

# THE HOTELIER'S WAKE-UP CALL

A Hotelier's Guide to Mobile and Cloud-based Technologies





## INTRODUCTION

No, I'm not talking about actual hotel wake up calls or policies or guidelines on automatic or manual wake-up calls. If you thought that's what you were going to find out here, then you have definitely hit on a wrong link. Besides, most travelers nowadays have smartphones with built-in alarm clocks to get them up in the morning, so really traditional wake-up calls are something that are becoming a little bit redundant, if not going completely by the wayside.

But speaking of smartphones, or mobile phones to be more exact, that is precisely what I am talking about and focused on in this report. Over the past quarter I have released a number of articles focused on mobile; its continuous growth and domination in our everyday lives and how exactly our use and reliance on mobile has changed the consumer landscape, what type of service we have now come to expect, and how businesses themselves have not only been affected by consumer use of mobile, but how mobile has changed the way they do business. Specifically we are concerned with how mobile has changed the hotel guest relationship and its impact on hotel operations.

Guests are changing, their requirements are changing, technological innovation is driving change and globalization is ensuring that we must

change. With the delivery of on-demand services via mobile from companies such as Uber and Netflix and the personalization of an experience based on past habits, many brands both within the hotel industry and beyond are finding themselves subject to the same expectations created by these services.

So when it comes to traveling, guests do (and want to) use mobile devices before, during and after a hotel stay. They have a desire to stay connected through the entire travel journey and use their mobile devices (via a hotel app or mobile website) to gain convenience during their stay, most notably for receiving notification when their room is ready, checking in and out of the hotel, and requesting guest services. They also rely on mobile to augment travel during their trip, doing things like using maps or navigation apps and checking the weather (94%), locating restaurants (81%) and finding things to do and see (80%).

Truth is, mobile is changing the very nature of how services are requested and delivered at hotels. As a consequence, out-dated, antiquated technologies cannot keep up and meet the demands

## **Out-dated, antiquated technologies cannot keep up and meet the demands of the new connected traveler.**

of the new, connected traveler. However, newer mobile-cloud-based innovative platforms can. A cloud-based PMS's not only empowers the guest to choose how they would like to be serviced, but enables hotels to connect with guests at every touch-point... leading to improved guest satisfaction, loyalty and revenue.

So, the alarm bells are ringing everywhere as new technology permeates the hotel industry in a big way. Hoteliers, at times, have tried to turn a blind eye to transformative change due to the old saying "If it is not broken, why fix it?" Well, technology is moving

so quickly that embracing this change has to happen, and it has to happen now.

Social media has brought about a tremendous amount of change in the hoteliers' world. Most importantly, it has increased awareness of the hotel and its products as well as truly involving the guest in a conversation. Hotels are constantly being bombarded with feedback via Facebook, Twitter, TripAdvisor as well as the barrage of other channels, and this now consumes a great deal of time.

Integration and distribution have also brought with it some incredible challenges. More channels of distribution make the management of hotel revenues more complicated and the requirement to integrate with the myriad of new hotel apps that let hotels book, check-in, request special items and text with the hotel add even more complexity.

How do you deal with all of this while operating old, antiquated on property systems?

## **What does mobility truly mean**

Mobility does not just mean using a smartphone to do everything you need to do as a traveler; hotel mobility means so much more. In the case of the hotel industry, both guests and employees are seeing advantages of using their cell phones to either interact with the hotel via making hotel bookings or from a hotel perspective, to communicate with other hotel employees while on the property.

Mobility is fundamentally changing every industry by altering the way people shop, interact and creating disruptive business models. In fact, by 2020, the number of people who have smartphones will be more than the number of people who have running water. Phocuswright, in its US Traveler Technology Survey, 6th Edition, reports that consumers now use their smartphones to shop for hotel bookings at a rate of 57% and book hotel rooms at a rate of 33%. These are huge numbers. They are followed by high results for tablets and then followed by desktop usage. One of the main reasons for the rise of smart devices is the exceptional user experience they provide. The Pew Research Center highlighted



the findings of its research in this area by creating a “word cloud” from the adjectives people used to describe their experiences with smartphones including convenient, necessary and love.

