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# The Future of Guest Communications: Omnichannel AI



# Canary is Trusted by Thousands of Hoteliers Worldwide

20k+

Hotels

100+

Countries



BW | Best Western.  
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THE LEADING HOTELS  
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FOUR SEASONS

Hilton



# How AI is Impacting Hospitality

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“

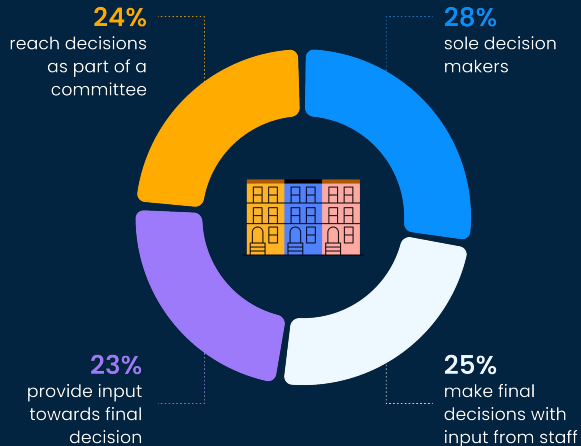
You **won't be replaced** by AI, but you may end up replaced by someone who uses AI **better than you.**

— Harvard Business Review

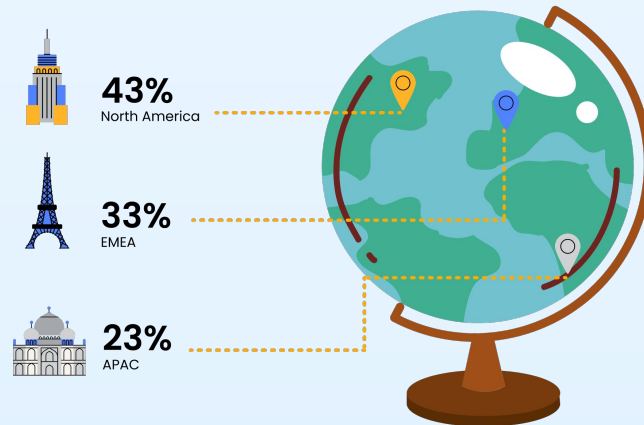
# We Asked, Hoteliers Responded

We surveyed 404 hospitality IT decision makers to understand the evolving role of technology solutions, and AI in particular, in hotel operations.

## Respondents by Role in IT Purchasing Decision:



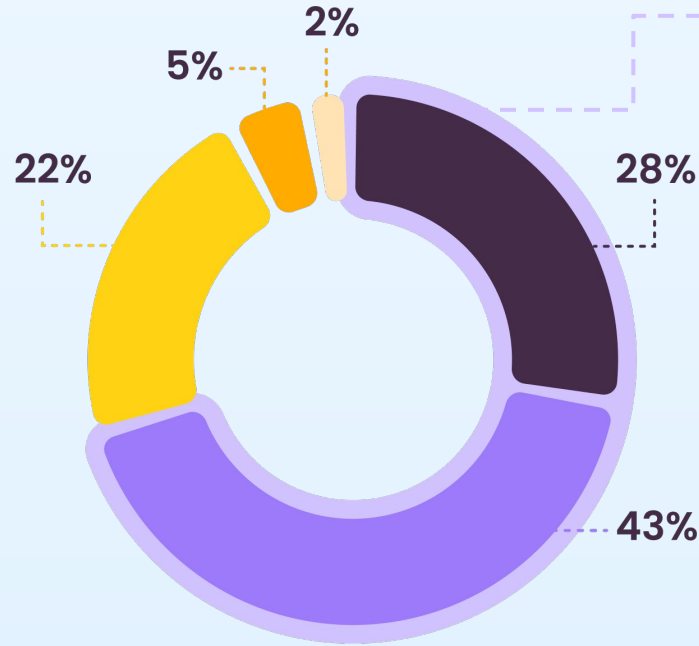
## Respondents by Region



# Hoteliers agree: AI's impact is big

Over 70% of respondents say AI is having a significant or transformative impact on the industry, and fewer than 10% of respondents foresee low or no impact.

