AWS re:Invent

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ALX201

Amazon Alexa for industry solutions

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Amazon

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Agenda

- Why voice matters
- About Alexa Smart Properties
- How voice can drive value for your business and customers
- How to get started
- What to expect next





Why voice?



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63% of the total U.S. population (18+) uses a personal voice assistant on a regular basis.

NPR AND EDISON RESEARCH: THE SMART AUDIO REPORT

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+33%

U.S. consumers using digital assistants weekly

Source: Ovum

50

BILLION

Voice searches per month

Source: Amazon

Tens

OF MILLIONS

Of Alexa devices sold

Source: Amazon

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$7.3
BILLION

Retail spending on AI by 2020

Source: Juniper

200
BILLION

Voice searches per month by 2020

Source: Ovum

70
MILLION

U.S. households with smart speakers by 2022

Source: Juniper

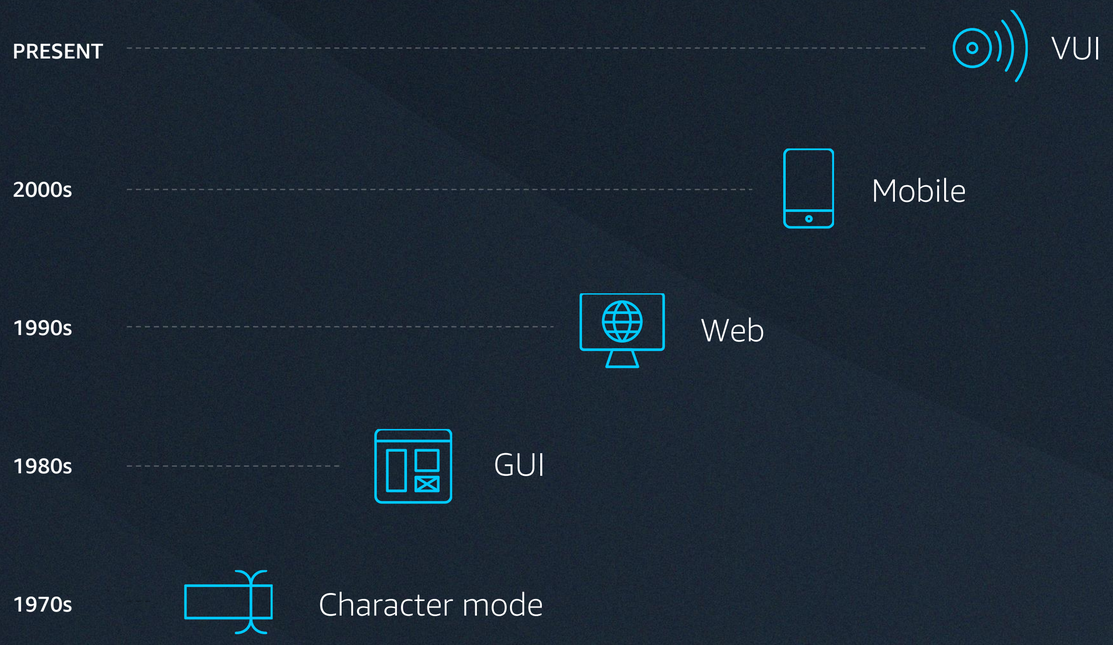
1.83
BILLION

Consumers worldwide using AI voice assistants by 2021

Source: Statistica

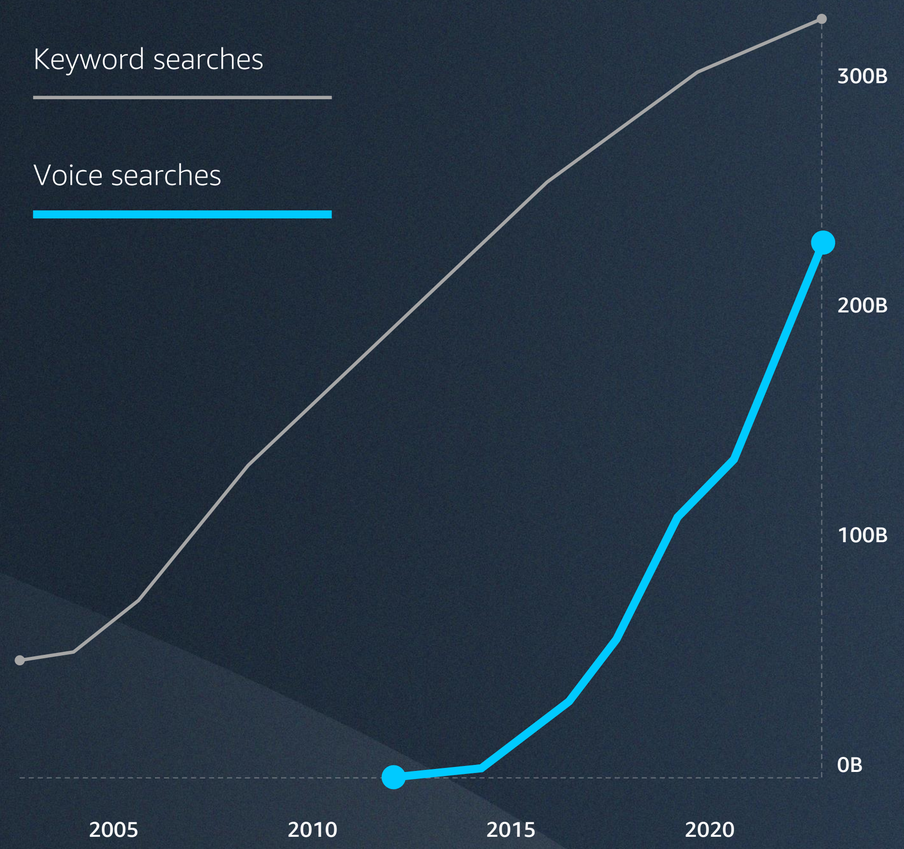
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Voice user interface



Growth in Voice

Source: MindMeld



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Q: Why use voice in my business?

A: Improved guest experiences

Incremental return

Improved organizational and managerial efficiency

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Built experiences for Alexa and Echo Family Devices outside of the home.

