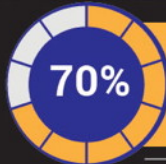


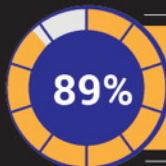
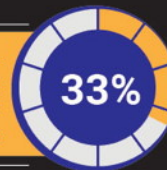
How Artificial Intelligence Enhances the Guest Experience



70% average percentage of guests request now handled automatically by AI enabled response technology in hotels where it has been implemented



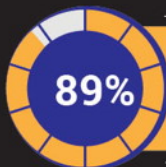
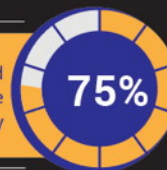
33% by which AI enabled technology has been shown to improve hotel guest response and service time and/or decrease problem resolution time



89% of hoteliers who "strongly agree" that AI technology enabled targeted personalization is one of the most effective ways to improve the guest experience and guest satisfaction



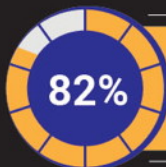
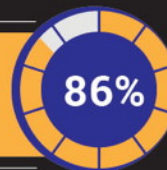
75% of hoteliers who agree that AI enabled technology can enhance the guest experience across all stages of the guest journey



89% of hoteliers who agree that AI significantly reduces hotel operating costs



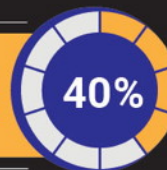
86% of hoteliers agree that AI improves employee satisfaction



82% of hoteliers who cite the ability to "capture the data from which hotelier can generate actionable insights for improving business process and driving innovations that further enhance guest experience" as a top benefits of AI technology initiative



40% of American Internet users who say that they would rather use digital customer services than speak to a human CSR on the phone



Source:
<https://hoteltechnologynews.com/2018/06/artificial-intelligence-enhances-guest-experience-key-research-findings-soon-released-benchmark-report/>



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