

An aerial photograph of the Sunriver Resort, showing a large, multi-story wooden building with a prominent roofline, surrounded by lush green trees and a winding river. A parking lot with several cars and a boat ramp are visible on the left side of the image.

# Revolutionizing Guest Service at Sunriver Resort with Artificial Intelligence



## Client Overview

Sunriver Resort, nestled near the picturesque Cascade Mountain range just 15 miles south of Bend, Oregon, stands as a beacon of hospitality excellence in the Pacific Northwest. Offering a unique Oregon vacation experience for all ages and seasons, Sunriver Resort is renowned for its serene natural setting and unmatched activities and experiences.

Sunriver Resort is on 3,300 sprawling acres. The lodgings include 245 rooms and suites, over 300 condos, ten restaurants, 25k sq ft of meeting space, and 63 holes of championship golf.



## Problem

Despite its reputation for excellence, Sunriver Resort encountered challenges in managing its front desk operations. Overwhelmed staff and mounting guest complaints underscored the need for improvement in guest service without altering existing business processes or adding more staff.

## Solution Implemented

**Legacy Meets Innovation:** Is the organization agile enough to migrate from an aging legacy platform to a flexible full-featured solution that will serve us well into the future without disrupting our current business?

Will the organization help us meet or exceed our customers' rising expectations via automated workflows that improve internal communication?

### Key Features of the Solution:

- 30-Day Deployment:** BluiP swiftly executed the deployment, ensuring minimal disruption to Sunriver Resort's operations.
- Four Virtual Agents:** AIVA, with its AI capabilities, facilitated efficient guest interactions, offering support in various areas such as reservations, amenities requests, service issues, and FAQs.
- High Call Offload:** Sunriver Resort experienced one of the highest call offload rates (as high as 74% in August of 2023 – their busiest month of the year) among BluiP's client sites, alleviating pressure on front desk staff.
- Intelligent Routing:** AIVA intelligently routed calls, transferring guests with reservation requests to reservation agents and directing amenities requests to the appropriate department.
- Effective Communication Channels:** AIVA enabled omnichannel communication, meeting guests and homeowners via SMS text, webchat, voice, or social media.



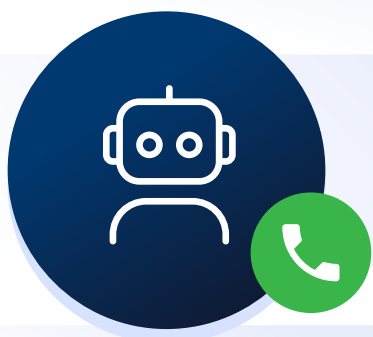


## Results Achieved

- **Improved Operational Efficiency:** With AIVA handling routine inquiries and tasks, Sunriver Resort witnessed enhanced operational efficiency, with only 1% of caller inquiries requiring manual intervention from front desk staff.
- **Enhanced Guest Experience:** Sunriver Resort achieved a significant reduction in guest complaints, with 70.72% of FAQs being addressed by AIVA, resulting in improved guest satisfaction.
- **Optimized Staffing:** BluiP's Business Intelligence tools empowered Sunriver Resort to analyze call data, allowing them to optimize staffing levels and improve resource allocation.
- **Phased Approach Expansion:** CoralTree Hospitality, Sunriver Resort's management company expanded AIVA deployment to three additional locations immediately and plans to implement it across all 44 properties and sales offices, demonstrating confidence in BluiP's solution.



## Data from Second Half of 2023



76,545

Calls Completed by AIVA

~70% average

AI managed over

180,000 Interactions

Most popular requests:

FAQ response

New Reservation Request

Golf Course Access

## Why BluIP



### Long-Term Partnership

CoralTree and Sunriver Resort had a longstanding partnership with BluIP, trusting their expertise in delivering innovative solutions.



### Proven Success

BluIP's seven-year track record in deploying virtual agents and handling diverse interactions, including different accents and languages, instilled confidence in Sunriver Resort.



### Commitment to Success

BluIP's phased approach, commitment to partnering, and dedication to exceptional service and support made them the natural choice for Sunriver Resort's needs.



## Conclusion

By partnering with BluIP and leveraging their AI-enabled solution, Sunriver Resort transformed its guest services operations, delivering an unparalleled experience to guests and homeowners. The swift deployment, coupled with AIVA's intelligent routing and omnichannel communication capabilities, resulted in improved operational efficiency, enhanced guest satisfaction, and optimized staffing levels. CoralTree's decision to expand AIVA deployment to additional properties in their portfolio underscores the success and efficacy of BluIP's solution. With BluIP as their trusted partner, Sunriver Resort is poised to continue setting the standard for hospitality excellence in the Pacific Northwest.

To learn more about how BluIP can help your organization achieve similar success, visit [bluip.com](https://bluip.com) or contact us today.