## The Impact of AI on Hospitality



**71%**

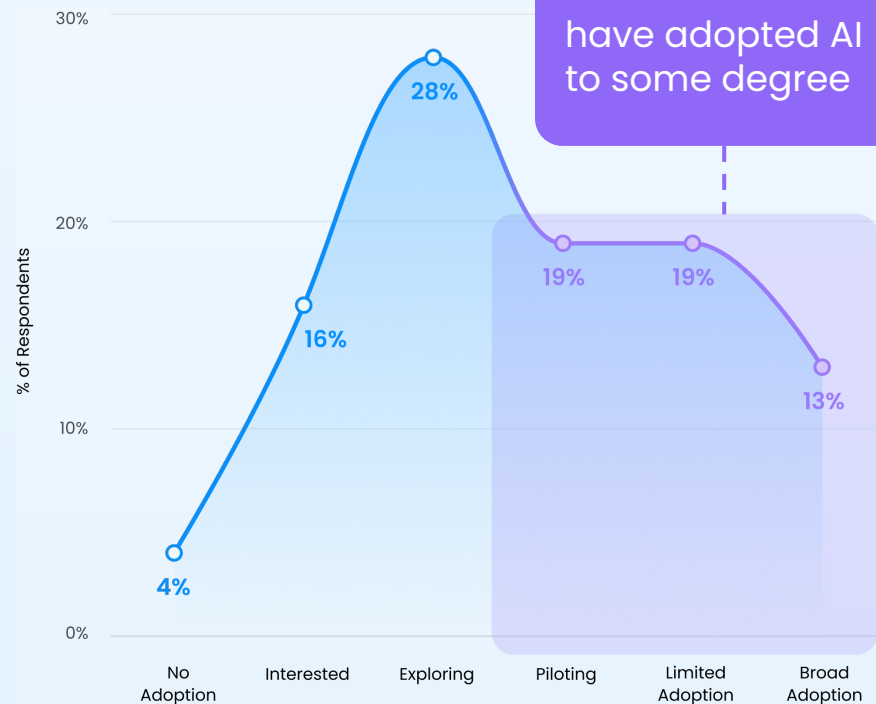
say AI's impact is big

- AI has the potential to transform hospitality
- AI will have a significant impact on hospitality
- AI will have a moderate impact on hospitality
- AI will have a low impact on hospitality
- AI will have no impact on hospitality

# Hoteliers are Expanding AI Adoption

Over half of hotels have already deployed AI in some capacity and a further 28% are exploring opportunities to roll AI out across their businesses.

