

Customer Excellence Reimagined: The Ivy Collection Boosts Conversion Rates by 20%

The Ivy Collection, part of Caprice Holdings, is a luxury hospitality group with a rich legacy spanning more than a century. Known for its iconic restaurants, private clubs, and bars, The Ivy Collection blends timeless elegance with innovative dining experiences to deliver exceptional hospitality across every venue.

When inefficiency stalls the customer journey

Exceptional service is the foundation of fine dining and hospitality. Every interaction should reflect the highest standards of care and personalization, ensuring guests feel valued from start to finish.

However, legacy systems hindered The Ivy Collection's ability to provide seamless, high-class service. Without real-time customer data or AI-driven tools, personalizing guest experiences was a challenge. No-show rates compounded the issue — each empty table meant lost revenue, highlighting the need for last minute reservation optimization.

"The New CX is something that has no walls. There's nothing that pens it in."

JOHN DAVIS, CHIEF TECHNOLOGY OFFICER,
THE IVY COLLECTION

For CTO John Davis, the solution was clear: leverage technology to empower staff and elevate every touchpoint. "In fine dining and luxury, it's about truly knowing your customers, anticipating their needs, and guiding them through flawless experiences," said Davis. "Five9 enables us to innovate continuously, ensuring we deliver on that promise every day."

Elevating service to new heights with AI agents

With 30% of calls tied to routine, non-revenue-generating inquiries — like requests for operating hours, directions, and parking — The Ivy spotted an opportunity to modernize. Partnering with Five9, they leveraged **AI agents** to provide instant, accurate answers, reducing wait times and allowing human agents to focus on high-value interactions that define the signature Ivy experience.

"Implementing Five9's AI agents has enabled us to provide customers with faster, more efficient answers, letting them get on with their day," said Davis. "It also sets the stage for us to explore how AI can further enhance our operations."

But their transformation didn't stop at benefiting guests — it also redefined The Ivy's employee experience. With repetitive tasks automated and workflows streamlined, agents got to engage in more meaningful and rewarding work — increasing employee satisfaction and pride.

THE IVY

CASE STUDY
THE IVY COLLECTION
HOSPITALITY
2,000+ EMPLOYEES
EMEA
IVYCOLLECTION.COM

CHALLENGES

- Legacy systems caused bottlenecks: Outdated technology slowed operations, reducing efficiency agility
- Lack of innovation hurt morale: Limited tools and flexibility frustrated employees
- Non-revenue calls drained resources: Agents spent time on unprofitable interactions instead of upselling and cross-selling
- Reservation no-shows hurt revenue: Empty tables led to significant financial losses
- Weak digital engagement: Lacked tools to connect with younger customers

BENEFITS

- 4.8 customer feedback score
- 50% reduction in employee attrition
- 20% improvement in conversion rate
- 3% reduction in no-shows

SOLUTIONS

- Five9 AI agents
- Five9 Intelligent CX Platform
- Five9 Salesforce Adapter



Tackling no-shows and expanding engagement

The hospitality industry faces billions in annual losses due to reservation no-shows. The Ivy Collection tackled this challenge head-on with AI-powered tools that confirmed and reminded guests of bookings, reducing no-show rates by 3% and proactively reselling canceled tables to maximize revenue.

Recognizing the diverse preferences of their clientele, The Ivy maintained voice channels for their core 45-60 age demographic while also offering WhatsApp and self-service chatbots to engage younger customers. With a rock-solid omnichannel strategy in place, The Ivy could meet customers on their terms — ensuring seamless, personalized communication across all touchpoints.

Real-time insights for high-class service

By integrating Five9's [Salesforce Adapter](#), The Ivy Collection unified its CRM with the contact center, equipping agents with real-time customer data. The result: personalized, high-touch service. Agents could focus on meaningful interactions like managing bookings and accommodating special occasions, ensuring each guest's experience feels exceptional. "Connecting our CRM to our contact center with Five9's Salesforce Connector has been a massive improvement," said Davis. "Being able to understand

who's calling us when, what they need, and having all of the information from our CRM in front of our contact center staff when someone's calling us has made a huge difference."

Redefining luxury hospitality

The results speak for themselves. Customer feedback scores climbed up to 4.8, reflecting greater satisfaction with personalized and efficient service. Conversion rates increased by 20%, underscoring the effectiveness of engaging customers at every touchpoint. And employee attrition dropped by 50% as staff felt more empowered and engaged.

"That was one of the biggest reasons to move to Five9 — giving the staff control over what they're doing, giving them visibility into when they're successful, when they're not successful, how we can improve call times and responses, and really giving them the power to be in charge of their own destiny," said Davis.

By automating routine inquiries and equipping staff with advanced tools, The Ivy Collection has redefined luxury hospitality — creating a contact center without walls and a customer experience built on innovation and excellence.

Learn more

Explore Five9 [AI solutions for CX](#).

"In fine dining and luxury, it's about truly knowing your customers, anticipating their needs, and guiding them through flawless experiences," said Davis. "Five9 enables us to innovate continuously, ensuring we deliver on that promise every day."

JOHN DAVIS, CHIEF TECHNOLOGY OFFICER,
THE IVY COLLECTION