

## Hyatt saves \$4.4 million with conversational reservations application

As a leading global hospitality company, Hyatt handles millions of calls per year. To improve customer experience and sales efficiency, Hyatt partnered with Interactions to expand their automated customer service solution. With this powerful new reservation system, Hyatt realized an average savings of 33% per call while also improving sales conversion.

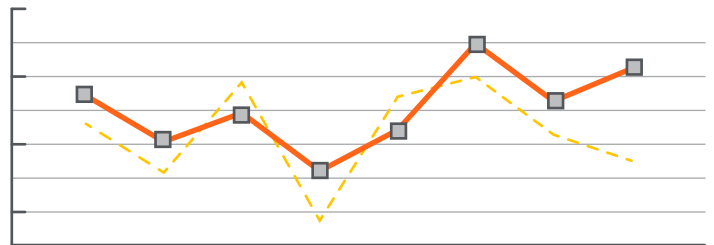
### THE PROBLEM

Hyatt's eight contact centers around the world handle more than seven million calls each year. Customers frequently call in to book new reservations, inquire about charges, make cancellations, request directions, or get information about amenities and services.

When looking to upgrade its automated call system, Hyatt had two key goals in mind:

- Provide a better customer experience for on-the-go travelers
- Improve sales efficiency of live agents

In other words, Hyatt needed a customer care solution that both saved customers time and freed up valuable time for contact center employees.



### THE SOLUTION

To deliver on its marketing and operational goals, Hyatt chose the flexibility and efficiency of an Interactions Intelligent Virtual Assistant. This automated and fully conversational solution allowed Hyatt to streamline routine tasks, provide a more satisfying customer experience, and increase sales.

Interactions worked with Hyatt to identify optimization opportunities and integrate solutions into a Virtual Assistant reservation application. With this new platform, Hyatt now:

- Automates portions of the new reservation process, including collection of routine guest information.

- Transfers callers to discuss room availability and rates with a reservation agent, who can focus more on selling.
- Transfers callers back to the Virtual Assistant for automated reservation confirmation and post-call survey.
- Automates the entirety of frequent and routine calls to confirm or cancel a reservation.
- Automates the entire process of collecting guest feedback via phone upon checkout.

ACCURATE



AUTOMATED



CONVERSATIONAL



REVENUE-GENERATING



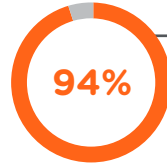
## THE RESULTS

By implementing Interactions Virtual Assistant reservation application, Hyatt dramatically reduced cost per call and improved sales efficiency. In addition to increasing how many reservations can be made per hour, Hyatt increased the accuracy of data captured by the automated system.

- **Paid for itself—quickly:** Hyatt is already seeing a year-over-year return on investment of more than 125%.
- **Reduced contact center costs:** On average, Hyatt saves 33% with their more efficient customer care solution.
- **Improved, not just automated:** Hyatt saves 94% on fully automated interactions, such as frequent reservation confirmation calls.
- **More productive agents:** By focusing more on complex, high-value tasks, reservation associates improved their sales efficiency and are reporting higher job satisfaction.



Hyatt is seeing a year-over-year ROI of more than 125%.



Hyatt saves 94% on fully automated solutions.



Focusing on high-value tasks results in improved sales efficiency.

“We feel the Interactions Virtual Assistant is a new, innovative way to deliver the superior level of service for which Hyatt is known.”

—John Romano, Director of Operations

Hyatt Hotels Corporation is a leading global hospitality company with a portfolio of 12 premier brands and 679 properties, as of September 2016. Hyatt hotels, resorts, branded residences, and vacation ownership properties are located in 54 countries. This includes the Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Andaz® and Hyatt Residence Club® brand names.



## ABOUT INTERACTIONS

Interactions provides Intelligent Virtual Assistants that seamlessly combine artificial intelligence and human understanding to enable businesses and consumers to engage in productive conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering significant cost savings and unprecedented customer experiences for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information, please visit [www.interactions.com](http://www.interactions.com) or call 866-637-9040

