HACKERS GUIDE

TO NEW NORMAL HOSPITALITY TECHNOLOGY

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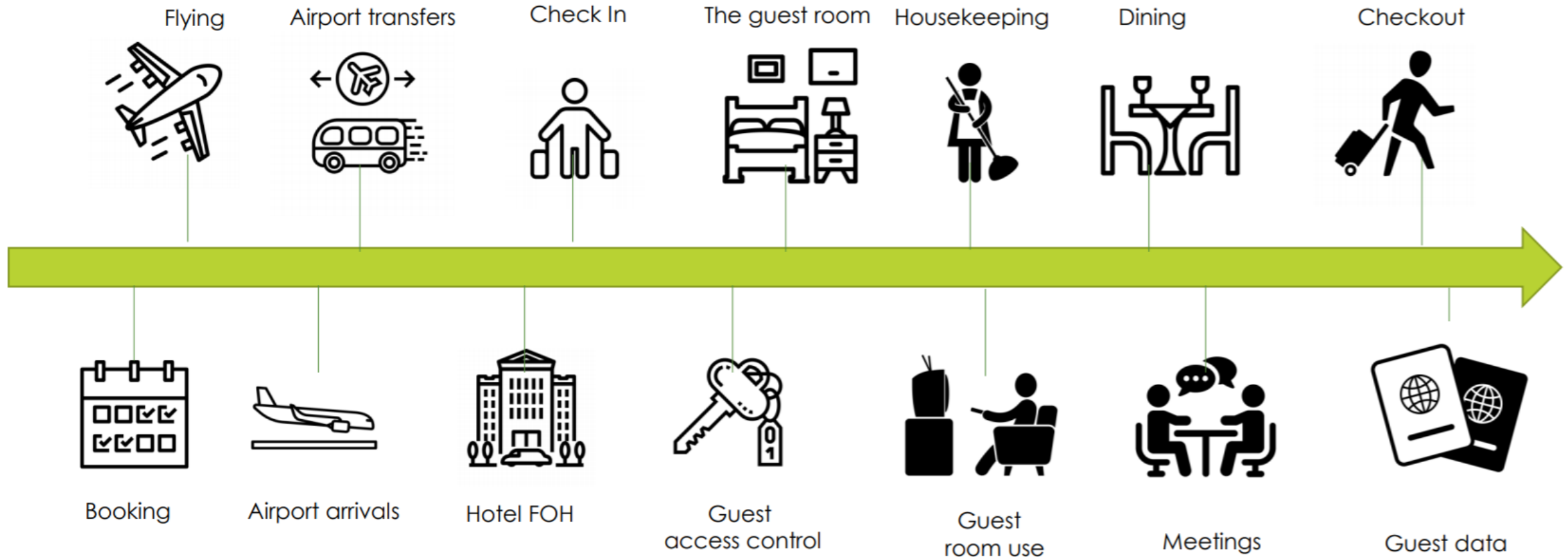IT Hospitality
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The global hotel industry has suffered and recovered from its fair share of crises over the past decades, from economic downturns, terrorist attacks and natural disasters, but nothing has shaken the hospitality sector quite like the current COVID-19 pandemic.

The pandemic has forced most hoteliers to re-examine their fundamental strategies of preparedness, business survival, daily operations, HR policies and technological investment.

In the face of this unforeseen global pandemics, how has the hospitality industry adjusted? How can hoteliers re-evaluate their technology strategy to protect their property and their guests experiences into the future?

How can technology Improve, Enhance, Optimize, Secure and Streamline during the Guest's journey, in this new normal, post COVID19, Hospitality world?

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What has changed in the Guest's Journey?

Flying — Booking
Airport transfers — Airport arrivals
Check In — Hotel FOH
The guest room — Guest access control
Housekeeping — Guest room use
Dining — Meetings
Checkout — Guest data

Go Digital or Go Bust!

