

How Landry's Golden Nugget Hotels & Casinos Deployed a Voice Assistant with 87% Containment on Day 1

We spoke with Landry's Director of Contact Center Operations **Brian Jeppesen** about his experience working with PolyAI and the results achieved so far.



THE CHALLENGE

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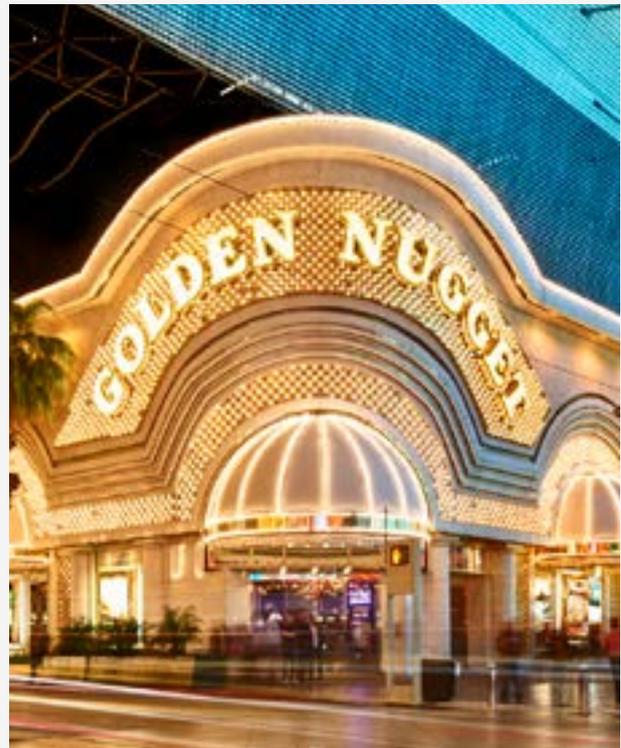
Golden Nugget is a hotel and casino chain owned by Landry’s – a hospitality company with over 600 restaurants, hotels and casinos across the US.

Like most hotels, Golden Nugget experiences dramatic seasonal spikes, and summer was rapidly approaching. The call center was also tasked with taking on PBX calls, and hiring new staff was more difficult than ever due to the repercussions of the COVID pandemic.

“I started looking seriously into AI when I realized I wasn’t able to hire the people I needed to hire,” says Director of Contact Center Operations, Brian Jeppesen. “I had to come up with a way that we can handle some of these calls without having an agent.” Already familiar with automation technologies, Brian decided to explore how voice AI could help.

Brian knew that the solution needed to:

- Deliver a great experience
- Handle calls without requiring agent intervention
- Reduce call handling time



The voice assistant would be the first touch point for every single call to come into Golden Nugget – this included calls from guests, hotel staff, HQ employees and the general public. As well as handling many of the day-to-day inquiries, the contact center was responsible for handling all incoming calls and routing them to the correct department. This included calls for specific members of staff.

FINDING THE RIGHT PARTNER

“PolyAI has the best voice out there.”

Brian and his team evaluated several conversational AI vendors.

One of Brian’s main stipulations was that he “didn’t want it to sound like a robot.”

“I’ve had bad experiences myself talking to other companies’ bots, and I wanted something more friendly, more personable.”

Brian and his team originally opted to work with Amazon Lex over PolyAI, but when presented with a demo, Brian was disappointed with the experience.

“It just was not a good experience. It sounded too robotic and both my CIO and I didn’t feel comfortable going down this route. We knew if we were going to do this, we wanted a great experience and PolyAI has the best voice out there.”

Two months after starting a project with Amazon Lex, Brian got back in touch with PolyAI. With a tighter deadline and a high bar set for customer experience, we got to work right away.

Golden Nugget were looking for a partner that could deliver a voice assistant with the following criteria:



Delivers a great experience



Doesn’t sound like a robot



Handles calls without agent intervention



Reduces call handling time

IMPLEMENTATION

“Your eagerness to create a better experience far exceeded my expectations.”

