

VOICE TECH

Once you've determined it's time to introduce Voice into your business, run through this framework as you get started.

YES



User **Experience**

Will voice technology enhance the overall user experience? This could include things like easier room service ordering, more efficient check-in/out procedures, or even in-room virtual assistants.



If the voice technology does not improve the user experience, it may not be worth the investment. Instead, focus on other technologies or amenities that could enhance customer satisfaction. In the interim, you may want to seek user feedback to understand their specific needs or preferences that could be addressed with voice technology.



Feasibility

Is it feasible to implement voice technology in the current infrastructure? This involves considering the cost, the need for potential renovations or rewiring, and the adaptability of current technology systems.



If implementing voice technology isn't

feasible within your current



Privacy

YES

Can privacy concerns be adequately addressed? Voice technology often involves the processing and storage of personal data, and as such, considerations need to be made to ensure privacy laws and personal comfort levels are respected.



infrastructure, consider alternative, less disruptive technologies that can still improve hotel operations. Or, explore implementing it in phases, starting with selected room types.

If privacy can't be sufficiently ensured, it would be best to refrain from implementing voice technology until finding a solution guaranteeing user privacy. Consult with vendors to identify ways to address these issues.

If the implementation of voice technology does not increase operational efficiency, it may be best to reconsider. Look into other technological solutions that can streamline operations or consider refining the processes that are already in place.

Operational

Efficiency

efficiency? Consider if the

technology can replace or improve

upon manual tasks, or if it will

simply add another layer of

complexity to existing procedures.



YES **Staff Training**

Is there a plan in place for training staff to use and troubleshoot this technology? A powerful tool can quickly become a burden if those using it aren't adequately prepared or educated.



Develop a plan for training staff on the use and troubleshooting of this technology. Interactive workshops, hands-on training, and continuous learning support could be components of this plan. A well-trained staff is crucial in ensuring the smooth operation and full utilisation of the technology, thereby improving the hotel's overall efficiency and guest satisfaction.



If the voice technology can enhance the overall user experience, is feasible within your current infrastructure, can address privacy concerns, increases operational efficiency, and can be effectively scaled across the hotel and integrated with your existing systems, then it is a viable option for your hotel.



Scalability and Integration

Can the voice technology be effectively scaled across the entire hotel or hotel chain, and will it integrate seamlessly with your existing systems? Consider how the technology will function as your hotel grows or changes and how it will work with your current operational software and hardware.



If voice cannot be effectively scaled or integrated with existing systems, then reconsider its implementation. Work with technology providers to find a solution that easily expands or reduces based on your needs, and that work well with current systems. You may need to modify some existing systems for compatibility, or consider other technologies better suited to your current operational structure.



Don't forget to consider what Voice Technology solutions will your guest want to use? E.g. Multilingual Services, In-Room Control, Hotel Services and Interaction. Give your guests solutions they want, not what you think they want.

Here are some open-ended questions you can think through with your team and technology partners



Are competitors making inroads in this space? What are the details?



What are the benefits? What are the risks?



How many guest do you expect will use Voice options?



What kind of results can you reasonably expect?



And, finally, what's the cost of not doing this?