

FOURTEENIP XIV

Buyers Guide for Hotel AI Solutions

www.fourteenip.com



Contents

Introduction	3
Things to consider when choosing an AI IVR solution	4
Identify Your Hotel's Needs	4
Research and Short-list AI IVR Providers	4
Choose Wisely	5
Choose a Guest-Led Solution	5
Assess Compatibility and Integration	6
Customization and Scalability	7
Data Collection and Privacy	7
Implementation Process and Timeline	8
Performance Analytics and Insights	8
Support and Maintenance	9
Pricing and Return on Investment (ROI)	10
Evolution Virtual Agent	11
Return on Investment	12
About Fourteen IP	13

Introduction

Artificial Intelligence (AI) has the potential to revolutionize the hospitality industry, providing hotels with advanced tools and capabilities to enhance guest experiences, optimize operations, and improve overall efficiency.

One area that AI offers a specific tangible benefit, is in handling the hundreds of calls made by guests, before, during after a stay at a hotel, asking for information and supplies for the room, which usually occupies members of the front desk or guest services team.

An AI-powered IVR solution or PBX Voice Assistant, can greatly reduce the amount of time staff spend answering guest calls but not all solutions are equal. Deploying the wrong solution can lead to frustration for guests and for staff alike, which is why we have put together this guide.

This buyer's guide provides an overview of key considerations and steps to follow when choosing an AI IVR solution for your hotel and highlights some of the many benefits of adopting a proven AI solution in your hotel.



Things to consider when choosing an AI IVR solution

Identify Your Hotel's Needs

Before exploring AI solutions, identify the specific challenges or opportunities you want to address. Determine the areas where AI can make a meaningful impact, such as guest services, revenue management, operations or marketing.

Research and Short-list AI IVR Providers

Conduct thorough research to identify reputable AI solution providers specializing in the hospitality industry. Consider factors such as experience, reputation, client base, and technology expertise.

Short-list providers that align with your hotel's requirements and industry-specific needs. If you are part of a hotel group, you would be advised to check which AI vendors are approved and recommended as many of these points will have already been discussed.

Thanks for calling,
how can I help you?

Evolution Virtual Agent

Evolution Virtual Agent (EVA) from Fourteen IP specifically addresses the areas of guest services and operations.

EVA is designed to manage phone calls from guests, before, during and after their stay at your hotel or resort, freeing up guest services and front of house staff to spend more time engaging with guests face-to-face and managing more sensitive enquiries.

Hospitality Specialists

Fourteen IP specializes in the hospitality industry and has been providing technology solutions to hotels since 2011. Fourteen IP's cloud telephony service Evolution Voice is deployed in over 330,000 hotel rooms in 24 countries.

Our AI IVR solution EVA has answered over 15 million* guest calls for our customers.

Approved by many leading hotel brands EVA is being deployed at hundreds of hotels across the USA and beyond, in multiple languages.

* at the time of publishing

Things to consider when choosing an AI IVR solution

Choose Wisely

Many IVR systems can take 5-10 seconds to respond to a guest request and then, either provide an incorrect answer or ask the caller to repeat the question.

Make sure you try solutions for yourself and assess how you would feel as a guest, calling the front desk.

Choose a Guest-Led Solution

Many IVR solutions are bot led, which means they have to ask a series of specific questions one at a time, looking for yes or no answers or button selections which can be painful for guests.

A guest-led solution like EVA, allows the caller to ask any question and ask questions with multiple elements to them, such as “Can I get a blanket and some extra pillows” or “Can I book a table in the restaurant for 4 people at 7.00pm”. A guest-led solution should be able to handle such questions and provide human like answers.



Large Language Model

Evolution Virtual Agent (EVA) from Fourteen IP is built on two large language models which means it is learning from billions of lines of code, books and websites.

EVA is built on the only large language model designed for customer service over the phone.

EVA understands more, quicker and understands multiple requests at a time, so conversations are truly guest-led and EVA's understanding and responses are almost human like.

All this makes for a more effective and enjoyable guest experience - which is why we have not received a single guest or caller complaint.

Assess Compatibility and Integration

Evaluate how well the AI IVR solution integrates with your existing hotel systems, such as property management systems (PMS), customer relationship management (CRM), or channel management systems. Ensure that the solution you choose has API integrations into guest management and other essential third party platforms.

Seamless integration is crucial for maximizing the benefits of AI without disrupting your operations.



Unlimited Integration

When it comes to integration, EVA integrates natively with our Evolution Voice cloud telephony service but can be integrated with 95% of hotel PBX's using our SIP Trunk services.