Digital and contactless services will become the norm, ensuring the hotel's readiness for the digitization of core operational processes

such as check-in and check-out, self-service pay systems, mobile room keys, high speed internet, Wi-Fi connectivity, digital signage, two-way communication over IPTV, App based remote controls to use in room utilities,

will give your guests the post COVID experience and requirement they will need and look out for.


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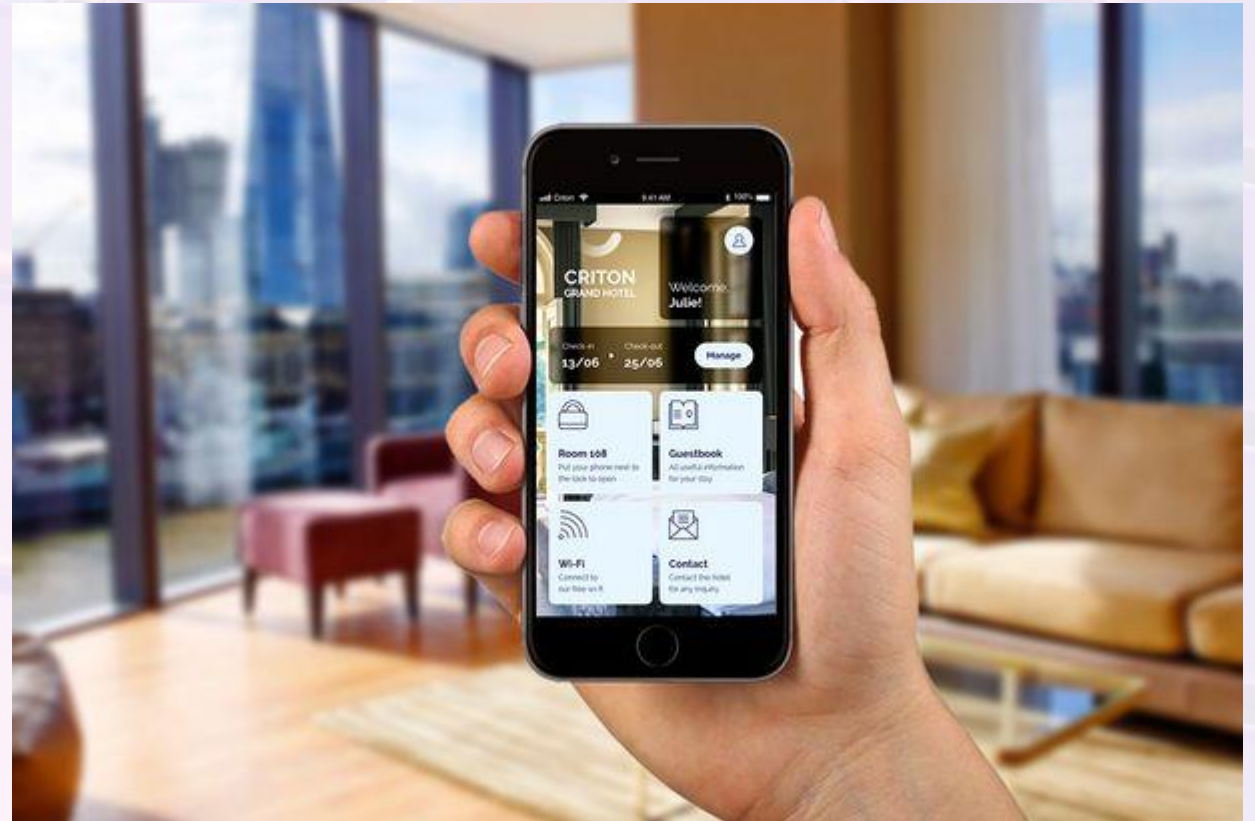
Booking

Hotel brands have been rushing to get their guests to book, using their bespoke apps, for some time now.

Not only does this connect them to the guest before their stay, but it also helps ward off heavy commissions taken by the online booking engines.

Now is the perfect time to entice your future guest to use your bespoke app, to unlock great deals when making bookings directly, via your app.