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Hotels



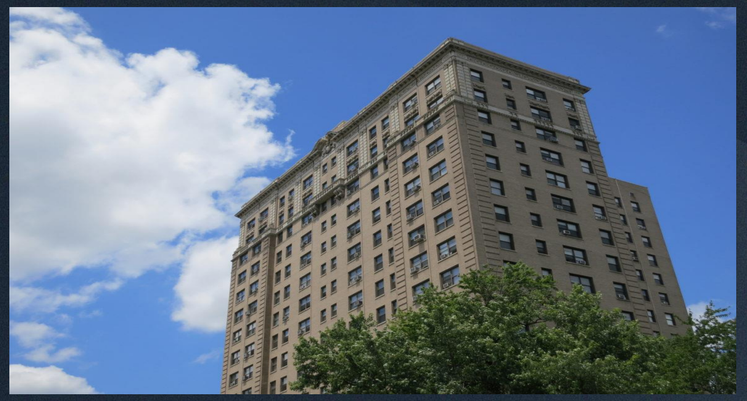
Vacation Rentals



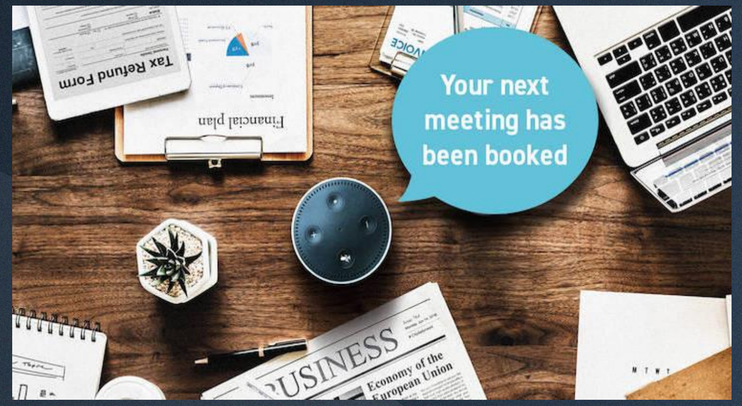
Senior Living facilities



Dorms

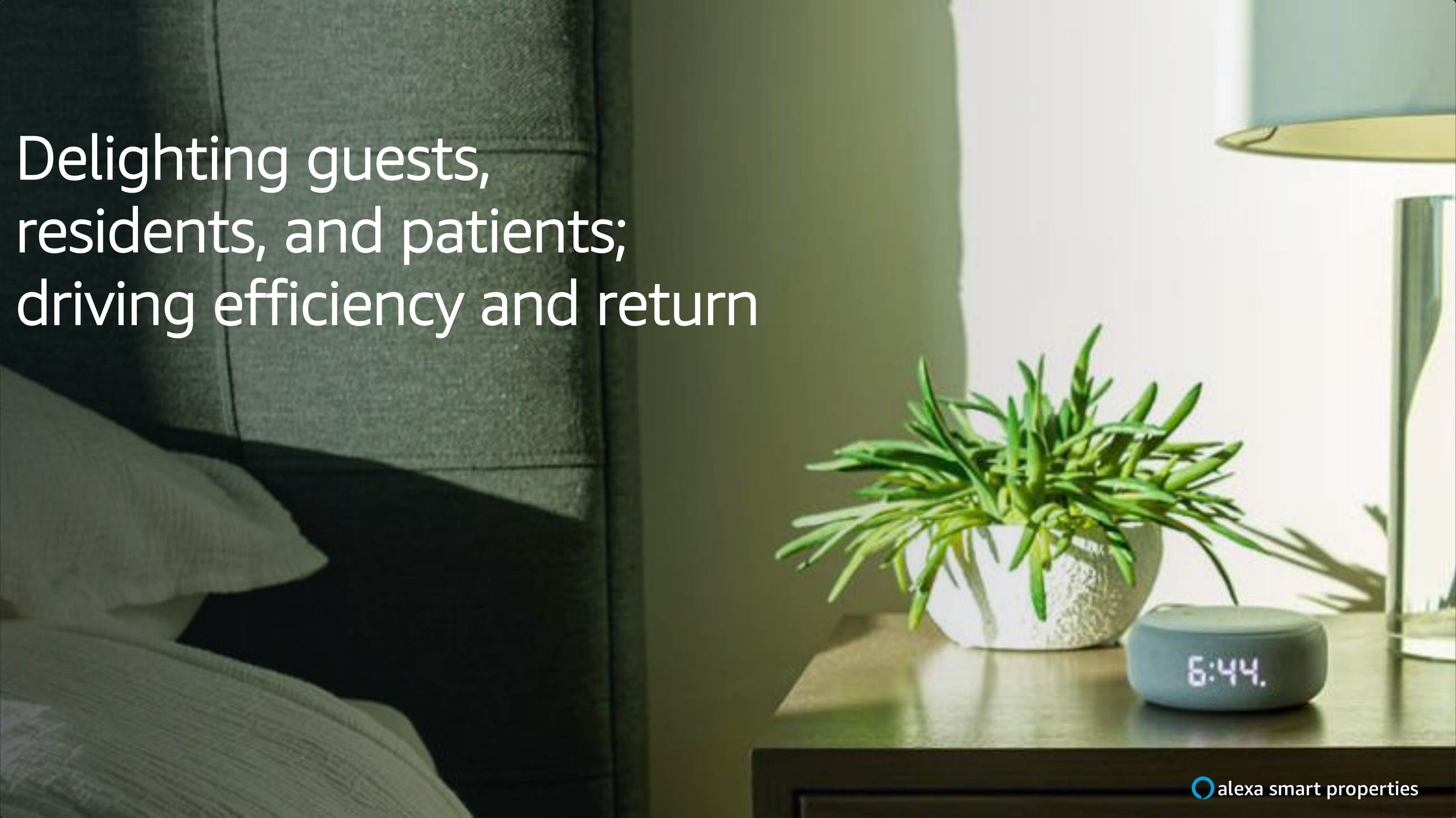


Apartment rentals



Workspaces

Delighting guests, residents, and patients; driving efficiency and return



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How does Alexa Smart Properties work?

