

AI in daily operations

One real portfolio, one real month, and the arithmetic of doing the same thing by hand.

- 01 What 3,014 guest messages in thirty days actually cost somebody
- 02 What the same month looks like if you run it in a WhatsApp group
- 03 Where the machine belongs — and the point at which it must stop

Reto Wyss

Elevate Software AG

BEFORE ANY OF THE TECHNOLOGY

Who in this room answered a guest message after ten last night?

Hands up.

Now keep them up if somebody paid you for that hour.



That hour is what this session is about. Not the software.

ONE PORTFOLIO, THIRTY DAYS, NOTHING SIMULATED

This is a real month at Elevate Villas Bali.

MESSAGES

3,014

sent in 30 days

ANSWERED

100%

of guest messages

RESPONSE TIME

3.2 min

average, all hours

ACTION ITEMS

511

506 of them closed

- **100 messages a day** across the portfolio, every day, including the ones you were driving, sleeping or eating on.
- **Not one went unanswered** that is what 100% means. Not “we got to most of them” — every single guest message got a reply.
- **3.2 minutes is the average of every hour** not the average of office hours. Three in the afternoon and three in the morning are in the same number.

Elevate Villas Bali, all properties, 29 July to 27 August 2026, from their Elev8 dashboard. Shared with permission.

WHO ACTUALLY DID IT

The AI took four in five. The host took the fifth.



79.9%

20.1%

1,736

messages sent by the AI

The repeat questions. The gate code, the check-out time, the Wi-Fi, the airport pick-up, the “is the pool heated”.

1,278

messages sent by the host

Fewer conversations, more messages in each of them. That is what the hard ones look like: they take a person, and they take longer.

Nobody lost a job here. The host stopped typing the gate code for the four hundredth time and spent that hour on the guest who actually needed them.

Share of guest messages responded: 79.9% Elev8 AI, 20.1% host. Messages sent: 1,736 and 1,278 respectively.

SPEED, AGAINST THE BAR THE PLATFORMS SET

3.2 minutes at three in the afternoon, and at three in the morning.

ELEV8 AI

3.2 min

average, every hour

THE HOST

8.2 min

when a person took it

AIRBNB ASKS FOR

24 h

on 90% of messages

QUICK RESPONDER

< 1 h

the badge threshold

450×

inside the 24-hour bar Airbnb sets for a response rate in good standing.

19×

inside the one-hour threshold for the Quick Responder badge — the whole month, not on a good day.

2.6×

faster than the same operation answering by hand. And the hand was already fast.

Enquiry-to-booking conversion falls off sharply once a reply takes more than an hour. **Speed is not hygiene. It is revenue.**

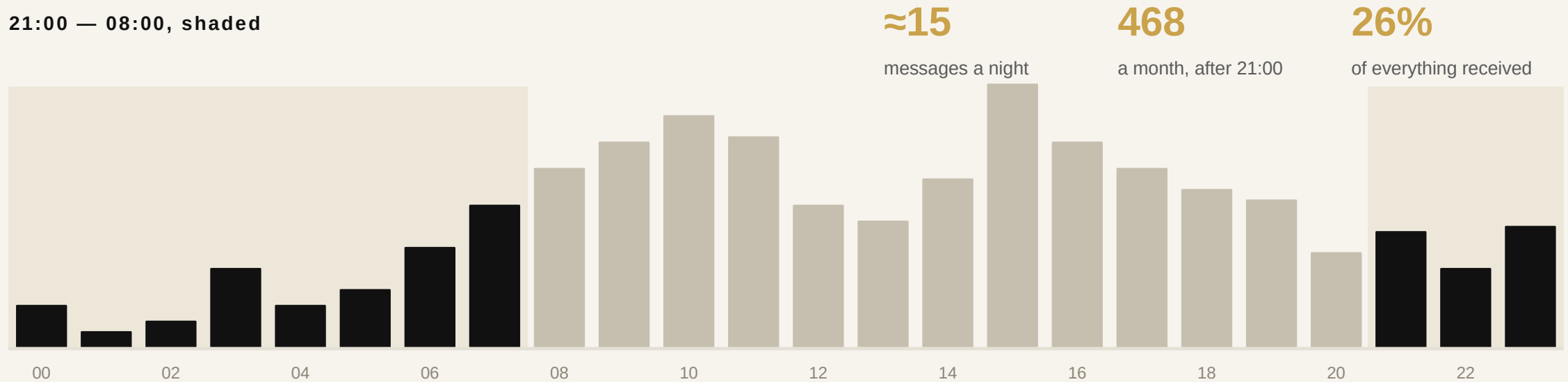
Platform thresholds: Airbnb response-rate policy and Quick Responder badge; Vrbo Premier Host; Booking.com Preferred Partner.

Smarter Revenue, Better Tech · 28 August 2026 · OXO The Factory, Canggu

WHEN THE MESSAGES ACTUALLY ARRIVE

A quarter of them come in while you are asleep.

21:00 — 08:00, shaded



The quietest hour of the night still brings messages. **There is no hour of the day at which nobody writes to you.**

Average messages received per hour of day, same portfolio and period. Night share is the 21:00–07:59 block against the daily total.

THE OBJECTION EVERY ROOM MAKES

“We already do all this. We have a WhatsApp group.”

Good. Then here is the month you have just volunteered for.

YOU ANSWER

3,014

messages in 30 days

EVERY ONE OF THEM

100%

none may be missed

WITHIN

3.2 min

day and night alike

OF THOSE

468

arrive after 21:00

So — who is awake at 03:40 on a Tuesday, and replies in three minutes? Every Tuesday. And the Wednesday after it.

