

How Agentic AI is Redefining the Luxury Guest Experience at Galle Face Hotel

LIA

x



C A S E S T U D Y

Client Profile & Project Overview

Established in 1864, Galle Face Hotel is one of Asia's most iconic luxury landmarks, renowned for its rich heritage, oceanfront location and exceptional hospitality that caters to business travelers, leisure tourists and international guests worldwide. To complement its renowned human service and meet evolving digital expectations, the hotel partnered with CodeGen to introduce LIA an AI-powered virtual concierge embedded directly on its website. Serving as a 24/7 digital extension of the guest services team, LIA provides instant, multilingual assistance in a natural, human-like manner that preserves the warmth and tone of the Galle Face Hotel brand while reducing repetitive inquiries handled by reservations and front-office staff.

This intelligent solution transforms digital guest engagement by simplifying the room discovery, booking and payment journeys entirely within a single conversation. Powered by continuous learning and context-aware intelligence, LIA presents photos of rooms, restaurants, facilities and hotel experiences while recommending relevant services to support personalized cross-selling and upselling. Designed to negotiate rates and special requests within hotel-defined commercial policies, the agent also safely recognises and opts out of inappropriate or restricted inquiries ensuring a seamless, highly scalable experience for international travelers communicating in their preferred languages before, during and after every stay.

The Challenge

Today's hotel guests expect immediate answers and personalised service at every touchpoint. Traditional contact channels, including email, phone calls and web enquiry forms, often create delays, particularly outside business hours or during peak travel seasons.

Some of the key challenges included:

High volume of repetitive guest enquiries: Questions regarding room availability, check-in, check-out times, dining options, facilities, promotions and events.

International Guest Expectations: Guests from different countries expect instant support regardless of time zone and language.

Booking Friction: Potential guests often leave websites without completing reservations when answers are not immediately available.

Operational Efficiency: Reservations and front-office teams spend valuable time responding to repetitive questions instead of focusing on delivering exceptional guest experiences.

Rising Expectations for Digital Hospitality: Modern customers increasingly expect conversational AI experiences similar to those offered by leading global hotel **brands**.

The Solution

About Us

With 25 years of experience building enterprise technology for the global travel industry, CodeGen combines deep sector knowledge with specialist AI expertise.



LIA was deployed as an intelligent AI Concierge embedded within the Galle Face Hotel website. Unlike traditional scripted chatbots, LIA understands natural language, maintains conversational context and delivers personalised responses using enterprise AI technology. It acts as the hotel's always-available digital concierge, capable of assisting guests from the moment they begin planning a trip until long after checkout.

“

“Since partnering with LIA 18 months ago, The Galle Face Hotel has seen an increase in direct online bookings, add-ons and overall guest engagement through our website. We sincerely thank CodeGen, its management team and backend team for their responsiveness, support and continued commitment.”

Suresh Abbas,
General Manager,
Galle Face Hotel



Features of the Solution

LIA combines guest-facing and business capabilities to deliver personalised digital hospitality whilst maintaining service quality and brand standards.

Guest-Facing Capabilities

Conversational AI

Delivers personalised digital hospitality while maintaining service quality, brand standards and operational performance.

Active Learning

Continuously improves from guest interactions to identify new questions, preferences and opportunities to strengthen responses.

Seamless Human Handover

Facilitates smooth handover to hotel teams while retaining conversation context, so guests don't repeat requests.

Personalised Recommendations

Recommends rooms, dining experiences, spa services, seasonal offers and local attractions based on guest preferences and travel needs.

Multilingual Support

Enables international guests to communicate in their preferred language, removing language barriers throughout their journey.

Multimedia Support

Presents images of rooms, restaurants, facilities and experiences within conversations, helping guests make informed decisions.

Voice Search and Interaction

Enables voice-based searches and communication ideal for mobile users and travellers seeking quick assistance.

Omnichannel Engagement

Extends consistent intelligent assistance across website, mobile apps, messaging channels and connected platforms.

Seamless Booking Guidance

Answers booking questions about room options, facilities, policies and promotions to reduce friction and abandonment.

Intelligent Guest Service

Provides instant assistance with rooms, dining, spa services, events, facilities, attractions and loyalty information in one conversation.

Business and Operational Capabilities

Interactive Management Dashboard

LIA provides hotel teams with an interactive dashboard for monitoring guest interactions, reviewing common enquiries and managing the digital concierge experience.

This gives relevant stakeholders greater visibility into how guests are engaging with the hotel online.

Analytics and Reporting

The platform provides access to conversational analytics and reporting, enabling the hotel to identify:

- Frequently asked questions
- Popular rooms, facilities and services
- Guest interests and emerging requirements
- Common booking concerns
- Opportunities for service improvement, cross-selling and upselling

This gives relevant stakeholders greater visibility into how guests are engaging with the hotel online.

