



ACCOR HOTELS

Feel Welcome

TRANSFORMING **DIGITAL** **HOSPITALITY.** TOGETHER.

Flight + hotel package

Hospitality Awards

Paris

08/11/2017

RAFFLES

Fairmont

SO F I T E L
LEGEND

SO
SOFITEL

S O F I T E L

onefinestay

M
GALLERY

pullman

swissôtel

NOVOTEL

Mercure

MAMA
SHELTER

adagio

ibis

ibis
STYLES

ibis
budget

hotelF1



INNOVATIONS

What is the next digital frontier for AccorHotels?



OUR CHATBOT “PHIL WELCOME”

On Facebook Messenger

“

We think that you should be able to message a business in the same way you would message a friend.

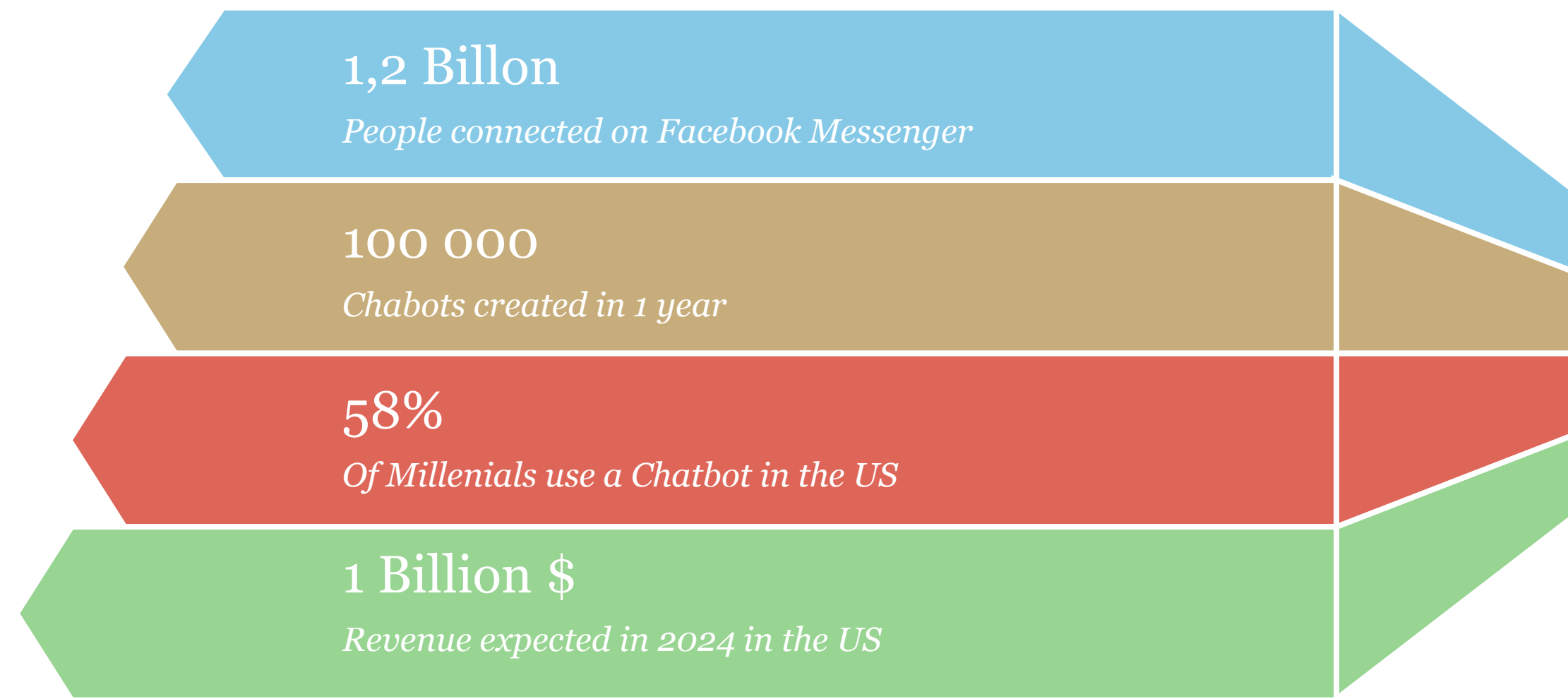
Mark Zuckerberg @F8



Context

Our Chatbot Phil Welcome

Facebook Messenger is a standalone iOS and Android application, with a dedicated website interface. Users can send messages and exchange photos, videos, stickers, audio, and files, as well as react to other users' messages and interact with **Chatbots**. The service also supports voice and video calling.