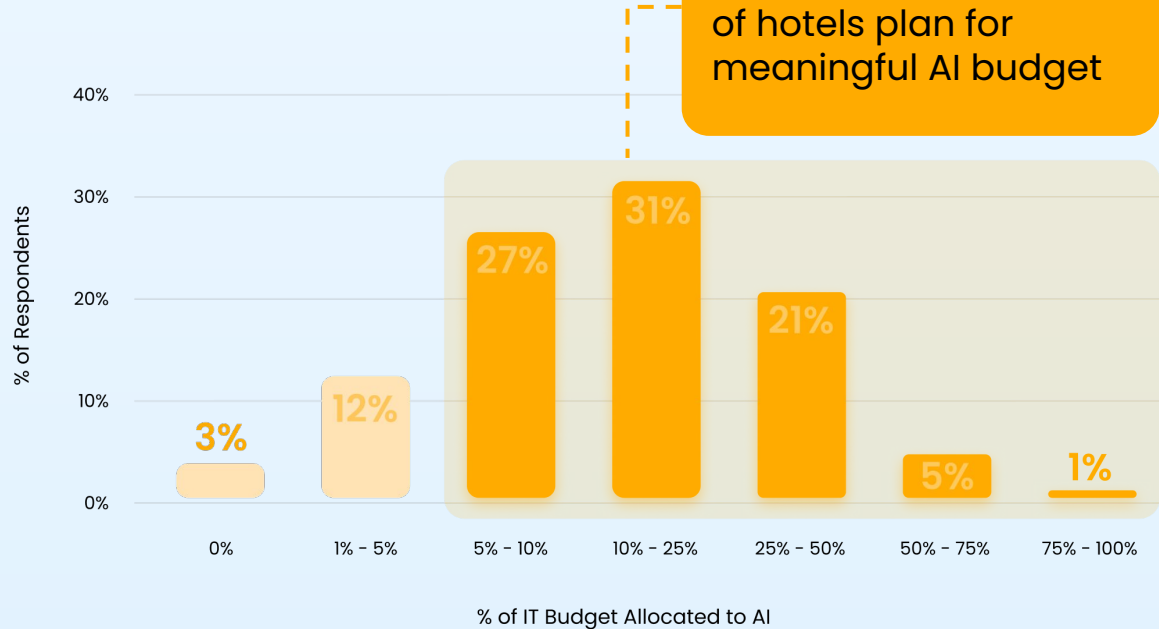
## Stage of AI Adoption



# AI budgets are on the rise

AI is now a core priority in IT budgets, with 85% of decision-makers saying they'll devote >5% to AI this year.

## Anticipated AI Allocation of IT Budget



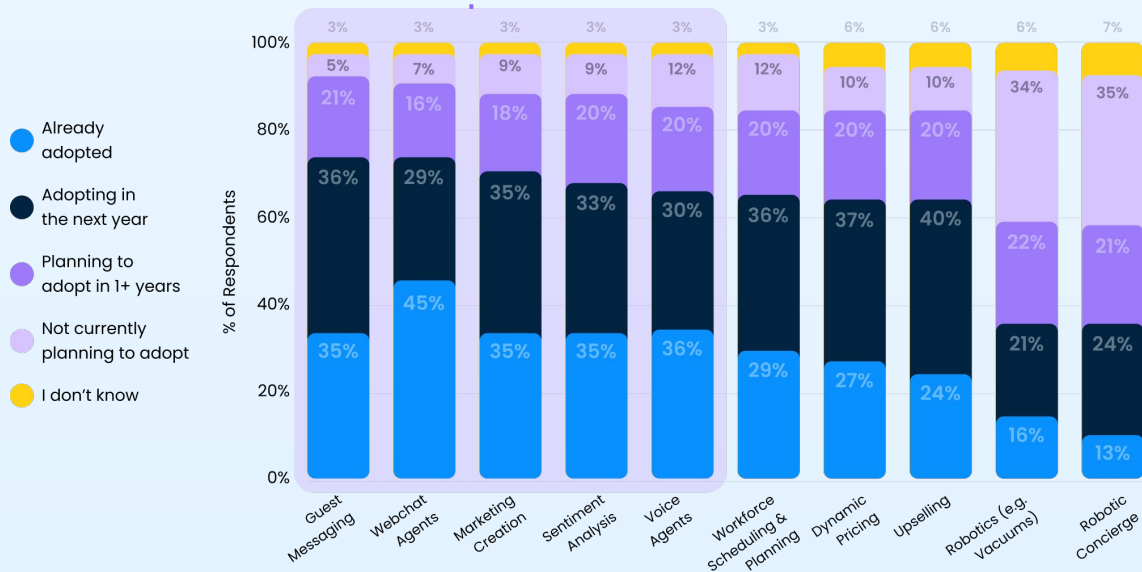
# Guest Comms & Marketing Creation Tools Lead the Charge

Guest communications tools including AI Guest Messaging, AI Webchat, Sentiment Analysis and AI Voice are top solutions hoteliers are adopting as well as marketing creation tools.

