

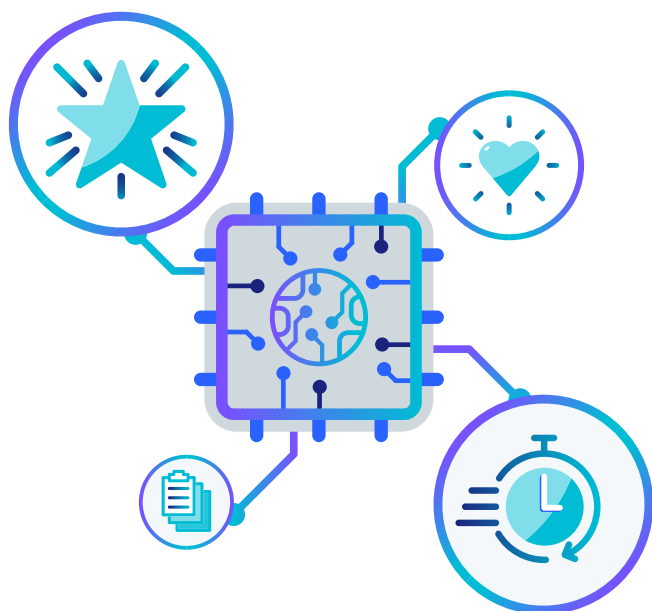
# Voice AI Boosts Trust in Hospitality

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.

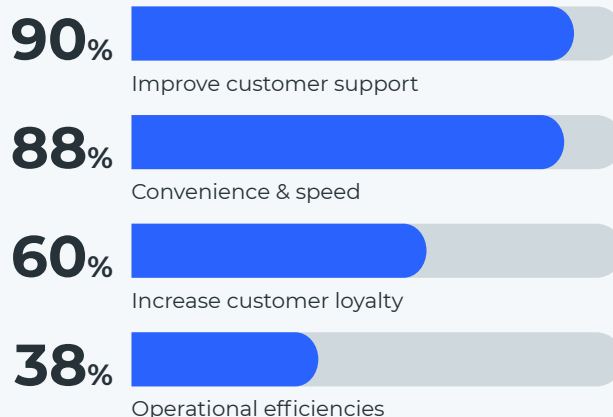


## Top End-User Benefits of Voice Assistants

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



## Plans for Technology Investments in 2021



Source: [Lodging Technology Study 2021](#)

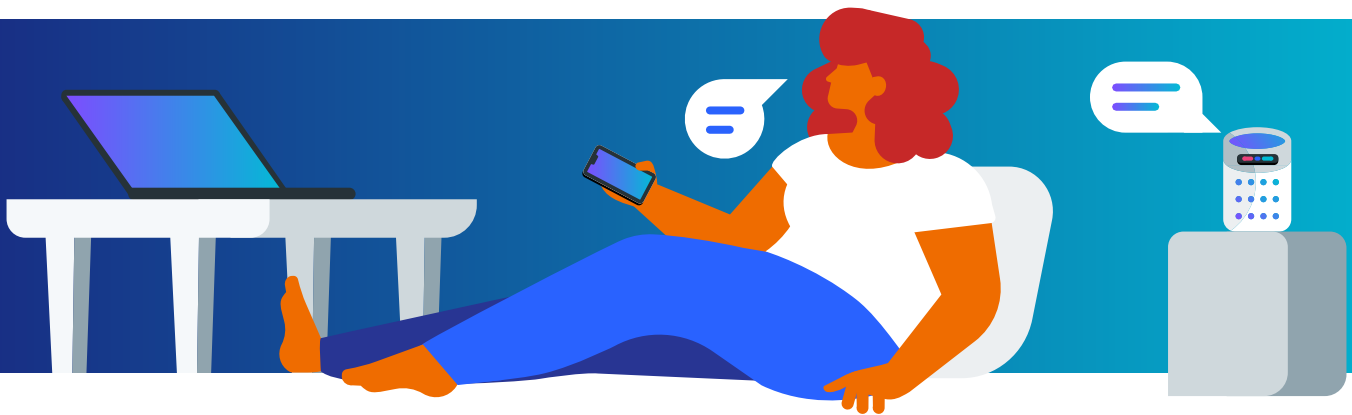
## Top Business Challenges

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

“[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 Two Reasons for Implementing Voice Assistants



## Future Outlook for Voice

- Consistent customer experiences
- Increase number of voice-enabled channels
- Increase breadth of use cases supported by voice
- Expand voice into multi-modal experience
- Find ways to monetize voice solutions

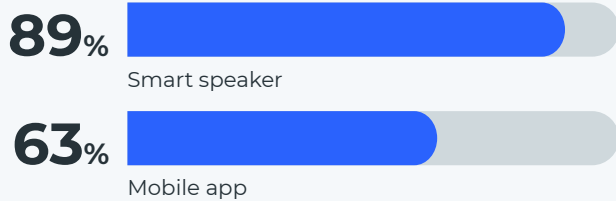


Customer satisfaction is directly tied to business value. Offering voice-enabled interfaces on and off-premise highlights the dedication to seamless customer experiences, building customer loyalty, and improving guest experiences.

