



RLH Corporation Launches Artificial Intelligence Virtual Agent For Central Reservations Across Entire Brand Portfolio

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The first-of-its-kind in the hospitality space, the AI virtual agent offers a more seamless experience for travelers and an opportunity to generate greater revenue for hotel owners.

DENVER, June 17, 2019 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) announced today that they have successfully deployed an industry-first Artificial Intelligence Virtual Agent for Central Reservations to support all 1,400 system hotels. This announcement follows the successful completion of a three-month program pilot originally announced on April 24, 2019.

"The results of our pilot have been very positive," said RLH Corporation Director of Telephony Optimization & Analytics, April Weatherly. "We're seeing travelers engage with the technology at a rate higher than we anticipated and are very pleased with the Virtual Agent's ability to resolve traveler questions autonomously, reducing the cost of non-revenue related calls."

In concert with the systemwide rollout of the Virtual Agent, new features and capabilities have been deployed to further support travelers. The second-generation Virtual Agent added broader Central Reservations Systems integration to support additional hotel information searches and the ability to confirm, modify or cancel reservations. It also enhances the Central Reservations Office ticketing system integration to ensure a seamless transfer for the caller to a live agent when necessary.

Over the next several months, RLH Corporation will continue to build out its AI capabilities with further enhancements to support reservations, Hello Rewards and telephony solutions. "As technology continues to change, so does the expectation of the guest and how they connect to our hotels. By providing AI through Central Reservations, we are opening up alternative channels and more options for our guests without sacrificing the positive experience they've come to expect from RLH Corporation," said Weatherly.

To learn more about franchising with RLH Corporation, visit franchise.rlhco.com. We don't wait for the future. We create it.

About RLH Corporation

RLH Corporation is an innovative hotel company focused on the franchising, management and ownership of upscale, midscale and economy hotels. The company focuses on maximizing return on invested capital for hotel owners across North America through relevant brands, industry-leading technology and forward-thinking services. For more information, please visit the company's website at www.rlhco.com.

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Investor Relations Contact:

Evelyn Infurna

Investor Relations

203-682-8265

investorrelations@rlhco.com

Media Contact:

J Public Relations

212-924-3600

rlhcorporation@jpublicrelations.com



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