

HOSPITALITY CASE STUDY



“ Before CommentResponder.ai onboarded us, we were struggling to manage our social media comments. This platform has been incredible, It's **slashed our comment staffing needs by over 90%**, freeing up our reps to focus on sales calls. The setup was easy, and it's scalable for future growth. Highly recommend!

Oskar Diaz de Leon,
Chief Commercial Officer, VacationVIP.com



95k

Moderated Comments



90%

In Staff Savings



70%

Neutral & Positive
Sentiment Analysis



76%

Increased Comment
Moderation Coverage

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Moderation responses soared for VacationVIP.com once auto-pilot was enabled for Chatti. Further reducing the time social media managers were moderating, they had time to create strategic content.



Comment Response

- **Before:** 5% average comment response rate.
- **After:** 41% comment response rate necessary with Chatti auto-pilot enabled.



Comment Moderation

- **Before:** 24% comment moderation rate, 8 hours per day/5 days per week.
- **After:** 100% comment moderation rate 24 hours per day/7 days per week.



Massive Savings

- **VacationVIP.com** saved 90% in labor fees
- Social media managers productivity **increased by 40%**