Once the guest makes the **online booking**, the journey begins, and you will be able to manage the guest experience from way before the guest arrives at your hotel lobby.

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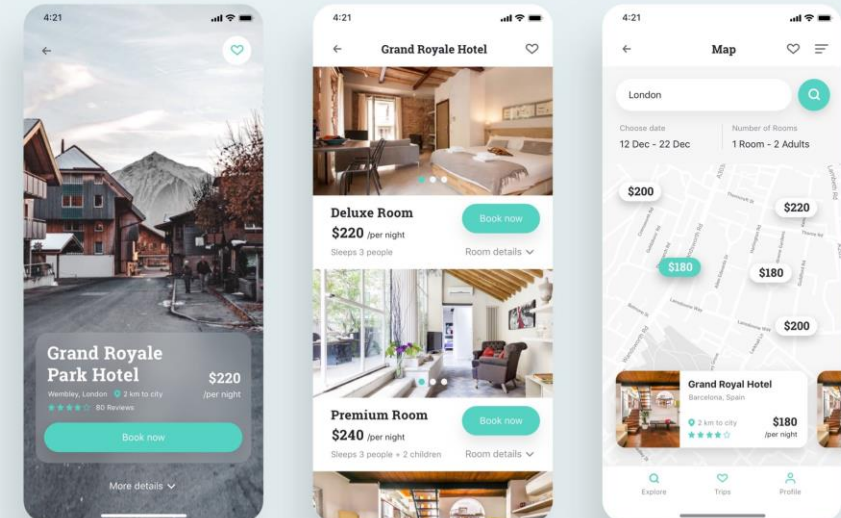
Hotel Front of house

Temperature Screening for Guests. There are discreet ways to check occupant temperatures in your front of house areas, using thermal cameras.

Let your guest know that there is 'thermal surveillance' in operation in your front of house areas and if you find someone that is showing signs of an abnormal temperature, handle them carefully and quickly, offering solutions, rather than sounding them out.

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Check in

Digital Check In by Guests on arrival. Your guest can use this app to carry out all of the check in processes, provided that your check in requirements are not impractically cumbersome.

If your country regulations require you to take a copy of the guest's ID or passport on arrival, this can be done via an ID scanner with the information populating your PMS (property management system) immediately so there is no need for handling paper or any other high-risk surfaces.

Other options are **Self Check In Kiosks**, Digital Check In touch screens or Hybrid solutions combining multiple check in options to suit the guest's preferences.

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Digital Signage

Dynamic, engaging and easily updated digital signage are key in terms of communicating with the hotel guests to ensure a regular and consistent message, addressing post COVID rules and regulations as well as clear directives for the hotel guests

Digital Signage has become relatively inexpensive, especially when you factor in the costs associated with updating and reprinting traditional, static signage. Additionally, digital signage displays can be linked together to create a cohesive, always-updated notification for customers and staff.

Wi-Fi Connectivity

Hotel WiFi is used by guests for a whole range of reasons including connecting with friends, catching up with their favorite television programs or, particularly for those on business trips, sending off vital pieces of work or information.

In other words, poor hotel WiFi can be disruptive to your guests and will reflect badly on your business.

Technologically savvy hoteliers will know that establishing a strong hotel wireless network from a qualified service provider that features decent managed service will ensure guests are able to connect swiftly and easily.

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No more keys

Why should your property convert to **Mobile Key access**? The answer is simple, incorporating this technology streamlines your check-in process, enhances the guest experience, and gives your property a competitive edge.

By offering mobile key technology, properties can reduce the amount of time front desk staff must spend checking in guests and refocus that attention on providing more personalized guest service. Mobile key use also means employees do not have to physically replace lost keys, which increases efficiency.

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The guest room control

Guests are now able to remote control most bedroom functions (lights, blinds, HVAC, telephone, WiFi access, in room dining, TV system) with a bespoke hotel app all from the comforts of their own device through **BYOD (Bring Your Own Device) applications** For the less 'tech savvy' guest, voice control is becoming quite common with products such as Alexa by google.

