

## AI-Powered Virtual Agents in Hospitality

### Unexpected Benefits of a Unified Cloud Communication Platform for Hotels

Beyond cost savings, hotels that adopt a **unified cloud communication platform like Harmony with Webex** experience a range of **unexpected benefits** that enhance operations, staff collaboration, and guest experiences.

Function	Description	Example	Impact
<b>24/7 Instant Guest Support</b>	Handles common inquiries (e.g., check-in times, Wi-Fi, amenities); available in multiple languages.	Guest requests towels via AI at midnight; system notifies housekeeping.	Reduces front desk workload by up to 50%; improves satisfaction.
<b>Reservations &amp; Check-In/Out Automation</b>	Assists with bookings, changes, cancellations; mobile check-in via AI; integrates with PMS (e.g., Opera).	Business traveler checks in with AI chatbot and receives digital key.	Cuts front desk queues; lowers staffing needs.
<b>Smart In-Room &amp; Concierge Services</b>	Manages room service, bookings, local tips, and room controls via voice/AI integration.	AI books dinner reservation and confirms with guest.	Reduces concierge workload; enables personalized upsells.
<b>Proactive Personalization</b>	AI offers room upgrades, loyalty perks, and tailored suggestions based on guest behavior.	Frequent guest gets a pre-arrival message offering preferred room.	Increases loyalty; drives higher per-guest revenue.
<b>Call Center/Help Desk Optimization</b>	Automates common inquiries; escalates complex issues to staff only when needed.	Hotel chain automates FAQs, reducing help desk load by 40%.	Cuts labor costs; boosts efficiency.
<b>Overall Benefits</b>	Automation enhances service, reduces labor cost, improves guest experience, and supports multilingual, 24/7 communication.	—	<ul style="list-style-type: none"> <li>✓ Cuts costs</li> <li>✓ Improves guest satisfaction</li> <li>✓ Enables upselling</li> <li>✓ Always-on service</li> </ul>