However, once again, mobility means so much more. Hotels are still handcuffed by their front desk. Hotels have built a physical wall between their employees and their guests. High-touch engagement requires the development of a great relationship. How can this be done when you are “blocked” from truly “connecting” with your guests. Front desks need to go away. Enabling hotels to deliver exemplary service via a mobile device (tablet) and engage with the guest in a warm, inviting manner needs to take place, and this is our future.

## **The connected guest and what they want**

Guests are very different and thus require varying levels of service. The hotel industry needs to be attuned to this and be able to pinpoint exactly what the connected guest wants and/or expects.

Hotels can use mobility to streamline functions and improve service by providing information where and when it is needed, enabling quicker, smarter decisions as well as the ability to solve issues on the spot.

Competition in the hotel industry is intense, and providing personalized services through the latest technology is an absolute advantage that hotels should pursue. Phocuswright business travel research reports that 32% of business travelers want to use their smartphones to check in at their respective hotel and that 28% may use their phone to purchase an upgrade and 33% managed their itinerary.

Now, there are a large number of travelers that want the other side of the hotel engagement equation. They want to interact with the hotel staff. By delivering an on-property mobile engagement strategy along with the capability to help guest bypass your front desk, you will genuinely be delivering what the connected guest wants and requires.

## Managing the costs of modern technology

Costs are always at the forefront of technological purchase decisions within the hotel industry. It has to be. Hotels run on relatively tight margins and thus need to optimize their budgets and cash flow.

Solutions that run “Software as a Service” models are becoming increasingly popular. We have Marc Benioff and Salesforce to thank for this. Salesforce was indeed the trigger that showed the business world that you can optimize your tech spend and still use the best in CRM and SFA that your business requires.

With SaaS, you pay for what you need. The cost of entry is substantially lower, and when you grow or need additional “space,” the scalability and flexibility of a SaaS solution is indeed a very smart choice. From an accounting perspective, SaaS gives the hotel accounting group an extremely predictable cost to work with due to that fact that it is an “all-in” subscription pricing model. This helps you manage your budget and cash flow more effectively.

## Running your hotel on a Tablet

Running your hotel on a tablet may seem unrealistic, but rest assured, it is not. In fact, it is the future.

Imagine being able to roam the lobby helping guests check-in, find the right restaurant for dinner, or give them directions to a gym nearby all the while creating a face to face relationship with your guest. This ‘untethered service’ is authentic guest engagement.

By enabling your hotel to have the capability of running its operations on a tablet, any type of tablet, you now empower your employees to get out from behind the front desk and engage your guests. In regards to housekeeping, you give them the same flexibility and power. When a guest stops a housekeeper in the hallway with a special request, he or she can now immediately make the request and confirm it for the guest on the spot.

When tablet adoption is so high, this makes sense. Phocuswright’s Mobile Landscape Report 2016 research finds that 59% of over



1000 queried, use a tablet. So this means that more than half of your employees will be educated on tablet use. Giving them a tool that enables them to better engage with guests and do their jobs more effectively gives you the ultimate win/win.

Hoteliers need to hear the wake-up call as loudly as your guests do and begin the process to change the way you communicate, interact, engage and build relationships with your guests, so they keep on coming back and referring your hotel to their friends and families.

## Plan for success

As you strategize how your hotel is going to keep up with emerging technologies, as well as the demands of travelers and competitors, here are some suggestions to keep in mind:

- Stay true to your unique brand promise and personality
- Understand how your guests are using mobile to shop and

interact and develop solutions specifically for their needs

- Incorporate mobile capabilities across multiple operational and service functions, and develop SOPs for these areas to use as guidelines
- Actively solicit feedback from guests and staff to refine and improve
- Continuously innovate and expand as technology evolves. A mobile strategy is not finished the moment it is implemented – it is just the beginning

Source: [hospitalitynet.com](http://hospitalitynet.com).