## Adoption of AI-Powered Solutions

>2/3

have adopted or plan to adopt in the next year

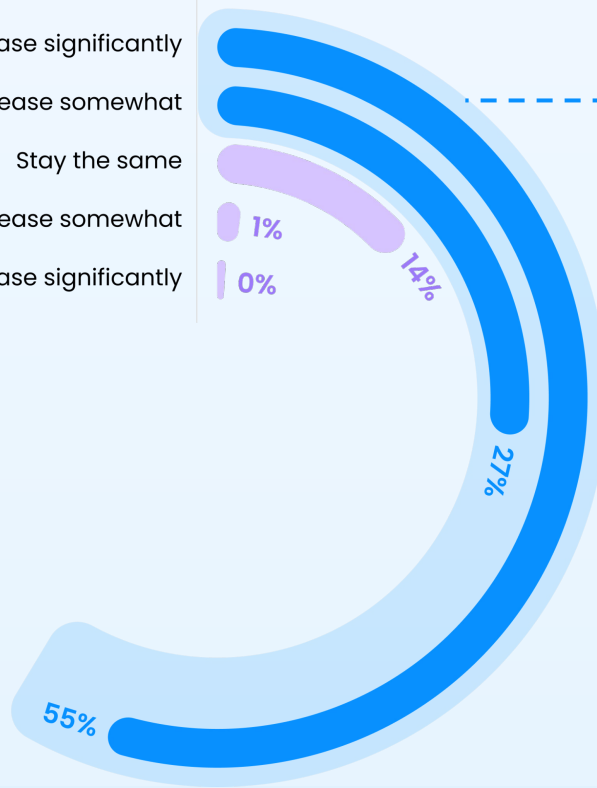


# AI adoption will continue to grow significantly

Over 80% of hoteliers expect their AI usage to increase over the next 12 months.

## Anticipated Change in AI Use This Year

- Increase significantly
- Increase somewhat
- Stay the same
- Decrease somewhat
- Decrease significantly



