PESTANA
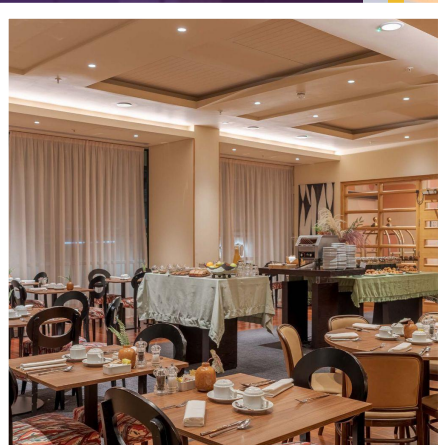CHELSEA BRIDGE
Hotel & Spa

SUPER
BUTLER.ai ™

Case Study

# The Future of Room Service Is Here

Pestana Chelsea Bridge's Digital Concierge in Action

✓ 70% Digital Ordering Preference Increased

✓ 500+ Payroll Hours Saved

✓ 40% Guest Repeat Orders

✓ Enhanced Guest Experience, 5-Star Reviews

# Pestana Chelsea Bridge Hotel & Spa, London

A 4-star urban escape near Battersea Park, with 218 rooms serving business travellers, leisure guests, and international sports teams.

| **Effortless London exploration** | **High-quality rooms** | **Serene cityside experience** |
|---|---|---|
| **Quick access to Central London** | **Ideal for leisure stays** | **Calm yet well-connected** |
| **Next to iconic Battersea Power Station** | **Business and comfort blend** | **Close to top attractions** |

# Hear From The GM of Pestana Chelsea Bridge Hotel & Spa in London

"

*As the General Manager of Pestana Chelsea Bridge Hotel & Spa, I can confidently say that Superbutler has been a revolutionary solution for the hospitality industry. Its cutting-edge AI capabilities have transformed the way we operate, providing personalised guest experiences, optimising our efficiency, and elevating the overall standard of service. Superbutler is not just an innovation; it is the future of hospitality.*

"

## Ash Sarswat
General Manager

**PESTANA**
CHELSEA BRIDGE
Hotel & Spa

# How It All Started: From Challenge to Collaboration

**Pestana Chelsea Bridge is known for its timeless hospitality.**

Elegant rooms. Loyal guests. Effortless service.

**Then the pandemic hit.**
A hotel that ran at 90% occupancy dropped to less than half during the pandemic. When travel returned, so did guests with new expectations: **faster service, no waiting, and no app downloads.**

Pestana needed a new way to serve this modern traveller.



**From left to right;** Waqar Shah (CEO, Superbutler.ai), **Ash Sarswat** (General Manager, Pestana), **Paul Haworth** (Chief Commercial Officer, Superbutler.ai)

That's when Superbutler stepped in, with a simple QR code on the surface and powerful AI-driven system behind it.

One walkthrough, and it just clicked. Guests could order in-room service, request amenities, and track everything in real time, no need to call or download anything. Superbutler quietly rooted requests to the right teams, kept staff in sync, and made the whole experience feel seamless again.

The results?

- **70% growth in digital ordering preference**
- **Lighter front desk load**
- **Higher guest satisfaction with faster, visible service**

Live since **November 2024**, Pestana didn't just recover **they reimagined hospitality with Superbutler.ai.**