A man with short, wavy hair, wearing a dark suit jacket over a dark shirt, is seated at a desk. He is looking down at a smartphone held in his hands. The background is a blurred office environment with a desk lamp and some papers. The entire image has a warm, orange-toned overlay.

CHAPTER 1:

THE "CONNECTED GUEST" ...

WHAT DO THEY REALLY WANT?

Guests are embracing new technologies and apps on a daily basis, and hotel companies are trying their best to also get into the fray by developing their own guest facing applications to drive loyalty.

All of this comes during the most fascinating time for the hotel industry as it grapples with the disruption from alternative lodging companies such as Airbnb and HomeAway. To say that all of these dynamics combined to make it difficult for a hotelier to connect and build relationships with their guests would be a major understatement.

In the U.S. Consumer Travel Report presented in July 2016 by Phocuswright™, research shows that 82% of leisure travelers are within the older millennial travel bracket (25-34). Their main differentiators are; their desire to stay connected through the entire travel journey, they like to travel alone, they are motivated to see the world, they enjoy air travel and like to rent private accommodations.

## So what exactly does today's connected guest really want?

It would be fair to say that some guests are still very old school and want a high-touch in person relationship model that most hoteliers pride themselves on delivering. On the other hand, many guests (at least at some point) just want a bed, services, restaurant and a bar in a location or setting that helps them either experience a great vacation or an optimized business trip.

According to the Phocuswright 2016 Technology Trends report, messaging is a game-changing trend for the travel industry. If you look at the adoption of messaging apps, this indeed should be an area for hotels to keep their eye on. There are now many guests that are open to and even prefer communication via messaging apps. They want to be notified when their room is ready so that they can check in. They want to be informed about daily specials via an SMS message. In fact, 49% of travelers would be persuaded to make a purchase of relevant offers from mobile push notifications (Frost & Sullivan/Amadeus). They also want to

the option to communicate back to the hotel about any changes in their plans or to report an issue. It appears by all accounts that messaging is definitely here to stay.

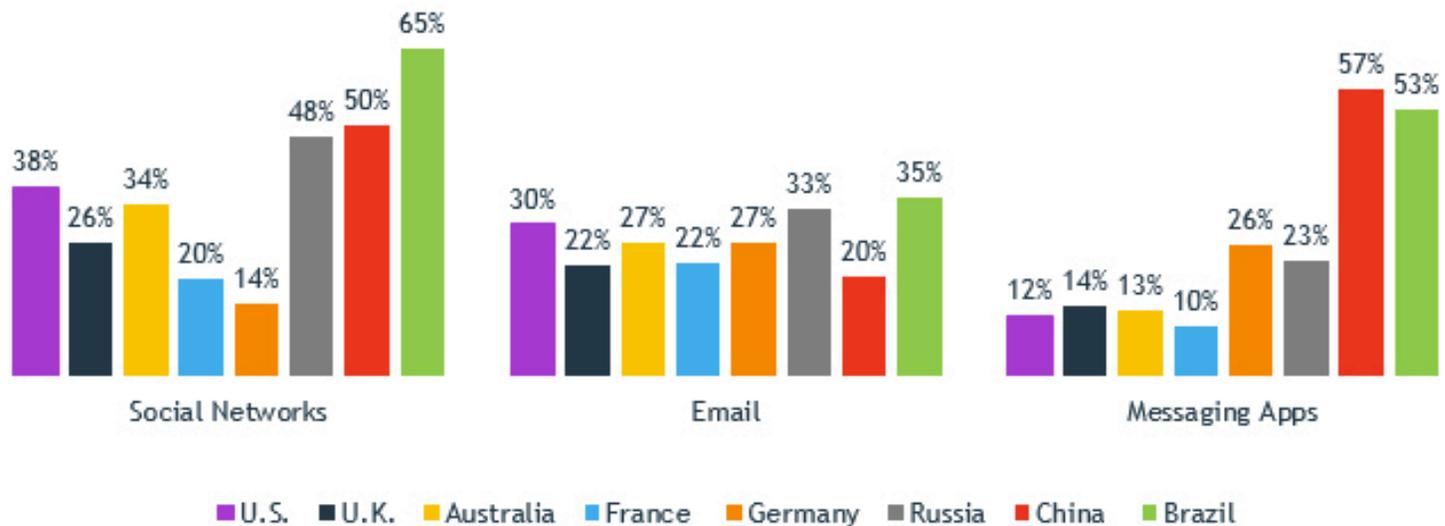
The connected guest also wants to feel as if they are unique and not just another traveler being given a key to yet another room that looks and feels like the last room they occupied. Personalization helps hoteliers reach specific guests, but this is all contingent on the gathering of specific data. Big data has been a “buzz word” for quite some time. The mining of this data to help with decision-making and also the delivery of personalized service is a panacea. I believe that gathering great data on the property is the best way to ensure that guests are delivered the ultimate engagement model based on their on-property preferences. The only way to gather this information is by talking with them and recording their likes, dislikes and optimally, what they are passionate about.