**82%**

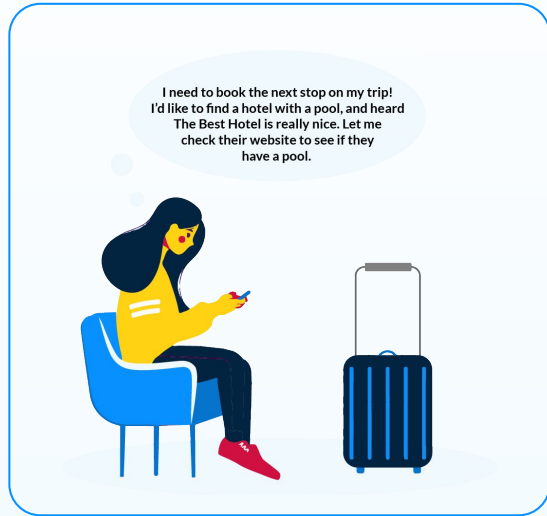
anticipate increased AI use



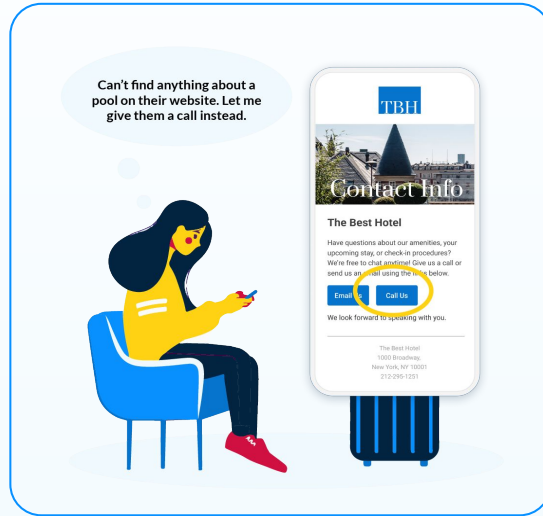
# Omnichannel AI Communications

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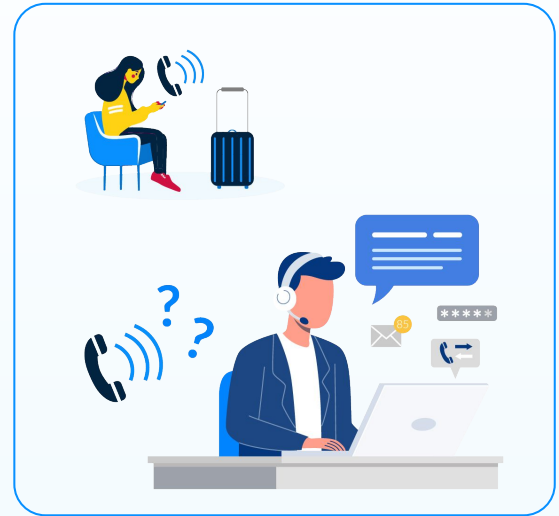
# Picture This...



A guest wants to know if your hotel has a pool.



They visit your website to look for answers. They find your phone number. They call.



There's a better way! →





# Picture this instead: AI Voice Assistant

Canary's AI-powered Voice Assistant supports hotels in answering guests' phone calls to handle booking requests and guest inquiries instantly.



Front desk



Concierge



Central  
reservations

**GUEST**  
Hi, I'd like to make a reservation.

**CANARY AI VOICE**  
Great, what dates will you be staying with us?

**Canary AI Voice**  
00:46

**GUEST**  
I'll be checking in on April 6th and leaving on April 8th.

**CANARY AI VOICE**  
Thanks! We have availability for those dates. Would you like to book a standard room or a suite?



# Picture this Instead:

## AI Webchat

Canary's AI Webchat engages travelers on your website to get them instant, accurate responses on hotel services, facilities and amenities. Turn interested travelers into future guests.



