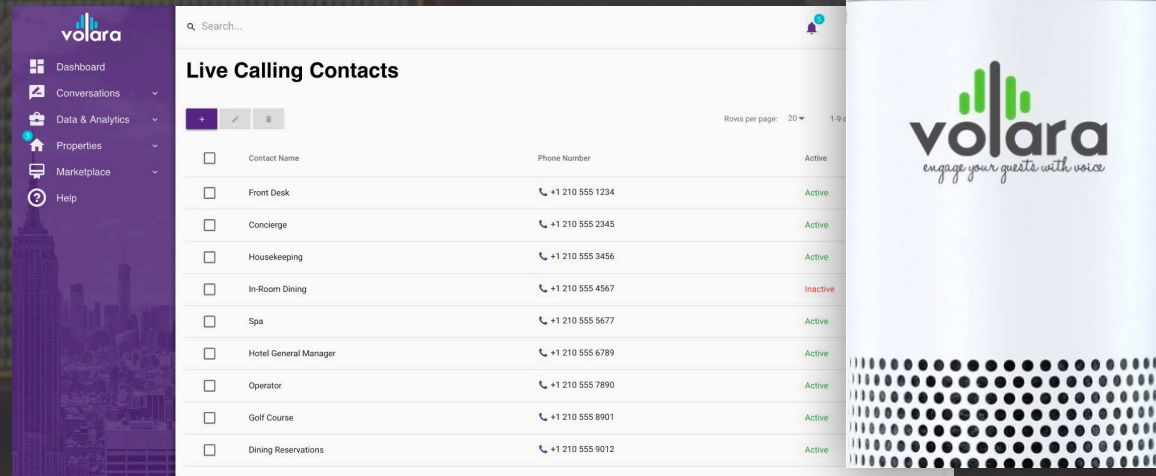


THE ULTIMATE GUIDE TO VOICE ACTIVATED HOTEL TECH

2019 Edition

Underwritten, in part by:



The screenshot displays the Volara software interface. On the left is a navigation sidebar with the Volara logo and menu items: Dashboard, Conversations, Data & Analytics, Properties, Marketplace, and Help. The main content area is titled 'Live Calling Contacts' and features a search bar and a table of contact information. The table includes columns for 'Contact Name', 'Phone Number', and 'Active' status. A physical white Volara device is shown on the right, featuring the company logo and the tagline 'engage your guests with voice'.

Contact Name	Phone Number	Active
Front Desk	+1 210 555 1234	Active
Concierge	+1 210 555 2345	Active
Housekeeping	+1 210 555 3456	Active
In-Room Dining	+1 210 555 4567	Inactive
Spa	+1 210 555 5677	Active
Hotel General Manager	+1 210 555 6789	Active
Operator	+1 210 555 7890	Active
Golf Course	+1 210 555 8901	Active
Dining Reservations	+1 210 555 9012	Active

Buyers guide created in collaboration with Volara

**CONCEPTUALIZATION, DESIGN,
DATA AND COPY EDITING:**

Hotel Tech Report

CONTENT & RESEARCH

Dave Berger

HotelTechReport 

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WHAT IS VOICE ACTIVATED TECH FOR HOTELS?



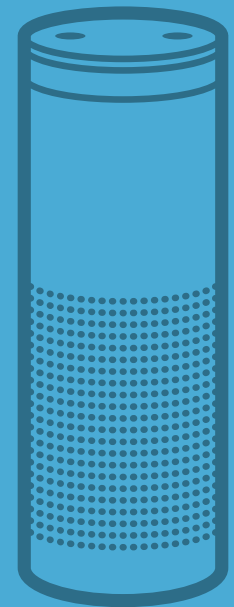


Hotel technology typically follows consumer technology and voice is no exception. With voice activated tech now significantly prevalent in mainstream consumer electronics thanks to major tech giants like Apple, Google and Amazon—hotels are now able to seamlessly weave voice technology into their operations and the guest experience to drive efficiencies and convenience for their guests and staff.

Thousands of hotels across the globe have begun implementing voice activated devices into hotel guest rooms to make it more convenient for guests to do things like order room service, request housekeeping, adjust room controls (thermostat, blinds, lights, etc.) and ask location-specific questions such as what time the hotel pool closes or where the fitness center is.