As technology continues to permeate our lives, it only makes sense that we start replacing the outdated, antiquated technologies

within the hotel industry for innovative platforms that enable hotel employees to truly connect with guests at every touch point. This way, employees can create a unique interaction and input relative data within the guest profiles that most hotels cannot get online or using other channels.

The best way for this type of engagement model to occur is to empower hotel employees with readily available technologies to perform their daily tasks and routines. One example is using a cloud and tablet based property management system (PMS) for employees to check-in guests and to truly connect with the guest by meeting them face to face without the front desk as being a human barrier. Also, by empowering housekeepers, using identical tablets, to also engage the guest more than by just saying hello will help in gathering information that can be input as another layer of data thus ultimately refining the personalized service that the guest wants. The power of a human connection should never be dismissed and delivering technologies that enable relationships to be fostered should be a top priority.

## Top Online Channels Used for Travel Sharing



Question: How did you share travel experiences from this trip with others? *Select all that apply.*

Base: Leisure Travelers: U.S.: (N=1,003); U.K.: (N=1,008); AUS: (N=1,011); FRA: (N=1,007); GER: (N=1,007); RUS: (N=995); CHN: (N=1,014); BRA: (N=1,000)

Source: Phocuswright's *Search, Shop, Buy: The New Digital Funnel*

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# Hotel companies enabling the use of [messaging and social networks] will ultimately drive engagement with the connected guest.

The connected guest also wants to feel as if they are an insider. When traveling, they want to understand what the area/region has to offer. They do not want a brochure to help them make a decision on where to dine or what to do. They want to hear about authentic experiences from others and make their decision accordingly.

Finally, today's hotel guests want to share their experiences. We are all about sharing these days. In a 2015 study developed

by Phocuswright titled "How (and Way) Mobile Messaging Will Transform Traveler Engagement" there are multiple platforms that travelers use to tell their stories. Messaging and social networks are the most prominent and hotel companies enabling the use of these platforms will ultimately drive engagement with the connected guest.

The one constant is change. Our guests are changing, their requirements are changing, technological innovation is driving change and globalization is ensuring that we must change. The hotel industry is under a great deal of pressure, but if hoteliers listen to their guests, deliver what their guests want and need and go beyond in developing relationships with their guests, they will be able to flourish during complex times.

Source: [hospitalitynet.org](http://hospitalitynet.org)

A man with short brown hair and a beard, wearing a dark suit jacket, white shirt, and light-colored tie, is seated at a wooden table. He is looking down at a laptop computer in front of him, with his hands on the keyboard. The scene is set in a modern office or cafe with warm, orange-toned lighting. Several large, dark, conical pendant lamps hang from the ceiling. In the background, there are large windows and a wall with some decorative elements. A glass of water and a vase with greenery are on the table in front of him.

CHAPTER 2:

SOLVING THE PROPERTY  
MANAGEMENT SYSTEM VALUE  
CONUNDRUM: INVEST IN THE  
FUTURE, NOT THE PAST

As pressure is placed upon the PMS to go beyond the scope of a simple transactional tool, there needs to be a strategic shift in the technological deployment of the system that includes increased agility and responsiveness in the platform itself.