**CASE STUDY
PESTANA | SUPERBUTLER**
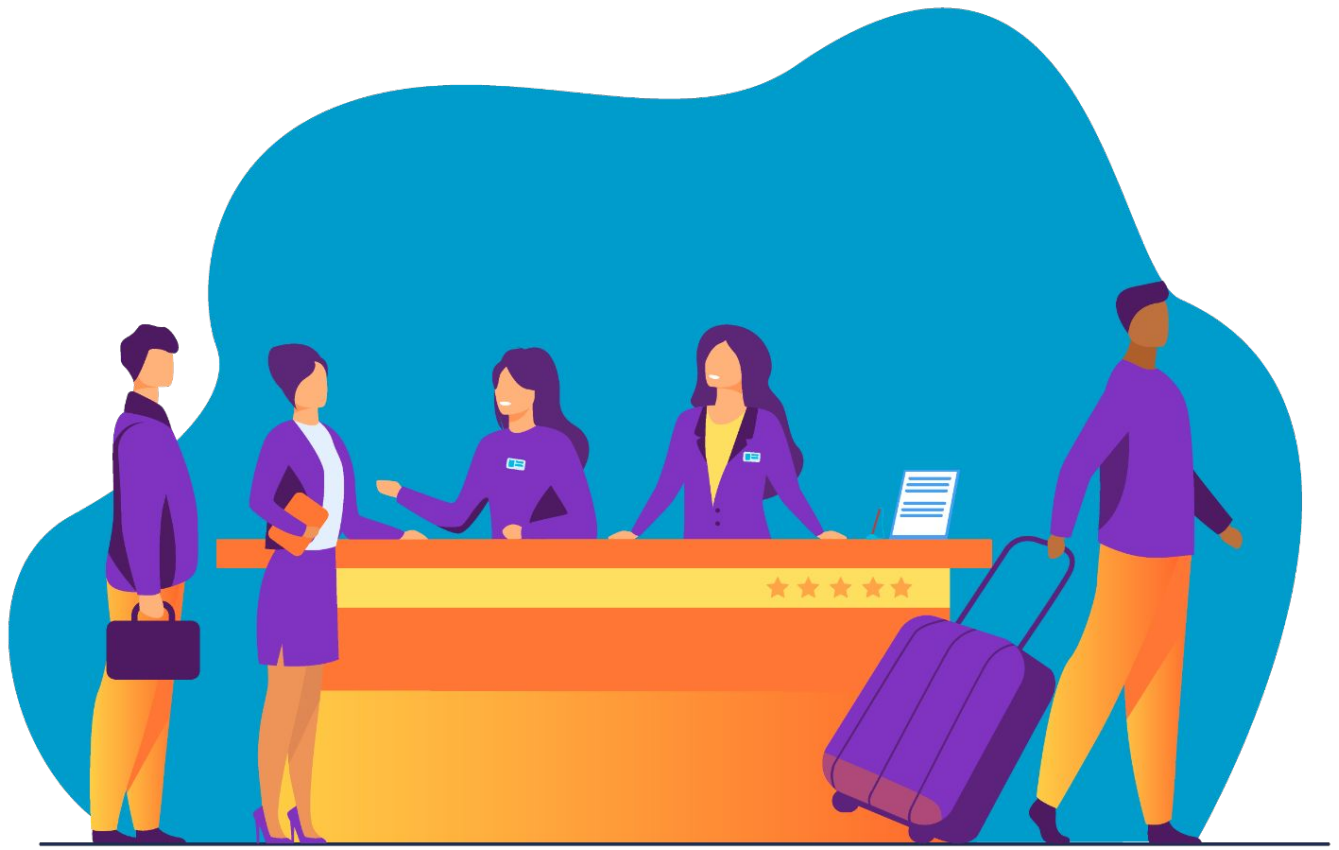
# The Challenge

- **Guests Expect Smart, Seamless Experiences:** Today's travellers want instant service without downloads or delays; just quick, frictionless experiences.

- **Absence of Smart Workflow Automation:** Without real-time tracking, manual routing led to missed or late responses.

- **Skilled Shortages in a Post-Pandemic Era:** With limited skilled staff, consistent service needs smart automation, something traditional tools can not provide.

- **In-Stay Revenue Often Goes Untapped:** Without the right tools, it's tough for hotels to suggest extra services or offers at the right time; leading to missed chances to earn more additional revenue,

# The Solution

- **Smart QR Concierge:**
  A quick QR scan connects guests to superbutler.ai, which interprets and manages requests without any app.

- **Live, AI-Backed Service Tracking:**
  AI dashboards track requests, predict peaks, and guide staff in real.

- **Real-Time Service Insights:**
  AI-powered dashboards track guest requests in real time, highlight peak periods, and help staff respond faster and smarter.

