

Hyatt honored for use of Interactions' Virtual Assistant applications

CHICAGO (June 13, 2013) – Following a highly competitive application process and multiple selection rounds, The International Customer Management Institute (ICMI) recently awarded Hyatt the **Best Use of Technology** award for the company's use of [Interactions'](#) Virtual Assistant services at its North American Service Centers in Omaha, Nebr. and Marion, Ill. Honored at the first annual ICMI Global Call Center Awards in Seattle, Wash., Hyatt was recognized for successfully leveraging technology to improve customer service.

The Interactions' Virtual Assistant system was implemented at Hyatt's North American Service Centers to drive seamless guest experience through the collection of several pieces of guest information before transitioning the guest to a Hyatt associate to assist with the customer's reservations. The Virtual Assistant makes the transition from automated to live caller as seamless as possible, therefore allowing the Hyatt associate to have upfront information about the guest's needs, which immediately and efficiently allows the associate to focus on a solution.

"Receiving the Best Use of Technology award from ICMI is particularly meaningful because the integration of Interactions' Virtual Assistant has allowed our associates at Hyatt's North American Service Centers to continue enhancing and elevating the Hyatt guest experience during the booking process," said John Romano, director of operations, Hyatt Hotels & Resorts. "By introducing a technology application that fits seamlessly into our service center reservations processes, our associates are able to focus on bringing the Hyatt brands to life, build loyalty amongst our guests and, ultimately, create value for Hyatt. We feel the Interactions' Virtual Assistant is a new, innovative way to deliver the superior level of service for which Hyatt is known."

"Our objective was to provide Hyatt with an telephone reservations platform that could accommodate guests that are inclined to use automated self service, while also maintaining Hyatt's quality of customer service," said Interactions' Chief Executive Officer Mike Iacobucci. "The Interactions' Virtual Assistant is centered around fundamental call handling standards, including listening, information collection, guest familiarity, accuracy, and efficiency, and the system truly engages callers by directly modeling a live conversation with a reservations center agent. We strongly believe this system will continue to allow Hyatt to increase value not only for guests, but for associates, who are critical to upholding and communicating the Hyatt brand."

According to Sarah Stealey Reed, content director and head of judges of the 2013 ICMI Global Call Center Award Selection Committee, the selection process was very challenging due to the caliber and quantity of qualified entrants. "We had such outstanding candidates in every category," said Stealey Reed. "Picking just one winner in each category was really tough, but it was very exciting to see such passionate customer service. This year's winners are truly the best-of-the-best, and are shining examples for the call center industry. Each finalist and winner, including Hyatt, should be very proud."

Awards were given in a number of categories that recognized outstanding call center organizations, as well as individual agents and managers. For a complete list of the 2013 ICMI Global Call Center award winners, please visit icmi.com.

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, certification, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service. For more information, visit www.icmi.com.

ICMI is a part of UBM (www.ubm.com), a global live media and B2B communications, marketing service and data provider.

About Interactions Corporation

Interactions Corporation enables companies to more effectively interact with their customers. Our patented technology for automated voice and other interactive systems delivers an unprecedented level of understanding that engages customers in a productive, natural conversation. The company serves a growing customer roster of industry-leading brands, including Hyatt. For more information, please visit www.interactions.net.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt@**, **Park Hyatt@**, **Andaz@**, **Grand Hyatt@**, **Hyatt Regency@**, **Hyatt Place@** and **Hyatt House@** brand names and have locations on six continents. **Hyatt Residential Group, Inc.**, a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses **Hyatt ResidencesTM** and **Hyatt Residence ClubTM**. As of

March 31, 2013, the Company's worldwide portfolio consisted of 508 properties in 46 countries. For more information, please visit www.hyatt.com.

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