

环球旅讯
TravelDaily



数字旅游奖
DIGITAL TRAVEL
AWARDS

小犀管家-酒店智能语音入口

Aiello SPOT – Hotel AI Voice Entry

产品创新奖

Product Innovation Award

Hello AI! Hello World!

Aiello's Voice Dream 犀动智能的语音梦想





语音入口不是刚需？

Is voice entry an inelastic demand?



“基于语音的搜寻会在5-10年内占据50%搜寻的入口？”

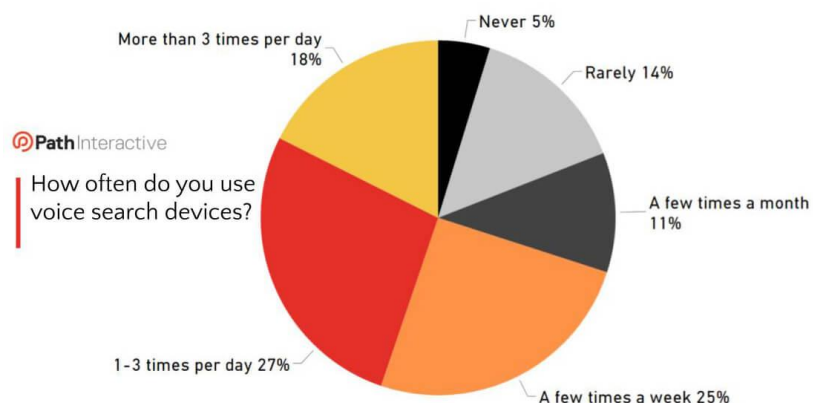
Will 50% searches be conducted via Voice in the next 5 years?

45%的用户每天都会使用一次以上语音搜寻。

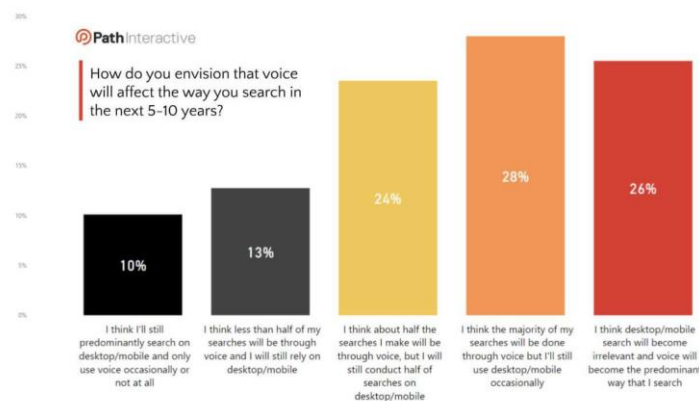
45% of the testers use voice search at least once a day.

78%的用户认为5-10年后语音搜寻会超越电脑和移动设备的搜寻

78% of the testers think that voice search will overtake the search on desktop and mobile.



Will voice search overtake desktop and mobile search?

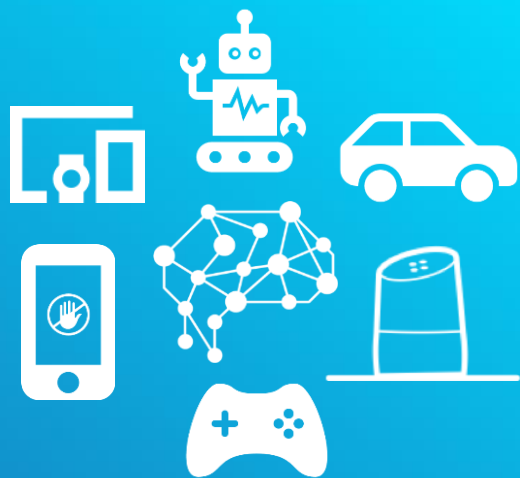


美国SEO媒体Path Interactive 2019年4月份的调查，组成为620名从18-85岁的用户，国籍为美国（57.4%），印度（21.6%），欧洲（11.4%），加拿大（4.1%）和其他国家。

US-based SEO community Path Interactive has made a search in April 2019, who surveyed 620 respondents ages 13-85 from the U.S. (57.4%), India (21.6%), Europe (11.4%), Canada (4.1%) and other countries.

为什么要语音？基于语音入口的互联网正在崛起...

