FLAE ROBOTICS

BE-A

BE-A is the ultimate AI concierge and front office operating system that unifies hotel communications across channels 24/7, integrates with the PMS and handles up to 85% of routine guest requests.

BE-A is the ultimate AI concierge and front office operating system for modern hotels. It covers communication with guests across channels – email, WhatsApp and phone – and now also includes voice scenarios and a visual avatar at the front desk. It runs 24/7, speaks hundreds of languages and integrates with the hotel's PMS. It handles up to 85% of routine guest requests in Czech hotels and unifies fragmented front-desk workflows into one system so the front desk team can focus on more complex situations and service quality.

2026

B2B

be-a.ai

Product

AI receptionist and front office operating system

Startup placement

- 2nd place
- TOP 10

