



*Company News*

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## **Roatel now utilizes Artificial Intelligence**

Good news for travelers: Roatel Holding AG, the leading provider of smart microhotels in Germany, will now be using Artificial Intelligence to answer guests' questions even faster and more precisely. A chatbot developed by the Saarwellingen-based company Brain4Data will be employed for this purpose.

The bot provides detailed answers about the stay and does so in eleven different languages. It already provides a comprehensive overview of the entire Roatel portfolio during the booking process. A QR code is then available on site, which guests can use to access the platform directly via their mobile device.

“For us as an innovative company, the topic of Artificial Intelligence was naturally at the top of the agenda right from the start,” says Ralf-Peter Kals, Chairman of the Management Board of Roatel Holding AG. “We put great emphasis on making a stay at Roatel an unforgettable and modern experience,” says Kals. “The chatbot offers us the unique opportunity to respond to questions around the clock and in different languages. This simply adds a huge amount of convenience - especially for our foreign guests.”

“We noticed right away that Roatel was a perfect fit for us,” adds Brain4Data CEO Stefan Rupp-Heitzmann. “After all, even when we develop digital technologies: People and their needs always come first for us,” he explains. “Roatel follows a very similar philosophy. We are therefore particularly pleased to have gained a customer that shares our vision,” continues Rupp-Heitzmann. “I am certain that we will change the German hotel landscape together.”

Because for Roatel, the chatbot is just the first step into the world of Artificial Intelligence. “We have quite a few things in the pipeline,” reveals Chairman Kals. “With Brain4Data, we have a strong partner at our side who has the necessary expertise and the right technologies to gradually expand our already extensive portfolio.”

### **About Roatel:**

Roatel Holding AG, founded in Düsseldorf in 2019, promises the best comfort for a relaxing stay at a fair price-performance ratio. This is made possible by the modular design based on standardized overseas containers in combination with the online digital booking platform. Roatel is not only aiming to establish a nationwide hotel network in Germany and Europe. The digital network for marketing and booking is crucial for the customer-friendly overall package. With its ambitious business model, the up-and-coming brand has met with a positive response across the board. The company already operates 26 of its own Roatels with 103 rooms.

**About Brain4Data:**

Brain4Data GmbH & Co KG has been developing solutions in the fields of artificial intelligence (AI), robotic process automation (RPA) and augmented intelligence (Aul) in Saarwellingen since 2022. We specialize in processing existing company data in such a way that it can be understood by all Generative AI models - without complex IT projects or complicated interfaces. To achieve this, Brain4Data bundles cross-departmental information from various IT applications (e.g. BI and ERP systems, SAP applications, Excel, etc.) and processes it fully automatically into Gen-AI-capable content, personalized recommendations for action or proactive messages on urgent business events. We also offer our own chatbot that uses Retrieval Augmented Generation (RAG), which gives it numerous advantages over conventional Gen-AI models. Brain4Data was awarded the Seal of Excellence by the European Commission in 2024.

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