HYATT HOTELS

PARK HYATT®   ANDAZ.   GRAND HYATT®   HYATT®   HYATT REGENCY®   HYATT PLACE®   HYATT house®   HYATT ZILARA HYATT ZIVA ALL INCLUSIVE RESORTS
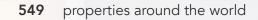
We are a global hospitality company with widely recognized, industry leading brands and a tradition of innovation developed over our more than fifty-year history.

We manage, franchise, own and develop Hyatt branded hotels, resorts and residential and vacation ownership properties around the world.

Our mission is to provide authentic hospitality.

549 properties around the world

8 brands to meet all travel needs

Chicago, IL corporate headquarters

8 global service centers
- 2 North America
- 6 International

BACKGROUND

RESERVATIONS

- ➕ Create
- 🔁 Change/Recap/Survey
- ❌ Cancel
- 🏢 Property Information

GOLD PASSPORT

- Account Maintenance
- ❓ Questions (FAQs)
- HYATT GOLD PASSPORT Know Me
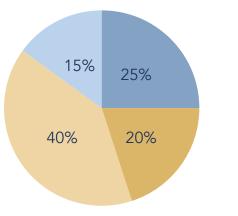
CONVERSATIONAL INTELLIGENT ASSISTANT SOLUTIONS

> Delivers 95%+ comprehension

> Adaptive-Understanding™ technology

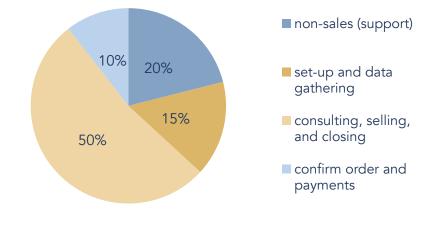> Streamlined and scalable solution

> Agent-like customer experience

CAN AUTOMATION ASSIST IN THE SALES PROCESS?

Sample sales agent time analysis

- non-sales (support)
- set-up and data gathering
- consulting, selling, and closing
- confirm order and payment

25%
20%
40%
15%

Sample sales agent time analysis with automation

- non-sales (support)
- set-up and data gathering
- consulting, selling, and closing
- confirm order and payments

20%
15%
50%
10%

Potential to generate $50 – $80 million in additional Revenue

RESERVATIONS

➕ Create ▶

IVA	Data Collection
	Hotel property
	Check in date
	Check out date
	Number of guests
Reservation Specialist	Availability and Payment
IVA	Reservation Confirmation

🔄 Change

❌ Cancel

🏢 Property Information ▶

GOLD PASSPORT

📇 Account Maintenance

❓ Questions (FAQs)

125% ROI

- Improved customer experience
  - On demand self-service options

- Improved associate job satisfaction
  - Increased reservation revenue per associate

- Improved efficiencies
  - 15% savings on new reservations
  - 94%+ savings on fully automated interactions
  - 32% issue resolution for Gold Passport callers
  - Estimated 125% ROI Year-over-Year

UNEXPECTED RESULTS

ICMI
Global Call Center
AWARDS
2013 WINNER
Best Use of Technology

Completely impressed with the voice recognition on the Hyatt phone reservation system...thanks for saving me time @HyattPR, @HyattConcierge!

3 RETWEETS

I called Hyatt's customer service line to give Interactions a try. A pleasant, mildly robotic-sounding man's voice answered the call, asking me how he could help.

Admittedly, I tried to trip the software up—stumbling over my words, fumbling the date of my arrival ("September—I mean December 3") and responding "Just me" when it asked how many people would be in my party.

I spoke with one of these [live] reps, Brandon, who said the automated system gathers most of the information he needs and cuts down on call times by a minute or two—a large improvement in Brandon's line of work. Also, he told me most customers say they like the system.

The time savings provided by Interactions' software can add up to big savings for businesses. And customer satisfaction is financially important to Interactions too, as it gets paid based on the number of successful transactions it completes, like making a reservation or authenticating a customer's identity.

--
Rachel Metz
An Escape from Automated Customer Support Hell
MIT Technology Review

NEXT STEPS

CONVERSATIONAL COMMERCE:
VIRTUAL ASSISTANTS TAKE ON NEW TASKS
An Interactions Case Study

CUSTOMER CASE STUDY:
Conversational Commerce
Dan Miller, Opus Research

CONTACT INFORMATION

FOR HYATT:
John Romano
Director, Performance &
Planning, Global Contact
Centers
john.romano@hyatt.com

FOR INTERACTIONS:
Dan Fox
Sr. Marketing Manager
dfox@interactions.net