Technology - Enhancing the Guest Experience & improving Operations
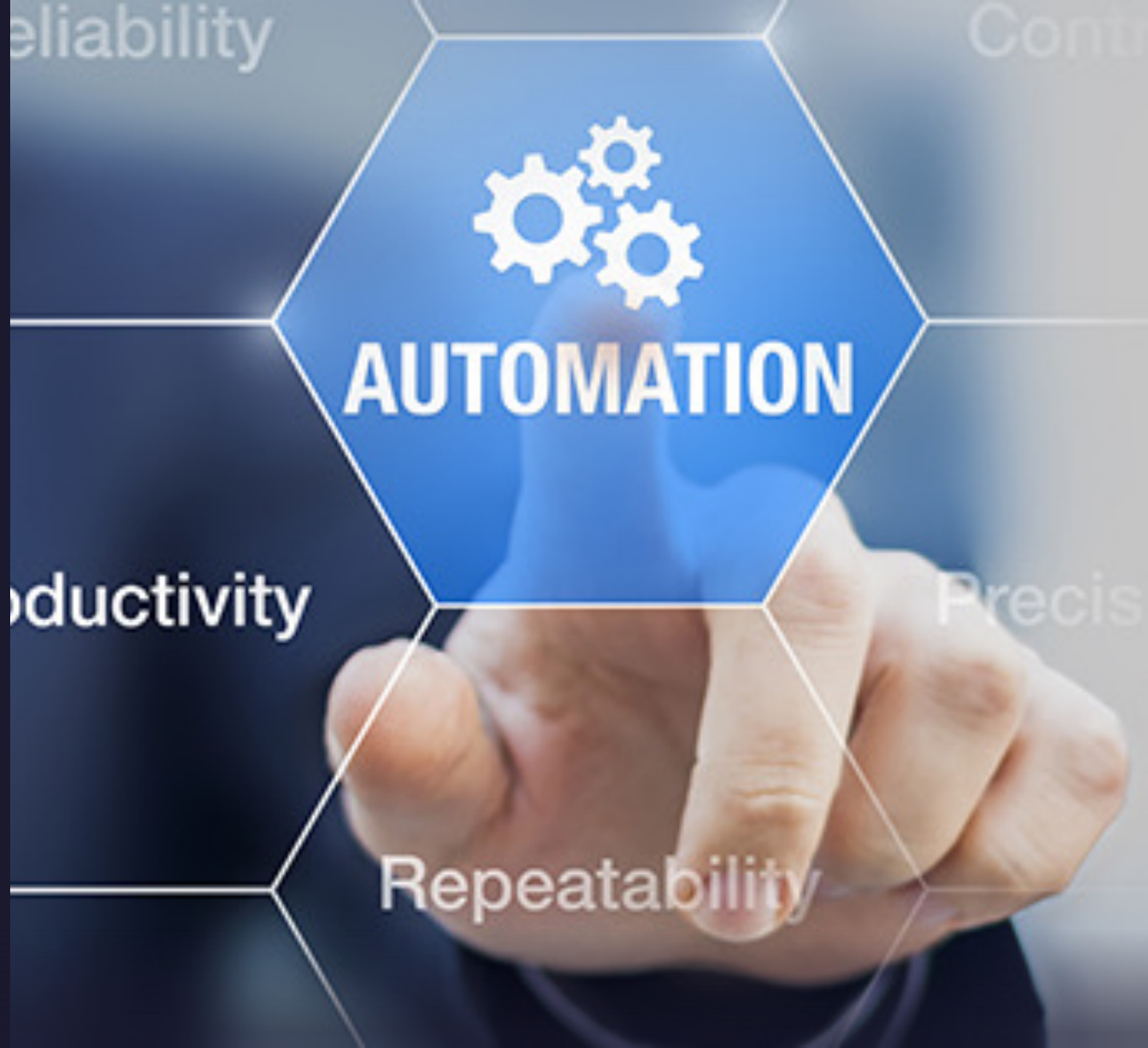
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Introduction

- Hotel automation is becoming the new gold rush for staff-strapped hotels. What tools can streamline operations and drive efficiencies? What parts of the guest journey can be automated without compromising on experience?

Hospitality Software Landscape

Reputation Management Software	Online Travel Agencies	Channel Manager	Internet Booking Engine
Central Reservation System	Revenue Management System	Property Management System	Guest Engagement Software

Flexible, Accurate & Timely Communication

Manage	Manage expectation before arrival • Set the right expectation & communicate your operational reality • Leverage pre-stay messaging for upsell opportunities
Create	Create memorable touchpoints without adding pressure on staff • Enhance guest experience and reduce staff workload by promoting digital check in (& Check out) • Utilise arrival messaging to provide a warm welcome & to upsell your services
Communicate	Communicate to multiple guests with a one-time message: • Mass upload guests via PMS files & avoid repetitive work. • Save message templates to simplify and streamline communications • Introduce an 'In Stay Survey'
Use	Use "cascade rules" and ensure guests who don't have WhatsApp receive an SMS or email

