



Ten reasons you should be adopting AI in your hotel

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Introduction

Chances are you've read a lot about Artificial Intelligence (AI) in recent years – but what is AI and why should you consider deploying in the hospitality sector.

Read on to learn a little more about AI and the 10 reasons you should be using it in your hotels.



What is Artificial Intelligence?

Artificial intelligence (AI) refers to the ability of high-end software systems to interpret data and act intelligently, meaning they can make decisions and carry out tasks based on the data at hand – rather like a human does.

Ever asked Alexa for the time, the weather, to play music or anything? Ever paid for goods using a credit card, viewed recommended products on Amazon or viewed possible partners on a dating app?

Of course, you have. Most of us have done one or all of these things, probably in the last week. Probably in the last 24 hours. All of these processes are made possible by AI and data.

AI is already deeply embedded in your everyday life, and it's not going anywhere.

AI truly is a transformative technology – one that will dramatically alter our lives in very real ways and one that is already transforming guest interactions and saving money, in more than a thousand hotels worldwide in the form of EVA our Evolution Virtual Agent service.

Not quite convinced? Here are 10 reasons you should be using AI in your hotels.

Ten reasons you should be adopting AI in your hotel

1. AI improves guest interactions

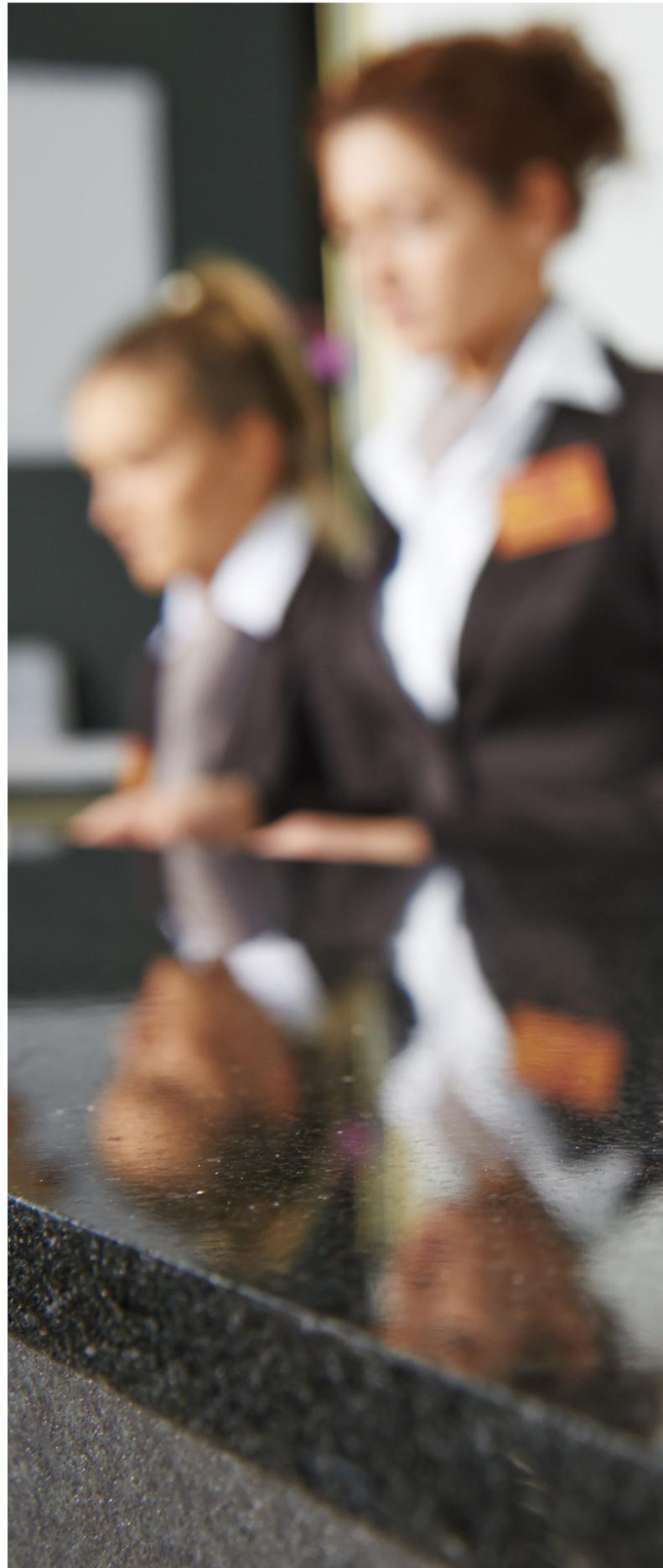
Being able to manage multiple guest telephone or text interactions, 24 hours a day, 7 days a week, in multiple languages, means that guest issues are progressed or resolved quickly, however busy your front of house team are.