With **Two-way communication over IPTV**, you have more options to interact, engage, promote in house services and personalize the viewing experience like curating playlists etc. of your guests.

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GRMS (Guest Room Management System)

Hotel **GRMS systems** are becoming more and more popular to control energy usage in Hotel guest rooms, especially while the room is unoccupied. With varying degrees of complexity and control, the GRMS system really is a valuable partner to any hotel that is looking to control their energy costs.

The GRMS system is now also an important component in bedroom de-sanitization. Once the GRMS detects that there are no occupants in the room, it can switch on UV sanitizing light in order to de-sanitize the bedroom during periods of no occupancy .

A connected GRMS system is also able to feed information to the PMS or to a central dashboard with regards to the bedroom's status and occupancy.

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Front of house 'contactless' dining

Interior designers are making some great suggestions around the design of the new 'contactless' dining experience that many hoteliers will have to deploy in the short term and the consensus seems to be that some form of contactless dining is here to stay.

Scanning a QR code for menu and ordering options, anti microbial utensils are a given and point of sale touch points will become mobile rather than shared waiter stations.

Furniture and softs will have to adopt antimicrobial fabric and textiles that offer protection against bacteria, mold, mildew and other hazardous microbes.
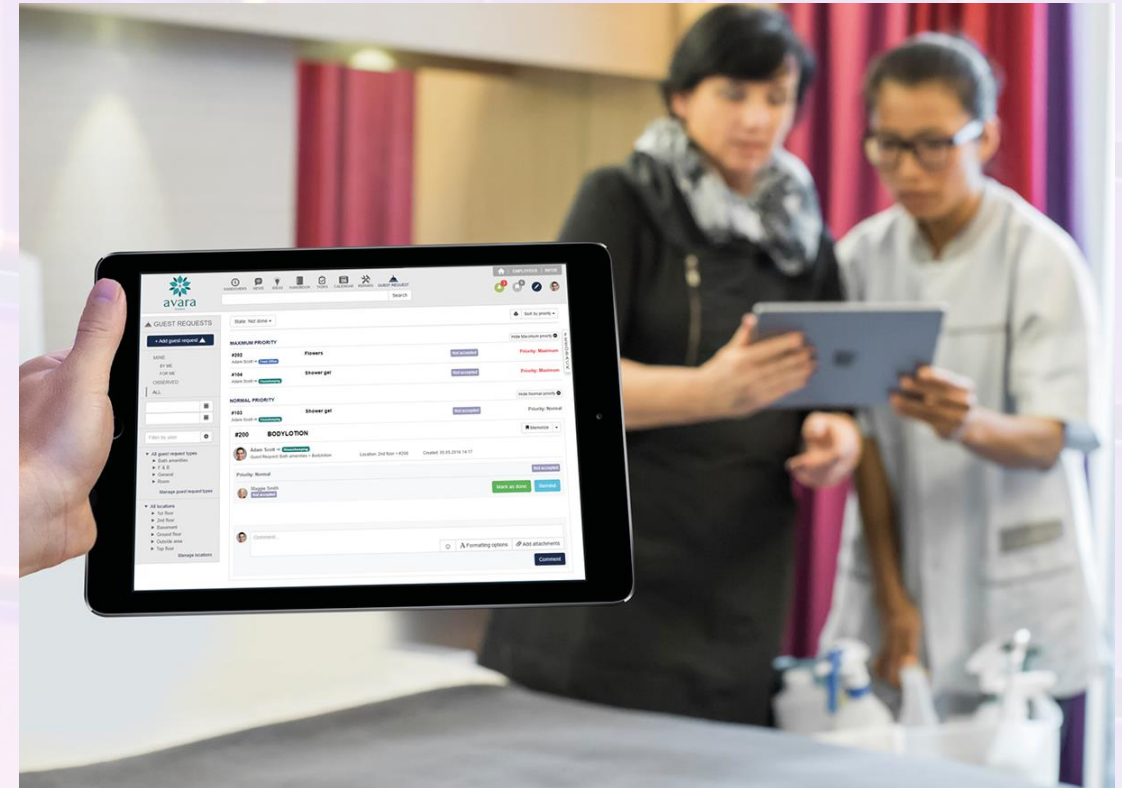

