



Aiello One Your In-Room 24hour AI Brand Ambassador


June, 2024

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Aiello At A Glance

Started Early of
 **2019**

 **100** Clients in
15,000 +
Rooms in **5** Countries
& **4** Language

 **60**
FTE

Our Investors



wistron



AVA is deployed in 15,000+ rooms, 100+ hotels in 5 countries

Le MERIDIEN
TAIPEI
台北寒舍艾美酒店

INTERCONTINENTAL
HOTELS & RESORTS

WESTIN
HOTELS & RESORTS

HOTEL
INDIGO
AN IHG® HOTEL
HAKONE GORA

HYATT
CENTRIC®

MILLENNIUM
HOTELS AND RESORTS
More than Meets the Eye

SILKS
PLACE
— TAINAN —
台南晶英酒店

HUALIEN
FARGLORY HOTEL
花蓮遠雄悅來大飯店

ASAI
HOTELS

Taipei
GARDEN HOTEL
台北花園大酒店

Grand Cosmos Resort
高雄大都會國際觀光酒店
Grand Cosmos Resort
Riverside-Hakien

LUXURY
DREAMS
CULTURE

We Work With the World's Best Hotel Brands



Westin Yilan



Chatrium Grand Bangkok



M Social Phuket



InterContinental Kaohsiung



Twin Line Okinawa



ASAI Kyoto



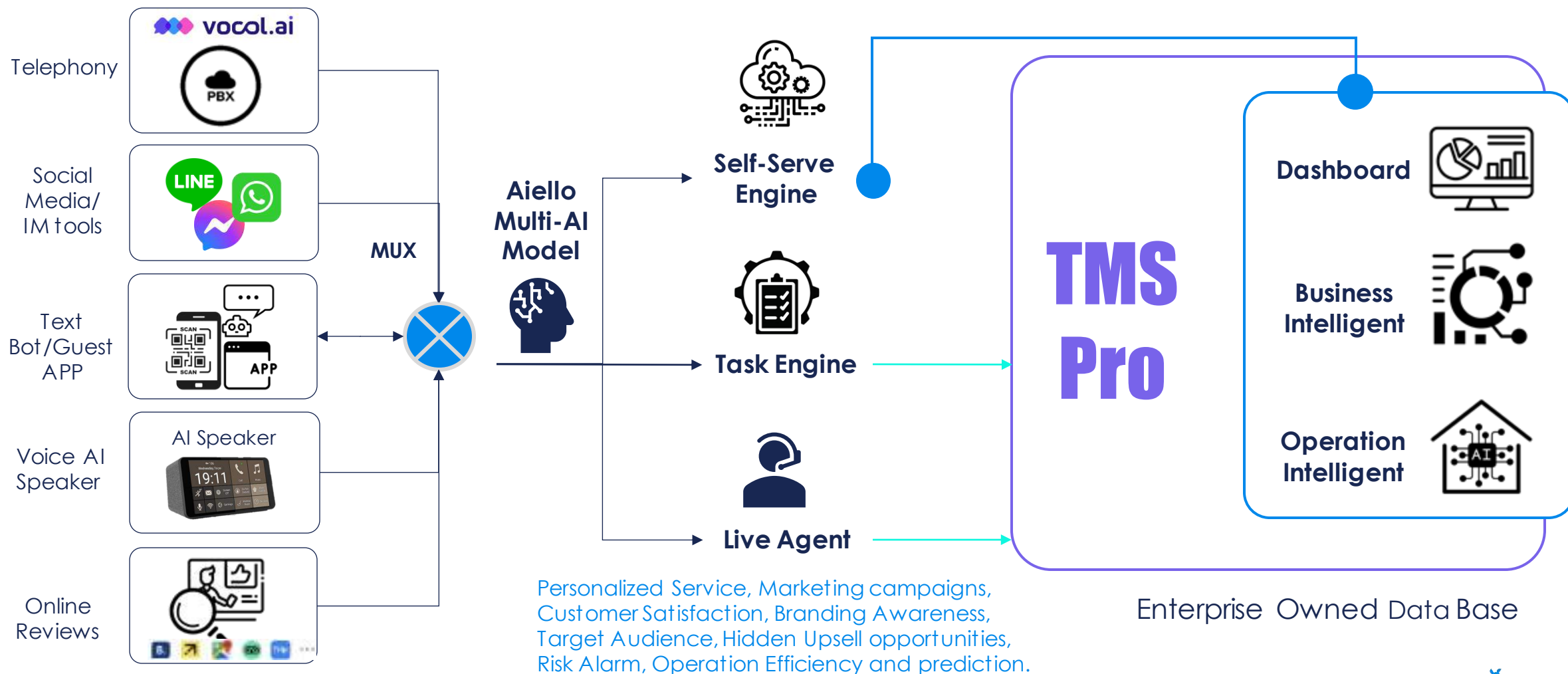
Hotel Indigo Alishan



Le Meridien Taipei

Bespoke One Stop AI Engine for Service Property

Multiple Touch Points– before the stay, during the stay and after the stay



Aiello Product Portfolio



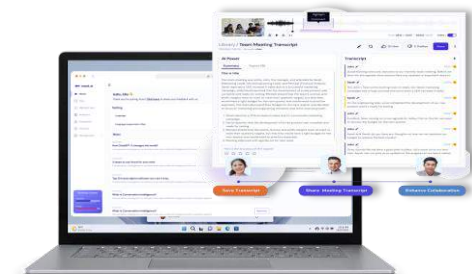
Voice Conversation
Engine



Task Management
Engine

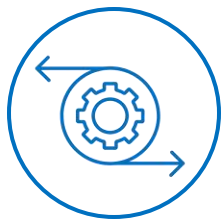


Business Insight
Engine



Problem We are Solving

Operation- wise Hotel Chains



Unified
AI Database System



Labor
Shortage



Guest Insight &
Upsell



Guest
Experience

Property-wise Real-estate Owners



Visibility
& Risk Management



Efficiency contributing
To GOP



Sustainable Development
& Management



Reduce Non-returnable
Investment

The background features several light blue, rounded geometric shapes. On the left, there is a large vertical rectangle with rounded corners. To its right is a circle. Below the rectangle is another circle. At the bottom, there is a large, complex shape composed of several rounded, overlapping forms, resembling a stylized 'W' or a cluster of bubbles. The text is centered over these shapes.

In-Room AI Digital Brand Ambassador



How Aiello Serves?