Designing great customer experiences

Often, customers phoning Golden Nugget would state their queries in long sentences. Instead of asking “do you have oversized vehicle parking?” they often might say something like, “Oh hey, I’m coming for the digital marketing convention, let’s see, on May 1st, 2nd and 3rd, or I’m hoping to anyway. What is the situation with – I have an RV that I’ll stay in and I wanted to know if you guys have that type of parking where I can stay in my van?”

Traditional AI solutions would listen out for keywords. In the example above, a traditional solution might decide

to focus on “conventions” or “parking” but neither of these are truly what the customer wants – they’re really looking for oversized vehicle parking.

PolyAI uses [machine learning and AI](#) to draw out the true meaning behind what customers say to give accurate responses.

PolyAI is able to understand long sentences, as well as slang and turns-of-phrase without any additional data from the client. That meant our voice assistant could understand Golden Nugget customers from day 1.

Understanding people’s names

As the system also needed to route calls to members of staff, it was important that it could recognize their names accurately. Speech recognition for people’s names typically has poor performance because it’s biased towards listening for standard English words. Poor accuracy makes it difficult to tell names like *McDonald*, *MacDonald*

and *McDougal* apart. They are all likely to be transcribed incorrectly, making it difficult or impossible to differentiate accurately.

[PolyAI has developed a proprietary name-recognition technology](#) that is able to understand people’s names 95% of the time.

IMPLEMENTATION (Cont)

“There was a lot of proactiveness on your side, an eagerness to create a better experience that just far exceeded my expectations.”

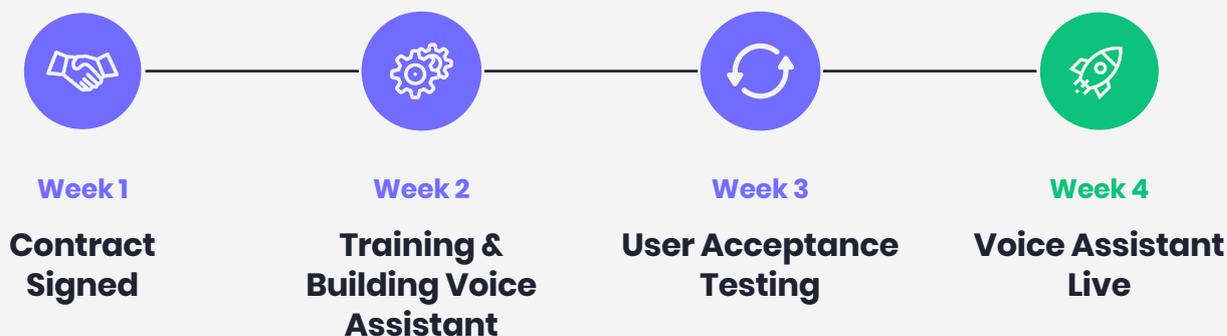
Deployed in just 4 weeks

It's not uncommon for chatbot or voicebot vendors to spend 6 months or more developing a voice assistant. This is because traditional technologies require lots of training, data and fine-tuning to function properly in a specific domain or use case.

Golden Nugget provided no training data to set up their agent. “We wrote some scripts,” says Brian, “but you guys used your resources to go into our website and see FAQs and figure out what the assistant should say. There was a lot of proactiveness on your

side, an eagerness to create a better experience that just far exceeded my expectations.”

PolyAI has deployed voice assistants at some of the largest hospitality companies in the UK and were able to apply many of the learnings to the Golden Nugget deployment. Because of this, and our sophisticated AI model, we were able to deliver a deployment-ready voice assistant within 4 weeks of signing off on the project.