Off & On Property Communication

PRE ARRIVAL

- OTAs are down and direct is up

- Direct booking tools - Triptease

- B.Com & Uber know everything about you but hotels are still clunky

- Chatbots & Digital Messaging = Online Check/Pre Check In

IN STAY

- Contactless Check In

- HotelKit or Serviator

- Digital Guest Directory

- Interactive TVs – Streaming & Upselling

- Mobile Remote Control

- Hand-Held Order Takers

- Robotic Luggage Concierge

- Alexa Smart Properties - https://www.youtube.com/watch?v=6r-dM2srkFg

POST STAY

- Post stay survey - Revinate, ReviewPro

- Drive reputation

- Targeted Marketing - Segmentation

- Discounted 'RETURN' Offers

Overview   Offers   **Your stay**   FAQ   Meetings & events   Eat and drink   Location   What's on


SAY HELLO...

...to YOBOT, the world's first robotic luggage concierge, and the perfect backdrop for a futuristic selfie. YOBOT's pretty handy too when it comes to storing your bags in one of its 150 bins: simply enter your last name and a pin number of your choice, then watch YOBOT spring into action. Your luggage will be securely stored away and of course, you will get a receipt with a barcode that YOBOT scans for collection.

🔍   **Find a room**

Chatbots
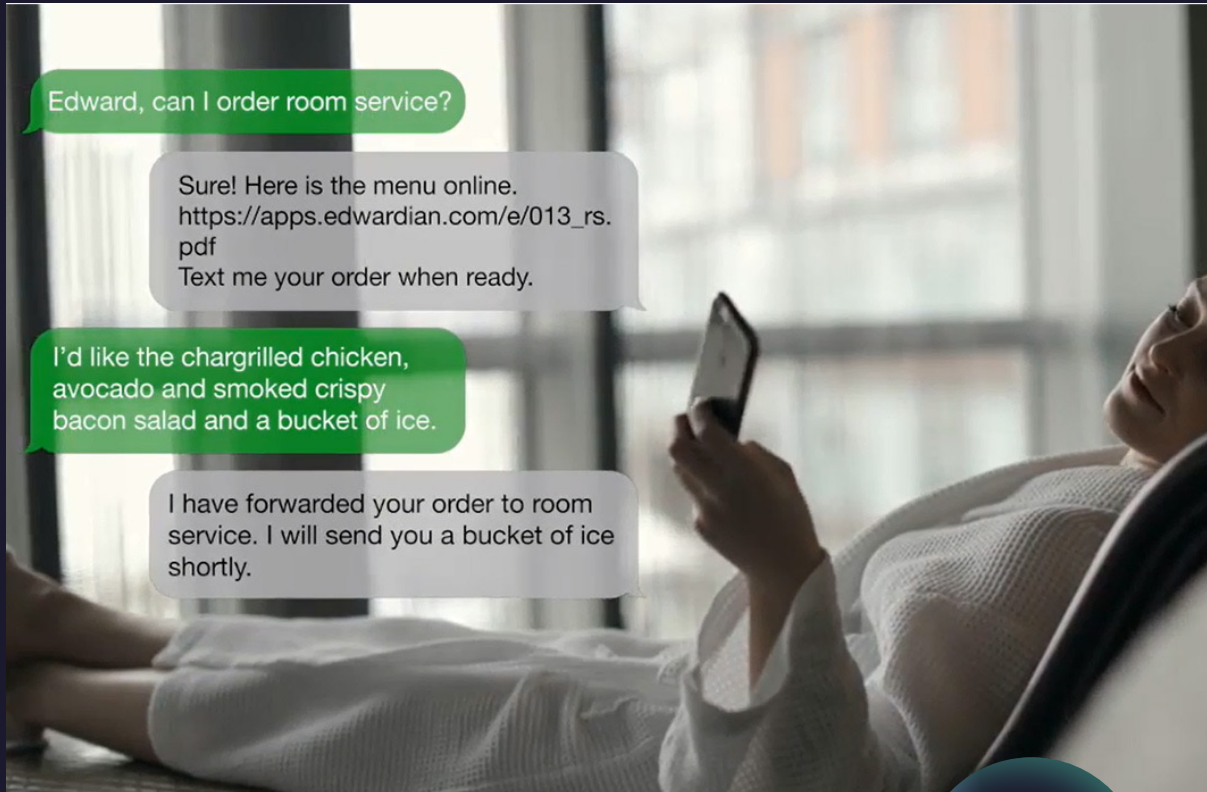
- A hotel Chatbot

  - can respond to most frequently asked questions

  - 24/7 in multiple languages

  - Help with bookings

  - Deals with guest requests in real time

  - Assist new staff with providing the right answer

  - One central knowledge base to find the answers

Summary

- Guest tolerance & patience towards staffing issues (queues, waits) is low.

- Streamlined processes supported by automation are Key.

- Manage guest expectations & close the gap on operational reality

- Look at how automation can help alleviate staff pressure points

Thank You

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