* Source: Aiello internal data



Guest Interactions

55,100,856



Room Nights

2,804,595



**AI Completed
Tasks**

4,711,525



Online Commands
reach 85,666,
still counting

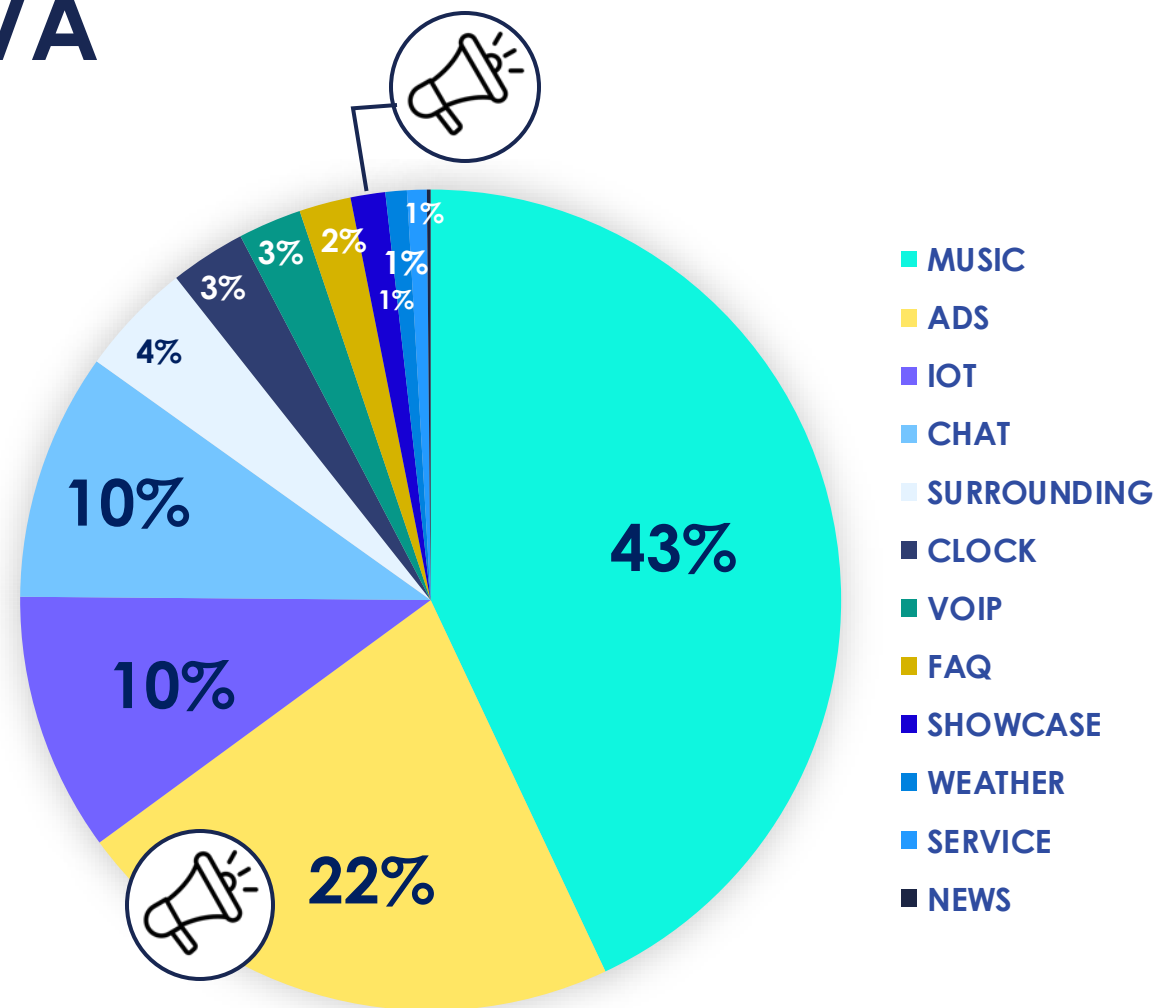
Guests' Interaction With AVA

One out of four interactions is about **AD/Showcase**

= 7,640,342 touch points/ad clicks

= USD 1.53* 7,640,342 clicks

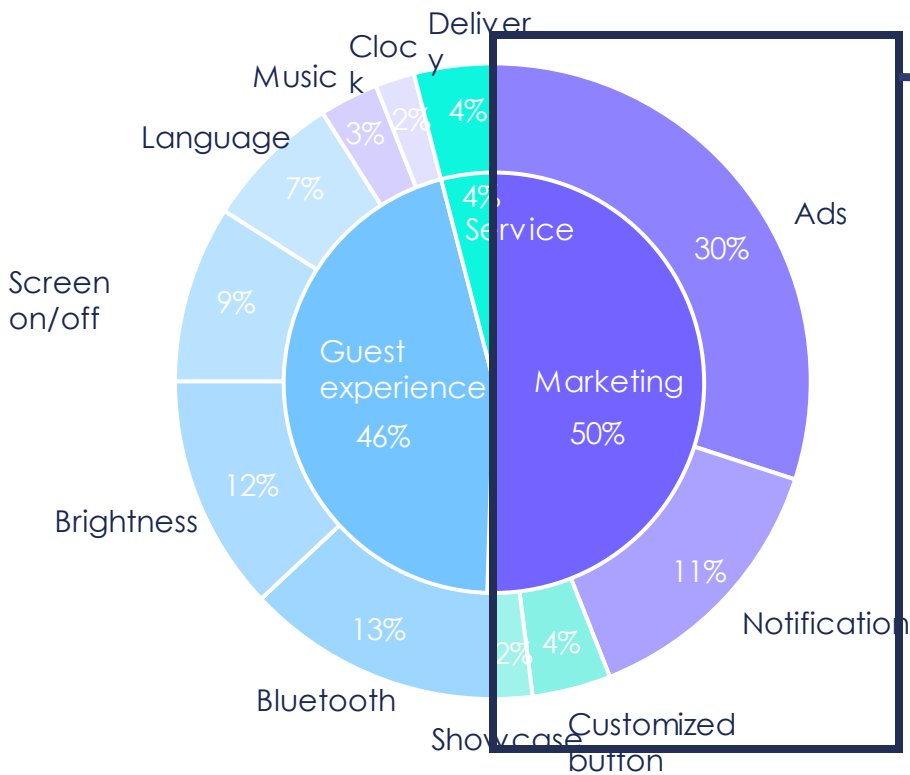
= **USD 11,689,723**
SEM ad spendings



WOM talkers



UI click distribution

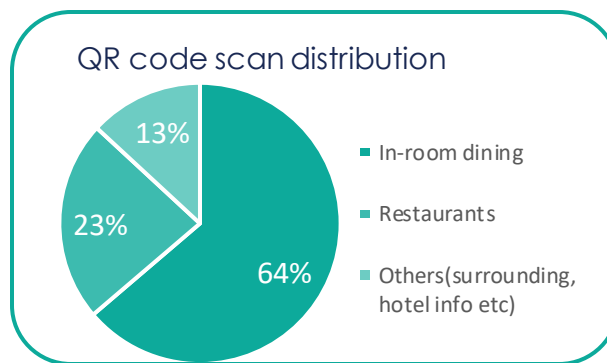


Marketing value projections

$$34,897 \text{ Marketing clicks} \times 1.53 \text{ CPC} = \$53,392 \text{ (USD)}$$

$$709 \text{ QR code scans} \times 44.7 \text{ CPA} = \$31,692 \text{ (USD)}$$

(benchmark source)





AVA Product Intro



In-Room
Dining



Bluetooth
Sound



Message
Alert



AI-Powered
Concierge



Room
Phone



Smart
Alarm



Service
Request



Electronic
Displays



AI
Suggestions



Room
Control

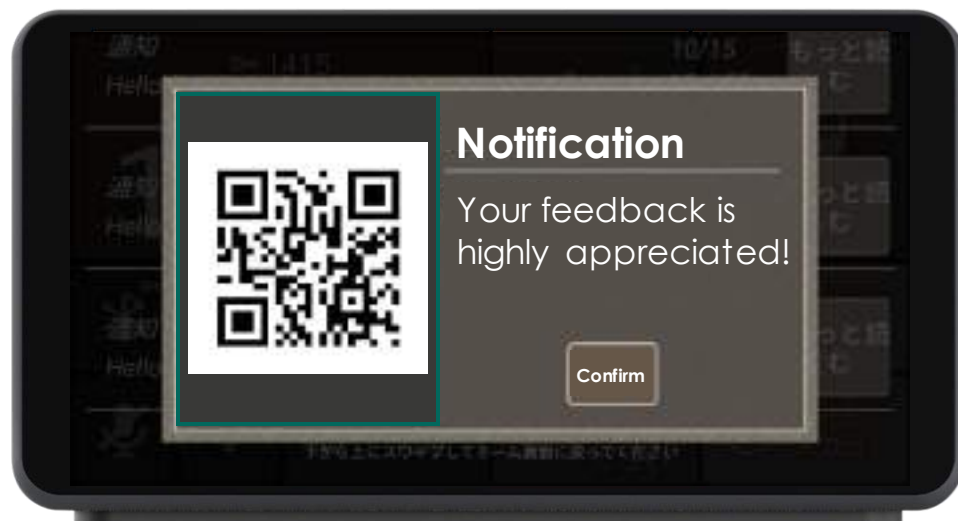
The Next Gen All-In-One Device

- ✓ IP Telephony
- ✓ Message Box
- ✓ Touch Display
- ✓ Digital Signage
- ✓ Bluetooth Speaker
- ✓ Alarm Clock
- ✓ Voice Trigger AI Concierge

The Next Gen All-In-One Device

Fully customized, Paperless & Interactive





Routine Broadcast + Pop-Up QR Code

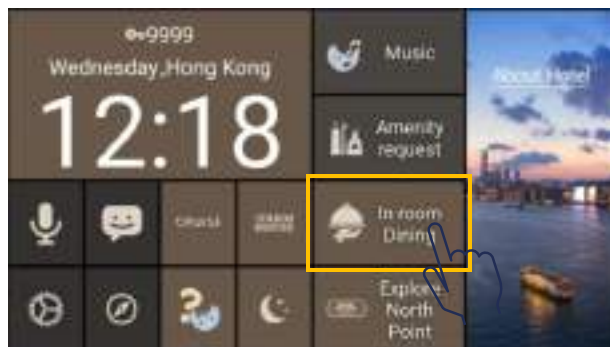
We can utilize routine broadcasts to gather additional customer feedback and increase exposure for TripAdvisor!

- **Satisfaction Survey**
- **Notification/Message to Guests**
- **Promotion**
- **Marketing Campaign**

In-Room Dining Ordering on Aiello

Step 1

Tap the In-Room Dining button on UI



Step 2

Browse the menu



Step 3

Select item and quantity



Step 4

Confirm the order and check out



Step 5

Order confirmation and QR code for more info

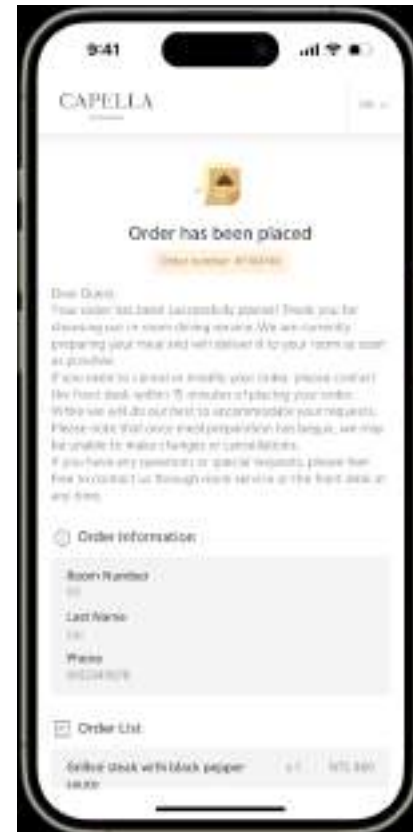
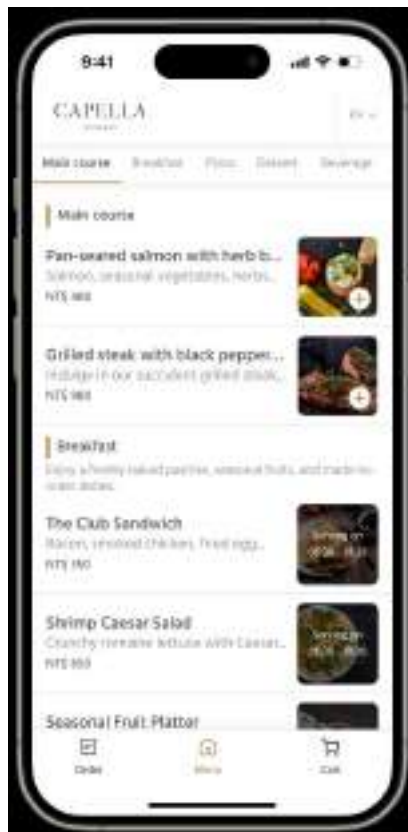


Step 6

Manage orders on the platform



In-Room Dining Web App



in-room Shopping

Notes:

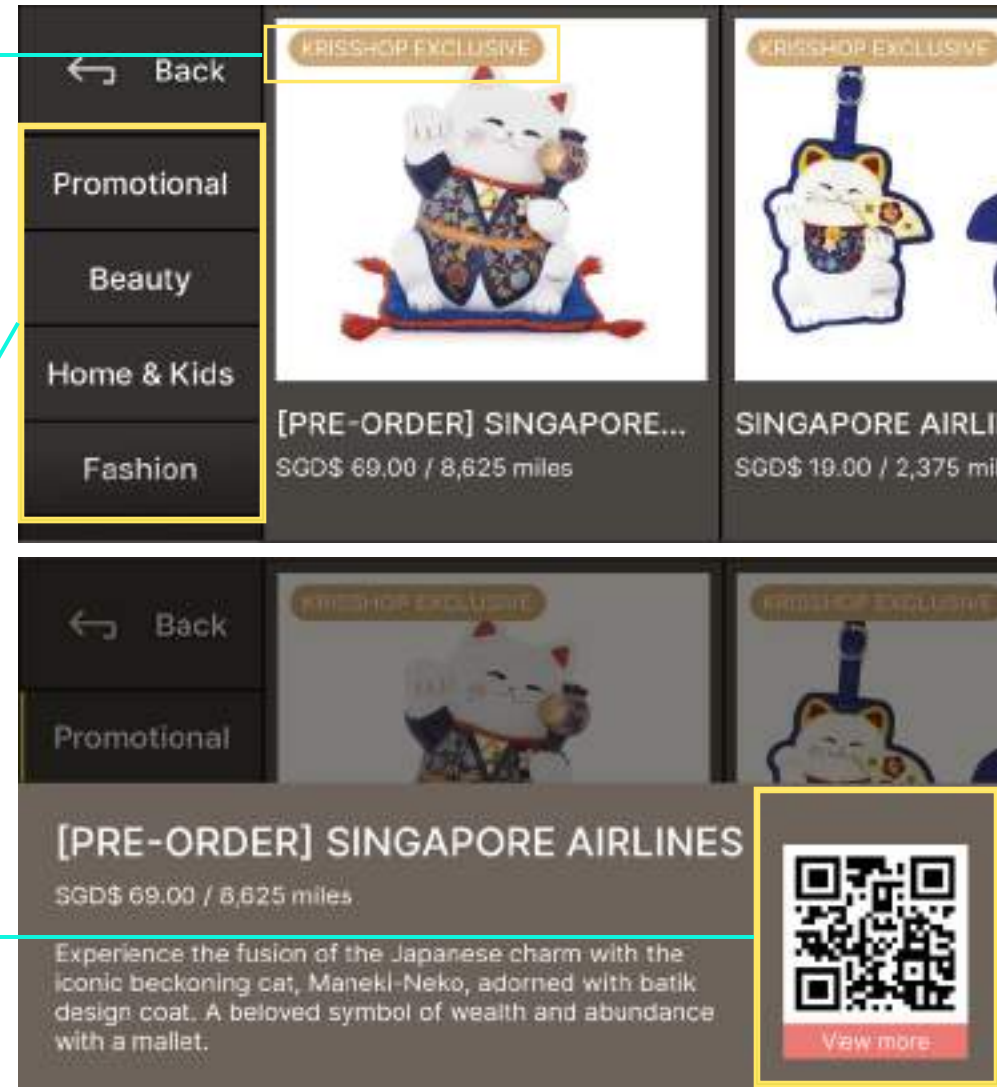
- Using tags to highlight the item's features (e.g., Exclusivity, Duty Free, etc.)

Notes:

- Editable and customizable (e.g., by category, by type, etc.)

Notes:

- QR code linking to the website.





Bring Revenue Marketing and Upselling

Case Study A

Goal:

Recommend the hotel guest with local attractions.

Solutions:

AI-driven AVA automatically distribute the coupons via LINE system once the hotel guests ask about the local attractions.

Results:



597,352
coupons
downloaded



Conversion rate
(redeemed) of
11.3%



	May	June	July	Aug.	Sept.	Oct.	Nov.	Total
AI Recommendation (Coupon Downloaded)	7,855	27,387	55,089	82,274	27,096	98,274	456	597,352
Coupons Redeemed	834	4,034	6,879	7,012	5,176	12,012	56	36,005
Conversion Rate	10.60%	14.70%	12.50%	8.50%	19.10%	12.22%	12.28%	11.34%

Period: 2022.05.01-2022.11.30

Case Study B

Goal:

- Recommend the hotel guest with local attractions.
- Acquire more memberships

Solutions:

- AI-driven AVA automatically distribute the coupons via LINE system once the hotel guests ask about the local attractions.
- Also use AVA to recommend the hotel guest to sign-up their membership program.

Results:



324,217
coupons
downloaded



Conversion rate
(redeemed) of
4.4%



3,729
new Hotel
members Acquired



Category	Coupon Downloaded	Coupon Redeemed	Conversion Rate
Restaurants	80,906	4,100	5.07%
Souvenirs	176,473	6,755	3.83%
Activities	66,838	3,422	5.12%
Total	324,217	14,277	4.40%

Period: 2022.01.01-2022.06.30



Guest Insights



397,436+

Total Voice + Touch
Guest Interactions



10,402+

Surrounding Query
Voice + Touch



107,510+

In Room Ad
Promotion Cycle



16+

Touch + Voice Enquiries
Per room per night

Facts with Numbers

Per room per night

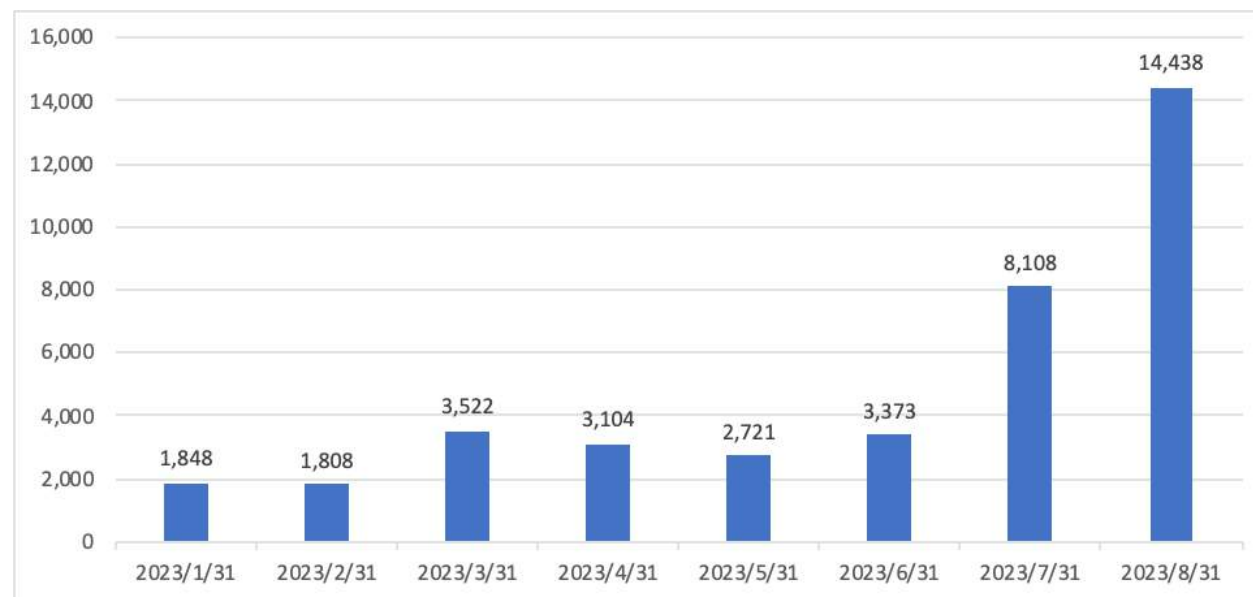
Aiello Assistant interacted with the hotel guests for more than 397,436 times, Voice avg 5.7 times, Touch 10.3 times The Click times of Surrounding Query is up to 10,402. In-room advertisement display shows up to 107,510 cycles.

How do Guests engage with AVA?

Voice Interactions

Based on the observation, there are large groups of middle eastern Tourist check-in and chosen English language to service. Moreover, there has been an increase ratio in Chinese Speaking Language significantly in AUG 2023.

Enquiry by Month



Avg. Monthly Enquiry

2,718 to 4,865

Max. Monthly Enquiry

14,438

2023/1-2023/8

Name	Times	Name	Times
Dining - CASIA	5,972	Experience – Club Lounge	605
Dining - SAVIO	2,444	Dining - FLOW	658
Experience - Spa by THANN Sanctuary	1,631	Experience - Swimming Pool	537
Dining - Lobby Lounge	897	Experience - Fitness Centre	446
Bedside Assistance - How to use it?	662	Experience – Kids Club	398

Showcase Clicks

During this period, there were many clicks on Chinese information, which effectively helped international tourists quickly understand the information in the hotel. Suggest to put more information regarding branding awareness – F&B, souvenirs, or some coupons for promotion

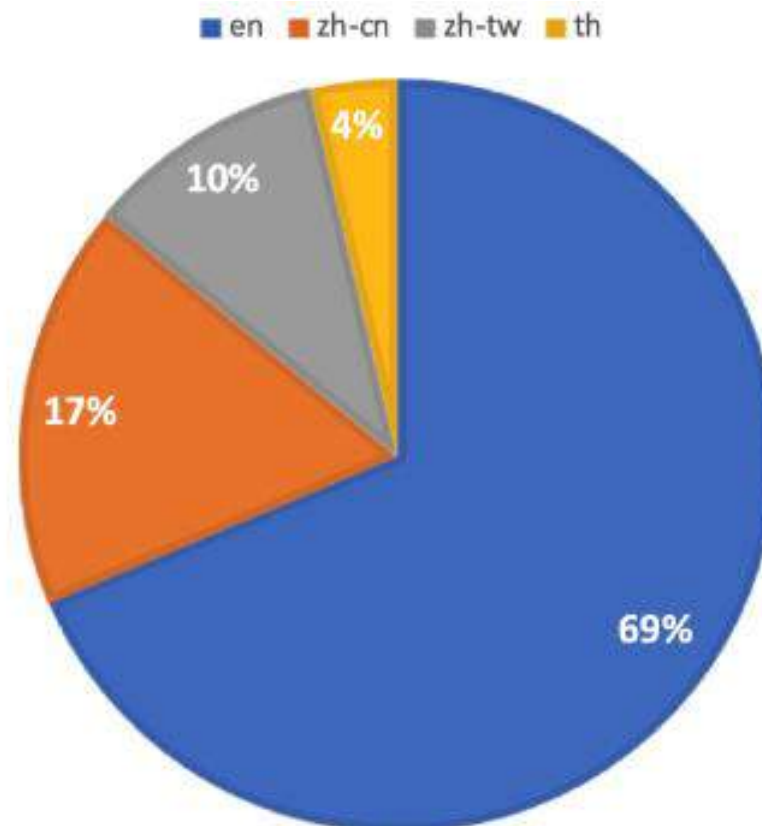
Language

Based on the observation, there are large groups of middle eastern Tourist check-in and chosen English language to service. Moreover, there has been an increase ratio in Chinese Speaking Language significantly in AUG 2023.