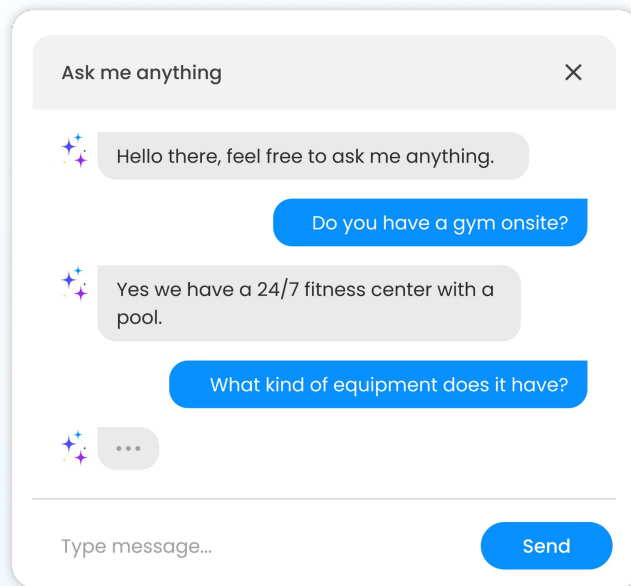
Auto-Translations



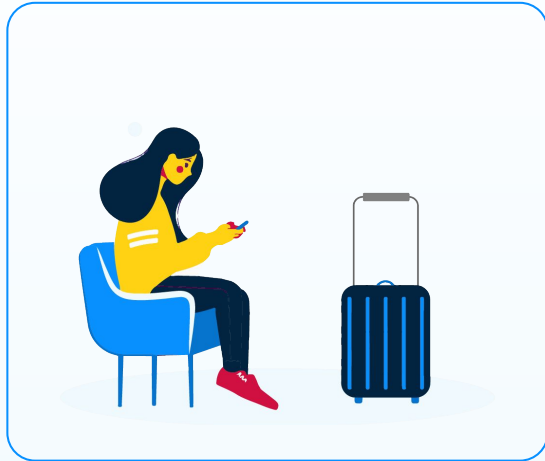
Concierge



Booking Assistance



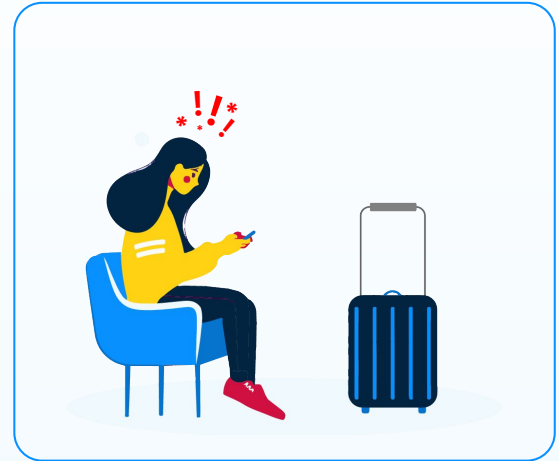
# Picture This...



Guests at your hotel text the front desk to wondering about the hours for the pool and asking for extra towels.



Your front desk is slammed. There's a long queue, the phone is ringing, and a guest needs assistance.



The guest waits for a response for 30 frustrating minutes before joining the queue at the front desk.

There's a better way! →



# Picture this Instead: AI Guest Messaging

Guest messaging, powered by AI, for instant, personalized responses and intelligent automation.



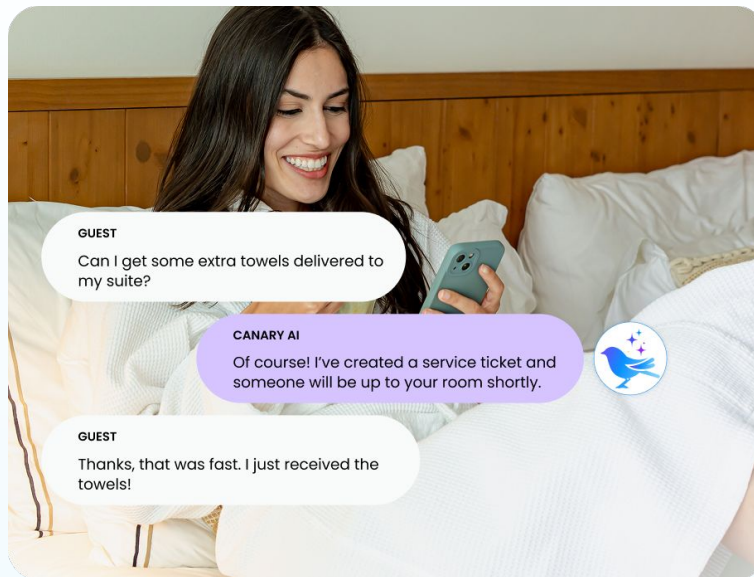
Auto-Translations



Concierge



Auto-generated  
Service Tickets





# Omnichannel AI

Canary has built the most robust, **hospitality-specific AI platform designed to streamline guest communications.**