Curated experiences

Property providers can fashion guest, residents, and patient experiences to reflect brand personality like default music stations, recommended morning workouts, fun trivia, or white sounds



Fleet management



Device settings



Name-free skill invocation



Notifications

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Benefits



Wow your end users with voice-first experiences



Improve staff productivity



Deploy and manage Alexa devices at scale



Provide valuable analytics and insights



Hospitality

- Display property information and branding
- Language switching and translation
- Display special offers to guests
- Enable easy checkout
- Offer accessible experience for guests who are deaf, hard of hearing, or visually impaired
- Touch-free calling for hotel services

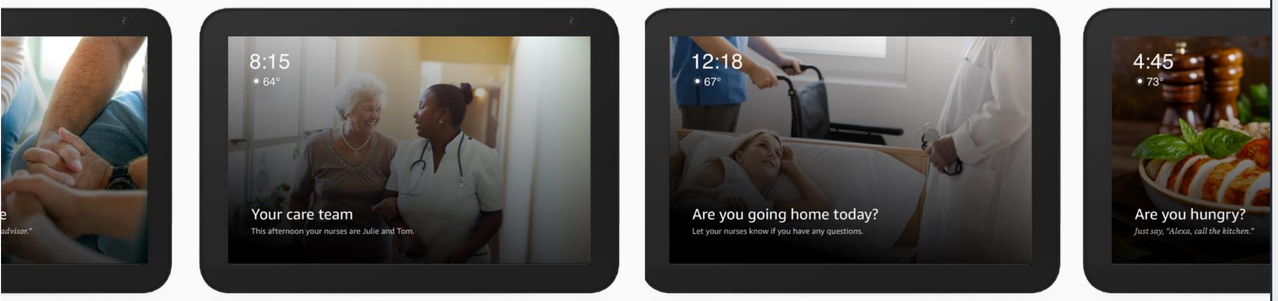




Senior living

- Display individual schedules and activities
- Connect with family and caretakers with no barriers
- Get mail notifications and daily changes
- Participate in group activities remotely
- Enjoy trivia, music, news, and information

