



Effortless by Design: Elevating the Guest Experience at The Proper Hotel, Santa Monica

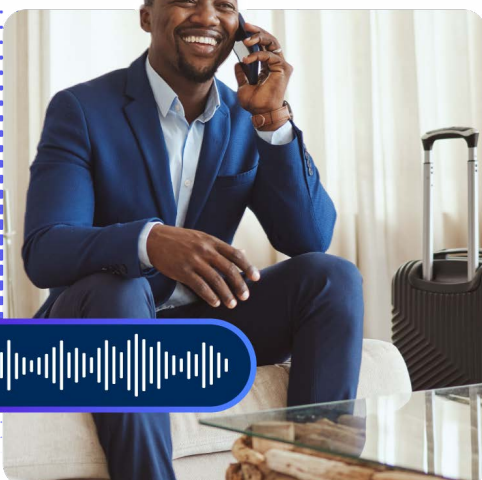


- More than **75% reduction** in calls reaching the front desk
- Quarterly front desk calls dropped from over 12,000 to **fewer than 3,000**
- Accurate department routing on **first contact**
- FAQ and informational calls handled **without a human agent**

The Proper Hotel, Santa Monica, is built around a carefully curated experience—where design, wellness, and service come together to create something intentional at every touchpoint.

Guests arrive with different expectations. Some are seeking restorative wellness experiences, from sauna and cold plunge to advanced therapies. Others are visiting for business, private events, or simply the atmosphere of the property itself. Many value something less visible but equally important: privacy and a sense of ease.

Across each of these moments, one expectation remains constant: When a guest reaches out, the experience should feel immediate, informed, and aligned with the brand. With so many distinct guest segments and service touchpoints, consistency is not a goal. It is the product.





When High Standards Meet Operational Reality

The Proper has always held its communications to the same exacting standard as every other part of the guest experience.

As call volume increased across departments, maintaining that standard became more complex. Inbound inquiries ranged from simple requests - hours, amenities, reservations - to more involved needs requiring coordination across teams. At the same time, associates were balancing these calls with in-person service, internal coordination, and the broader demands of running a high-touch property. The experience itself hadn't changed. The expectation hadn't changed. What had changed was the volume—and the pace at which it needed to be handled.

For Director of Rooms Vanda Tavares, the shift became clear during a moment of direct exposure to the volume itself; the challenge wasn't capability. It was capacity.

"I stepped in to cover for a team member who had a family emergency at the last minute. Answering the volume of calls coming into the front desk... I couldn't attend to the in-person guest experience, I couldn't address operational needs... I had no time for any of it. That's when it became obvious, we needed a smarter solution."

Vanda Tavares



A Different Approach to Guest Communication

For a boutique luxury property, introducing AI is not simply a technical decision—it is a brand decision. Luxury hospitality depends on tone, nuance, and timing. There is an expectation that every interaction, no matter how small, reflects the identity of the property. The concern is not whether technology can function, but whether it can do so without disrupting that experience.

- Would it feel natural?
- Would it respond with context?
- Would guests accept it?

At The Proper, the goal was not to replace human interaction, but to protect it by ensuring that routine, repeatable inquiries did not dilute the moments that matter most.



Designing an Experience That Feels Like the Brand

The rollout of Blulp AIVA® followed a deliberate and collaborative process. Rather than a single "go-live" event, the team approached implementation as a period of refinement. Initial testing was conducted internally, with the team calling into the system, evaluating responses, and comparing them to how the property would naturally communicate.

Voice selection was also intentional. It needed to feel composed, welcoming, and consistent with The Proper brand—something that would feel natural to guests, not noticeable.

That process created more than functionality. It created confidence both in how the system performed and how it would be experienced by guests.

"We were communicating all the time... testing, listening, refining, every day, and when it reached a point where it felt right, we knew we were ready."

Vanda Tavares



What Changed - From Volume to Resolution

The most immediate impact was a measurable reduction in calls reaching the front desk.

Monthly volume dropped from more than 4,000 calls to approximately 1,000, a reduction of roughly 75%. But the shift was not just quantitative because AIVA doesn't simply route calls; it resolves them.

Common guest inquiries are now handled directly, with answers drawn from live, up-to-the-minute information from the hotel's knowledge bank. Whether a guest is asking about hours, dining options, or amenities, they receive accurate, current information immediately, without needing to wait or be transferred. In an environment where details change frequently, this ensures consistency across every interaction.



From Routing to Intent

For calls that do require human involvement, the experience has become more precise. AIVA understands the caller's intent and automatically routes the call using LLM-powered workflows, ensuring every inquiry reaches the right department quickly and accurately. Billing inquiries are directed to accounting. Sales calls reach the appropriate team. Guests are connected to the right person on the first attempt. The result is fewer transfers, less friction, and a more direct path to resolution.



From Interruption to Focus

Perhaps the most meaningful change has been operational. Before AIVA, calls often arrived continuously, interrupting in-person service and pulling attention away from the guest experience. Even when manageable, the constant switching between calls and in-person interactions created a level of pressure that was difficult to sustain over time.

As volume decreased and routing improved, that dynamic shifted. Call volume reaching the front desk dropped significantly, and the nature of the calls that remained changed as well. Associates were no longer fielding a high volume of repetitive questions; they were engaging in conversations that required attention, context, and care. The work didn't change. But the ability to focus on it did.



A More Consistent Experience— for Guests and Staff

From the guest perspective, the change is subtle—but meaningful.

- Questions are answered immediately.
- Calls are routed accurately.
- Information is consistent.

For associates, the benefit is equally clear. With fewer interruptions and more intentional interactions, teams are able to stay focused on what defines The Proper experience: presence, attention, and personalization.

In a dynamic environment where offerings, events, and operations evolve quickly, even experienced staff cannot always hold every detail at once. By drawing directly from live property data, AIVA ensures that every guest receives accurate, up-to-date information without hesitation or inconsistency.



What Comes Next

The Proper is now extending AIVA into internal guest interactions, including in-room service requests. Historically, these interactions often generated follow-up calls from guests seeking confirmation that their request had been received or understood.

By integrating AIVA into this part of the experience, the goal is to reduce that uncertainty and create a more seamless, end-to-end interaction, where requests are captured clearly and acted on without additional effort from the guest.

"We've seen what AIVA can do for our external calls... this will elevate the in-stay experience in a very tangible way as well."

Vanda Tavares



A Perspective for Other Luxury Properties

For properties considering AI in a high-touch environment, the question is often whether it belongs. The Proper's experience suggests a different perspective.

When implemented thoughtfully, AI does not replace hospitality; it reinforces it. It ensures that routine interactions are handled accurately and consistently, allowing teams to focus on moments that require nuance, empathy, and care. The standard doesn't change. The ability to deliver on it does.



Conclusion

By implementing BluIP AIVA with intention, The Proper Hotel strengthened its ability to deliver a consistent, on-brand experience across every interaction. Routine inquiries are handled seamlessly, operational pressure is reduced, and human attention is dedicated to where it matters most. The result is not a different experience; it is a more reliable one. And in a high-touch environment, like The Proper Santa Monica, the right AI doesn't replace hospitality. It protects it.



(866) 443-6494
sales@bluip.com
bluip.com