+30% Chinese Voice Commands
Chinese tourists are increasing.

68% English Speaking Guests
English speaking guests still majority.

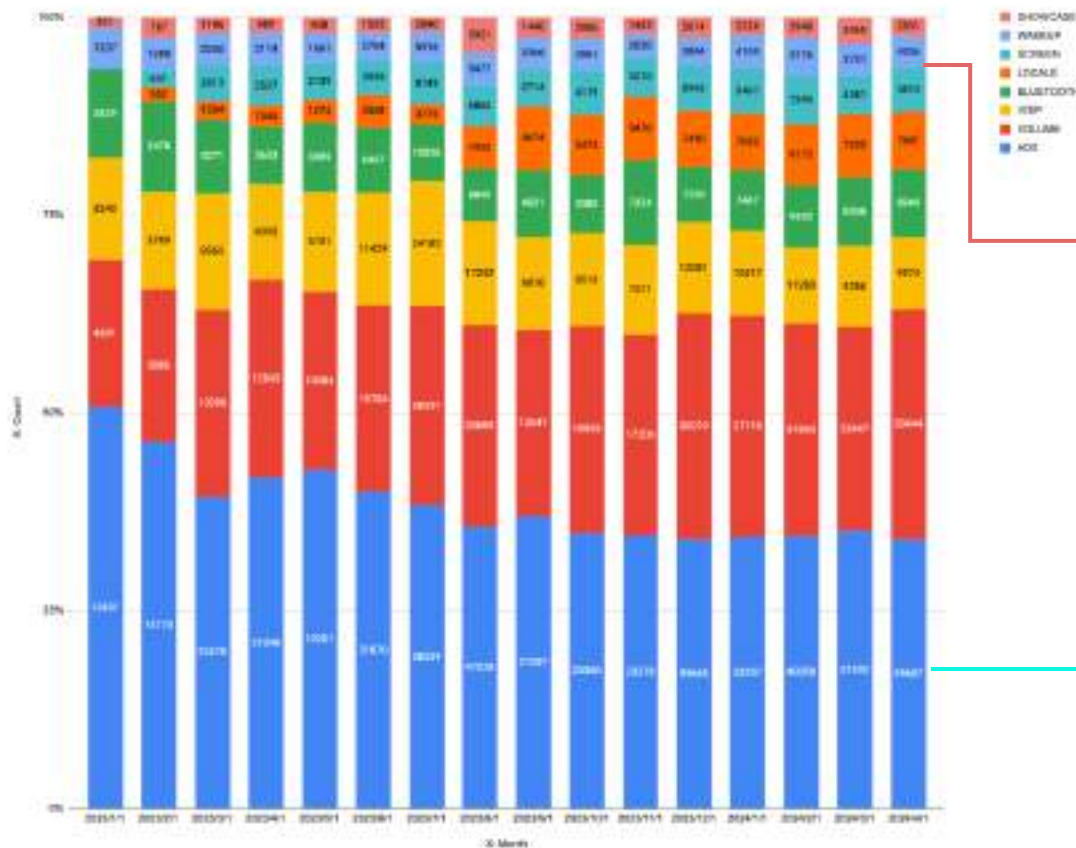
2023/1-2023/8





Customer Engagement Distribution % (Device Touch /UI)

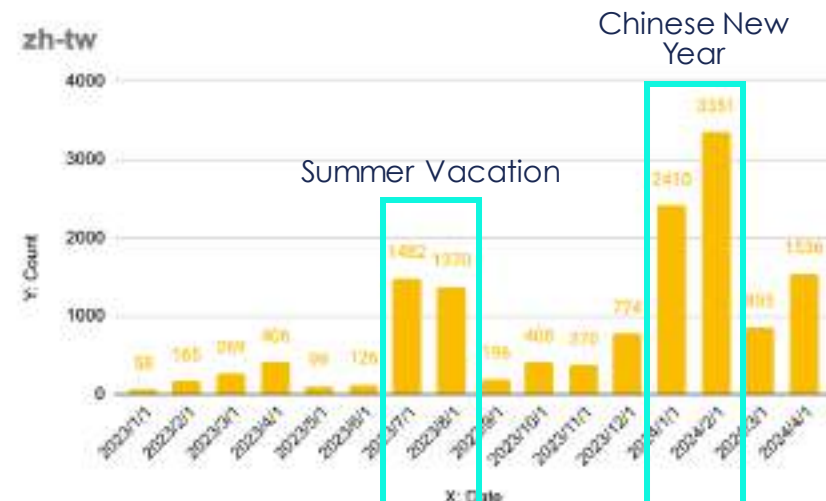
Increasing UI Usage Trends for "Showcase" and "Ads" Intents



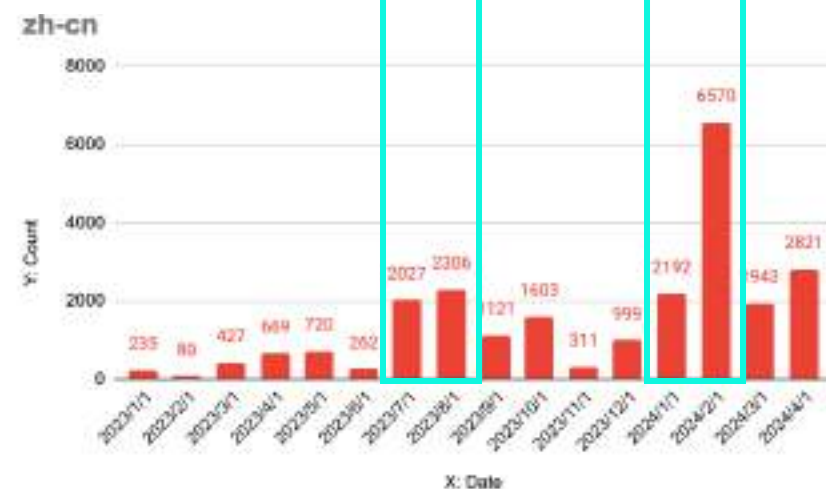


Language Usage (Voice)

Chinese speaking guests takes more than **55~65%** of the total voice interactions in 2024



Traditional Chinese (HK, TW)



Simplified Chinese (China, MY and others)



Hospitality Insight Report



(Coming soon)

Following pages are for demonstration only,
not real numbers.

Benefits: What can I get from this?



Figure out your pain points

Systematically analyze strengths and weakness of your hotel from five angles guests care most and improve them.



Know your competitors

See what advantages your competitors have that you don't, and what disadvantages they have that you should avoid.



Monitor public opinion

Keep eyes on the momentum of positive or negative opinions about your hotel.



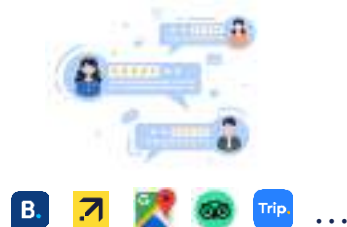
Dig out hidden needs

Learn what different type of guests want, and ride on the trend to stay ahead.

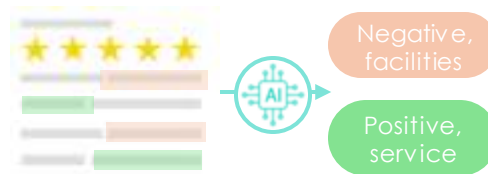
Methodology: How does it work?