Room service orders can be managed by voice or text at any time, in any language. This in turn increases guest satisfaction.

2. AI manages external inbound guest calls

External incoming guest calls can be greeted by name and loyalty status based in the incoming number. Calls can be routed by loyalty status, so VIP guests get treated as such.

AI can make, amend and cancel reservations, it can provide directions plus transport and parking advice, check in/out times and facilities, all without human involvement.



3. AI manages internal Incoming Guest Calls

Internal incoming guest calls can be greeted by name and loyalty status. AI can manage late check out requests, provide information such as breakfast location and times, internal WiFi passwords and gym/pool/business centre opening times.

It can manage and action housekeeping requests and even log any issues or complaints.

4. AI acts as a corporate directory and much more

AI can greet staff by name, transfer calls to staff and departments, answer Covid questions, book vacations, record issues reported by staff walking around property and reset passwords.



5. AI manages outgoing calls

AI can manage guest satisfaction questionnaires, invite guests to hotel events, provide notification of booking changes (due to hurricane or pandemic), notify staff of rota changes following sickness etc. AI can even authenticate a member of staff using advanced and secure voice biometrics.

6. AI can power interactive chat features

AI can also deal with requests in a text format via conversational web chat, avoiding any issues of accents or speech impediments.

AI can augment written words with website links to helpful information and even attach files such as a menu for example.

7. AI can manage your social media interactions

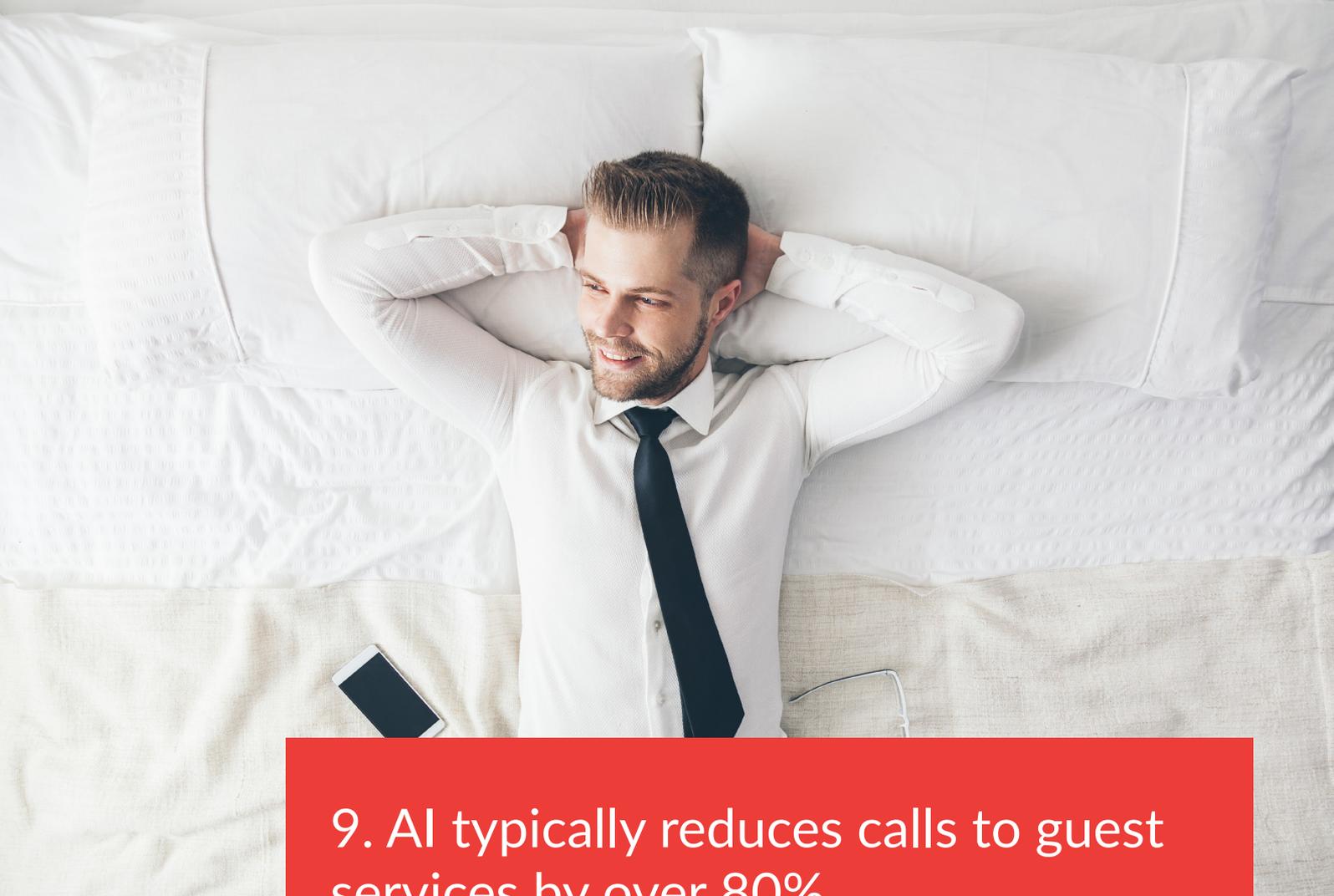
AI can manage SMS text messages and social media request such as WhatsApp and Facebook and even automatically respond to email enquiries 24 hours a day, 7 days a week