“WE SHARE IT — THERE ARE FOUR OF US IN THE GROUP”

Then one message costs four readings. Or none at all.

12,056

readings a month

3,014 messages, each one landing on four phones.

402

a day, across the team

Every one of them opened, read, and judged not to be yours.

54 min

a day, spent reading

At eight seconds a message. Roughly 27 hours a month of somebody's attention.

And they are not all reading it anyway. Among frontline staff who use WhatsApp for work, 42% have blocked or muted the work group, 33% wish they could, and 41% say the off-hours traffic bothers them.

So you pay four times the attention and still cannot say who has it. A group chat has no owner, no status and no record that anybody acted.

Reading load computed from the 3,014 messages at four recipients and eight seconds each. Frontline WhatsApp figures: Tele2 survey of frontline workers, via Oneteam.

WHAT ROUND-THE-CLOCK COVER ACTUALLY COSTS

One seat, awake all week, is four and a bit people.

168 hours in a week ÷ a 40-hour working week = 4.2 people to keep one chair occupied. Before anyone takes leave, falls ill, or has a wedding to go to.

At Rp 8 juta a month

the low end of a Bali villa manager's salary

Rp 403 juta a year

At Rp 10 juta a month

a boutique group's villa manager

Rp 504 juta a year

- That is one chair. Not one per villa — one, for the whole portfolio.
- It is before the night premium: Indonesian practice pays up to twice the hourly rate for night and holiday work.
- And after all of it, a person woken at 03:40 does not answer in 3.2 minutes.

Salary bands: Bali villa staff pay guides, 2026. Hourly rate by the local convention of monthly salary ÷ 173 hours. FTE from 168 ÷ 40.

THE PART NOBODY PUTS IN THE BUDGET

Your villa manager is not on call. **They are just never off.**

TURNOVER

74%

a year, in hospitality

BURNOUT

47%

of frontline managers

QUIT BECAUSE OF IT

64%

say managers, of their staff

NORMAL WEEK

6 days

for Bali villa supervisors

- **The shift ends. The phone does not.** Nobody schedules the 23:40 message. It simply arrives, and whoever sees it first is on duty again.
- **Replacing a villa manager costs more than covering the night.** Recruitment, three months of not knowing the properties, and every guest relationship starting over.
- **Nobody resigns over a Wi-Fi question.** They resign because the asking never stopped — not even on their day off.

Hospitality burnout and turnover: OysterLink 2025–26 compilation of US hospitality workforce data (74% annual turnover against 12–15% across other sectors). Six-day weeks: Bali villa salary guides, 2026.

THE NUMBER A GROUP CHAT CANNOT PRODUCE

511 things came out of those conversations. **506** got done.

511

received

506

closed

5

still open

99.0% closed · about 17 a day · an extra towel, a broken kettle, a late arrival, a driver to book, a bulb to change

In the platform

The conversation creates the item. It gets a role — housekeeping, engineering — a priority, and a state that ends in closed.

In the group chat

Somebody typed it at 22:15. Eleven messages later it is off the screen. There is no list, no owner, and no number to show an owner at month end.

Action items received and closed, same portfolio and period.

THE FORTY-FIVE THAT MATTER

2.5% of the month was unhappy. Which forty-five, and who saw them?

Neutral — the operational traffic · 81.2%

Positive 16.3%

Negative — 2.5%, about 45 messages

≈45

unhappy messages in the month

About one and a half a day. Every one of them is a review that has not been written yet.

1,449

neutral messages in the month

Gate codes, times, directions, requests. This is the traffic that has no business waking a human being.

In a group of four, which one of you saw all forty-five? The system reads every message for tone and flags the ones that are going wrong — while they can still be fixed.

Sentiment split from the dashboard; counts derived against the messages received in the same period.

THE HONEST SLIDE

The best feature of the machine is the point at which it stops.

IT ANSWERS

- The Wi-Fi, the router, the gate code
- Check-in and check-out times
- Directions, parking, the airport transfer
- House rules, pets, extra beds
- Availability and price
- The same six questions, forever

IT HANDS OVER

- Anything about money already paid
- Damage, deposits, a claim
- A complaint with a name attached
- Anything a lawyer would want to read
- A guest who is upset
- Anything it was not told the answer to

There is a setting called “Stop responding when sentiment turns negative.” It is on by choice, and it is the most important switch in the product. The moment a guest is unhappy, the machine gets out of the way and tells a person.

WHAT YOU ACTUALLY SET UP

Six things. **None of them is a data science project.**

01 **Property information**

What the AI is allowed to know about each villa — written once, in plain language.

02 **Standard operating procedures**

Your rules, in your words. “If the Wi-Fi is down, ask them to restart the router, then tell me.”

03 **A schedule**

All week, or only the hours you are asleep. One-off shifts override it. A Stop button per property.

04 **Five ways to hand over**

Defer to the host, defer to the team, keep the guest company, share an emergency number — or say nothing and just alert you.

05 **The channels you already use**

Airbnb, Booking.com, and your own WhatsApp Business number through Meta’s Cloud API.

06 **Tasks with an owner**

Assigned to housekeeping or engineering, with a priority, tracked until somebody closes them.

It does not learn your operation by watching you. **You tell it, in an afternoon, and it stops being wrong.**

WHAT THIS ACTUALLY BOUGHT

The AI did not replace anybody. It gave the night back.

3,014 messages answered. 3.2 minutes, at every hour. 506 of 511 things closed. 468 messages after nine at night that nobody had to wake up for.

This week Open your own message log and count what arrived between nine at night and eight in the morning.

Then Write down the six questions you answer most. That is your first SOP, and it takes an afternoon.

Keep Every conversation that involves money, damage or an upset guest. Those were always yours.

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