Review Insights

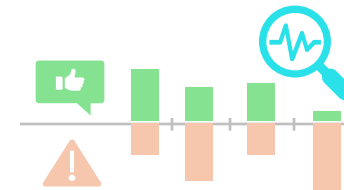
1. Collect millions of reviews from major OTAs



2. Decompose every review and leverage AI algorithms to label opinions by sentiment and category



3. Generate useful insights for your hotel



Customer Satisfaction Index

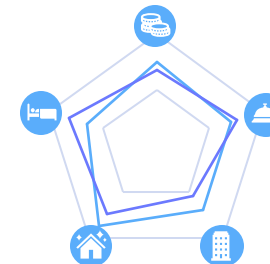
1. Collect general ratings and ratings by category from major OTAs



2. Consolidate and categorize all ratings, and calculate the weighted average



3. Generate Customer Satisfaction Index for hotels



Data source

- B. Booking.com
- E. Expedia
- G. Google Map
- T. TripAdvisor
- Trip. Trip.com

— Coming soon —

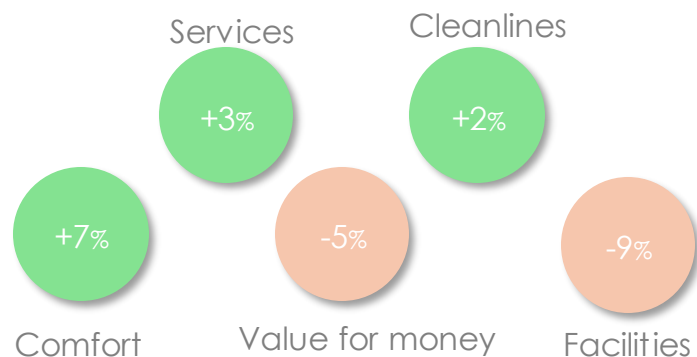
- a. Agoda
- K. Klook

Public Opinion Insights of Your Hotel

Reviews Overview | Your Hotel

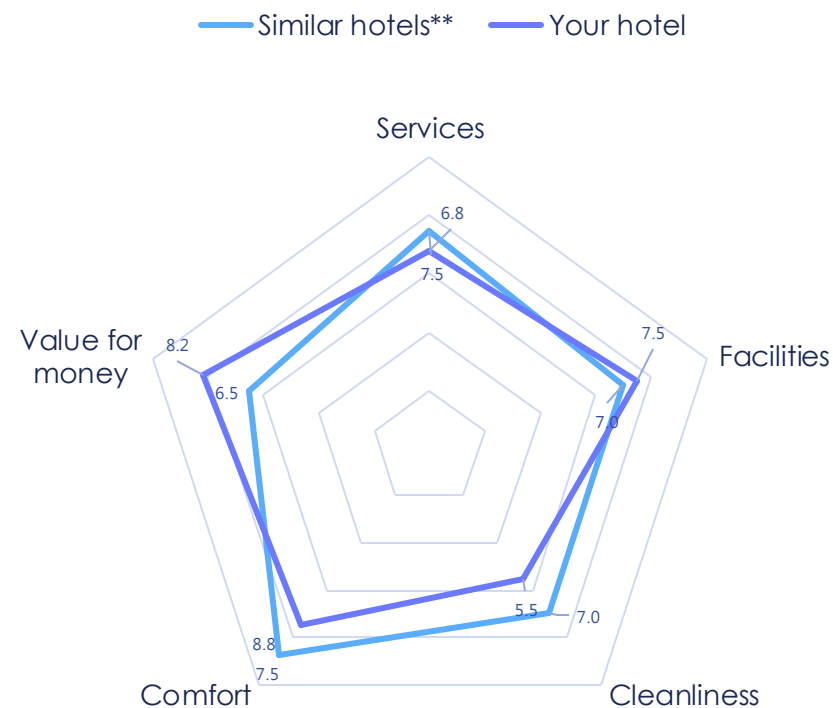


Positive/Negative Index* Trend | Your Hotel



* Positive/Negative Index=Positive opinion count/Negative opinion count. It indicates how your hotel is performing in the five categories which matter most to hotel guests

Customer Satisfaction Index* | 2024



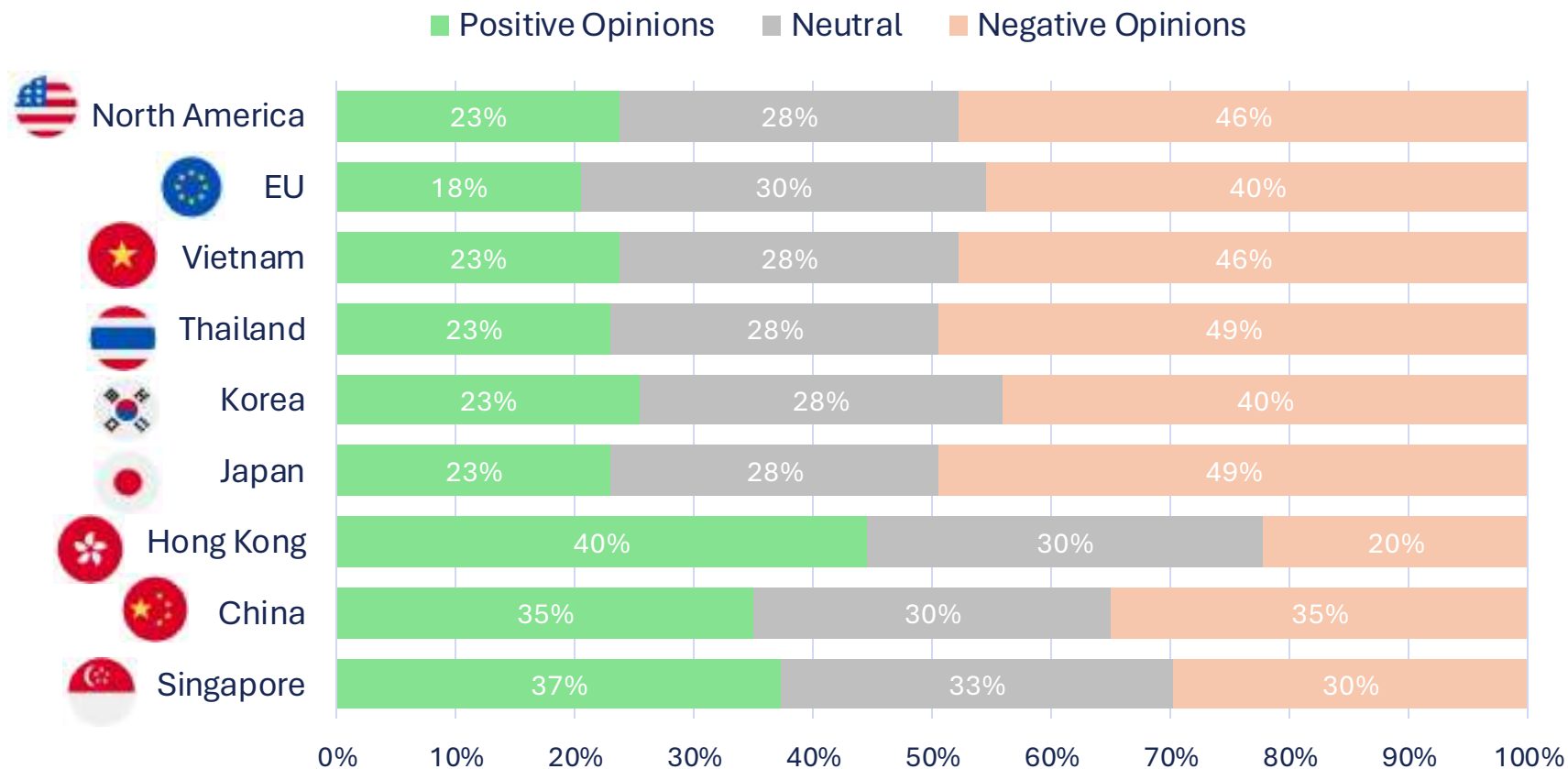
** Customer Satisfaction Index was based on the subcategory ratings from major OTAs and was calculated using weighted average formula.

*** Similar hotels can be defined by you, whether it's a specific hotel list, or a group, (e.g. 5 stars hotel in cities)

Breakdown: Customer Satisfaction Index

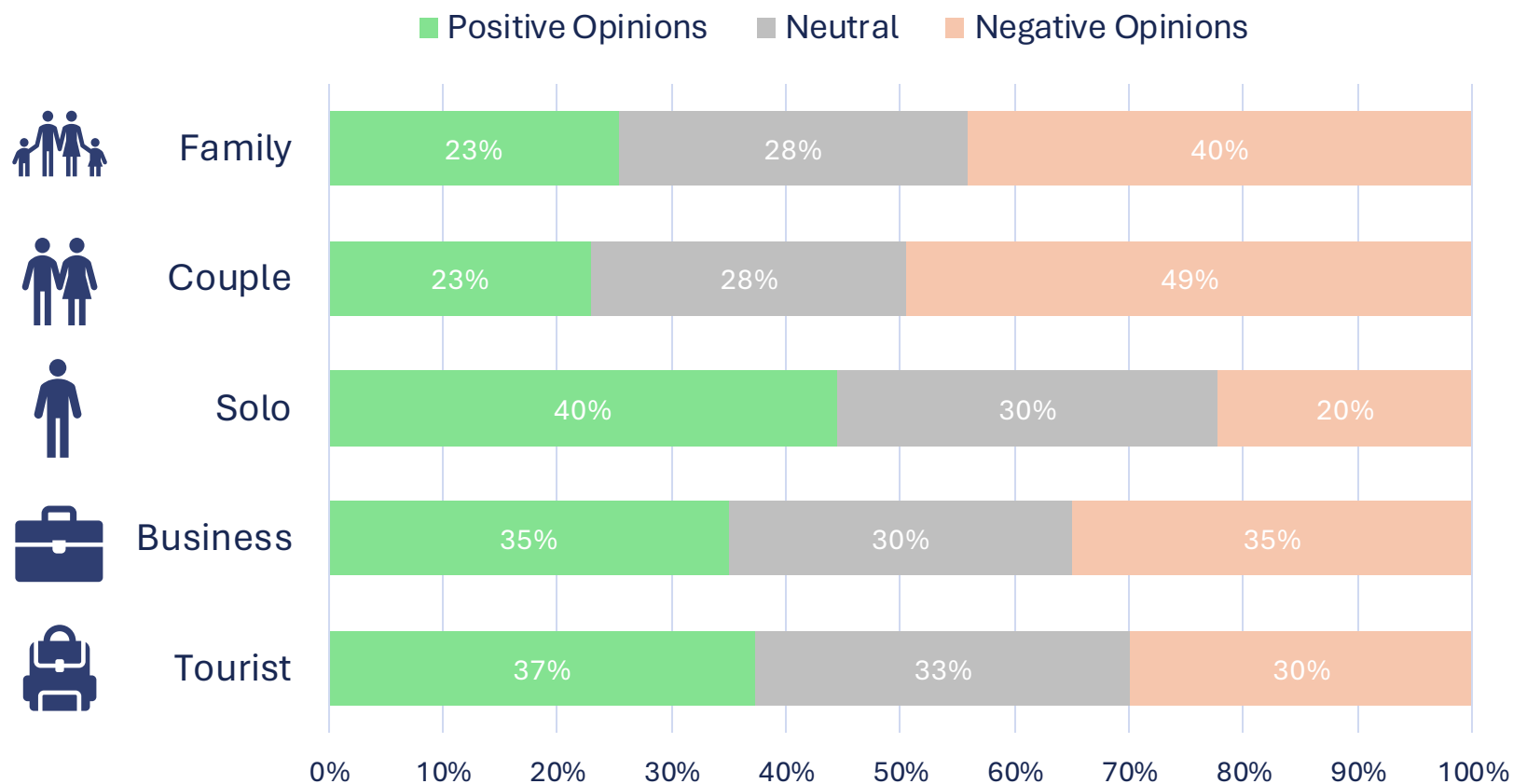


Positive/Negative Opinions: by country



* Similar hotels can be defined by you, whether it's a specific hotel list, or a group, (e.g. 5 stars hotel in cities)