- **Superbutler Unlocks New Revenue Touchpoints:**
  With AI-driven guest insights, Superbutler offers upsells for food, drinks, and services through a simple QR code boosting in-stay revenue effortlessly.
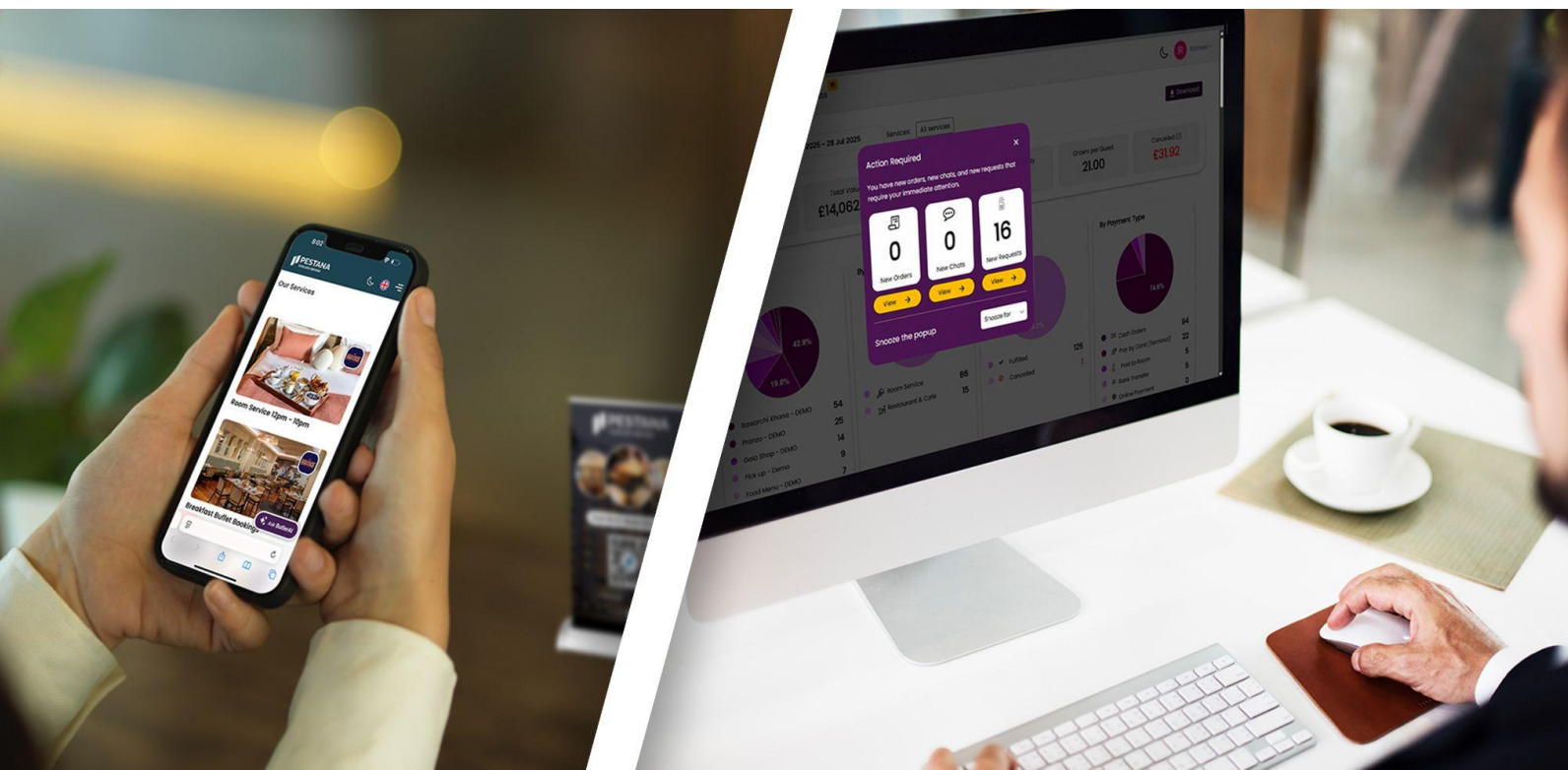
# Key Outcomes