RESULTS

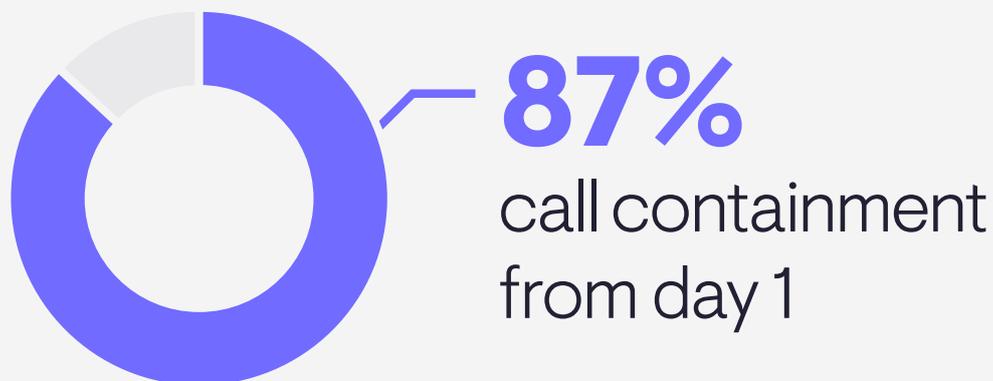
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“Initially I thought it was going to handle 30-40% of the calls and that gradually we would build up to handle 80%. But from day one it handled 87% of our calls. I was like – Hallelujah! This is exactly what I was looking for.”

“Of course, there are places where our customers want more of a personal touch, but there are certain applications that this technology works extremely well for, such as restaurant orders, reservations and PBX calls.”

And how about the experience?

“It’s a great experience,” says Brian. “It doesn’t have a bad day, it shows up to work every day, 24/7. I wish I could hire more agents that were that nice!”



MOVING FORWARDS

“This project has proved to me how I want to expand and grow our business.”

PolyAI and Landry's Golden Nugget Hotels & Casino are continuing the project by training the voice assistant to handle the more time-consuming parts of calls.

“A lot of people, when they call, they don't have their loyalty card number ready for example, so our agents have to wait around while they find it, and then search for the number in our system and find the information.

“Moving forward, the voice assistant will capture some of the information upfront and then deliver that directly to the agent's screen. It streamlines the whole process and improves the

experience so my guests no longer have to wait to get to my agent. I'm also creating more capacity for agents to speak to guests right away, creating a better experience for the guests and a better experience for agents.”

“This project has proved to me how I want to expand and grow our business,” says Brian. “We're already discussing with PolyAI about reservations, and we have opportunities in in-room dining and online ordering. I can't wait to grow and build from here, I think it's going to be very, very incredible. I'm excited!”



NEXT STEPS

Deploy your own PolyAI Voice Assistant

Talk to us about how PolyAI can help your company launch new customer experiences at scale, improving loyalty and retention, reducing call center costs and proving ROI within months.

In an initial meeting with you, we might discuss:

- How voice automation fits into your customer service program
- A comparison of the different platforms available for building a voice bot
- How to build a successful voice bot with minimal training data
- How to capture your brand's identity in the voice channel
- How to build a voice bot that understands a variety of accents
- How to port your voice bot into all the languages spoken by your customers

Request a demo and we'll be in touch shortly.

[Request a Demo](#)

ABOUT POLYAI

The leading supplier of enterprise-ready voice assistants for customer service

It's our mission to revolutionize human-machine communication. By teaching machines to understand natural language and hold human-level conversations, we help businesses transform their customer experience, create revenue, improve operational efficiency and prove ROI quickly.

PolyAI stands for Polyglot AI and from day one we've had a focus on creating voice self-service experiences in any language, regardless of accents or slang. It's our goal to deliver enterprise-ready voice assistants that match and excel household names – and our products achieve just that.

With a team spun out of the same Cambridge research group that pioneered speech recognition in the 90s, working alongside luminaries like Professor Steve Young, we've turned cutting-edge voice assistant technologies into real-world products. Now, PolyAI is helping FTSE100 companies completely reimagine the way they serve their customers.

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