Positive/Negative Opinions: by guest type



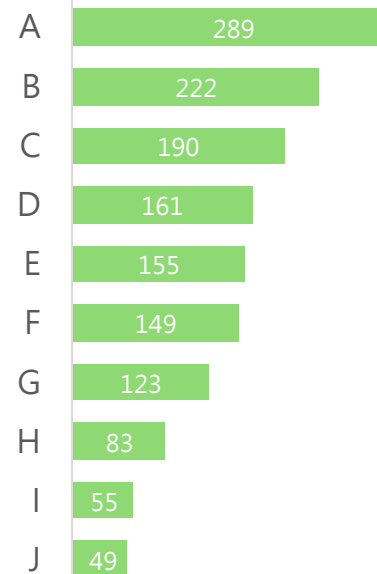
* Similar hotels can be defined by you, whether it's a specific hotel list, or a group, (e.g. 5 stars hotel in cities)

In-depth Review: Positive Opinions

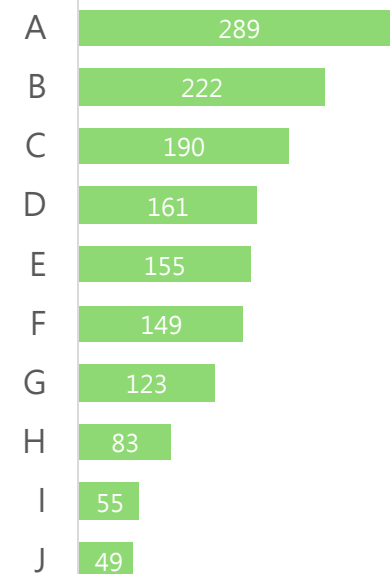
Keywords Cloud: Positive Opinions



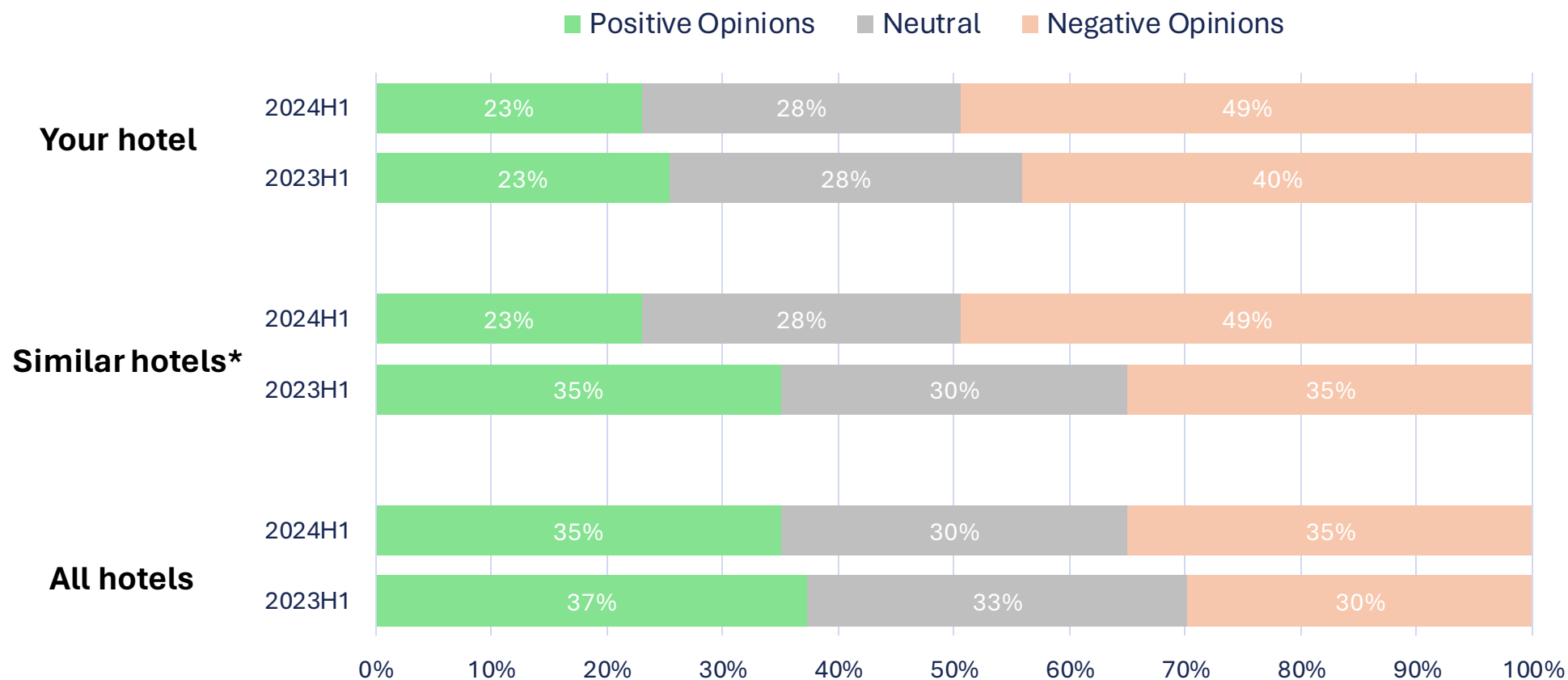
Top 10 **mentioned** positive keywords



Top 10 **trending** positive keywords

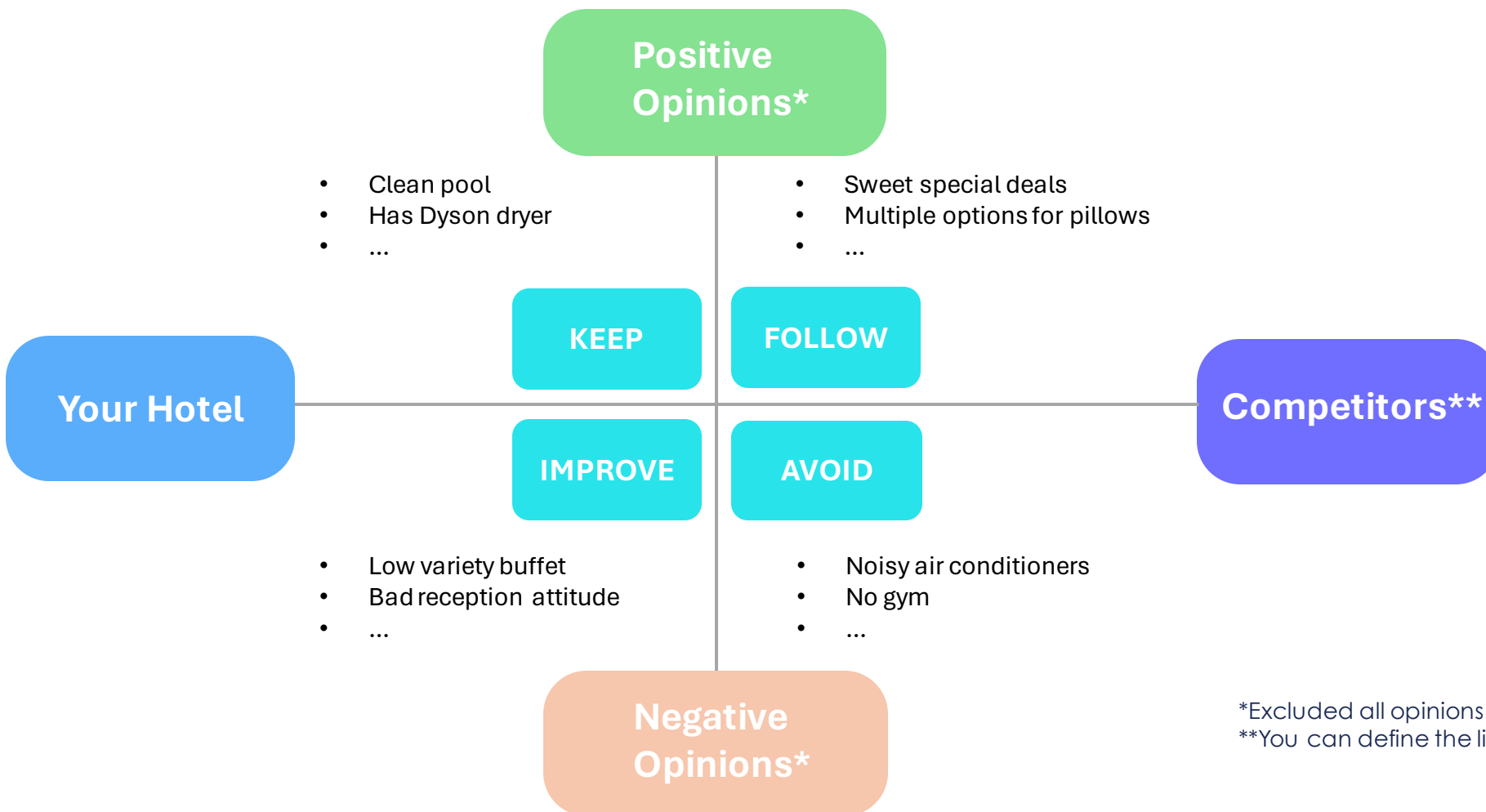


Positive/Negative Opinions: Comparing to the market



* Similar hotels can be defined by you, whether it's a specific hotel list, or a group, (e.g. 5 stars hotel in cities)

Competitor Analysis Matrix



*Excluded all opinions that both sides have.
**You can define the list of competitor.