Voice Internet is on the rise...



无所不在的语音入口
Ubiquitous Coverage of Voice
based Search



直觉式的AI自然对话，深度
挖掘客户喜好，并转化为数
位记录。

Intuitive
conversation by AI
to know your
customer, and automatically
become digital records



快速，简单，私人专业的
个人旅游助理，从产品中
心，变为用户中心。

Fast, Easy,
Personal and
professional AI
travel assistant.
From the product
centric to user
central.



犀动科技助力旅宿业运营 语音入口

Aiello helps
hoteliers to operate and monetize voice
entry and digitalization



犀动酒店服务数位化系统

Next Generation Hotel 007 Entry- Aiello Hospitality Digital Platform

1 多语系AI房内人工前台
Multilingual 24x7 AI In-Room
concierge

简介 Service Menu /闹钟Alarm
Clock/
音箱 Radio & Speaker/
广告立牌Promotion Brochure /
遥控器 Remote Control/
24*7 前台服务员 24*7
Concierge



2 酒店内部服务数位化
管理后台
Hotel workforce
management SaaS



3 住中客户画像& BI
趋势分析
Customer profile & BI
Analysis



24*7 全天候 & 全方位覆盖

24x7 and Full Features Voice based AI Assistant



IoT客房设备控制 IoT Room Control

- 声控灯光、冷气、窗帘、电视
Voice controlled lights, AC, curtains, TV, etc.
- 情境模式
Mode control: sleep mode, read mode, romantic mode, etc.



AI智能客房服务 AI In-Room Services

- 迎宾模式 Customized welcome message
- 客房服务 Room services
- 酒店设施查询 FAQ
- 晨呼/闹钟 Morning call
- 语音退房、续住 In-room voice check out/extend stay
- VoIP语音通话
- 中英双语 Bilingual (Mandarin & English)
- 危险报警 Danger spotting



广告与第三方增值服务 Ads and 3rd Party Services

- 吃喝玩乐推荐 Local entertainment
- 广告 Ads
- 叫车、包车旅游 Book cabs and travel packages
- 伴手礼、景点门票订购 Buy souvenirs and tickets
- 群体用户画像分析 Establish user profiles



音乐服务 Music and Stereo Speaker

- 在线音乐 Online music streaming
- 蓝牙音响 Bluetooth speaker



酒店顾客旅程的痛点- 从订房到在线评论

Pain Points of Hotels and Guests - from Booking to Review



痛点 Pain Points

客户需求受限于网页订房流程
Guest needs limited by OTA booking procedures

- Email行前通知易被忽略 Email notification not effective
- 呼叫中心人力不足 Call center labor shortage

- 疲惫等候 Endless and tiring waiting
- 没听清或忘记前台提供的信息 Excessive info provided at check in
- 前台人力吃紧 Front desk labor shortage

- 无有效触客渠道 No valid channels to interact with guests
- 无法即时获得客户反馈 Unable to collect real-time feedback
- 无法于住中有效营销 Lack of effective marketing during stay
- 缺乏服务数据 Lack of data
- 酒店人力安排无效率 Inefficient labor deployment

- 忘记或懒得点评(除非是抱怨) Guests often forget or ignore providing online reviews (unless it is a complaint)
- 负评补救为时已晚 Miss the opportunity to recover unsatisfied guests



住前/ 小犀易聊 – 了解你的客户从订房开始

Just Chat - Let's start to understand your guest from their booking

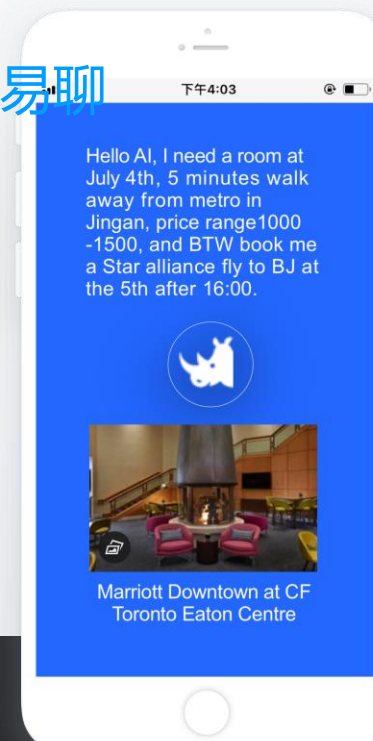
小犀易聊将多层选择过程简化为一个语音指令 Just Chat simplifies troubles of multiple clicks to ONE command