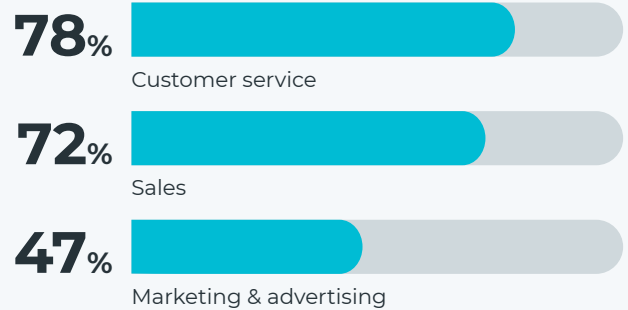
### Greatest Measures of Business Value

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

### Top Voice-Enabled Devices



### Business Functions of Voice Assistants



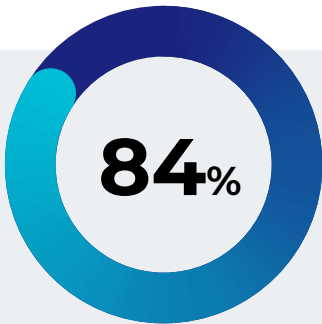
“[Voice AI] helps in reaching multiple users at a single time—thus being able to solve many queries and solve many issues.”

Opus Research Survey Hospitality Industry Respondent

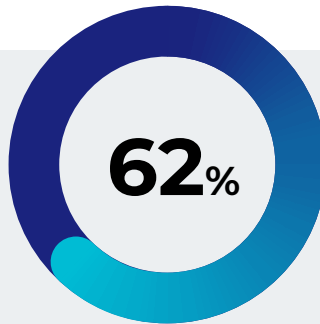
## Top 5 Success Metrics for Voice Assistants

- Customer satisfaction
- Increased number of users
- Accuracy and speed
- Net Promoter Score
- Resolution & engagement rates

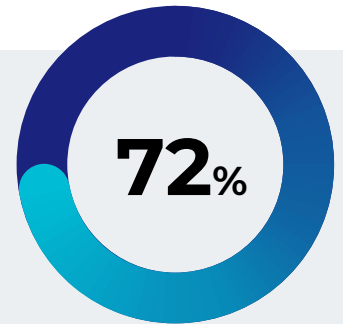
Brand loyalty is a top goal in hospitality. Custom wake words help elevate brand recognition, while voice ads/shopping provide avenues to capture mindshare and make the purchasing process easier.



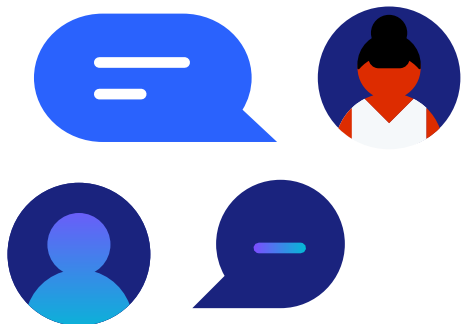
84%  
of business leaders  
feel a custom wake  
word is very important



62%  
of those surveyed  
plan to invest in  
voice ads/shopping



72%  
of respondents think  
monetization is very  
important when compared  
to other goals.

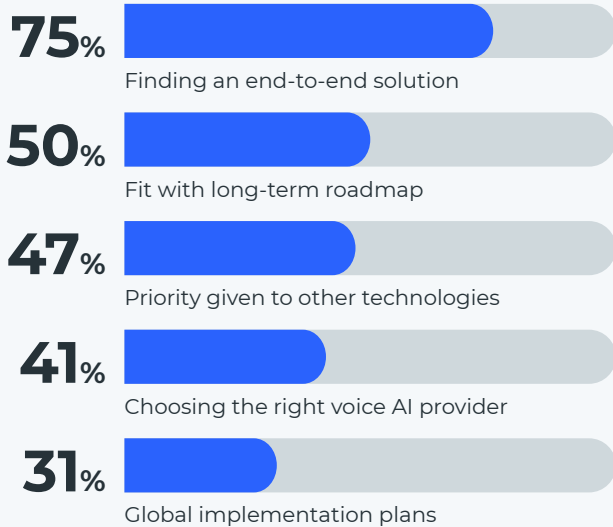


While the majority are looking to increase investments in technology, challenges remain. Hoteliers are feeling an immediacy—spurred by the recent pandemic—to offer hands-free experiences at every touch point.

## 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



“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.”

[Read the Report](#)

Learn more about Houndify’s independent voice AI platform at [Houndify.com](https://www.houndify.com) and register for a free account, or [talk to us](#) about how we can help you bring your voice strategy to life.