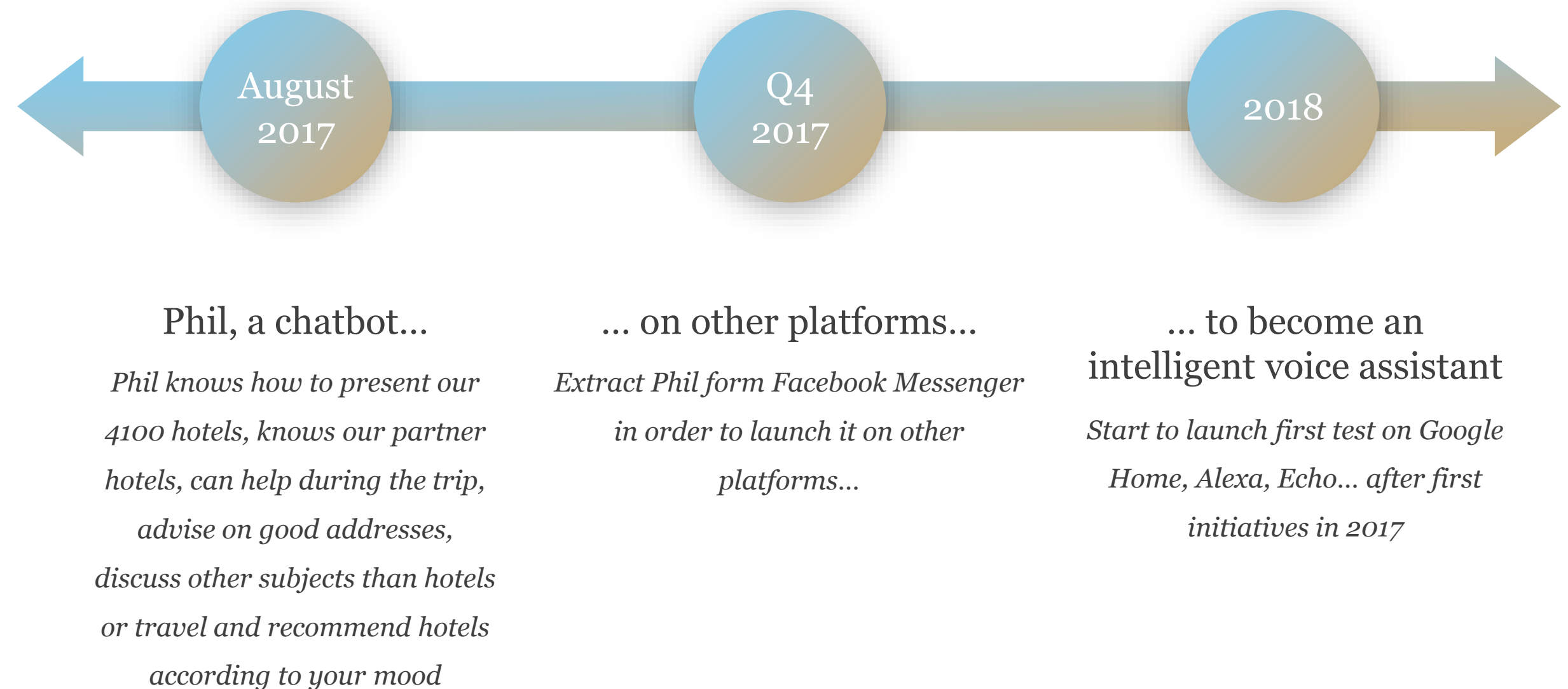
Objectives


Our Chatbot Phil Welcome



I want to become the omniscient personal assistant of the Accorhotels group, both for its clients and for its employees, I want to learn the "Feel Welcome" and to be able to know all the elements necessary for the perfect welcome of our clients.

Phil Welcome – July 2017





THE SMART & HIP HELPER AT THE FRONT DESK

The ideal character people
enjoy meeting in our hotels.
Efficient, helpful, sociable,
full of useful info...
and always available,
even if it's just to shoot the breeze.

Intent

Our Chatbot Phil Welcome

**OUR PHIL IS BUILD ON WHAT MAKES
OUR SPIRIT OF WELCOME ALIVE.**



#Inform

#Inspire

#Guide

#Serve





To continue my training and thus achieve my goal of becoming an Omniscient Personal Assistant, I need more than goodwill, I need a team of multidisciplinary experts and a solid and evolving platform.



fb.com/philwelcomebyaccorhotels



m.me/philwelcomebyaccorhotels

ABOUT PHIL WELCOME

My resume at the end of 2017

Experiences

ACCOR HOTELS

Knowing how to present our hotels (included partner hotels). Be able to launch our website & our App to book a room night

Knowing the monuments, museums, events, bars, restaurants of more than 90 destinations...

Knowing what travelers say about our hotels. Be able to offer hotels that match desires of customers ...

Reading the emails of our customers to find their hotels, airplanes, train reservations...



Languages



Read & written (not talked)



Read & written (not talked)

Passions





Facebook Messenger

29/05



PHIL WELCOME

95 countries, 4 100 addresses, **Phil knows plenty things about our hotels.**

Up every day, in every country, he currently speaks English and French

Still young but learning very fast, it will become stronger & cleverer

We use the latest technology of NLP to build Phil!

And more to come

Our Chatbot Phil Welcome

« I am now still learning plenty things about our 4 100 hotels.
I am working on our partner hotels to be able to
answer questions about them too.
My next apprenticeship will make me able to help you
along your travels.
And after that I have already so many plans
but sorry, it's classified... 😊 »



Phil Welcome – Oct. 2017



A long, brightly lit hallway with a patterned carpet and doors on both sides, framed by a large circular overlay. The hallway features a red carpet with a yellow geometric pattern. The walls are a warm, light brown color, and the ceiling has a grid of recessed lights. On the right side, there are several doors, some with glass panels, and a door with the number '212' is visible. The overall atmosphere is clean and professional.

THANK YOU