行前交互式语音提示、智能问讯，串联住前和住中场景 Just Chat provides interactive advance notice and AI enquiry, enabling seamless user experience from booking to check in

Current 现在

The screenshot shows a traditional hotel booking website. On the left, there's a sidebar with various filters like '目的地/住宿名称' (Destination/Accommodation Name), '入住日期' (Check-in Date), '退房日期' (Check-out Date), '共订了4晚' (Total 4 nights), '2位成人' (2 adults), '1间客房' (1 room), and '搜索' (Search). The main area displays search results for 'Perak Hotel (家悦酒店)' and 'Amara Sanctuary Resort Sentosa (新加坡聖曼納聖殿度假酒店)'. The interface is cluttered with many buttons and links, indicating a multi-step process.

With Just Chat 易聊

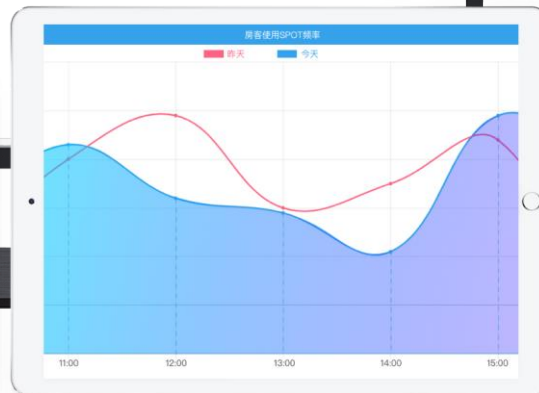


“入围奖”现场展示

住中及时客户反馈

Customer Satisfaction Survey during their stay

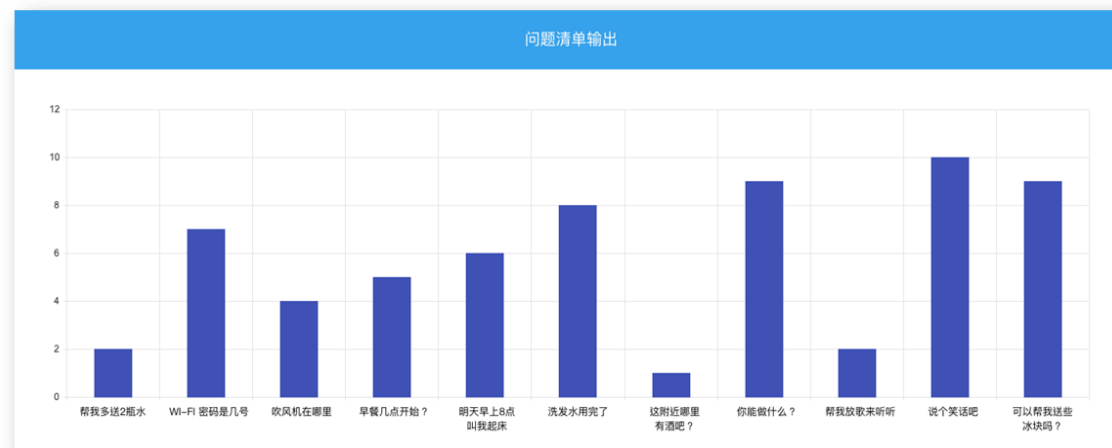
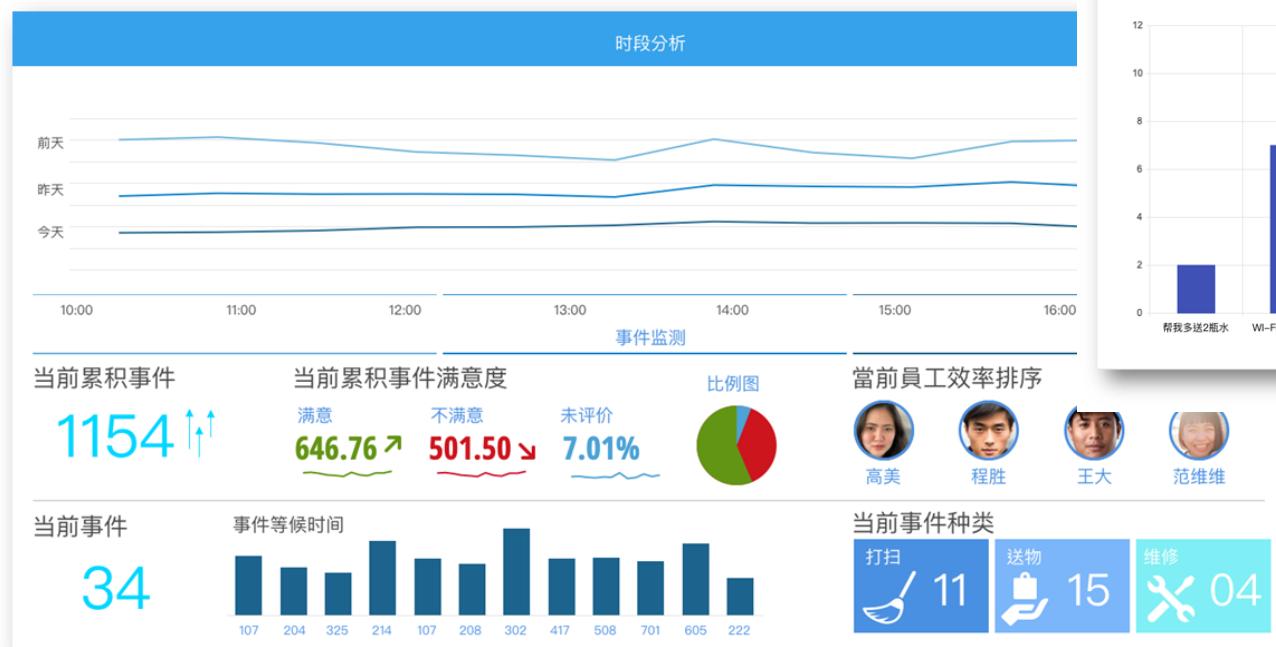
- 客房服务后直接接入客户满意度调查，可及时处理客户不满
Real-time room services' customer satisfaction survey, which can reduce the chance of customers leaving the hotel with complains.



