360° images, the company launched **AI-guided tours**. Prospects select the area they want—like banquet halls or suites—and an avatar leads them through a narrated experience, saving everyone time and making details crystal-clear.

Video Chatbot: Human + AI

On hotel websites, a new **video chatbot** combined live human responses with AI-driven guidance, capturing leads in real time and addressing frequent questions without bogging down the sales team.



Doing More with Less

- Time Savings**
Reducing repetitive text-based proposals drastically cut the 30+ hour RFP cycle.
AI-guided tours and video chatbot support eased the burden on staff.
- Consistent Branding**
From big-name flags to boutique properties, every video and tour maintained brand guidelines, ensuring a polished look.
- Scalable Personalization**
A core set of 20 recorded videos formed the basis for thousands of customized messages—no specialized editing required.
- Unified Experience**
Event organizers could explore venues via narrated virtual tours, while individual guests received tailored highlights of room features and amenities.

The Outcome

ROI Metric	Supporting Hippo Video Feature	Impact
3X Increase in RFP Engagement	AI Avatar Videos & Interactive Virtual Tours	Prospects lingered longer, drawn in by guided visuals and personalized narration.
1.6X Growth in Lead Volume	Video Chatbot + Personalized Video Emails	Automated lead capture & unique video content enticed more inquiries and bookings.
80% Reduction in Proposal Clarifications	AI-Driven RFP Videos + Interactive Elements	Common questions addressed immediately via in-video guidance, slashing back-and-forth emails.
66% Lift in Net Promoter Score (NPS)	Consistent Branding & Humanlike AI Avatars	Guests felt personally attended to, boosting satisfaction and loyalty across the portfolio.

“Hippo Video turned our PDFs into immersive, guided video stories —perfect for both event organizers and regular guests. Response rates soared, and client satisfaction skyrocketed.”

-Director of Sales & Marketing