[Click here to download a guide to deploying EVA in your hotel](#)

EVA also integrates with front of house and guest management solutions using APIs. API integrations unlock almost unlimited possibilities for EVA. It enables EVA to seamlessly manage and request guest services such as extra bedding, toiletries and repairs. It can enable restaurant and spa bookings to be managed, provide weather information and much much more.

Guest requests account for 8% to 10% of calls to agents and EVA can handle many of these calls either via API ticketing systems such as **HotSOS**, **GXP** and **SynergyMMS** or via our built-in solution.

[Click here to download a guide to Unlocking EVA with APIs](#)

Customization and Scalability

Determine if the AI solution can be tailored to meet your hotel's unique needs. Flexibility and customization options allow you to adapt the solution to your specific requirements.

Additionally, consider the solution's scalability to ensure it can accommodate your hotel's growth and evolving needs.

Data Collection and Privacy

Understand the data requirements of the AI solution. Assess how it collects, processes, and stores data, ensuring compliance with privacy regulations like GDPR.

Confirm that the provider has robust security measures in place to safeguard guest information.



Scalable and Compliant

EVA scales to support the smallest Select Service hotels, through to Full Service Resorts such as the Gaylord Resorts and everything in-between.

Our administration dashboard reports on how many calls are unanswered and abandoned and can be used to determine if sufficient EVA agents are deployed.

EVA does not record any personal data and any calls that are recorded are stored for 30 days and then purged. As such EVA is compliant with UK, EU and USA GDPR, Data Protection Act and General Privacy Guideline requirements.

Implementation Process and Timeline

Inquire about the implementation process, including installation, training, and ongoing support. Understand the estimated timeline for integrating the AI solution into your hotel's operations.

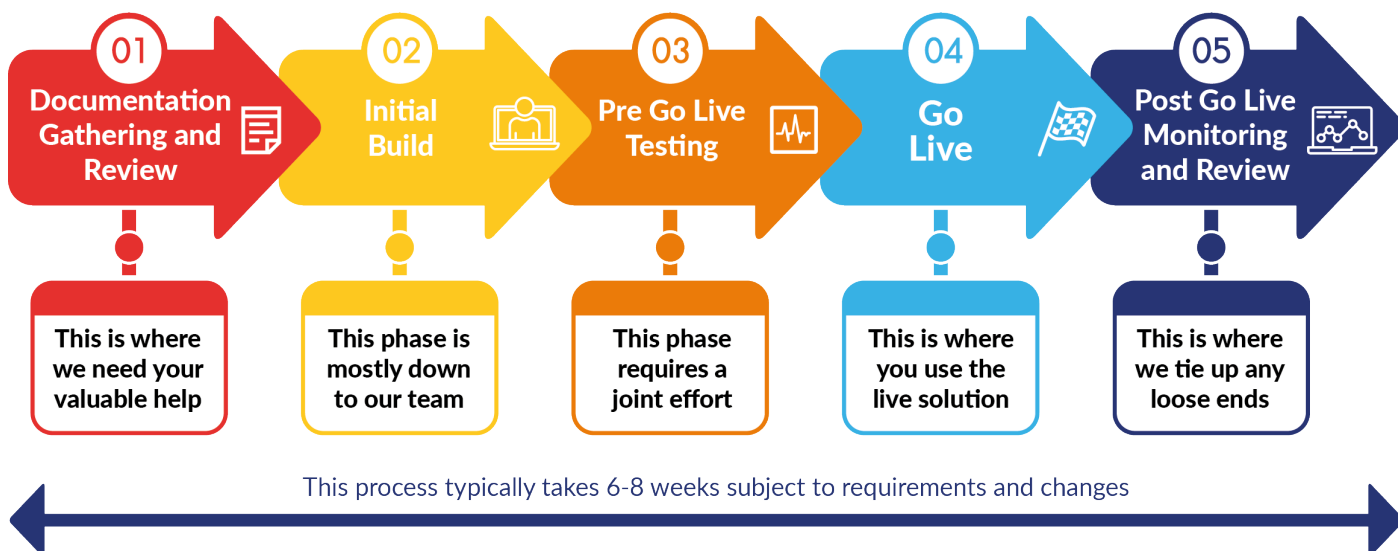
Ensure that the provider offers comprehensive training and assistance during the transition phase.

Proven Processes

The experienced team at Fourteen IP have an established implementation process for EVA which generally takes about 8 weeks from start to finish, depending on hotel requirements.

The diagram below outlines the key stages of the deployment process and which parties' input is required at each stage.

EVA Implementation Process



Performance Analytics and Insights

Evaluate the AI solution's ability to provide real-time analytics and actionable insights.

The solution should empower you with data-driven decision-making capabilities, helping you optimize hotel operations, revenue management, guest experiences, and marketing campaigns.

Analytics and Insights

When it comes to analytics and insights, the EVA dashboard provides a host of information on the number of calls being answered, successfully managed or passed to live agents for further details.