客房服务效率优化提升

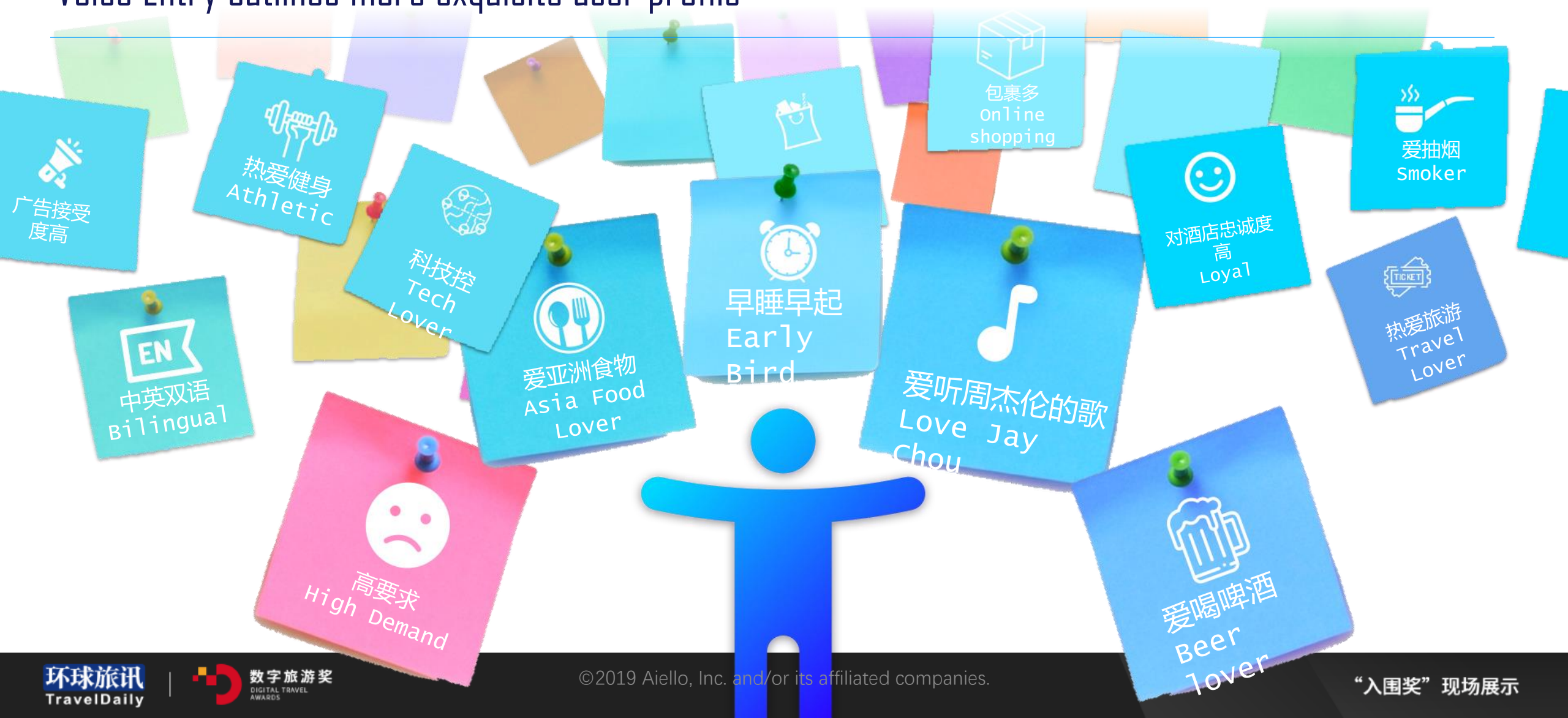
Room Service efficiency optimization

- 客房服务由AI语音直接转化线上记录，自动派单。员工效率分析
Digitalize customer requests from voice AI entry and automated dispatch, and employee efficiency optimization.



语音入口勾划更细腻的用户画像

Voice Entry outlines more exquisite user profile



房间内的全天候广告屏

In-Room Billboard

- 语音第三方旅游产品推荐/线上贩售分成 Voice Trigger 3rd party travel services recommendation and resell



- 精准房内广告推送 In-Room Targeted Advertising



<https://v.qq.com/x/page/e08897gdzll.html>

新的商业模式-全天候采购导引

New Business Model - 24x7 Voice Purchase Guide

1

双语24小时房内语音查询
24x7 Bilingual voice enquiry