Software as a Service (SaaS) or cloud-based PMS within the hotel industry is the next frontier as more systems can now be facilitated via the Internet to whatever device the user chooses to conduct their business. The pricing and delivery models of SaaS PMS allows organizations to meet the specificity and intricacies of its needs.

## SaaS PMS, faster, better, cheaper

In a special report, respected analyst firm Gartner states that as cloud-based alternatives to monolithic, on-premises ERP and enterprise applications continue to mature, on-premise ERP systems are quickly becoming known as 'legacy' software. The

report also warns that CIOs and application leaders must take action to address the fast-approaching reality of "legacy ERP."

We hear the word "Cloud" being used within every industry today but this is just a method of storing and managing data without using on-premise machines. The real trick is how to deliver this technology to the hotelier in a cost-effective manner and also offer all the services they received when the PMS was on the property. The benefits of a SaaS PMS are certainly plenty, but at a fundamental level they come down to:

- Rapid implementation
- Intuitive functionality
- Affordable, fixed-price subscription
- No large upfront investment
- New features every 2 to 4 weeks
- Ease of use, less training

The Economist, in an article published in 2015, stated that 80% of customers are now demanding new technology consumption models and SaaS is the right way to deliver cloud technology. In fact, demand for SaaS enterprise applications is accelerating and exceeding the demand for on-premise applications by five times according to an IDC report. SaaS business applications have doubled since 2011 and are forecast to climb at a compound annual growth rate (CAGR) of 19.5% through 2016.

All of this shows that the move is well underway and the hotel industry needs to get on board.

## **Justification for a new PMS**

There are a number of arguments to be made concerning a shift from on-premise solutions to SaaS.

The PMS is truly the “beating heart” of your hotel and as such it needs to be able to be highly stable, have the functionality

you need to run your operations smoothly and effectively, run quickly and be able to integrate and talk to all of the current systems in place as well the plethora of new platforms that will require connectivity in the future. Ultimately, you want your new SaaS PMS to run like a BMW M5 but be easy to manage and have the affordable price point of a Honda Civic.

By implementing a SaaS PMS, hotels see substantial soft and hard cost savings. Within the SaaS model, everything is combined into an all-inclusive fee per room per month. No more maintenance fee surprises or extra support charges. The investment is also highly manageable from a budgetary standpoint due to the predictable nature of the cost structure.

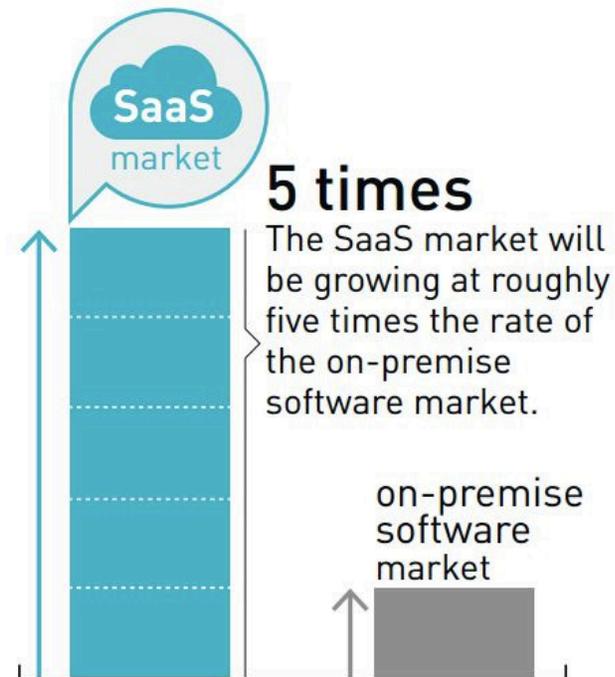
Data compiled by StayNTouch shows that with the implementation of an on-premise solution, the percentage spent on the PMS can be relatively high related to RevPAR. The proper benchmark for the operating budget of a hotel directly related to a SaaS PMS should fall between 0.35% and 0.75% of RevPAR. The investment in the “heart” of your hotel is definitely

a tiny percentage of your overall RevPAR, especially since it is the most essential tool you have in optimizing operational requirements and making sure your guest's needs are met.