OR ANY ANALYSIS & INSIGHTS

Anything comes to mind? Share your ideas & needs with us!





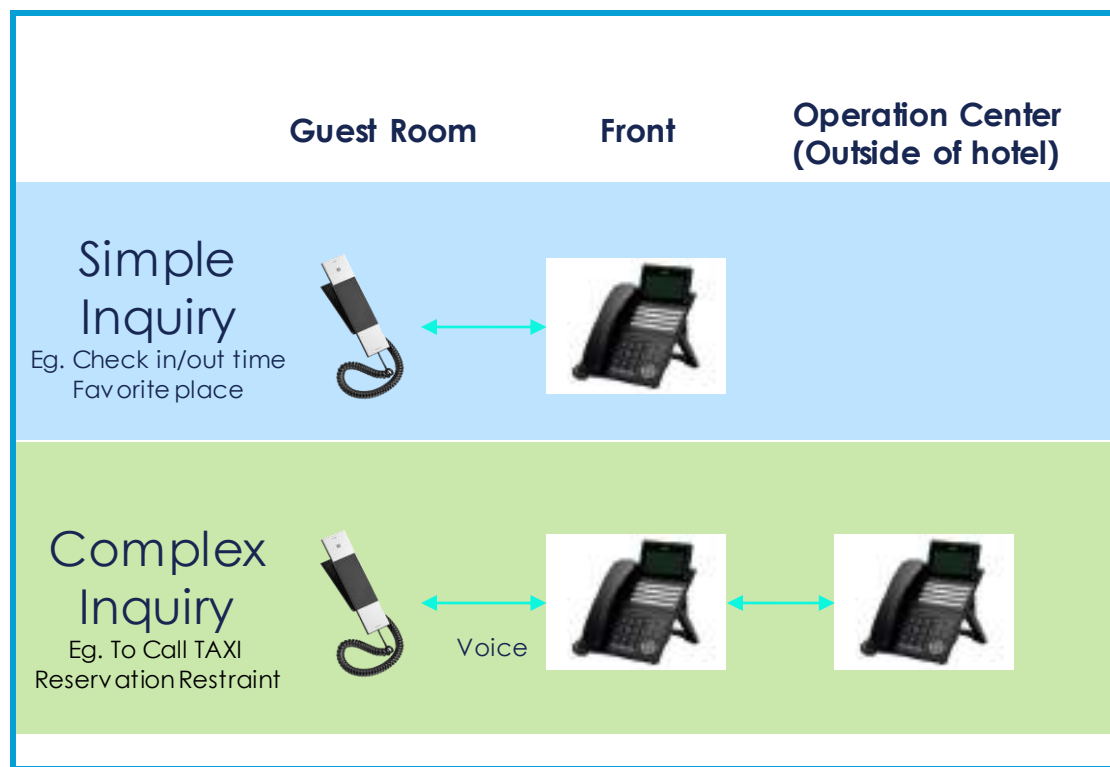
TMS Pro Product Intro

Accelerate Efficiency

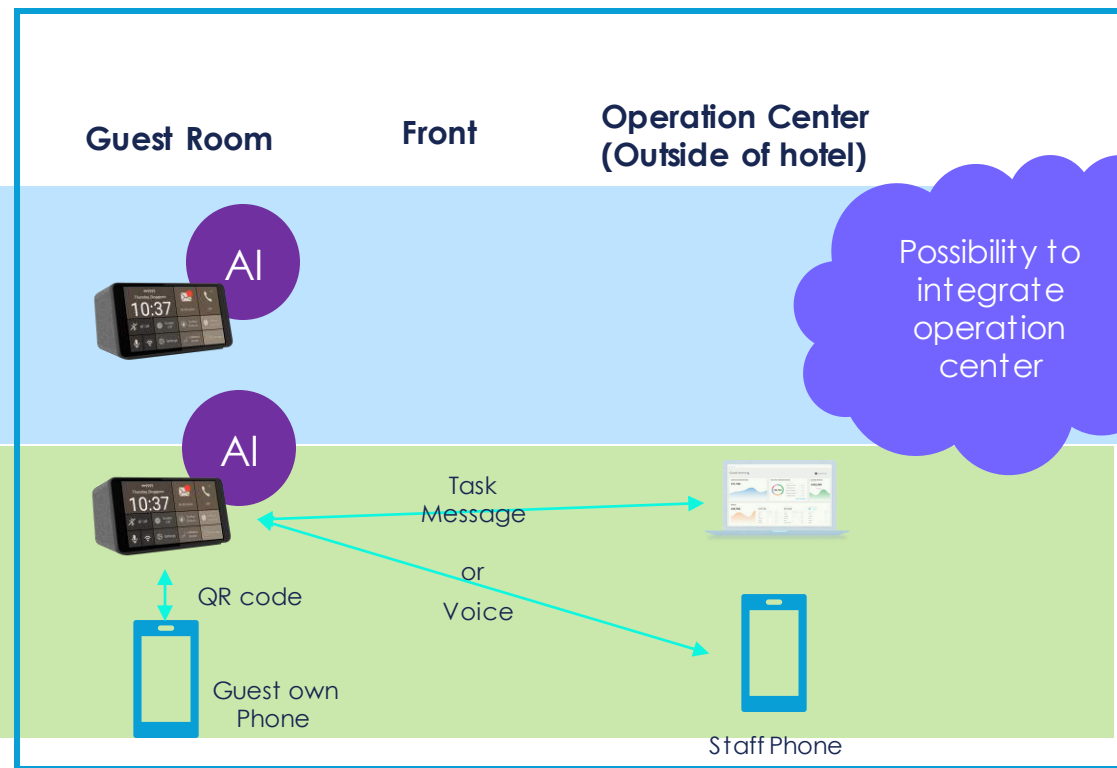
Benefits of AI Bot – Reduced 30~50% Phone Calls

AI Bot can auto answer the repeated routine questions

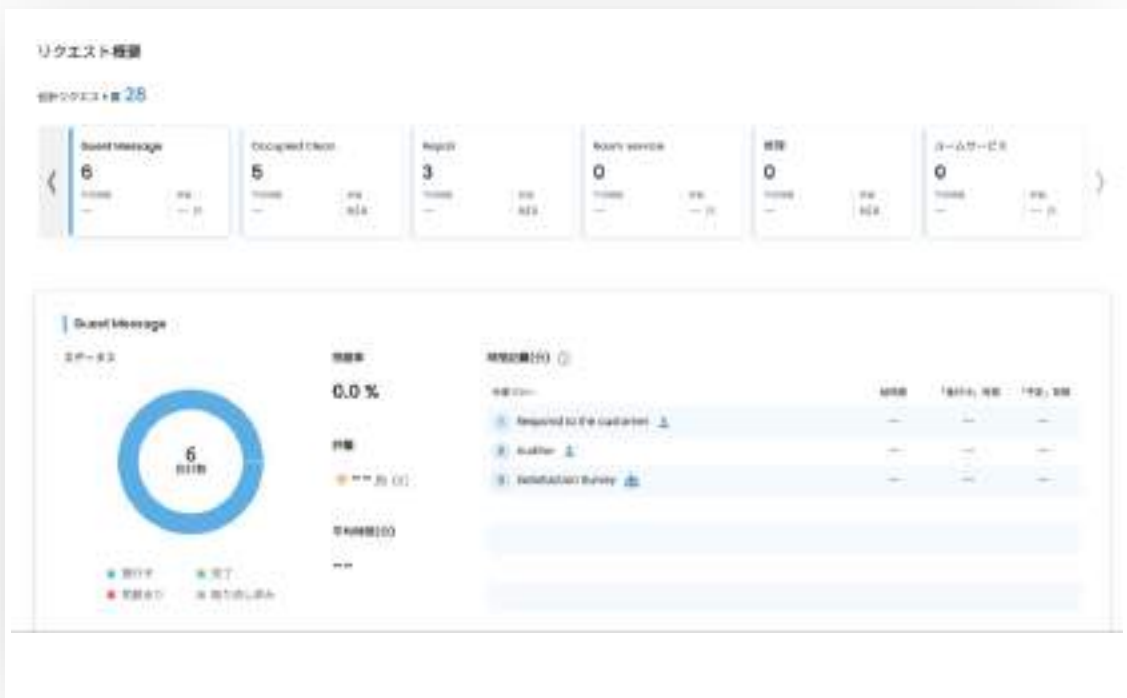
On-premise internal line Operation



Aiello Operation



Comprehensive Data Analytics Dashboard



Guest Behavior Patterns

Learn about purchasing habits.



Task Overview

Oversee team's activity.



Track Popular Amenities

Uncover what your guests want.

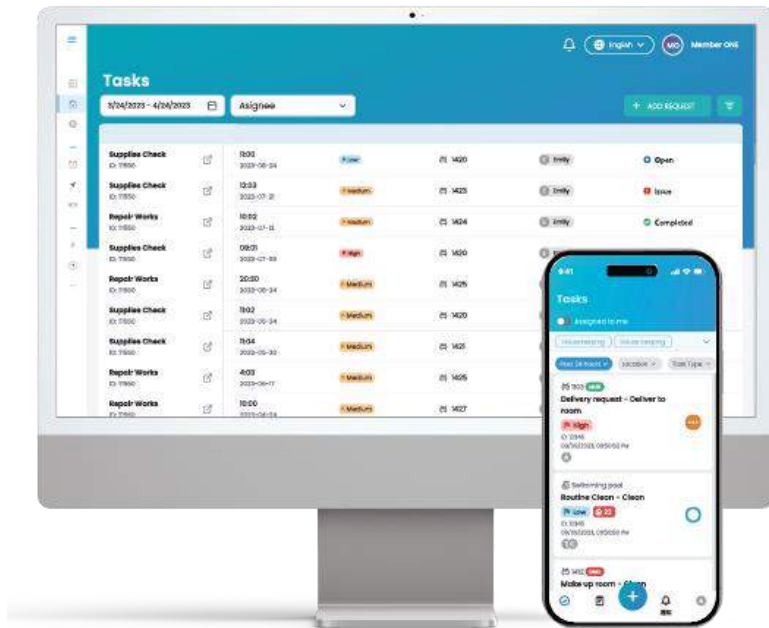


Measure Team Efficiency

Task completion time.