Hello AI, is there any fun place to go tomorrow nearby? And where can I get the hottest street food here?



2

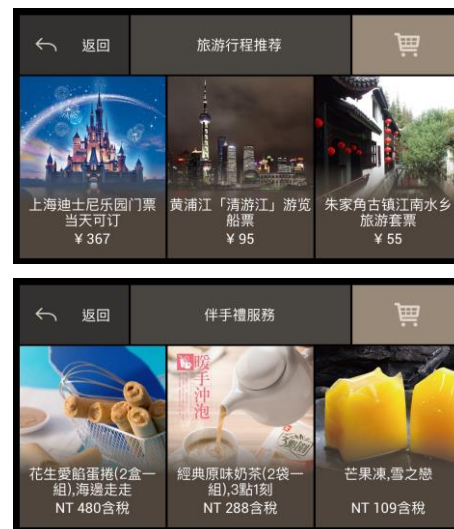
语音推荐和导购
AI voice purchase guide

Sure, here you go our recommendation for you...



3

屏幕，触控&语音交叉互动
Visual, touch & voice multi-dimension interactions



4

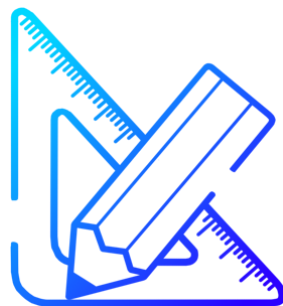
手机上线上付款
Online Payment on smartphone



族群用户语音画像趋势分析 & VIP 服务定制

Voice Based Group Profile Analysis & VIP Service Customization

- 族群用户语音画像趋势分析 Voice based group profile management and trend analysis
- 酒店VIP客户贴心定制服务 – 客控 + 喜好 + 欢迎模式 Hotel VIP service customization – environmental settings + preferred music/room service settings + welcome message