## ✓ One AI platform for text, web chats and calls

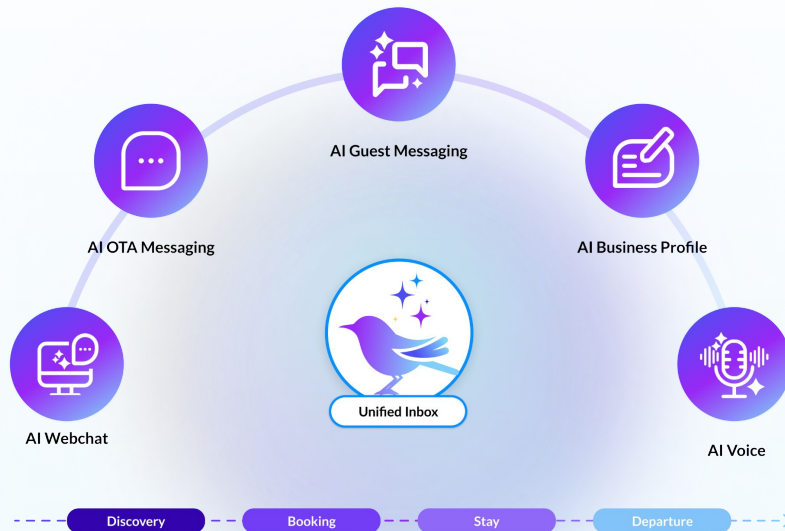
Leverage the same AI model, tone, voice and centralized knowledge base so that your guests receive a consistent experience across properties and above property.

## ✓ Unified inbox

Manage all guest communications across multiple channels in one, unified inbox where staff can manage and monitor responses across text, webchats, and calls.

## ✓ Deep integrations with your tech stack

Canary integrates with all major PMSs, CRSs, payment providers, loyalty programs, service optimization systems & more to enable a seamless experience for guests & staff.



# When to **Augment**, When to **Escalate**



## Augment



### Hotel Q&A

- Check-in time
- Pool hours
- Airport transportation



### Common Requests

- Book reservations
- Manage reservations
- Send folio

## Escalate



### Special Requests

A guest is celebrating a birthday and is looking for options to make the stay special:

- Birthday decor in the room
- The associate spilled the room service breakfast when delivering it, who can help?

*Enabled by a seamless handoff between AI and Associates*

# Drive **profitability and guest satisfaction** with Omnichannel AI



## **24/7/ 365 Guest Service**

Get every guest the answers they need instantly around the clock.



## **Drive More Revenue**

Answer every booking call and capture more website direct bookends with quick, convenient service.



## **Operate More Efficiently**

Free up staff to prioritize in-person and complex, high-touch matters.



## **Consistent Service**

Ensure every guest interaction reflects your brand and meets the highest quality standards.

# Considerations for Your AI Strategy



1

## Implementation

### Quick start tools

Tools ready to be deployed provide an opportunity to **quickly assess value and lay the groundwork for future growth.**

**vs.**

### Large-scale AI Implementation

End-to-end AI integration across your tech stack require lengthy, costly, time consuming overhauls of legacy systems.

2

## Industry

### Vertical AI platforms

Tools designed specifically for hospitality **work with hotel workflows and cater to guest satisfaction.**

**vs.**

### Horizontal AI platforms

Serve multiple industries and require significant customization to fit the hospitality context.

3

## Solution Set

### Unified AI platform

A single underlying AI model that powers multiple applications drives **consistency and higher impact.**

**vs.**

### Fragmented AI approach

Employs individual, separate AI models for each application, limiting data sharing and enhancements.

# Canary is the leading hospitality AI platform



Posted by [Kate Harden-England](#) on Aug 23rd, 2024 at 10:30

## BWH HOTELS PICKS CANARY TECHNOLOGIES FOR ITS AI-DRIVEN GUEST ENGAGEMENT PLATFORM

## Wyndham Hotels & Resorts partners with Canary Technologies for an AI-enabled Guest Engagement Platform



Multiplatform.AI · Follow

3 min read · Oct 15, 2023



## CANARY TECHNOLOGIES HELPS TUI IMPROVE HOTEL GUEST EXPERIENCE

Canary Technologies and Amadeus Deepen Partnership to Streamline Hotel Operations Using Artificial Intelligence

Jennifer Axness



# Get in Touch!



**Daniel Mourad**

*General Manager, APAC*

*dmourad@canarytechnologies.com*



**Schedule a deep dive  
on Omnichannel AI  
Communications**

Trusted by over 20,000+  
Hotels in 100+ countries

