

# WORLD OF HYATT®

## Smarter support, seamless search: how Hyatt transformed its knowledge experience with NiCE

Hyatt Hotels Corporation, a leading global hospitality company, set out to replace its legacy knowledge base with something faster, smarter, and built for modern contact center teams. With a growing need to deliver consistent support across properties and regions, Hyatt turned to NiCE to launch a next-generation knowledge experience. Starting with CXone Mpower Expert, then expanding to CXone Mpower Copilot for Agents, Hyatt is building a scalable, AI-ready ecosystem that empowers agents, accelerates answers, and puts insight at the center of every guest interaction.

**Hundreds**  
of legacy articles  
restructured and  
migrated



**Article usage**  
increasing across tenured  
and new staff



**250+**  
agents using Copilot  
across the Americas



**Steady  
improvement**  
in First Contact  
Resolution



### Customer profile

#### About

Hyatt is a global hospitality company with a portfolio of premium hotels, resorts, and vacation experiences across more than 70 countries.

**Industry**  
Hospitality

**Website**  
www.hyatt.com

**Location**  
Headquartered in Chicago, IL;  
Global operations

**Agents**  
250+ Copilot users; Global use  
of Expert

**Products**

- CXone Mpower platform
- Expert Knowledge Management
- Copilot for Agents
- Value Realization Services

**Goals**

- Replace a fragmented knowledge system with a

- centralized platform
- Improve findability and reduce agent search time
- Boost first contact resolution and service consistency
- Ease the transition to AI tools through thoughtful rollout
- Create a sustainable knowledge ecosystem that grows with the team

#### Features

- AI-enhanced search and tagging
- Article-guided workflows
- Real-time knowledge surfacing
- Tight integration with NiCE CXone Mpower platform
- Support and change management from NiCE VRS team
- Consultative guidance from Expert CSM team



## 01 Before

### Content without confidence

Before NiCE, Hyatt’s support teams relied on an outdated knowledge platform that also served as a ticketing system, with information scattered across documents, portals, and departments. Search functionality was inconsistent, leaving agents without quick answers to urgent guest questions. New hires struggled to find information quickly and often resorted to bookmarked files or simply asked around.

“The content was there, but it wasn’t working for us,” said Elisha Wright, Global Director of Learning Design and Delivery at Hyatt. “When someone contacts Hyatt, they expect fast, informed support. We needed a system that worked just as fast as we do.”

## 02 Desire to change

### Turning familiar foundations into future potential

The guest experience was suffering from long handle times and inconsistent responses. Hyatt leadership knew they needed one central source of truth that was searchable, scalable, and built for action.

Contact center employees were already familiar with the CXone Mpower platform, and expanding on the existing relationship with NiCE was a natural next step. The team considered other knowledge management systems, but the tight integration with CXone Mpower made Expert the clear choice.

“We saw this project as the foundation for a digital rocket ship,” said Wright. “Expert was the launchpad, and the sky was the limit from there.”

## 03 NiCE solution

### Building knowledge with purpose and precision

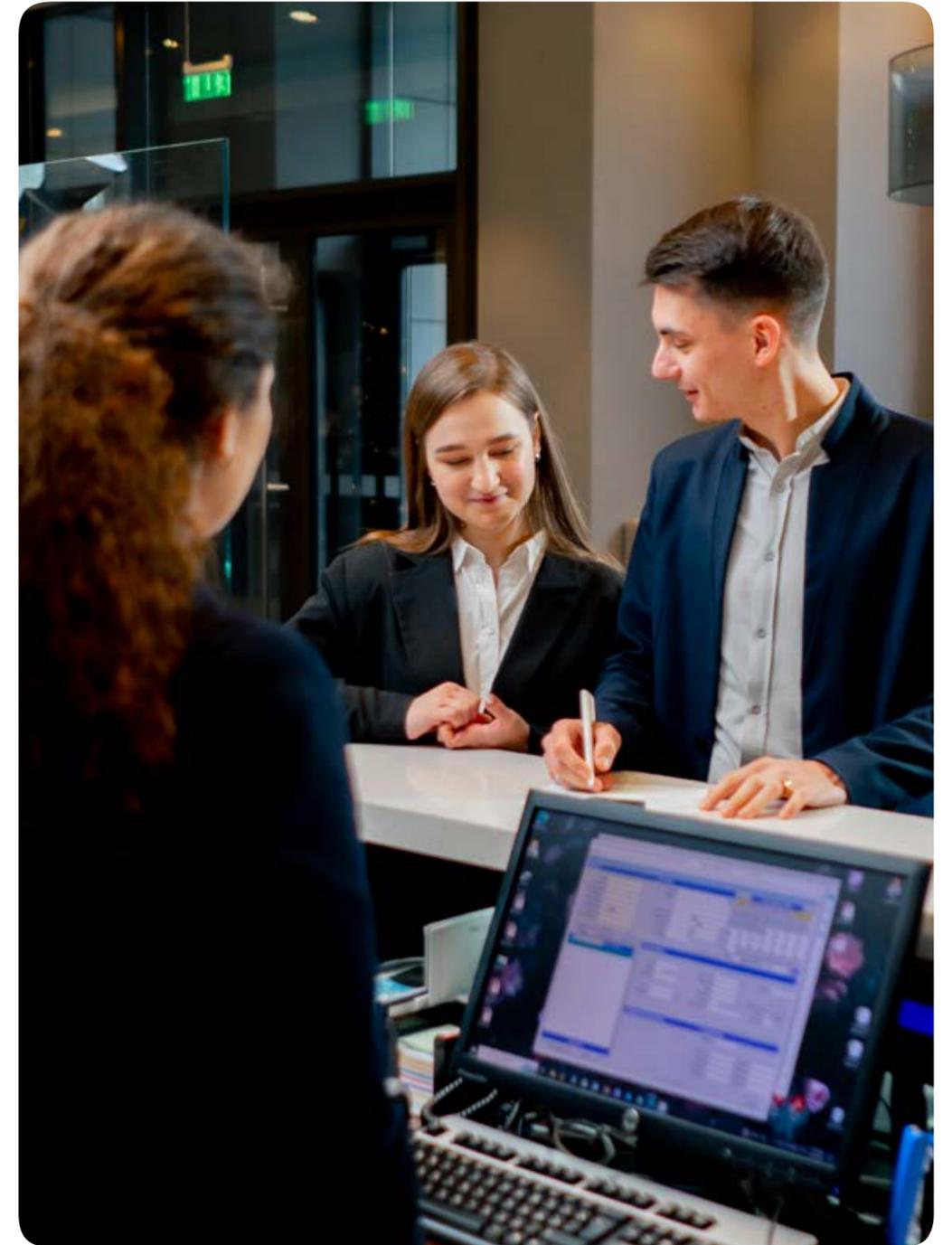
Hyatt began by building a dedicated knowledge base team and carefully planning the transition from the legacy platform to Expert. They migrated hundreds of articles, restructured content, and partnered with employees to design an experience that worked.