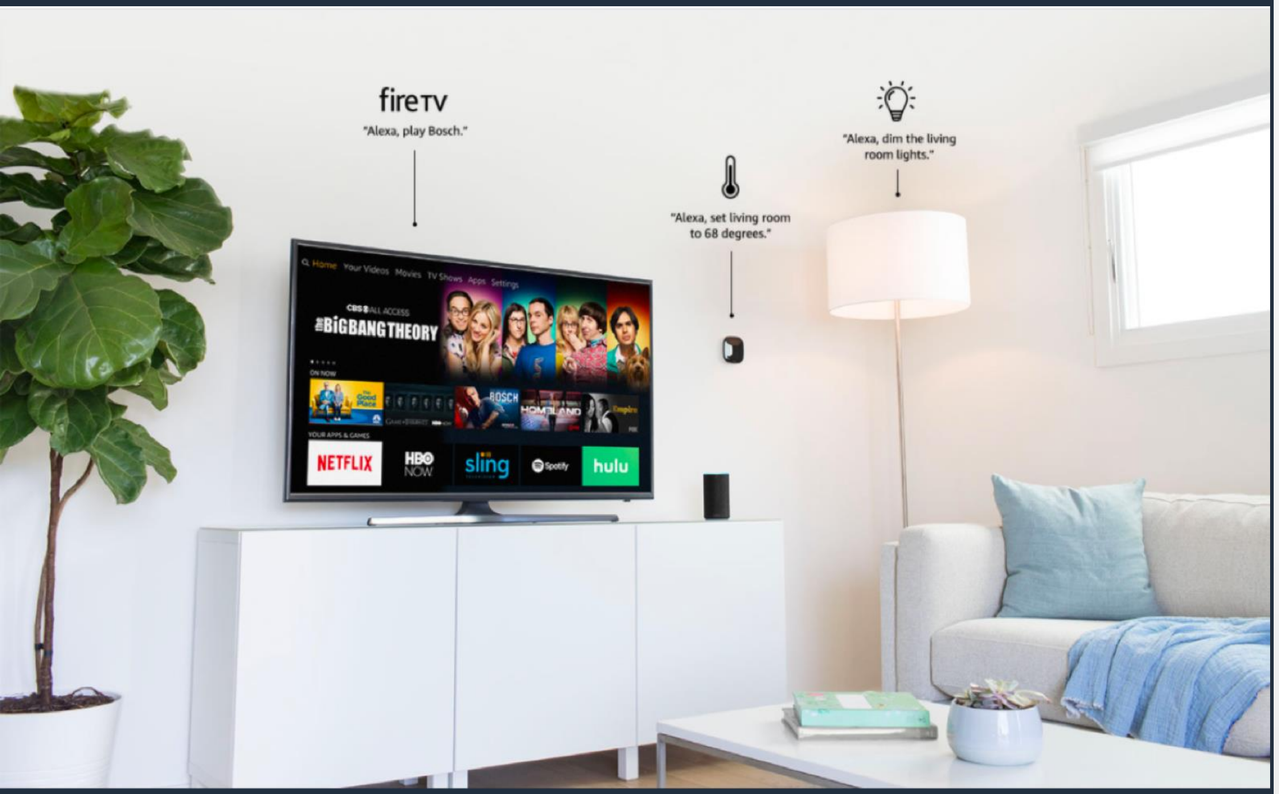




Healthcare

- Display care instructions and schedules
- Connect with nurses, spiritual guides, and care givers
- Send requests directly to caretakers and receive on-the-go responses
- Enjoy trivia, music, news, and information

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Residential

84% of renters want an apartment with smart home amenities, 61% of whom would pay a monthly fee for a voice assistant

- Enjoy smart home control via voice from the moment the resident moves in – no need to connect an account
- Combine residents' Amazon experience with the built-in property experience
- Book pool/clubhouse; get help with building amenities
- Seamless move-out experience

Source: "All-new service," bit.ly/3CO74X2

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Alexa is powerful because it provides natural voice experiences that offers guests a more intuitive way to interact. It is helpful, it is personal, and it is smart.

WYNN LAS VEGAS

85.6%

Wynn guests found the system easy or very easy to use

83.7%

Wynn guests were happy or very happy with the service



Sources: Alexa and Wynn analysis, February 2020; The Verge, January 2019





Alexa Smart Properties with privacy and security in mind

We've built in multiple layers of privacy protections

Properties cannot access voice recordings of what a guest says; voice recordings are never stored

No personal information needs to be shared with Alexa to use the device; all property interactions are designed to be anonymous

Protected health information is received as part of HIPAA-eligible skill interactions

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Improve staff experience



Hospitality

“Alexa, I finished cleaning the room.”

“Thanks, the room is set to ‘ready’ in Property Management System.”

“Alexa, the faucet is leaking.”

“Thanks, I have submitted a maintenance request to fix the leak.”

Reports maintenance issues

Helps with staff training and new guidelines

Tracks issues and clear rooms faster



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Workspaces

“Alexa, How many nuggets are in a small order?”

“Alexa, what is next on my calendar?”

Enable staff training

Schedule and connect to meetings

Customize and secure company info



Senior living

“Alexa, send an announcement we are serving dinner in rooms today.”

“Alexa, send a reminder for yoga class”

Streamline operations

Save on printing and administration costs

Make time for customized care



Hospitals

“Alexa, tell patient in room 101 that a blanket is on the way.”