8. AI makes interactions more human, not less

By handling routine and repetitive questions using AI, front of house staff will have more time to manage face to face guest interactions and the more complex and specialist guest requests.

Staff morale is greatly improved by reducing the demands upon them during busy periods or unplanned absenteeism – leading in turn to more creative and empathetic engagement.





9. AI typically reduces calls to guest services by over 80%

Guest calls are dealt with quickly and efficiently by AI offering operational efficiencies as maintenance teams can be intelligently directed to deal with specific guest needs.

80% fewer calls to guest services means human agents can concentrate on VIP guests or the “exceptional” and interactive PCI (& HIPAA) compliant payments can be made by guests.

10. AI integrates with 3rd party systems

In addition to managing standard calls to reception, AI functionality can be extended via API integration into service optimization solutions such as HotSOS and SynergyMMS, voice management and analytics solutions such as Jazzware, graphical voice administration tools such as our own Magic solution and even Open Weather applications, providing guests with local and national weather information.

What is EVA?

Our Evolution Virtual Agent service (EVA) combines intelligent IVR with AI technology and machine learning to help hotels around the world enhance staff productivity and improve the guest experience. Available 24x7x365 EVA can reduce calls to guest services by over 80% allowing staff to concentrate on guests requiring that extra personal touch.

With its almost human like interaction, EVA virtual agents can take and make calls to guests and staff in order to provide answers to regularly asked questions, take requests for wake-up calls, room items and maintenance requests and integrate with 3rd party front and back- of-house hotel systems.

With the ability to greet callers by name and loyalty status, EVA can intelligently route calls, make, amend or cancel a reservation, give directions (verbal as well as send an SMS message with MAP link). It can advise on transportation such as airport shuttle buses, provide parking information, check in and check out times and provide details of hotel facilities.



Emails sales@fourteenip.com to request a demonstration



About Fourteen IP

Founded in 2011, Fourteen IP has established itself as the global carrier for the hospitality industry with its Evolution Voice services being deployed in over 300,000 hotel rooms across 24 countries, supporting leading hotels and groups worldwide.

Focused on the hospitality industry Fourteen IP has offices in the USA, UK, Canada, Mexico and the Czech Republic and is an approved vendor for the Hyatt, Marriott, Hilton and many more hotel groups.

Services include Cloud Telephony, Connectivity, SIP Trunking, Webex Conferencing and Collaboration, Guest Administration and EVA, our AI powered, front and back of house Virtual Agent solution.



Get in touch

US Office

Fourteen IP Inc
5728 Major Blvd,
Suite 100, Orlando,
Florida 32819
Telephone +1 407 204 1614

UK Office

Fourteen IP Communications Ltd
Unit 4 Lock Flight Buildings,
Wheatlea Road, Wigan,
WN3 6XP
Telephone +44 1942 369196

Email sales@fourteenip.com