Personal service has traditionally been at the heart of hospitality. Yet as the business environment has become more price competitive, hotels - not dissimilar from other business verticals - have sought to leverage technology to drive efficiencies and augment their staff. These new technologies will enable personal service to scale resulting in measurable benefits aligned to key hotel KPIs.

WHAT ARE THE KEY BENEFITS OF VOICE ACTIVATED DEVICES?





Guests can now get quick answers to many of their questions – from the hotel’s WiFi password to the hours of our restaurant and rooftop bar – without having to pick up the phone, dial and wait for a response. In the meantime, our staff spends less time on the phone and more time with our guests, focused on personalizing and enhancing their stays.



Amanda Parsons
General Manager
Thompson Hotel Seattle

1

MORE EFFICIENT GUEST SERVICE

30% of all guest requests are routed directly from the guests’ voice to the hotel’s work order management system both reducing room for errors as well as time spent tracking followup.

2

IMPROVED TREVPAR

Reducing friction for guests to communicate unlocks thousands of additional opportunities to communicate with, and influence, your guests as well as promote, offer and sell ancillary hotel services.

3

ONLINE REPUTATION AND GUEST DELIGHT

Reviews are revenue and when guests leave them, they write about what was unique, memorable and helpful. Reviews from travelers at hotels with voice activated in room devices often mention the amenity as novel, unique and memorable.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.



HOTELIER TESTIMONIALS

[Read reviews →](#)


General Manager from Chicago

“ACME is always looking for ways to stay ahead of the curve, we knew Volara’s customized voice-based guest engagement solution would be a perfect fit for our guests, acting as a high-tech personal assistant for a number of hotel services and information on demand”



Director of Rooms from Seattle

“By handling so many different types of requests, Roxy enables our staff to focus on providing more personalized service. We freed up over 70 hours of staff time over 3 months thanks to Roxy!”



SVP of Brand Management from Phoenix

“Artificial intelligence and voice activation will play a critical role in the hotel industry as we look to the future...We have already seen a significant improvement in guest satisfaction scores of the Runtriz platform. The addition of the Amazon Dot at our properties will take the guest experience to a whole new level.”



General Manager from Seattle

“Volara's voice-based guest engagement solution on the Amazon Echo Dot was simple to deploy and personalize for our hotel. We're serving our guests more efficiently while creating unique experiences that our guests will always remember and associate with the Alexis.”





TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

PERSONALIZATION

Customizable replies to guests based on their personal profiles

Volara Prediction: Deeper personalization will lead to more scalable human like connections with guests

REQUIRED PRIVACY PROTOCOLS

Best practices ensure that all recordings of guests should never be associated with individual guest profiles.

MORE PLATFORMS

Brands will require a consistent guest experience across multiple NLPs (Natural Language Processors).

Volara Prediction: Global brands will manage multiple NLPs across the globe from a single interface

AMAZON FOR HOSPITALITY

With Alexa owning market dominance in the smart speaker space, Amazon's recent announcement of their focus on Alexa for business with certified hospitality partners will open up new opportunities for hoteliers.

Volara Prediction: As the smart speaker market grows, so will guest engagement.



Hawthorne Terrace is a neighborhood treasure, with the Amazon Echo, we can assist our guests in finding the amazing live theatre, music, exceptional dining, and robust events that take place in the neighborhood. Making sure our customers are delighted and engaged during their stay is our top priority.

Tony Klok
Principal
Rebel Hospitality

BUYING ADVICE AND RECOMMENDATIONS



Critical
Features



Top rated providers
& comparisons



Key
integrations



Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

✓ Guest privacy protections

Ensure compliant management of recordings vis a vis guest PII.

✓ Real time control

Conversations with hotel guests should be updatable in real time.

✓ Integration with hotel systems

Ensuring that guest requests can be properly routed to your hotel's existing staff task management software helps ensure seamless communication and collaboration.

✓ Analytics & reporting

Create custom reports for your departments that will help them better prepare for and meet guest demands and get the most relevant actionable metrics at a glance.

✓ Flexibility

Be sure you can manage multiple NLP and can switch with relative ease. It's early in the development of this new technology and hotels should maintain flexibility.

✓ Accuracy

The commercial stakes are too high to rely solely on a consumer NLP to manage the relationship with your guests. Find an NLP augmented solution.

