

# Transform the Guest Experience

## Deliver smart hospitality with technology

Smart technology has given hoteliers the ability to improve the guest experience on a large scale. By embracing digital transformation, they can do more to improve the comfort, safety, and security of everyone on property. Continue reading to learn how to create a memorable guest experience and drive strong brand loyalty.



## Deliver Personalization

Customer service has always been the top priority of successful hoteliers, and it's often what sets brands apart.



of hotel customers say customer service and helpfulness of staff is extremely important to their overall satisfaction.<sup>1</sup>



The following technologies can transform the guest experience:



**Mobile solutions** that help employees improve coordination and respond to the immediate needs of guests



**Integrated systems**, like data analytics and facial recognition technologies, that allow staff to greet guests by name and easily view preferences to improve their experience



**High availability** of these integrated systems and quick recoveries in the event that an interruption occurs

## Provide Reliable Infrastructure

Infrastructure can determine everything from how long it takes to check in to how quickly guests get the extra pillows they requested.



of guests want technology to improve the check-in/check-out process and **36%** of guests want to see improved service request capabilities.<sup>1</sup>



Advanced infrastructure solutions should:



**Simplify front- and back-end operations** for a smoother guest and staff experience



**Improve mobile connectivity** with mobile clients using wireless devices and handsets so employees can deliver optimum service



**Provide oversight capabilities** through centralized management systems

## Improve Brand Loyalty

Technology can also inspire brand loyalty and return business.



of hotels say their top tech objective is to improve digital customer engagement and increase guest loyalty.<sup>2</sup>



Guest experiences can be elevated through systems that provide:



**Prompt guest services**, like skills-based call routing or intuitive access to critical applications, to ensure a great first impression



**Automated check-in/check-out process** and concierge services—so staff can focus on more immediate needs



**Improved guest safety measures** through active oversight and security using identification matching emergency notification systems

Hoteliers can meet rising guest expectations through digital transformation. Advanced technology can provide a seamless, personalized guest experience while improving staff productivity and operational efficiency.

Learn more about Smart Hospitality Digital Transformation by visiting us at [necam.com/SmartHospitalityTransformation](http://necam.com/SmartHospitalityTransformation)

### Sources

1. "Creating the Coveted Hotel Guest Experience," 2017, Oracle
2. "Deconstructing Innovation," 2018, Hospitality Technology