“Alexa, drop in on COVID-19 ward, room 200”

On-the-go responses

Reduce PPE equipment and exposure

Follow-up with post-op care



“

Alexa is a “total gamechanger” for enhancing their hospital experience because patients can use Alexa to connect with their care team and stay entertained as soon as they settle in. This is because of the intuitive nature of voice for patients, regardless of age or tech savviness.

CEDAR SINAI HOSPITAL

50 trips/shift

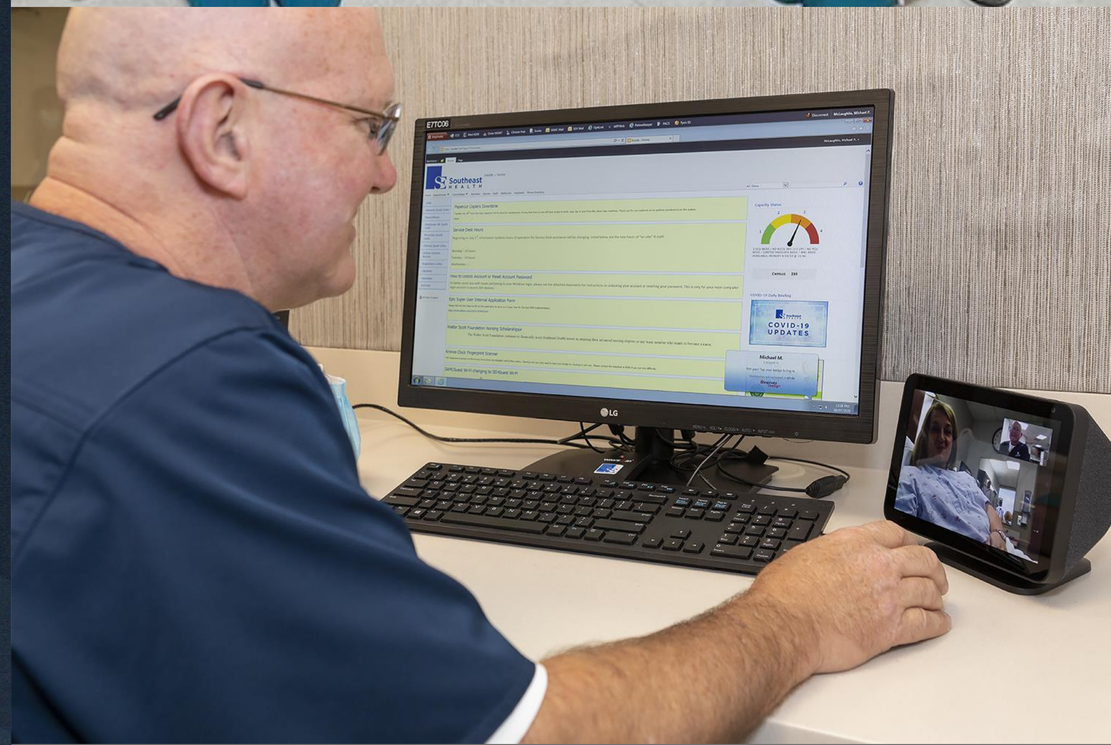
Nurse exposure reduced by 50 trips during one ICU shift

$396/patient/day

In protective equipment savings

Southeast health





How do I get started?



For solution providers

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Integrate and manage Alexa experiences at scale

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Echo Dot
Alexa device with lowest price point



Echo Dot with Clock
Alexa device to replace bedside alarm clocks



Echo
Basic Alexa device



Echo Plus
Premium Alexa device with built-in smart hub



Echo Show
Premium Alexa device with screen for audio-visual interactions

Choose Alexa device with the price and features that work for you!