## Room Service

**Performance Analytics**

**Jan 2025 - July 2025**

**2,800+**

**Digital Orders**

**500+**

**Hours Saved**

**99%**

**Fulfilment Accuracy**

**Orders per Guest increased by**

**2x**

**43%**

**Faster Response Times**

**Flexible, low-touch payments**

**Digital Ordering Preference Increased by**

**70%**

The Superbutler Dashboard offers real-time insights and customisable reports, helping hotel teams track service trends, optimise operations, and enhance guest satisfaction.
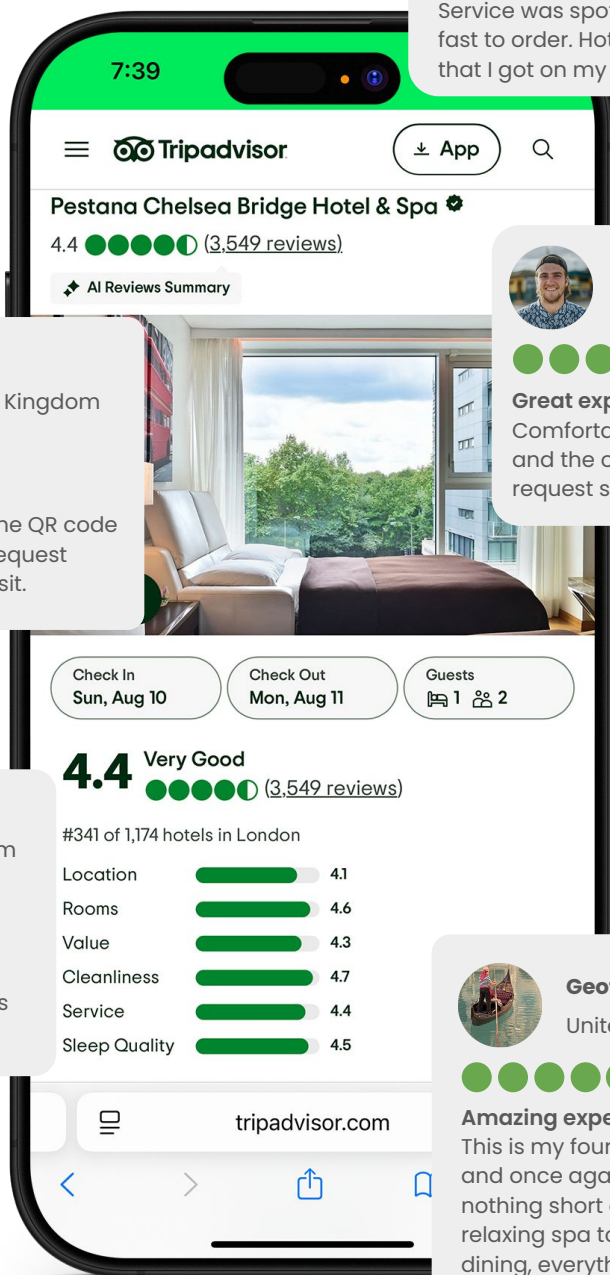
# What Guests are saying at Pestana

**Paul H**
London, United Kingdom
●●●●●
**Great food and service**
Excellent day and a good place to work from Service was spot on, hotel food was great and fast to order. Hotel was using a new ai system that I got on my mobile

7:39

☰ 🔷 Tripadvisor ⬇ App 🔍

**Pestana Chelsea Bridge Hotel & Spa** ✔
4.4 ●●●●◑ (3,549 reviews)
✦ AI Reviews Summary

**James Mitchell**
United Kingdom
●●●●○
**Great experience!**
Comfortable room, delicious breakfast, and the online room service made every request super easy in a very quiet place.

**Daniel Harris**
South Yorkshire, United Kingdom
●●●●●
**Fantastic stay!**
Quick check-in, nice views, and the QR code system let me order drinks and request cleaning easily throughout my visit.

| Check In | Check Out | Guests |
|---|---|---|
| Sun, Aug 10 | Mon, Aug 11 | 🛏 1 👥 2 |

**4.4** Very Good
●●●●◑ (3,549 reviews)

#341 of 1,174 hotels in London

| | | |
|---|---|---|
| Location | ████████ | 4.1 |
| Rooms | █████████ | 4.6 |
| Value | ████████ | 4.3 |
| Cleanliness | █████████ | 4.7 |
| Service | ████████ | 4.4 |
| Sleep Quality | █████████ | 4.5 |

**Sarah Bennett**
South Yorkshire, United Kingdom
●●●●○
**Perfect first London visit**
Warm staff, cozy rooms, and I loved scanning the QR to get snacks and extras quickly without even calling reception.