### SaaS, the enabler

SaaS will not be ignored. There is just too much value to be achieved from point solutions that provide needs-specific functionality, for a relatively low cost, that can be implemented rapidly and will scale with the needs of the business. As the adoption of SaaS property management systems becomes more mainstream, the effects of an implementation can be widely

### SaaS market keeps growing



### By 2015...



felt. The hotel operations can now empower employees to increase productivity and service as they are no longer hindered by restrictive, static platforms. Any platform can now be used such as tablets, smartphones and yes, the old PC if required. They can now move about the hotel meeting and greeting guests, facilitating guest requests right from the housekeeping trolley and most importantly, creating an authentic relationship with the guest. No longer is a huge screen a barrier to connecting with the guest.

SaaS also empowers the guest to choose how they would like to be serviced. Today's guests are looking for new ways to engage with their respective hotels. High touch guests will still be able to maintain that high level of service to which they have been accustomed to, and low contact guests can bypass the front desk, use their phone to check into their room and order room service, once again using their smartphone. Today's guests want to be in charge of their travel destiny.

A property management system is today, a truly wondrous technological platform that has grown with the hotel industry but at times it has not been fast enough. Now, with the introduction of a SaaS PMS, hoteliers have the chance to grow at the cadence that the industry and guests require but also be flexible enough to handle new technologies as they arise. The initial financial benefits for a SaaS PMS are inescapable in comparison to the time, effort and cost involved in implementing and supporting a new on-premise application. So what is your PMS worth? It is worth a great deal, and it should be at the top of your technological priority list. The inevitable conclusion: if you're in the market for a better PMS to run your hotel, then buy the future with a SaaS PMS, not the past.



CHAPTER 3:  
MOBILITY AND THE PROPERTY  
MANAGEMENT SYSTEM

When we think about mobility within the hotel and travel industry, our minds immediately gravitate to the hotel room or air travel booking process using a smartphone or possibly a tablet. The term mobility gets washed away with little impact or focus on guest experience.

We, as an industry, have been extremely complacent when it comes to ensuring that our guests feel as if they are genuinely experiencing the best service possible. We position our staff behind huge front desks; have the General Manager's office in the basement; the housekeepers are only visible in hallways or elevators, and they pass us simply uttering pleasantries. The Food and Beverage Directors office is located near the kitchen, and he or she patrols the public outlets only during peak periods. This is not an ideal environment whereby a hotel can create a long-lasting (aka profitable) relationship with their guests.

Now enters a genuine term of mobility. In some earlier pieces, I have written about the need for hotels to break free from the shackles that bind employees to the limitations of their respective areas, destined to call on others when a guest requires attention outside the scope of the employee's primary duties. True mobility is the key to enabling your employees to deliver the ultimate in guest service at every touch point. Mobility empowers staff to build relationships with guests beyond the essential meet and greet upon arrival or wave goodbye when guests depart.

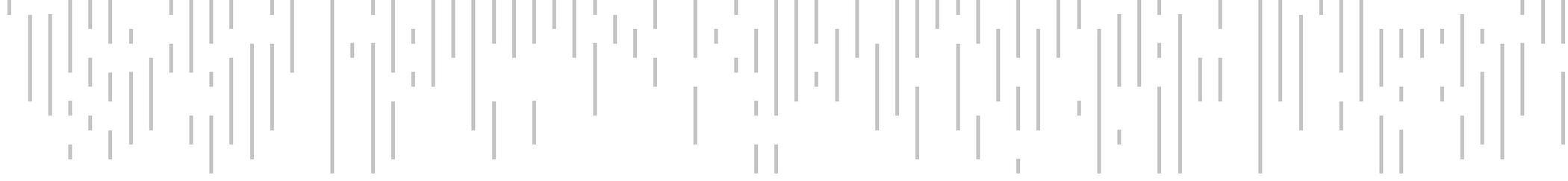
Systems and technologies that hotels require to operate their business have, at times, been the malevolent force behind the epidemic of guest experience complacency. If the system requires you to be stuck behind a front desk or use some antiquated phone system to update the status of a room, then, unfortunately, the employee is only doing as best as the system can deliver. Today, almost all of the installed property management systems require a front desk, as is the case with

point of sale. The server must run over to a terminal to input an order, housekeeping has to update the status of a room using the phone in the room, and if the guest has a special request when they see the housekeeper, he or she must jot it down in a notebook. This is definitely not the optimal way to run a hotel or exceed service expectations