Wide array of features and price points to meet your needs

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Professional support for turnkey implementation

Alexa for Hospitality simplifies deploying and managing Alexa devices at scale

Solution providers can:



Provide professional installation by provisioning a fleet of devices



Customize experiences for your property

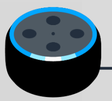


Provide device management functionality through solution providers' software



Integrate Alexa with your property management systems and ticketing systems





For solution providers

Frustration-Free Setup (FFS) and Management APIs

With Alexa APIs, solution providers can:



Hospitality solution providers can deploy Alexa devices and experiences to a property 10x faster

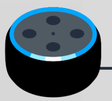


Provide property guests and staff the opportunity to converse with Alexa in English and Spanish

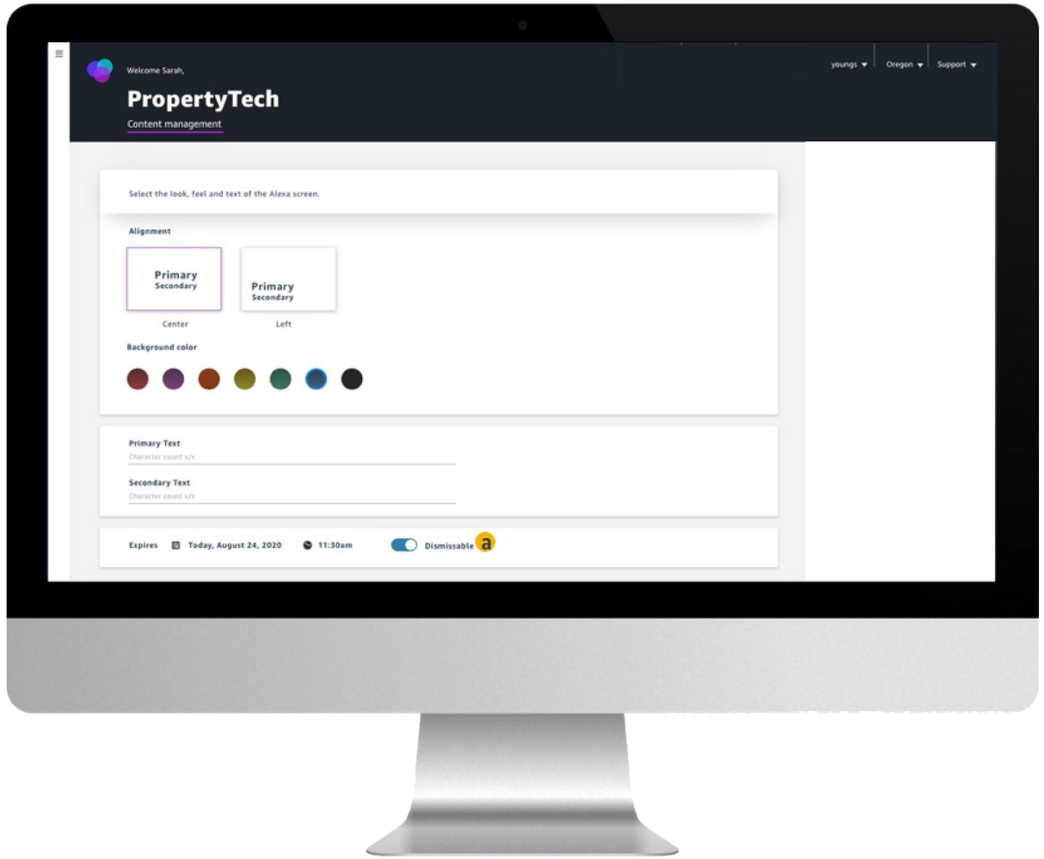


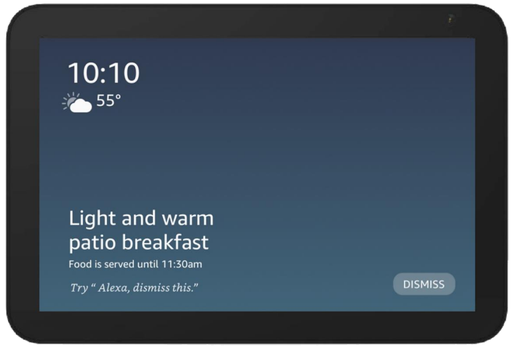
Enable property guests to enjoy the latest Echo devices, including those with screens like Echo Show