✓ Built for hotels

Find a provider who has hotel expertise and a solution crafted specifically for hotels.

✓ Language translation

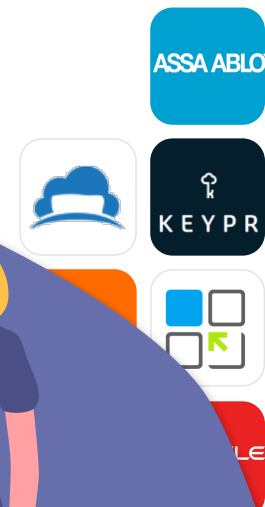
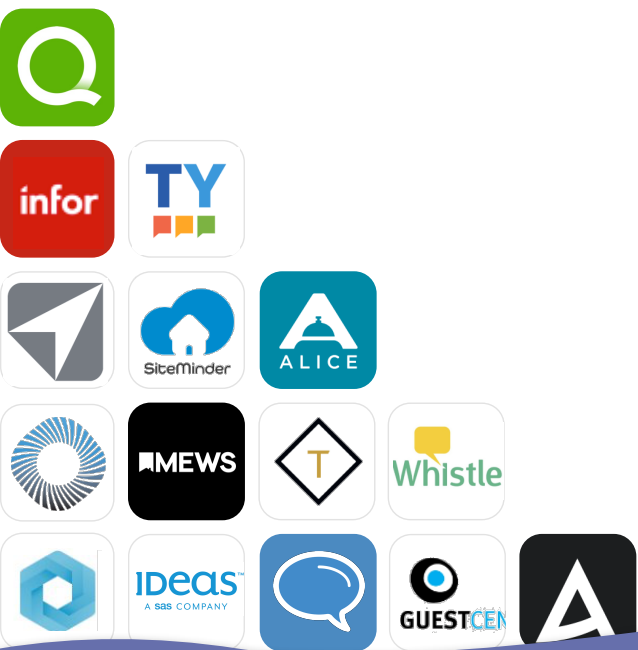
The ability to understand or facilitate communications with guests in other languages.

✓ User roles & permissions

Create staff accounts with special permissions to allow editing of specific answers within the Volara app

✓ Self service admin panel

Monitor every interaction in real time, so you know what your guests are saying and can meet there every need and update answers to common questions in real-time.



WHO'S WHO...

See which players are trending in the market and launch Hotel Tech Report compare to compare them side-by-side.

★ Featured Provider



VOLARA
View profile >

Provider of custom voice-based solutions to the hospitality industry. Our proprietary software creates a hotel business tool atop the leading hardware and natural language processing platforms.



Nuvola
View profile >

Alexa for Hospitality is built to work with existing hotel technologies, reducing or eliminating the need to retrofit or upgrade existing investments, and works with a range of trusted hospitality solution providers



Angie
View profile >

24-hour guest room assistant, Wi-Fi and room control solution, built just for hotels and resorts. Angie provides guests with 24-hour access to amenities and services, while providing secure Wi-Fi and controls for television, lighting, and temperature.



Roxy Device
View profile >

Roxy is a speech enabled device that provides fully customizable in-room concierge services. Roxy can also replace in-room items such as the phone, alarm clock and guest booklet. The device is built from the ground-up for the hotel industry. Guests use the...