“We didn’t just move the content—we rethought it,” Wright said. “We interviewed agents, asked what worked, what didn’t, and what they wished they had.”

That groundwork paid off. When Expert launched, agents immediately noticed the difference. Search was intuitive. The UI was clean and modern. Training and communication campaigns ensured teams understood how to find what they needed—and why it mattered.

“There’s a science behind the tagging and categorization,” said Wright. “If one path doesn’t work, there are three others that will.”

Starting with Expert offered a smooth entry point. It gave Hyatt a way to show its employees the benefits of AI enhanced tools without overwhelming frontline teams.



“Expert had AI embedded in it, but it wasn’t too obvious,” Wright said. “It helped people feel comfortable and supported in the new changes.”

As Expert was proving to be successful, leadership began preparing to launch Copilot for Agents. Copilot brought real-time, AI-powered assistance to the team’s chat agents, surfacing relevant articles based on customer input. This required careful testing, article rewrites, and ongoing refinement. Now, Copilot informs how articles are structured, and Expert informs Copilot. The result is a knowledge ecosystem where improvements flow in both directions.

“At first, people were hesitant to change the articles,” said Wright. “But when they saw how Copilot improved with better content, they were all in.”

NiCE’s Value Realization Services and Expert Customer Success teams were also deeply involved in the transition from the beginning. The VRS and Expert teams supported Hyatt with best practices, change management guidance, and hands-on collaboration throughout the journey.

## 04 Results

### Early wins, stronger teams, and faster support

Since launching Expert and Copilot, Hyatt has seen measurable improvements in agent efficiency, confidence, and collaboration. Expert is now used globally, with Copilot active with more than 250 agents across the Americas.

Agents report that they can find answers faster, with search results that are more relevant and tailored to their workflow.

First contact resolution is steadily improving as agents gain confidence in the information surfaced. Article usage is growing across teams, with a noticeable increase in engagement even among tenured staff.

Change management, which once felt like a major hurdle, has become a model for success driven by early wins, strong communication, and visible leadership support. What began as a cautious shift is quickly becoming a cultural evolution.

## 05 Future

### Smarter support and global momentum

Hyatt sees Expert and Copilot as just the beginning. The team is actively exploring how to integrate CRM data for more personalized support and how to extend their AI toolkit across channels and languages.

Expansion to Europe is already underway, with Asia Pacific on the horizon. Hyatt is also planning to deepen collaboration between its knowledge base and learning teams.

“People are excited,” said Wright. “They’ve seen what this can do and they want it in their regions as soon as possible.”

Long term, the team hopes to provide a unified approach to content, training, and AI that makes work easier and keeps people at the center.

“We’ve seen what’s possible with NiCE solutions, and the train isn’t stopping anytime soon,” said Wright. We’re expanding globally, investing in personalization, and building a knowledge experience that gets better every day.”



**Our top priority is helping our teams find and deliver the right information fast— and NiCE makes that possible. With Expert and Copilot, our agents are confident, consistent, and supported every step of the way.**

**Elisha Wright**

Global Director of Learning Design and Delivery  
Hyatt Hotels Corporation

## About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE’s platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

[www.nice.com](http://www.nice.com)

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