

Catch Beach Club

Twinpalms Group · Phuket, Thailand

CONTEXT

11:47 PM on a Tuesday in February. In Paris, a couple decides to fly to Phuket the following weekend. They open WhatsApp and write to Catch Beach Club. In Phuket, it's 5:47 AM. The message goes unanswered.

Catch Beach Club, a premium beach club part of the Twinpalms group in Phuket, receives close to 150 WhatsApp messages per day in high season. Requests in French, English, Russian, Thai, Mandarin, Arabic. Simple questions, complex cases, urgent matters at any hour. Between two services, the hosts juggle hundreds of guests on-site and a phone that never stops ringing.

In high season, day-to-day operations become unsustainable:

- ▶ Hosts must simultaneously handle on-site guests and a constant stream of WhatsApp requests
- ▶ Requests come in late at night, early in the morning, or right in the middle of the lunch rush
- ▶ The lucky ones get a delayed reply. The others go unanswered, drowned under the new messages of the day
- ▶ International guests write in languages the team doesn't always speak
- ▶ The result: lost customers, and missed revenue that's impossible to measure

KEY METRICS

150+

messages handled
per day in high season

+7

languages served
in real time

30s

average response
time

Zero

request lost
outside business hours

The solution? *An AI conversational agent deployed on WhatsApp.*

Available 24/7, multilingual by default, connected in real time to the club's operational tools. The agent captures every incoming request, qualifies it, suggests the right available zone, processes the payment, and confirms the booking. The human team only steps in for cases that require it.

TECHNICAL ARCHITECTURE



✓ End-to-end booking

From the guest's first question to payment confirmation, no human intervention required for standard cases.

✓ Real-time dynamic data

The team updates hours, business rules, or VIP exceptions. The agent applies them instantly.

✓ Live price & zone sync

Pricing and availability updates from the booking system are reflected on the agent side in real time.

RESULT

The AI agent handles 100% of incoming requests in under 30 seconds, in every language. The human manager keeps strategic control and only steps in on cases that need it. No booking ever falls through the cracks again.

Running a business with high customer interaction volume?

[Book a 30-minute call to discuss your case →](#)