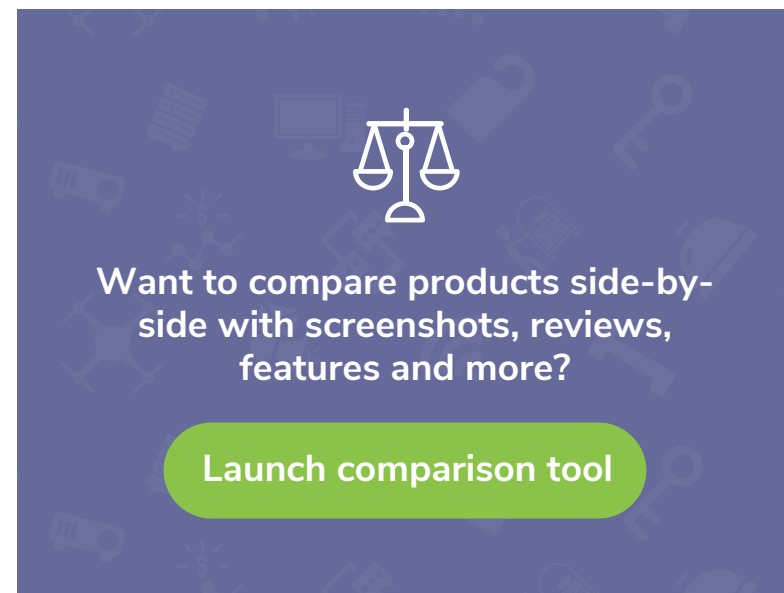
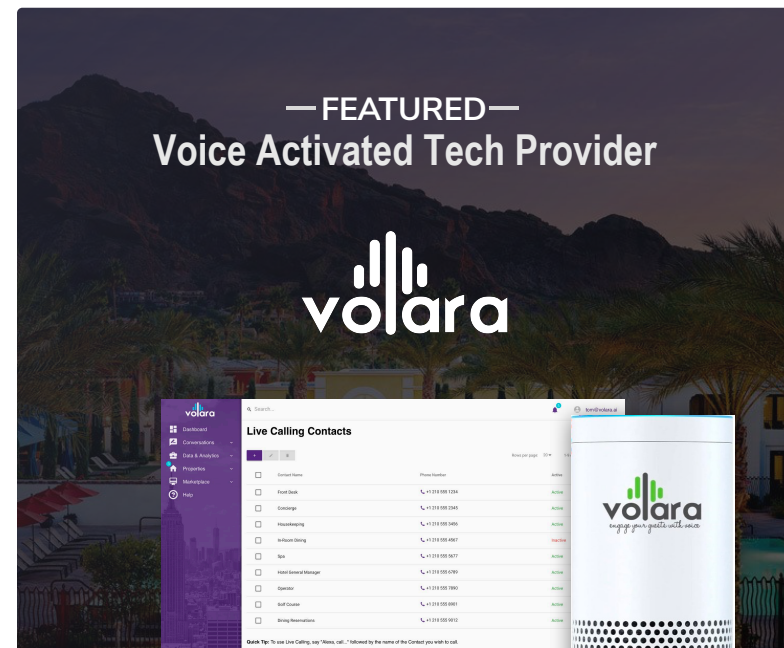
BeyondTV
View profile >

BeyondTV's Digital Concierge with Amazon Alexa® integration provides a voice-based guest engagement software running on in-room hardware like the Amazon's Echo® and Dot.



DigiValet
View profile >

Hotel guests can now talk to their rooms, thanks to DigiValet's hospitality focused approach to integrating voice in a hotel room. The guest can set the room as per his preference with turning on the light, changing the color of the light, or even set the temperature as per his or her...



“



Volara review verified by Hotel Tech Report

“Alexa makes it easy for a guest to let us know when they need something like extra towels, soaps, or whatever else they might need...Instant notification to the Front Desk [make it] easy for guests who might not want to have to call down to the desk. If phones are tied up at desk, guest doesn't have to wait to attempt to get a hold of someone...”

Director of Operations

Michigan (United States)

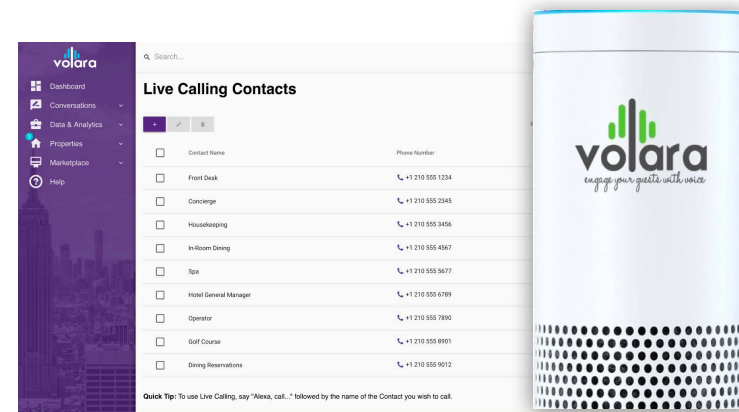
Boutique Hotel

READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about Volara >



Volara’s software provides platform agnostic voice based conversation management with hotel guests along with a secure integrations hub. Volara’s software manages interactions with guests on Amazon Alexa, Google Assistant and IBM Watson, with more NLP coming soon.