TMS Pro Data Dashboard

Track your team's tasks and oversee activity on TMS Pro comprehensive Dashboard page to optimize your operations.



Streamline Task Management

TMS Pro generates efficiency in your hotel operations. From Creating custom workflows to task dispatch and notifications.



Task Management System



Real-time communication

Connect with your team anytime.



Fully Customizable

Create custom workflows from scratch.



Task Tracking & Management

Oversee tasks and responsibilities.



Automation and Integration

Integrate with your existing tools.



Staff Communication

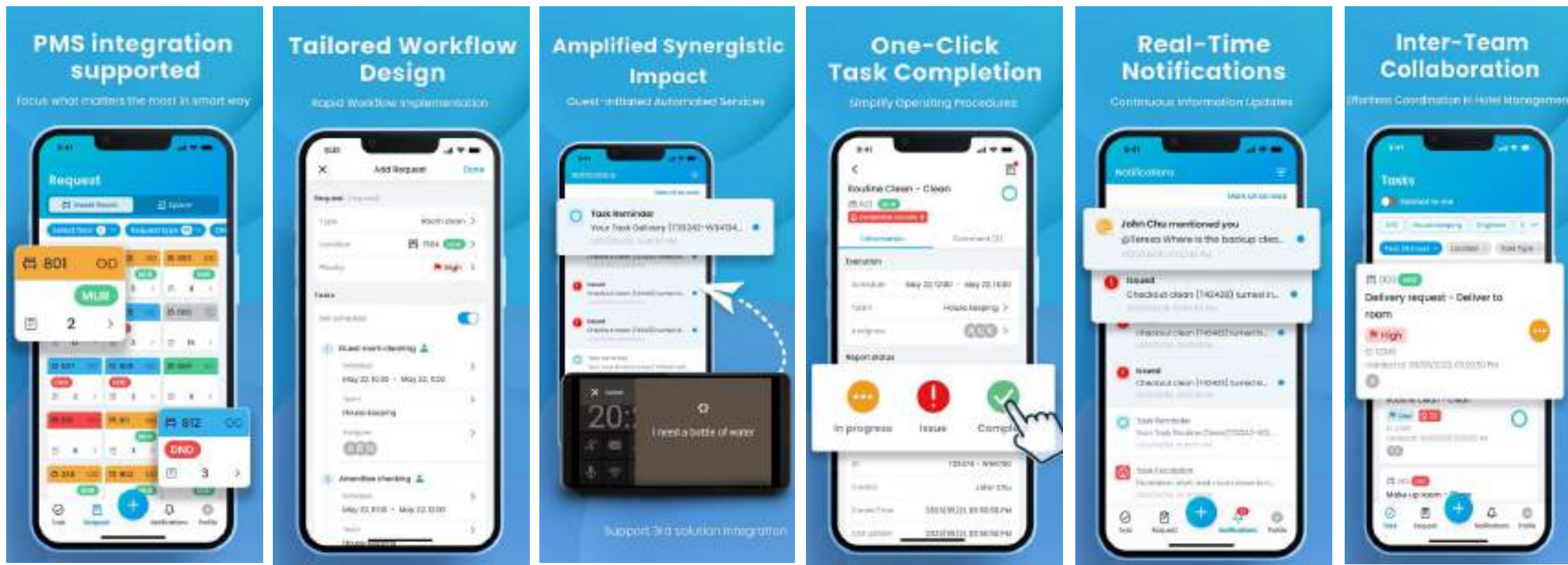
Enhance collaboration between teams.



Mobile App

Download for TMS Pro Mobile App.

Mobile Apps – Efficient, Real-time and Mobility





Optimize Capex

Legacy PBX vs. Aiello Software/Cloud PBX

On Premise vs Cloud / Fixed vs. Dynamics / Wired vs Wi-Fi

Legacy



	Legacy	Cloud/Software
PABX	Physical PABX	Software (On Premise) or Cloud
Connectivity/ Cabling	Yes, Wired (Analogue or IP/LAN)	No/Partial (WiFi, mixed with LAN)
Backoffice	Traditional Headsets	Mobile (or PC), traditional headsets
Guest Room	Traditional Headsets	Aiello All-In-One Device
Other Features in Guest Room	1. Message box	1. Message Box 2. Bluetooth Speaker/Alarm 3. Tablet 4. Room Control
Cost	1. Full Capex + Yearly Maintain (opex)	1. Low Capex + yearly maintain 2. Opex only 3. Hybrid model
Future Expansion	No (Fixed)	1. AI Assistant 2. Subscription model – easy to reduce/expand the lines

Aiello



Case Study: Cost Comparison: Legacy vs Aiello

Estimation Based on **200** Rooms Property (Baht)

Capex	Category	No.	System	Details	Legacy	Aiello	Cost Saving
	Basic	1	Telephony	Telephony System (1st year total)	3,648,000	2,522,000*	
	Basic	2	Bluetooth/Alarm		900,000	-	
	Subtotal				4,548,000	2,522,000	45%

Capex Saving
30~40%

Opex /Annual Fee	Category	No.	System	Details	Legacy	Aiello	Cost Saving
	Basic	1-1	Telephony	yearly maintain 16% /. license fee	583,680	224,000	
	Basic	3	Task Management System	Task Management & Dispatch System	118,400	195,360	
	Subtotal				702,080	419,360	40%
	Value Added	4	Tablet	In-Room Dining & Promotion Module		266,400	
				Digital Singage * Advertisement	768,000	310,800	
	Value Added	5	AI Voice	Voice Bot (Yearly)	Not Supported	222,000	
				IoT Smart Room (IP Based)	Not Supported	44,400	
	Subtotal				768,000	843,600	
	Full Features Subtotal				1,470,080	1,262,960	14%

Opex Saving from
10%~40%,
with more AI
Capability



SDGs & Security

All In-Room Info Devices & Accessories



Before

Total Carbon Footprint
(5 Years) per room
39 kg CO₂e
=
1380 KM
that a car drive

A 200 Room hotel
= **7800kg CO₂e**
= **276,000 KM**
of a car drive

After

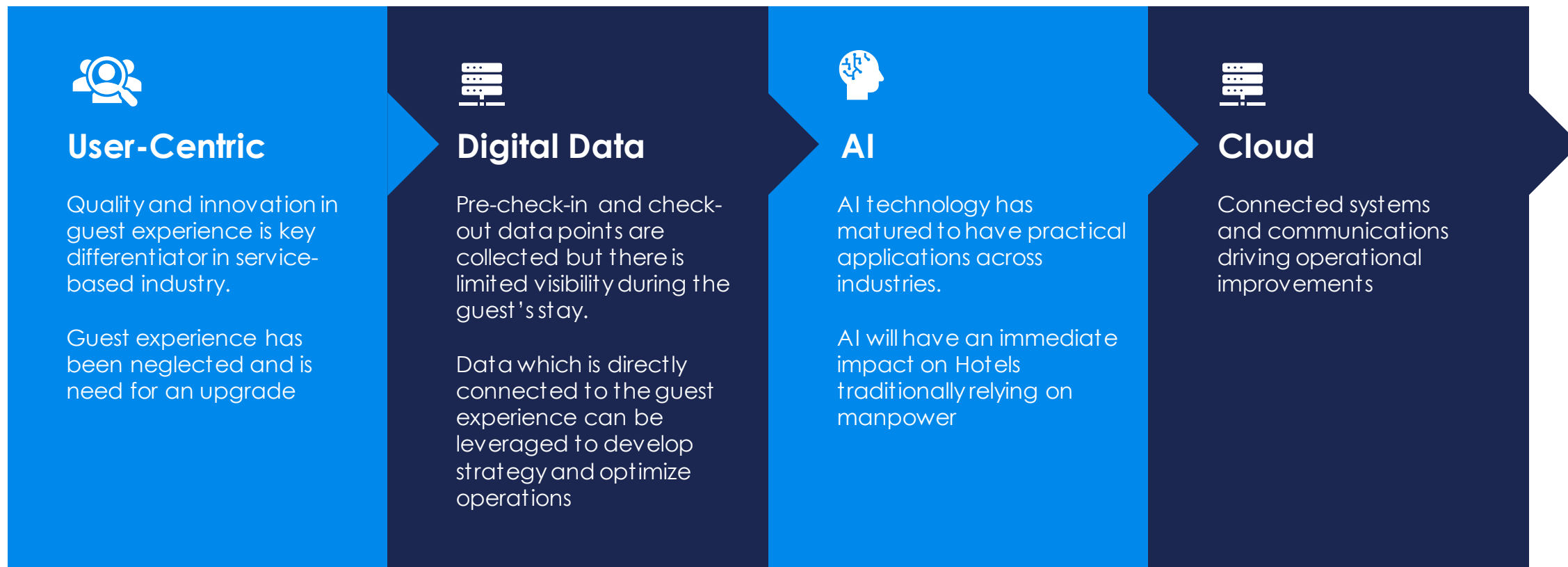
80%
Reduction





Industry Trends

Global hotel technology development trends:



Share your
feedback
and get
customized
insights
tailored to
your need!



Aiello Inc.

Natural Language Platform