It monitors number of agents being used and calls abandon. Reports can be generated for specific time periods and for specific hotels if EVA is being used across a group of hotels.

Support and Maintenance

Inquire about the support and maintenance services offered by the AI provider. Understand the level of support available during and after the implementation phase.

Prompt assistance and regular updates are essential to ensure smooth operation and address any potential issues.

Service and Support

Specialists AI technicians in the US and UK are on hand to provide technical support for our EVA solution, backed by our AI vendor partner PolyAI.

Support tickets are raised via our customer service team and assigned a priority based on the severity of issue and the level of support service that has been adopted by the customers.

What have you enjoyed most about your stay with us...?

Ensure the AI IVR solution you choose can handle customer satisfaction with questions like, 'what have you enjoyed the most about your stay?' or 'please let us know any way we can improve?' Even with a small percentage of CSATs completed will still be thousands of pieces of direct guest feedback each year and we can easily change the questions EVA asks each year.





Reduce
calls to the
front desk by over

75%

Pricing and Return on Investment (ROI)

Consider the pricing structure of the AI solution. Evaluate the ROI potential based on the expected benefits and cost savings. Analyze the long-term value the AI solution brings to your hotel and weigh it against the initial investment.

References and Case Studies

Request references or case studies from the AI solution provider. Learn from other hotels' experiences and success stories to gain insights into how the solution has benefited similar establishments.

Conclusion

Selecting the right AI IVR solution for your hotel requires careful consideration and thorough evaluation. By understanding your hotel's needs, assessing compatibility, considering customization options, and evaluating data privacy and support services, you can make an informed decision.

Remember to explore the solution's analytics capabilities, pricing structure, and references to ensure it aligns with your hotel's goals and objectives.

Evolution Virtual Agent - EVA



Human-like interactions

Our Evolution Virtual Agent solution (EVA) is the only AI IVR solution that is built on a large language model that is designed for customer service over the telephone. This means the guest interactions with EVA are far more human-like than other virtual agents.

Can I get a toothbrush and an extra blanket?

Sure, that's a toothbrush and an extra blanket...

A better understanding

EVA understands more. It understands quicker and it understands multiple intent questions in one sentence such as "Can I get a toothbrush and an extra blanket?" There is no pressing of buttons for specific choices of services. Likewise, restaurant bookings are simpler, with guests asking for availability of tables in one sentence with date, time and number of people information, which EVA understands easily.

Multiple languages

EVA can be deployed in a wide choice of languages - currently in English, French and Spanish but is available in many more languages. Please ask for details.



Would you like me to send you a link to that information?

SMS messaging and more

EVA can send guests links to web pages, maps and loyalty applications to assist them. It can recognise loyalty status and respond to guests accordingly. EVA can carry out customer satisfaction surveys, providing valuable marketing information, remaining polite, professional and on brand at all times, freeing up staff to provide more face-to-face guest services.

Return on Investment

Our EVA solution is priced on a per agent per month basis. Since we support hundreds of hotels worldwide, we can usually quite accurately predict how many calls you are likely to receive based on the number of rooms and hotel classification and recommend a suitable number of EVA agents to manage that volume of calls - this can be adjusted as needed over time.

Typical ROI figures can be seen below:

	Select Service	Full Service	Resort
Measurement period	3 months	3 months	6 months
Number of calls per day	650	2,500	9,500
Total calls	60,000	225,000	2,000,000
Call reduction* average and (peak)	60% (100%)	62% (87%)	61% (87%)
EVA time on calls	700 hours	2000 hours	21,000 hours
Customer satisfaction	91% (750 surveys)	88% (2500 surveys)	90% (18,000 surveys)

Results Explained

The **Select Service** results were based on 3 Select Service hotels over 3 months, the **Full Service** results from 6 Full Service hotels over 3 months and the **Resorts** results based on a group of large resort hotels over 6 months but we see similar results from many other hotels.

Calls per day and total calls - indicates the volume of internal and external calls received by the different hotels.

Call reduction - demonstrates the percentage of total calls successfully answered and managed by EVA which would otherwise have go to guest services of a front desk agent. The first percentage is the average call reduction of the period monitored. The value in brackets is the peak call reduction.

EVA time on calls - shows the number of hours that hotel staff have gained as a result of calls being answered by EVA, freeing them up to engage with guests face-to-face and greatly boosting morale.

Customer satisfaction - not only shows the level of guest satisfaction but the number of surveys being carried out effortlessly, delivering a host of marketing information, with which to build brand loyalty.

* No API integrations to hotel management solutions were being used which would typically reduce calls further.

EVA is available 24/7/365, never takes a days holiday or goes sick and never leaves you to work for a competitor...

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 330,000 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