- wifi codes
- amenity locations
- hours & availability
- checkout time
- weddings
- birthdays
- musical greetings
- vip guests
- restaurants
- tours
- activities with kids
- special events
- housekeeping
- checkout
- food & beverage
- valet

STAY CONNECTED

- **Staff Task Management** — Ensure guests get what they want when they want it while reducing strain on your staff by integrating with work order and collaboration platforms.
- **Room and Television Controls**— Create awe inspiring experiences that leave your guests with remarkable memories of their stay.
- **Guest Messaging Platform**—Follow up with guests with the mediums of communication that are most suitable for the specific communication and preferred by the guest.



MOST INTEGRATED
VENDOR



13 verified integrations

[Browse integrations](#)



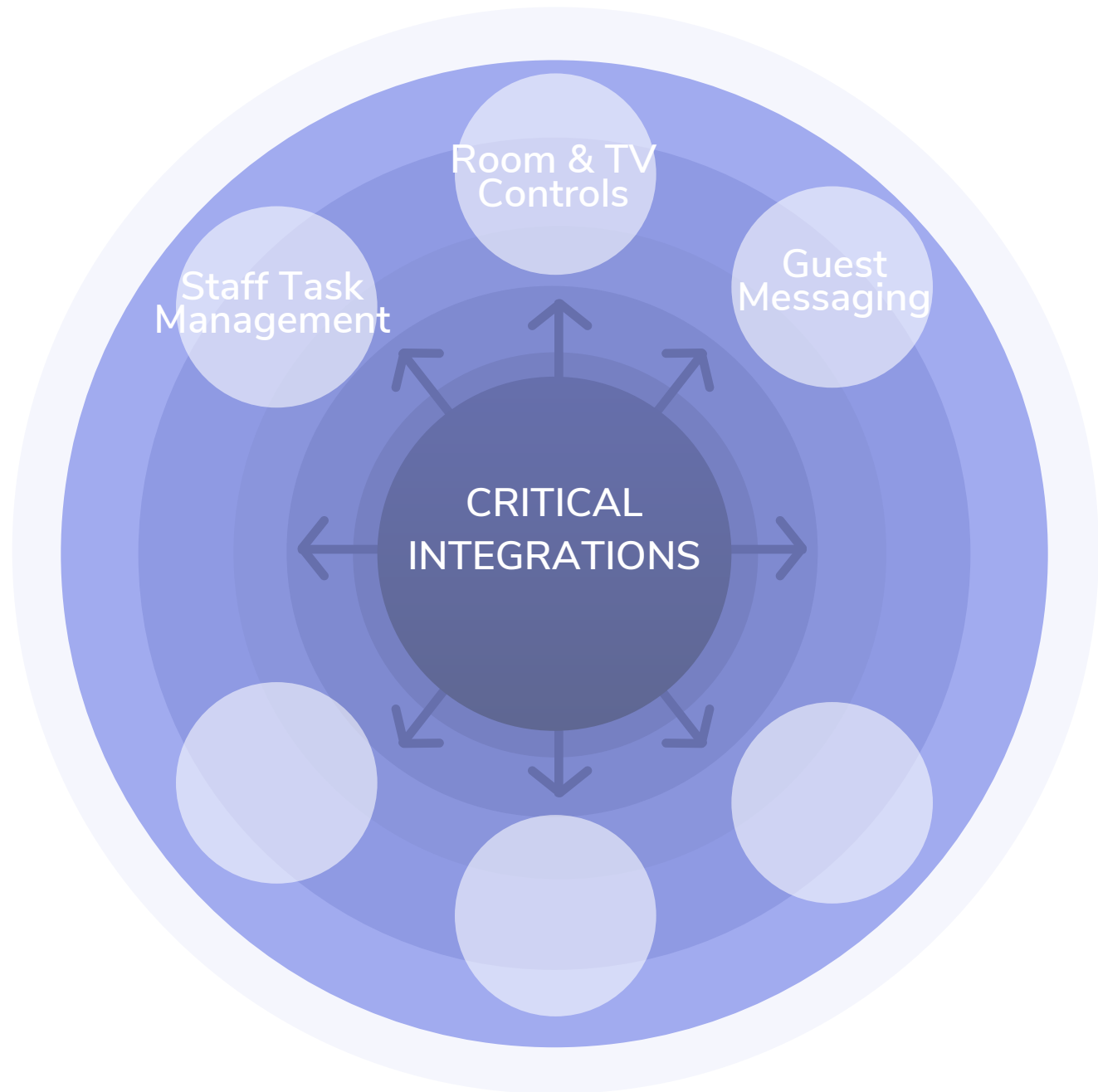
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

[View integrations >](#)



Need an integration built for your hotel?