Customisable, Brand-Aligned Website Widget

LIA's website widget was customised for Galle Face Hotel and named Kuttan, in honour of the hotel's legendary doorman, Kottarappu Chattu Kuttan, whose decades of service made him an enduring symbol of Sri Lankan hospitality.

Modelled in a distinctive cartoon style inspired by his iconic appearance, Kuttan brings the hotel's heritage, warmth and personality into the digital guest experience. The widget's appearance, content and conversational behaviour can be tailored to reflect the hotel's visual identity, tone of voice, service priorities and evolving business needs.



Negorate™ : AI Negotiation Intelligence

Negorate™ is CodeGen's AI-powered conversational negotiation engine, enabling LIA to move beyond static responses and engage guests in dynamic, policy-aware conversation between guests and the hotel.

When a guest is not satisfied with the price, package or service offered, LIA can explore suitable alternatives within hotel-defined commercial rules. This may include recommending a different room type within the guest's budget, suggesting off-peak or alternative travel dates for the same experience or adding a complimentary service to strengthen the overall value of the offer without reducing the price. Potential hospitality use cases include:

Flexible Stay Requests

Guests requesting early check-in, late check-out or room upgrades can be guided through available options in line with hotel policies and availability.

Alternative Options Within Budget

If a preferred room, service or package exceeds the guest's budget, LIA can recommend a suitable alternative that better matches their price range and requirements.

Alternative Dates and Availability

LIA can suggest off-season, off-peak or alternative dates when the same room or experience may offer better availability or value.

Value-Added Offers

Rather than applying a discount, LIA can recommend a complimentary service or package inclusion, helping the guest feel they are receiving greater value while protecting the hotel's pricing strategy.

Corporate and Group Enquiries

Businesses planning meetings, events or conferences can engage in structured conversations about room allocations, event packages, meeting facilities and corporate rates before being handed over to the hotel's sales team.

Personalised Package

LIA can recommend packages based on guest preferences, travel purpose, length of stay, budget and available promotions.

Revenue Optimisation

By balancing guest expectations with hotel policies, availability and commercial objectives, Negorate™ supports stronger conversion opportunities while protecting revenue and service value.

Client Results & Impact

Since introducing LIA, Galle Face Hotel has strengthened its digital guest engagement strategy by providing fast, intelligent assistance across the customer journey.

Enhanced Guest Experience

Guests receive immediate answers at any time of day, reducing waiting times and improving satisfaction. LIA now handles guest enquiries within seconds, eliminating delays associated with traditional contact channels.

Increased Digital Engagement

More visitors actively engage with the hotel's website through natural conversations instead of navigating multiple pages. Website engagement metrics have increased significantly following LIA's deployment.

Improved Operational Efficiency

Reservations and guest services teams spend considerably less time answering repetitive enquiries, allowing them to focus on higher-value guest interactions and complex service requests.

Better Booking Support

Guests gain greater confidence throughout the booking journey with instant clarification of room options, facilities and hotel services, resulting in improved conversion rates and reduced booking abandonment.

Direct Booking Growth

Within 18 months of LIA's deployment, Galle Face Hotel has seen measurable increases in direct online bookings and ancillary revenue through upsold services and add-ons.

Stronger Brand Differentiation

The implementation positions Galle Face Hotel amongst forward-thinking hospitality brands embracing AI-powered guest experiences whilst maintaining premium service standards.

What's Next

Hospitality is entering a new era where AI moves beyond answering questions to becoming an intelligent operational partner. LIA's future roadmap for hotels includes:

AI Trip Planning: Helping guests build complete itineraries before arrival, including accommodation, dining, local experiences, transport and events.

Agentic Booking Assistants: Autonomously coordinating bookings across rooms, restaurants, airport transfers, spa appointments and partner experiences.

Predictive Guest Experience: Using guest preferences and previous interactions to proactively recommend relevant services before guests ask.

Voice Concierge: Supporting voice-based interactions across websites, mobile applications, guest rooms and smart hotel devices.

AI-Powered Guest Servicing: Managing post-booking modifications, special requests, loyalty enquiries and service recovery conversations.

AI for Hotel Operations: Supporting internal hotel teams with knowledge management, staff assistance, SOP guidance and operational intelligence.

Revenue & Sales Intelligence: Leveraging conversational AI to support upselling opportunities, event enquiries and dynamic guest engagement.

To find out how **LIA** can help hotels deliver intelligent guest engagement, personalised digital concierge services and AI-powered hospitality experiences.

Book a Demo with us Today!



sales@codegen.co.uk

| +44 (0) 203 515 0055

| www.lialive.ai

CodeGen Limited, 87–89 Baker Street, London, W1U 6RJ