The implementation of a “New Way to Hotel” platform is the only means by which hotels can keep pace with the new and ever-changing requirements of today’s travelers. Employees must be mobile to connect with the guest face to face in order to create a relationship. Loyalty programs may influence the guest stay at a particular hotel brand because they want free nights or added perks, but does this mean they are loyal to the hotel chain? No, they are likely loyal to free nights. The key is building relationships with the guests on a personal level.

Technology has evolved to the point where it has the capability to deliver any type of data to any type of device at any given

**Systems and technologies that hotels require to operate their business have, at times, been the malevolent force behind the epidemic of guest experience complacency.**



moment. We no longer require immense systems that try their best to keep us in one place. Innovation now enables us to run an entire system (or many systems) using wireless tablets as the main hardware interface. We have IP interfaces available to a myriad of older systems that can provide data to the tablets, ensuring that guest needs are managed effectively.

Imagine the scenario where front desk agents walk guests to their room and engage in a thoughtful rapport with them, while gathering critical information for the guest profile. Imagine housekeeping staff, using the exact same tablet, being able to place an order or notify another department about a guest request they receive. There are hotel systems available today that can facilitate this level of exemplary service, and they are redefining what guest service should truly be.

The latest “Cloud-based” and “Software as a Service” hospitality solutions are changing the game and helping the hotel industry re-imagine the future. By leveraging SaaS property management

systems that use tablets and smartphones as the primary hardware device, employees are empowered to go above and beyond when providing the personalized attention that keeps guests coming back. Hoteliers that are bold enough to embrace new mobile platforms will be the big winners in the coming years. The hotel technology is available, so how will you use mobility to improve the guest journey?

A person wearing a white shirt is holding a tablet computer in their right hand and a smartphone in their left hand. The tablet screen displays a dashboard with various charts, graphs, and data points, likely related to hotel property management. The smartphone has a card reader attached to its back. The background is a warm, orange-toned image of a person's hands holding the devices.

CHAPTER 4:

DRIVING ANCILLARY REVENUES  
WITH YOUR HOTEL PROPERTY  
MANAGEMENT SYSTEM

The hotel industry has an opportunity to not only drive ancillary sales on-property, but also to develop long lasting relationships with their guests by presenting products and services that are valued.

Hotels usually focus on increasing on-property spend through room service, gift shops, mini-bar sales and hotel dining establishments. Today, through the use of SaaS hotel property management systems, hotels have the flexibility to exceed service expectations and still increase their top line revenues.

### **Room Upsells and Monetizing Early Check-In/Late Check-Out**

Even before a guest checks in, cloud-based hotel technology enables you to send relevant offers that the guest may want to purchase pre-arrival. The most popular of these is the upsell to an upgraded room type, perhaps a room with a better view

and breakfast package – the variables are endless. Hotels can also enable the guest to check-in early or check-out later for a nominal fee. By offering these types of options, you are giving greater choice to the guest and enabling them to personalize their stay on their own terms. Some guests may not decide to do so – but those who do will be willing to pay for what they want. Upselling isn't just a sales tactic; it's a guest happiness tactic that can help you build deeper relationships with guests by delivering more value.