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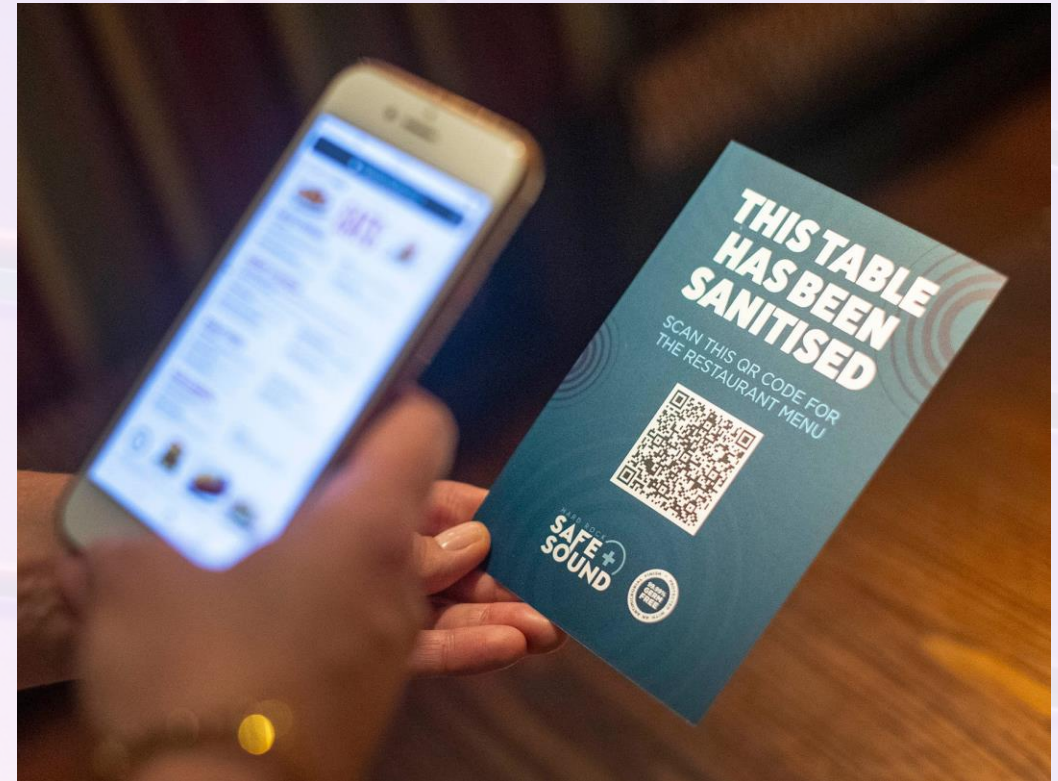
Back of House

Manage, supervise, delegate and communicate via one comprehensive platform, anywhere, any time, on any device. A platform designed to simplify and enhance **hotel operations and internal communication** by connecting employees together on a single platform, and thereby reducing costs and improving the guest experience.

Collaborate with all employees via computer, tablet, and smartphone. Collaboration & Service Optimization. Delivering outstanding service has never been easier.

Now you can spend more time doing what you do best: making your guests happy

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Disclaimer and Call to Action

The views expressed in this document are the opinions of the authors and **IT Hospitality, Ethnic Technologies and NEC.**

This document is written in the interest of affirming the positive notion that, in our opinion, from a 'tech' point of view, technologies can improve the daily operations, guest satisfaction and optimize internal processes to benefit the hotels bottom line.

Most of the technologies that are mentioned in this document are already in place or can easily be retrofitted in hotels that have been built to the brand standards required by those international hotel brands

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