



CASE STUDY

Twiddy Transforms Customer Experience & Agent Efficiency with Avochato

COMPANY

Twiddy

USE CASE

Sales, Customer Support

INDUSTRY

Hospitality

SOLUTION

Avo AI, AI Insights, Recommendations



These tools provide us with a huge efficiency gain. I can easily prioritize what's important.

— Emily Spawr, Vacation Specialist @Twiddy

Elevating Every Stay

Twiddy is a leading vacation rental company committed to delivering exceptional guest experiences

Top 3 Reasons Why We Love Avochato

- 1 Avochato's communication platform allows Twiddy's agents **work more efficiently** and deliver exceptional guest experiences at scale with centralized SMS, phone, and live chat
- 2 Twiddy's agents can **provide consistent, high-quality responses at scale** during peak season, high message volumes and across multi-channel communication
- 3 With Avochato's AI-powered automation, Twiddy achieved **70% faster responses**, gained **full visibility into guest sentiment**, and unlocked smart, auto-generated replies that save agents time and elevate service quality



About Twiddy

Twiddy & Company is a family-owned vacation rental management firm serving North Carolina's Outer Banks. Their brand centers on providing trust, hospitality, and responsiveness. Twiddy uses Avochato to deliver exceptional property management for homeowners and memorable experiences for guests.

Challenges

With thousands of conversations flowing through digital channels like SMS, chat, and email, Twiddy needed a way to understand customer sentiment and respond quickly without sacrificing exceptional service standards.

1 Disjointed Feedback & Missed Action Items:

Guest feedback comes through many channels, often getting lost in scattered threads. Centralizing key conversation data is essential to deliver best-in-class hospitality.

2 Personalized Fast Replies:

As conversation volume grows, agents face increasing difficulty keeping replies both personal and timely. Strengthening systems to support them is critical to sustaining high-quality guest experiences.

3 Limited Insights:

Traditional surveys like NPS and CSAT fail to capture the complete voice of the customer, particularly in real time, leaving valuable insights overlooked.

Solutions

To address these pain points, Twiddy adopted two integrated solutions from Avochato's AI suite:

1 Recommended Responses: Smart Replies That Save Time

- In the conversation, Avochato generates a suggested reply based on context.
- Agents see this suggestion and can click to insert, optionally edit, and send.
- Recommendations are powered by Twiddy's rich guest conversation history.

Together, these tools give Twiddy agents a strategic advantage: more time to focus on relationships, less time spent digging or drafting.

2 Insights: Unlocking Sentiment Intelligence

- Automated Sentiment Scoring (0–10) with a Daily Refresh to track ongoing conversation health.
- Summarizes key themes and next steps with option to sort inboxes by sentiment, helping managers quickly prioritize based on customer mood and urgency.
- Agent Comparison Dashboard providing side-by-side analytics on agent performance and impact on customer satisfaction
- CRM Integration to feed insights directly into Salesforce



“The suggested responses in Avochato have been incredibly helpful. They've significantly **improved our response time and overall efficiency.**”

– Tara Kerstan, Vacation Specialist @Twiddy

Results & Impact

Since deploying Insights and Recommended Responses, Twiddy has improved both agent productivity and guest satisfaction.

70%
Faster Responses

45%
Higher Customer Satisfaction

Benefits

- 1 Faster Responses:**
Reduce time to reply by removing the burden of agents typing what they're already thinking and enable them to refine with human insight.
- 2 Action Driven:**
Sentiment scores help agents instantly identify at-risk guests and act before issues escalate.
- 3 Higher Customer Satisfaction:**
Guests who receive personalized messages faster that are curated by AI, and guided by real human agents, had higher overall sentiment.
- 4 Improved Coaching & Insights:**
Summarized themes and the Agent Comparison Dashboard give managers a clear view of agent performance, customer experience trends, and training opportunities.





The suggested responses have been super helpful in responding quickly or providing a template to work off of. I have been super impressed with how accurate they are. Organizing my inbox by person in pro mode is also extremely helpful when needing to reassign messages in bulk or getting a better idea of texts with the longest wait time. Sentiment scores are a game changer in prioritizing messages, especially when we have high volume.

– Daphne Whittle, Vacation Specialist @ Twiddy

Takeaways

Twiddy's experience reveals how Avochato's AI-powered automation tools can amplify, not replace, traditional agent response for faster service, better decision-making, and consistently delightful experiences.

Insights surfaces what matters, providing full visibility into real-time customer emotion and actionable issues. Recommended Responses reduce friction for agents, freeing them to focus on meaningful engagement.

Smarter, Easier Conversations

Getting started with Recommendations and Insights is simple and commitment-free. Just follow our quick setup guides and toggle the features on when you're ready. Start delivering smarter, more efficient conversations today.

[Insights AI \(Sentiment Analysis\)](#)

[Recommendations](#)

To see all of Avochato's AI tools, visit <https://www.avochato.com/ai-agents>