定制服务
VIP service customization

+



语音画像趋势分析
trend analysis

解决了什么痛点

Problems we aim to solve

小犀易聊 Just Chat



传统搜寻流程
限制客户需求
Traditional OTA search
procedures limit guest
needs

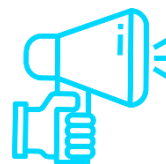


住前和住中串联
弱 Lack of effective
service channels after
booking and prior to
check in

小犀管家 Aiello SPOT



入住流程体验差
(等候、讯息过多)
Unsatisfying check in
experience (excessive
waiting and info)



住中营销无效
Invalid in-room
marketing



人力未有效
安排运用 Inefficient
and ineffective labor
deployment



缺乏数字化服
务记录与分析 Lack
of digitalized service
records and analysis; lack
of data



缺乏对住客的
了解、反馈 Lack of
guest understanding and
feedback during their stay



在线差评
难弥补 Unable to
recover online guest
complaints



技术与团队 优势

Technology
Competence
and The Team

核心优势 非固定指令式 自然对话式体验

Core Competence

Aiello Natural

Conversational Experience

利用类影像处理的机器学习来处理语义理解，创造自然对话，多意图分析

Aiello' s technologies are based on machine learning algorithm of classical image processing to process the semantic understanding, with ability to analyze multi-intentions to create the natural conversational user experience.

Demo video

<https://youtu.be/PhPRYIU43HY>

<https://v.qq.com/x/page/a0890mi70kf.html>



语音入口竞争者比较

Voice Solution Competitive Analysis

	Aiello 犀动智能	Internet Company互联网厂商	3 rd party 第三方方案
品牌定制 Brand Customization	✓ Yes	互联网厂商 Internet Company owned	定制 Customized
用户画像 User Profile	✓ 酒店所有 Yes	互联网厂商所有 Internet Company owned	定制 Customized
适用场景 Scenario	✓ 酒店Hotel	消费型 Consumer	定制 Customized
酒店内部服务对接 Room Services	✓ 有,全定制 Yes	部分开放定制 Partially customization	定制 Customized
外部增值服务分成 3 rd party services	✓ 有 Yes	无 No	无 No
双语支持 Bilingual	✓ 有 Yes	无 No	无 No

犀动智能团队介绍

Aiello Team Introduction

In 10 months (since Oct 2018), with 15 persons, Aiello Voice Hospitality System is launched in Taiwan and China.

The complete system includes Bilingual Voice assisted system, Aiello Spot, Hotel Service backend, BI analysis dash board, advertisement management platform and 3rd party integration.



报导, 奖项 & 演示视频

Our Achievements

奖项 Award

- 2019 万豪旅想家创新赛决赛全球前六 <https://mp.weixin.qq.com/s/D7rILgBuvLLJcgyYDEobeQ>
- CES2019 Innovation Award <http://www.cesasia.cn/zh/events-conference/2019%E5%B9%B4%E5%88%9B%E6%96%B0%E5%A5%96%E8%8E%B7%E5%A5%96%E4%BA%A7%E5%93%81/?filter=ai#honorees>
- CHTA 2019 WOP 未来旅行者大会 Final 决选 <https://v.qq.com/x/page/j0877qwkc6.html>

报导 Interviews

- 机器之心报导 (China) <https://mp.weixin.qq.com/s/fmzztYBij4rnWVbiF3ROCw>
- 深圳湾报导 (China) <https://mp.weixin.qq.com/s/0Bk2k2JxnzHcnexAHXoYAw>
- 创业小聚 (Taiwan). <https://meet.bnext.com.tw/articles/view/44895?sfns=mo>
- CHTA (China). <https://mp.weixin.qq.com/s/t7AX-Qu0SwSDD13eWQGMtw?sfns=mo>
- Digitimes 电子时报 (Taiwan). https://www.digitimes.com.tw/iot/article.asp?cat=130&cat1=40&cat2=60&id=0000559849_POR72A4A59I3OF8C3HN72&sfns=mo

视频 Demo Videos

- Computex 2019 Demo <https://v.qq.com/x/page/w0877h2ewpf.html>
- visionary video <https://v.qq.com/x/page/m0876x696lr.html>
- 犀动智能后台演示 (20190528) <https://v.qq.com/x/page/t0876g38xey.html>
- 7 Intents <https://youtu.be/PhPRYIU43HY>



Thank you!
期待与您合作!