[Connect with Hapi](#)



WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS



HOW ARE YOU PROTECTING THE PRIVACY OF MY GUESTS?

Are recordings connected to guest PII.

HOW ARE YOU PROTECTING THE SECURITY OF MY PROPRIETARY DATA?

Are integrations with a major platform that may use this data for remarketing.

HOW ARE YOU MEASURING ROI?

Ensure the solution has measurable business benefits. Know what you want to achieve and focus the solution on those goals.

HOW WILL THIS IMPACT MY GUESTS' EXPERIENCE?

Will the solution be brand consistent?

HOW WILL THIS IMPACT MY STAFF?

Will the solution support my staff or be a hassle for it.

CAN I CHANGE AND UPDATE MY SOLUTION ONCE DEPLOYED?

How much flexibility do you have to change interactions and even NLPs over time.

WHAT TO EXPECT



Pricing &
budgeting



Implementation
timeline



Success
metrics



Success stories and
additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

TYPE	Price range
Implementation fee	\$1000-\$2000/property
Monthly SaaS Subscription	\$100-\$200/property
Training	Included
Hardware cost	\$0-\$50/room

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?

Implementation is a hassle free process that begins with an onboarding call that ensures the client knows what to expect. The service provider does all of the heavy lifting in collaboration with the client. The solution is typically deployed within 6-8 weeks of contract.

Approximate implementation timeline
6-8 weeks

SUCCESS METRICS





HOW DO I MEASURE SUCCESS?

**1**

GUEST SATISFACTION SCORES

The TripAdvisor reviews from the first two-plus years of deployments are clear as day. Guests love engaging with voice agents in their guest rooms and are telling others about it.

**2**

OPERATIONAL EFFICIENCY/ STREAMLINED OPERATIONS

Mobile Key reduces the workload at the front desk, freeing up staff to concentrate on more valuable guest services and engagement.

**3**

LABOR COST AS A PERCENTAGE OF SALES

While Alexa is nowhere near taking someone's job, it is absolutely making hotel staff more efficient. Integrations into the incident management systems have proven their value at hotels across the country, removing the potential for error in manual entry of work orders by staff and quite simply getting guests what they want faster than ever before.

SUCCESS STORIES AND FURTHER READING

ALEXA FOR BUSINESS CAN NOW MAKE PHONE CALLS IN HOTEL ROOMS

Alexa for hotels gains a new skill with Volara's expanded capabilities for guests to make phone calls without having to pick up a phone.

ALEXA FOR HOSPITALITY IS A SEMINAL MOMENT IN THE INDUSTRY (DESPITE CHALLENGES)

The launch of Alexa for Hospitality is a seminal moment for hoteliers, as well as the ecosystem of vendors that serve them. In recent years, Amazon has made natural language understanding by computing devices affordable, fun and mainstream.

TRIPADVISOR REVIEWS SHOW AMAZON ALEXA IS A HIT WITH HOTEL GUESTS

See what guests think about voice activated tech first hand by reading Trip Advisor reviews that mention their interactions with voice activated tech in their rooms.

AMAZON'S LATEST FOCUS ON HOTELS COMES VIA ALEXA

Alexa for Hospitality will allow hotel guests to make verbal requests through an Amazon Echo device, including room service, housekeeping and contacting the property's concierge.

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AMAZON FINALLY TALKS ABOUT TRAVEL, LAUNCHES ALEXA FOR HOSPITALITY

Amazon, which hopes to see the first devices put into use during the summer of 2018, says it will later allow guests to connect their existing Amazon accounts to the in-room devices so that they can play music from their own playlists or listen to audiobooks.

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to [HotelTechReport.com](https://www.hoteltechreport.com)