### **Tracking the Guest Journey to Help Drive Revenues**

There is an immediate data effect occurring today, and this is allowing hoteliers to understand what drives the booking of a hotel room, on-property amenities, as well as guest preferences. Having all this data at your fingertips ensures that you can guide the guest through the journey that he or she may find most attractive. For example, if you have information on a



guest that suggests an affinity to spa treatments, why not offer them something additional to a basic massage, like a pedicure or a manicure, driving ancillary revenues. Capturing data to gain a deeper understanding of guest preferences, and then using that information to market enhancements, upgrades, or add-ons is all about creating a better experience.

None of this can be successfully achieved without the integration of on property hotel PMS as well as supporting external platforms. Though we may have cracked the code related to connecting multiple solutions and platforms to each other; we still need to use the collective data to proactively engage with guests and give them what they want, plus a little bit more.

## **Immediate Gratification Due to Instant Contact**

We live in a world today where immediate gratification is becoming the norm. People want to receive information immediately. The

responsiveness of the Internet and the countless apps that reside on a guest's smart device have motivated this exciting shift.

With a single click, people can now book an Uber, purchase a book, or hire a cleaning service. But this is all powered by instant contact. Enabling guests to make requests at any given moment, whether on-property or off, will increase revenues by capitalizing on the myriad of special requests that are available. There is also another benefit to this immediate gratification phenomenon. By delivering what the guest wants, when they want it, the hotel will invariably garner better reviews and win loyalty based on great experiences, not on points. Better reviews can directly equate to better rankings and more business. Don't forget – hotels are in the service business. However, by aligning your hotel with a technology infrastructure that provides these types of guest relationship enhancers, hotels will ultimately come out on top.

## Guest Relationship Building Develops Trust

There has been a separation between the hotel employee and the guest for far too long. There are many companies on the market that profess to offer “guest engagement solutions” but essentially, they are just communications providers. By empowering hotel employees to break away from the front desk and authentically build connections with guests upon arrival is very powerful. This type of interaction would not be imaginable, once again, without the advancements in technological flexibility. By having employees use mobile devices to check-in guests or facilitate special requests to another department, it ensures that the rapport between the guest and the hotel can solidify and flourish. It all comes down to delivering personalized services in new and innovative ways that build trust and enhance relationships.

## Choice is Key

Finally, it truly is about choice. If options are readily available to guests, they will feel in control and invariably want to continue a long-term relationship with the hotel. Not all guests are alike. Some will want to navigate through the hotel on their own terms and may never want to speak to an employee while others will want white glove treatment and expect all the service elements that a hotel can offer. Whatever type of guest your hotel caters to, you must ensure that you have tools and processes in place to deliver the level of amenity that the guest chooses – whether it be high touch, no-touch or somewhere in between. The key to increasing on-property sales is to offer what your guest might not even know they need or want, and to do it at the right time, and in a way where they don’t feel pressured or that all you want is their money.



## in conclusion

At the end of the day... it's all about mobile. It's changing every industry by altering the way people interact and shop with brands and businesses. Guests are attached to their mobile devices and failure to optimize and provide a more mobile experience could steer customers to your competitors who do offer such capabilities.

However, the latest “Cloud-based” and “Software as a Service” hospitality solutions are helping the hotel industry re-imagine the future. Systems that incorporate and use mobile capabilities across multiple operational and service functions not only help to increase efficiency, but also give hoteliers the opportunity to gain valuable insights about customers and empower employees to go above and beyond. By delivering what the guest wants, when they want it, the result is increased revenue, guest satisfaction and guest loyalty.

There is no doubt that the hoteliers that are bold enough to embrace new mobile platforms, for both employees and guests, will be the big winners in the coming years.



Author: Jos Schaap

Jos has a 20+ year track record in hotel software technology. He began StayNTouch with the vision of re-inventing the hotel PMS technology; making it simple, mobile and transitioning the software to the cloud. Prior to StayNTouch, Jos spent 17 years at MICROS Systems Inc. (Now Oracle Hospitality), as a Senior Vice President of in charge of global product development and strategy for the Lodging and eCommerce divisions. During his tenure, MICROS' hospitality products became the global market leader growing the company's revenues from less than \$300 million to \$1.1 billion. Jos was responsible for introducing a number of new products enabling MICROS to enter all hospitality segments from limited to full service hotels.



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