

BUSINESS CRITERIA:

1. Guest Satisfaction Improvement: Evaluate guest satisfaction ratings before and after the AI chatbot's implementation.
2. Increased Response Speed: Measure the decrease in response times for guest inquiries.
3. Operational Cost Savings: Calculate savings from reduced staffing requirements and the automation of guest service tasks.
4. Efficiency Gains: Monitor the time saved on routine tasks, enabling staff to concentrate on more complex guest needs.
5. Service Personalization: Assess the effectiveness of the bot's recommendations and interactions in relation to guest preferences.
6. Data Utilization: Examine how guest data is leveraged to enhance hotel services and quality