

# Case Study

Hospitality, B2C



**SUNSET WORLD**

*Resorts & Vacation Experiences*



## Customer

Sunset World is a leading provider of quality, affordable Riviera Maya and Cancun vacations through its six resorts in Mexico and several travel services brands.

## Challenge

Qualify up to 1 million leads a week, increase bookings, re-engage longtime members, and convert one-time resort guests into Sunset Club members.

## Conversica Solution

Conversica's AI Automated Sales Assistant with Unlimited Bandwidth.

## Conversica Virtual Persona

Jennifer Wright

## Conversica Assists

- Convert 7-10 percent of qualified leads into bookings
- Secured 400 incremental bookings from legacy members
- Respond to guest concerns within 24 hours versus a week

## How Sunset World Finds Guests in an Ocean of Leads

When its promotional campaigns are in full swing, Sunset World – one of Mexico's leading vacation providers – can receive as many as a million leads a week. That's *1 million*. In a week.

Those leads result from a variety of promotions and sweepstakes Sunset World uses to market its six resorts and travel services brands in Cancun and the Riviera Maya to prospective guests from Canada to South America. The campaigns offer low-cost vacation packages or trip giveaways as a way to introduce guests to the Sunset World resort experience. As pampered as hotel guests may feel during their stay, their experience can be made even more luxurious once they elect to join the company's timeshare program, Club Sunset.

"We have a motto: Leave no guest behind," says Edgar Osorios, CIO of Sunset World. "That means we must give every guest an exceptional experience – not just while they're here, but before they even arrive and after they've returned home.

Committing to that level of excellence can put extraordinary demands on sales and marketing teams who have to fish through a virtually endless ocean of leads to find prospective guests. The sheer volume of leads, generated by multiple campaigns on two continents, meant blasting prospects with generic emails sent from a marketing automation program, and then hoping for some kind of response. That, however, wasn't proactive enough for Sunset World.

"We weren't attacking leads efficiently at all," recalls Osorio. "All those calls and emails make it hard for a reservations department to deliver a consistent experience to our customers. Sometimes they had to wait two or three days for our response, and in our business that's catastrophic. If you can't respond to them quickly enough, they'll go to another hotel."

Contests and sweepstakes make engagement even more challenging. "We opened a marketing campaign in New York and it was generating around 300,000 leads per week," he says. "By the time we could consume these leads, most of the people didn't even remember they had been interested in our services."

*"When our agents receive an email from Jennifer Wright, they know they can sell that customer. They engage faster because they know the person is interested."*

Edgar Osorios  
CIO, Sunset World



## The Wright Way to Engage Guests

Facing the unacceptable prospect of leaving not just one guest behind but thousands of them, Osorio and his team came up with a different approach. "We realized we needed someone to contact customers quickly and efficiently, so by the time they engage with our sales or reservations agents, they already know what we have to offer and are already interested in having a conversation."

The answer to Sunset World's problem came in the form of Jennifer Wright, a cheerful, helpful agent who single-handedly qualifies leads, along the way making prospective guests feel pampered even before they book a vacation.

Jennifer Wright is the name Sunset World gave to their Conversica automated sales assistant. Powered by Conversica's artificial intelligence (AI) technology, Jennifer responds – no humans required – to requests by recognizing what the prospect is looking for and answering questions or providing further information. In the process, she gauges the prospect's interest, secures the best number and time for them to speak, and then passes them on to a member of the Sunset World sales or reservations staff.

"The emails Jennifer sends are more detailed and focused on that prospect's particular interests, so they feel they're getting one-on-one attention from us," says Osorio. "She's so natural and friendly that guests have no idea she's not a real person."

## Keeping Guests Happy, from Start to Finish

Engaging people who participate in Sunset World sweepstakes contests and other promotions represents the highest lead

volume by far for Jennifer, with Osorio reporting that roughly 10 percent of leads from typical campaigns turn out to be qualified – or 10,000 out of every 100,000. Out of those qualified 10,000 leads, between 700 and 1000 will be converted to sales.

This amounts to significant revenue, because once guests avail themselves to the full constellation of Sunset World services, including tours, auto rentals and activities, they can spend \$2,000 to \$5,000 during their stay.

Jennifer also helps re-engage members who haven't visited a Sunset World property in a while. "We have a big pipeline of members," says Osorio, who notes that Club Sunset members tend to spend more freely than the average hotel guest. "Some have been with us for 20 years, and we've completely renovated our properties since the last time they've stayed with us. Jennifer helps us reconnect with these members to let them know about our new spas or golf clubs or other services. We recently reached out to 45,000 members and secured nearly 400 reservations from that effort."

Jennifer also helps contact non-members who have already purchased a vacation package but, for one reason or another, haven't had the chance to visit the property. She reaches out to them, finds out why they haven't come to Mexico, and offers ways to make it easy for them to make the trip. "We want them to come and experience our resorts, and then hopefully become members," Osorio says.

Finally, Jennifer is a lynchpin in Sunset World's efforts to ensure guests go home with a positive opinion of their stay. When customers fill out a post-stay survey, Jennifer reaches them within 24 hours to

ensure they ensure a personalized response to any major complaints they may have. "It takes two to three weeks for positive reviews to be posted on TripAdvisor or Facebook, but negative reviews appear in just a day or two," explains Osorio. "If we can engage with guests during that first 24 hours to let them know we're on top of any problem they experienced, it can make a difference in their opinion of their stay."

## A Sunset World Superstar

All this has made Jennifer a kind of *superestrella* at Sunset World. When the IT team first implemented Conversica, managers actually placed a female agent in the office to play the "role" of Jennifer Wright – a tactic intended to get other agents accustomed to the idea of a new player in qualifying leads. "She was making the best agent numbers and generated the best feedback," Osorio says, recalling some sense of competition at first. "But once they realized she was an automated agent driven by AI, they understood her role for what it was: to be responsive to prospects and treat them properly."

Now Sunset World agents see Jennifer as way to help them convert leads into guests, and hopefully transform guests into members. "When our agents receive an email from Jennifer Wright, they know they can sell that customer. They engage faster because they know the person is interested."

The result, says Osorio, is more guests, more revenue, more members, and a happier and more productive sales and reservations staff: "Jennifer is the most loved person around here."

## For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email [sales@conversica.com](mailto:sales@conversica.com) or visit [www.conversica.com](http://www.conversica.com) to set up a product demonstration.

## About Conversica

Conversica is the only provider of lead management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 14,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit [www.conversica.com](http://www.conversica.com) and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [@myconversica](#) on [Twitter](#).