

A Digital Silver Platter

Deliver unique, ambient voice-enabled experiences at scale to exceed guest expectations, increase staff productivity and efficiency, and drive revenue.



The Power of Voice

Voice is the most intuitive way to communicate, allowing people to connect in ways never before possible. With Alexa, hotels can create unique experiences that make stays more personalized and convenient -- allowing guests to do things such as control the lights in the room, request towels and other amenities, or order room service -- all through Alexa.

The Alexa Advantage

No one does voice like Alexa — millions of people around the globe turn to Alexa to aid them in their daily lives. Now, with Alexa Smart Properties, hotels can harness this powerful voice technology to stand out and create guest experiences that exceed expectations.

90%

Increase in food and beverage revenue at Ascot Racecourse, UK

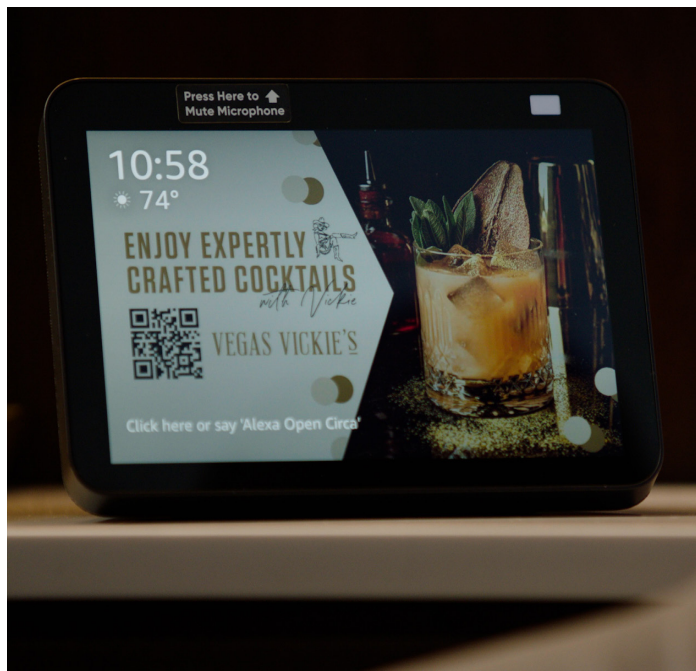
25%

Reduction in guest calls to staff members from Alexa, when guests use voice to fulfill requests at Eden Crest

34%

Of U.S. voice customers are using Alexa, making it the top used voice assistant in the country.

Source: "Voice Consumer Index 2022," Vixen Labs.



Connect and Engage Your Guests

Make guests feel welcome and give them more access and control over their stay to increase satisfaction and loyalty.

"If you don't already have Alexa, you're behind the times, so you better get it right now."

– **Greg Stevens**
Co-Founder & Co-Owner,
Circa Resort & Casino, Las Vegas

88%

Satisfaction rate of Circa's guests with the Echo Show 8 devices in their rooms

Source: Circa guest satisfaction survey

Value and Empower Staff

Free staff to focus on higher-value work to improve satisfaction and productivity.

“Alexa, what time is check out?”

“Alexa, can I have more towels?”

“Alexa, how long is the restaurant open?”

“Alexa helps the staff because we are alleviating extra steps in fulfilling a guest request.”

- **Elodie Mendez, Executive Hospitality Manager,**
Circa Resort & Casino, Las Vegas



Differentiate & Delight to Grow Revenue

Alexa Smart Properties enables hotels to harness the power of voice to create & scale unique, intuitive voice experiences that help increase overall satisfaction and profitability.

ASP’s fleet management, analytics, and purpose-built privacy and security features ensure experiences can be easily deployed, managed, maintained, and secured across the property.

This creates opportunities for hotels to promote events and amenities, facilitate in-room purchases (both on and off property), and drive participation in loyalty programs that increase revenue and overall customer lifetime value.



Scalable set up and management



Intuitive, simple interactions



Ongoing insights



Privacy and Security