Voice AI Boosts Trust in Hospitality

Facing some of the greatest uncertainty of any industry, those in the hospitality sector are focused on providing better, safer, and more accessible user experiences and increasing accessibility through innovation—and they’re setting aside the budget to make it a reality.

Top End-User Benefits of Voice Assistants

- Better customer experience
- Shorter customer service wait times
- More hygienic
- Increased accessibility
- Customer satisfaction

Plans for Technology Investments in 2021

- 90% Improve customer support
- 88% Convenience & speed
- 60% Increase customer loyalty
- 38% Operational efficiencies

Source: Lodging Technology Study 2021
“[Voice technology] will be certainly used more as our client’s demands have changed. As a brand, we update ourselves and provide the best services”

*Opus Research Survey Hospitality Industry Respondent*

**Top Business Challenges**

- Security, data privacy, consumer trust
- Uncertainty about custom assistants vs. Alexa/Google
- Recession/uncertain global economics
- Uncertainty about the role/benefits of voice AI
- Lack of understanding of customer needs

**Top Two Reasons for Implementing Voice Assistants**

- Consistent brand experience across channels: 66%
- Maximum convenience for customers: 62%

**Future Outlook for Voice**

- Consistent customer experiences
- Increase breadth of use cases supported by voice
- Expand voice into multi-modal experience
- Find ways to monetize voice solutions
- Increase number of voice-enabled channels
Customer satisfaction is directly tied to business value. Offering voice-enabled interfaces on and off-premise highlights the dedication to seamless customer experiences, building customer loyalty, and improving guest experiences.

Greatest Measures of Business Value

- Convenience & speed for users
- Controlling brand identity & UX
- Operational efficiencies
- Improve customer support
- Increase customer loyalty

Top Voice-Enabled Devices

- Smart speaker: 89%
- Mobile app: 63%

Business Functions of Voice Assistants

- Customer service: 78%
- Sales: 72%
- Marketing & advertising: 47%

“[Voice AI] helps in reaching multiple users at a single time—thus being able to solve many queries and solve many issues.”

Opus Research Survey Hospitality Industry Respondent
Brand loyalty is a top goal in hospitality. Custom wake words help elevate brand recognition, while voice ads/shopping provide avenues to capture mindshare and make the purchasing process easier.

Top 5 Success Metrics for Voice Assistants
- Customer satisfaction
- Increased number of users
- Accuracy and speed
- Net Promoter Score
- Resolution & engagement rates

84% of business leaders feel a custom wake word is very important.
62% of those surveyed plan to invest in voice ads/shopping.
72% of respondents think monetization is very important when compared to other goals.

While the majority are looking to increase investments in technology, challenges remain. Hoteliers are feeling an immediacy—spurred by the recent pandemic—to offer hands-free experiences at every touch point.
Top 5 Challenges of Implementing Voice AI

- Quick start & rapid deployment
- Profitability & monetization
- Multi-language support
- VUI design challenges
- Increasing user adoption/education

Voice Investment Considerations

- 75% Finding an end-to-end solution
- 50% Fit with long-term roadmap
- 47% Priority given to other technologies
- 41% Choosing the right voice AI provider
- 31% Global implementation plans

“People have an easily accessible resource to ask for more information which influences their purchase decisions.”

Opus Research Survey Hospitality Industry Respondent

The Business Value of Custom Voice Assistants

Find out how hospitality industry companies compare to the top brands in 7 other key industries in the Opus Research report, “Global Survey: The Business Value of Custom Voice Assistants.”

Learn more about Houndify’s independent voice AI platform at Houndify.com and register for a free account, or talk to us about how we can help you bring your voice strategy to life.