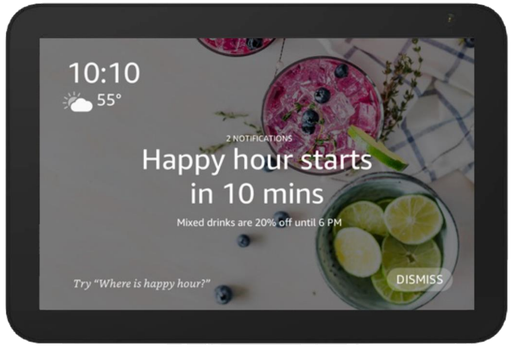




For solution providers







Management API Suite

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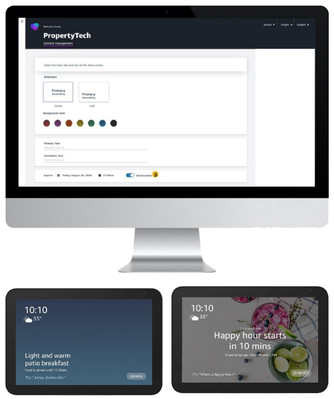
Manage Alexa experiences like skills, calling, notifications, announcements

Use APIs to manage Alexa experiences for properties

Set up hundreds of devices with Frustration-Free Setup (FFS)

Management API Suite

Manage property hierarchy



Early adopters tell us FFS and management API suite have saved them hundreds of setup and management hours

Manage access control via users and roles

Integrate Alexa APIs into your application or dashboard and manage Alexa devices remotely using UI

Manage devices and device settings

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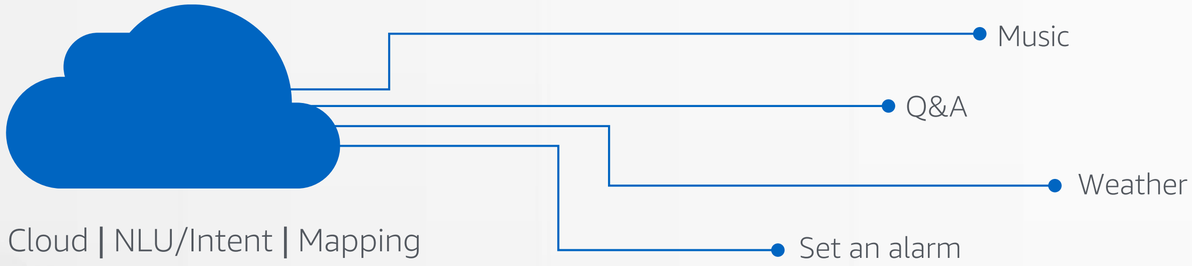


Guest

“Alexa, tell me what’s going on today?”



Alexa



Alexa Cloud | NLU/Intent | Mapping



Solution provider

Hotel Skill

- Property
- Smart Home

1. Create/customize skill template
2. Set up A4H console for property
3. Configure devices
4. Install devices onsite
5. Ongoing maintenance



Hotel

CRM / Loyalty Program → PMS → Events / Calendars → Back of House

- Joe Smith
- Gold Member
- Room preference

- Customer ID
- Silver
- Gold
- Platinum

- Free yoga
- Happy hour
- Live music

- Housekeeping
- Maintenance

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Our solution providers and brands

































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What to expect next from Alexa

Alexa is becoming…

Smarter & more helpful

Use Alexa to create routines that automate how your Alexa devices and smart home devices work together. For example, when you say “Alexa, I’m home,” Alexa will say, “Welcome home,” turn on all the lights downstairs, and set the temperature to 70°F/21°C.

Ease of use

Using Frustration-Free Setup, properties can connect smart devices like the Amazon Smart Plug to their Wi-Fi network in a proactive, Alexa-guided process, rather than the previous process that could take many more steps.

Seamless device support

Any device, anywhere



Thank you!



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Thank you!



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