🖥 tripadvisor.com

**Geoff T**
United Arab Emirates
●●●●●
**Amazing experience and stay**
This is my fourth time staying at Pestana, and once again, the service has been nothing short of outstanding. From the relaxing spa to the delicious in-room dining, everything was exceptional — and their newly launched QR-based service has added a whole new level of convenience and efficiency to the experience.

# Superbutler.ai Defining the Future of Hotel Service

**Imagine a hotel where no request goes unheard, no upsell is missed, and no guest ever has to wait.**

A place where service is not something you chase, it simply happens. Where comfort arrives before it's asked for, and delight hides in the smallest moments.

No ringing phones. No hold music.

No "please wait, sir."Just one tap, and the hotel comes alive.

Behind the curtain, Superbutler orchestrates every detail. It listens. It routes. It responds, instantly. It clears the noise, so staff can focus on connection, not chaos.

The guest feels it. The team feels it. Everything flows.

This is not about technology. It's about time. Time saved. Time valued. Time given back, to what really matters.
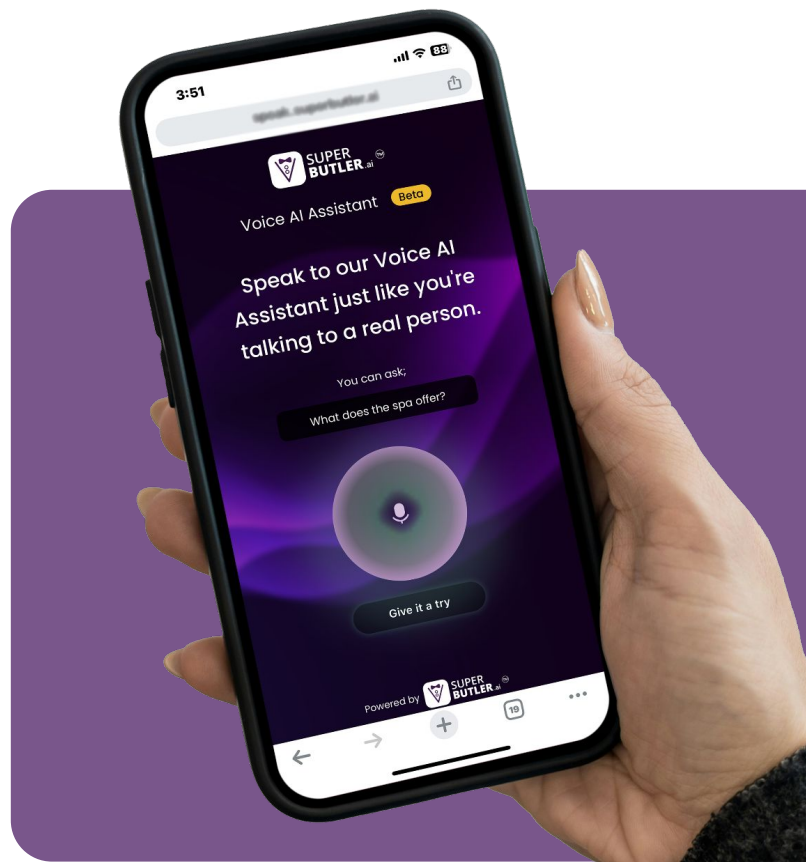
This is not the future arriving someday,

**This is the future already in motion.** This is **Superbutler.**

# About **Superbutler.ai**

Superbutler.ai is the AI solution built for hotels, enhancing guest experiences, boosting revenue, and streamlining operations without any infrastructure costs. With seamless PMS integration, real-time multilingual communication, and data-driven insights, it empowers hoteliers to stay ahead in a competitive market.

## What we can help you with?

Click each to learn more

**Generate More Revenue** → Learn more

**Reduce Operations Costs** → Learn more

**Better Guest Reviews** → Learn more

Superbutler.ai is not just an upgrade. It's the future of hospitality, available today.

www.superbutler.ai