

Give Marriott guests the royal treatment, without adding headcount.

Can I book a table for two during my stay?



Introducing, AIVA® from BluIP. Your brand-approved agentic AI Receptionist that answers calls from your guests, and then actually gets things done. AIVA handles the routine requests that tie up your front desk, so you can staff for the guests standing in front of you, not the phone ringing behind the desk. Without a new phone number or rerouting, AIVA works on the line your guests already use.

Three things AIVA does, every call.

1

It answers

AIVA answers the call and holds a natural conversation, handling interruptions without missing a beat.

2

It acts

AIVA doesn't just talk. It creates the service ticket, cancels the reservation, or processes the checkout right in your system. No hand-off, no re-entry.

3

It hands off

When a guest needs a person, AIVA briefs your team in real time, so the conversation never starts over.

One Solution, One Price: AI Agents and Telecom Network.

Either BluIP is your PBX, or we connect via SIP trunk into the one you already have. Routing a guest from their room to the front desk is still an instant internal transfer, not an outside call, no new hardware required.

Real requests, closed before the phone rings.

Here's what a normal day looks like once AIVA is on the line.

Housekeeping

Guest: "Hi, can we get a couple of extra towels sent up?"

AIVA: "Of course, Mr. Smith. I've sent a housekeeping ticket for extra towels to your room. They will be delivered in the next 15 minutes."

AIVA logs the request directly in GXP. No call transferred, no manual entry of tickets.

Checkout

Guest: "Can you cancel our reservation for tomorrow?"

AIVA: Done, I've cancelled your reservation for Aug 1, 2026. You're all set.

The cancellation is processed directly in your PMS (Agilysys Stay, OHIP Opera Cloud).
Nothing to re-enter by hand.

Real results, from real properties.

SOC 2 Type II compliant · audit report available under NDA

76%

of calls never reach the front desk

98.5%

of guest questions get a real answer

20%

lower telecom cost. One platform instead of a patchwork of systems.

Industry-proven at scale:

600,000+ guest rooms and 3,500+ hotels and CROs run on BlulP, with 85,000+ rooms running AIVA today.



What's under the hood.



Chat with your data

Ask questions about guest interactions in plain English and get a summary, with links back to the actual conversations behind it.



Unlimited custom workflows

Define new call flows and automations in plain language. No code, no redeployment required to change how AIVA handles a request.



Dashboard & reporting

Call volume, diversion, containment, and time saved, Call Analytics all in one view, updated as calls happen.



Multilingual

AIVA understands and responds in a guest's language automatically, no menu or language selection required, so every guest gets the same experience.



Knowledge base gap detection

Built automatically from your website. When AIVA can't answer something well, it flags the question and surfaces it to your team to review and fill in, so the knowledge base gets more complete over time.

AIVA connects to the systems your hotel uses every day.

AIVA doesn't stop at capturing the request. It gets the right system and the right person moving, in the tools your team already uses, from Teams and email to 2,900+ others. No double entry, no manual relay.



Property Management (PMS)

Reservations, room status, check-in/out and folios. Recognizes returning guests and applies their preferences automatically.



Housekeeping & maintenance

Extra towels, turndown, cleaning and repair orders, routed straight to GXP.



Spa

Service and hours information, guest profile and preferences, and booking management: book cancel, or modify appointments.



Restaurants

Restaurant information, menu, and recommendations, and booking management: book, cancel, or modify reservations.

Live in days, not months.

A guided rollout, built for speed.

DAY 0

1. Agent set-up

We stand up your agent using your own website as the starting knowledge base.

DAYS 1-4

2. Routing & knowledge

You provide any additional knowledge sources and call-flow routing from AIVA to your team, and we turn it around within 2 business days.

DAYS 5-6

3. Testing

You review how AIVA responds and confirm it's ready.

DAY 7

4. Go live

Together we launch on your existing number.

Two models. Pick what fits your property.

Standard agreements run on a yearly basis. Contact sales to find the model that fits your property.



Per-room pricing

A flat monthly rate per room. Simple and predictable, regardless of call volume.



Consumption-based pricing

Pay for what you use. Scales with your actual call and interaction volume.

Your agent is ready to go live.

Book 20 minutes with our team. We'll walk through how your agent answers real guest calls and works with your tech stack to resolve guest requests.

[Talk to us today](#)