

Top 10 Must-Have Hotel Technologies in 2018

According to a Walker study, by the year 2020 customer experience will overtake price and product as the key brand differentiator. Studies validate the dynamic shifts in the hotel industry are taking place in 2018 – with the dominance of digital and mobile.

It is safe to say that hotel success and technology go hand in hand and hotels must step up their “technological game” if they hope to differentiate themselves and engage with guests. Being ahead of the curve will not only increase your profits, doing something new will get you extra exposure, drive loyalty and bring in new guests.

This guide will help you determine if your tech stack is ahead of the curve, competitive or lagging.

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#1

Self-Service Options

Gartner predicts that by 2020 a customer will manage 85% of the relationship with an enterprise without interacting with a human, so make sure to give your guests the direction and tools they need to accomplish tasks themselves. Topping that list for the hotel industry is mobile and self-service check-in and check-out options (via mobile and lobby stations). Self-service, if done correctly, allows hotels to operate much more efficiently while at the same time providing guests with an experience that they are comfortable with. Look to an advanced cloud-based PMS with useful functions to enable self-service such as check in, out, room service, request a task, upsell, extend your booking etc.

#2

Cyber Security & Compliance

Your hotel data may be at risk of cyber-attacks if you rely on unsecured technology. With the rise of Internet of things and the increased usage of online tools, cyber-attacks have become more frequent and prevalent. With the enforcement deadline for the GDPR looming closer, it is imperative that hotels upgrade their data protection processes, or they face the risk of large financial penalties. Hotels accepting credit card payments must already be compliant with the Payment Card Industry Data Security Standard (PCI DSS). Hotels should invest in cybersecurity technology but also provide their staff with appropriate training programs. A cloud based PMS can be more secure than an on-premise based platform because it takes liability away from the hotel by using tokenization – and ongoing updates and latest encryption are included as part of the SaaS service agreement.

#3

Virtual Reality & Augmented Reality

In addition to an explosion of mobile apps to track loyalty points, streamline check-in and open doors, more properties offer virtual reality to preview a property. Virtual reality offers an immersive experience that inspires real-world action that can translate into real revenue. While big brands may use expensive connected glasses or mounted headsets, many hotels rely on proprietary apps and smartphones and search engines to do the heavy lifting. Virtual reality is rising in popularity, so hotels looking to attract millennials and younger generations in the years to come need to get on board sooner rather than later.

#4

Paperless Transactions

As we approach the digital age, more hotels are starting to realize the advantages of paperless transactions not only to their expenses but also to the environment. While it's true that consuming less paper does help the environment, there are plenty more benefits that come with going paperless — especially if you're in hospitality. From digital employee management to email receipts, text based surveys, mobile based loyalty programs, and digitizing documents, going paperless is better for the environment, guests, and hotel operations. The best way to accomplish this is to have a modern PMS designed with the latest capabilities including features such as electronic signature capture to offer paperless guest transactions that are efficient and mobile.

#5

Omni-channel Guest Engagement

Today hotels interact with their customers across multiple channels – online and offline. As hotels are expected to compete mainly based on guest experience (Gartner research), it is one of the foremost tasks to ensure the consistent omni-channel communication. Hotels should meet the requirements and implement a seamless guest experience at every touch point, including an intuitive booking engine, pre-arrival messaging, digital concierge and more. All of this can be accomplished with a modern PMS with centralized guest data accessible to staff when guests arrive on-property.

#6

Personalized Marketing Automation

Thanks to new technology, guest marketing can become more personalized. And there is a big difference between customization and personalization. Guests don't react any more to impersonal and generic content. Hotels need to implement a hotel specific marketing automation platform to personalize campaigns based on guest preferences, using real-time data from all sources. Digital tools offer hotels a high return on investment through increased brand loyalty and revenue from relevant and timely emails, spontaneous push notifications and alerts, upselling opportunities, and pre-arrival requests.

#7

Mobile Keyless Door Locks

The key (pun intended) to any successful hotel technology solution is removing pain points for a frictionless guest experience. Mobile locks and keyless entry systems are already in widespread use and generating positive feedback from hoteliers and guests alike because of its security, convenience, and efficiency. Guests manage most aspects of their life on their mobile devices, so it makes sense that they no longer want to keep track of unreliable, easily duplicated plastic key cards each time they enter their room.

#8

Real-time Hotel Monitoring KPIs

Guests are very different and thus require varying levels of service. The hotel industry needs to be attuned to this and be able to know exactly what the connected guest wants and/or expects. Hotels can use a mobile PMS to with real-time dashboards, guest cards and reporting to 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.

#9

Mobile Workforce

Mobility does not just mean using a smartphone to do everything you need to do as a guest. In the case of the hotel industry, both guests and employees are seeing advantages of using their mobile devices to either interact with the hotel via making hotel bookings or from a hotel perspective, to communicate with other hotel employees and guests while on the property. This will give staff the opportunity to focus on more personalized service, as opposed to hiding behind a desk to complete tasks. Implementing a cloud based mobile PMS is no longer a nice to have, but a must-have to cater to the guests and the new, younger workforce.

#10

Internet of Things

By 2020 there will be about thirty billion objects that are called internet of things. The global market of internet of things will reach \$7.1 trillion in the years to come. Research shows that hoteliers plan to use or invest in internet of things in 2018. Beyond catering to today's tech savvy guests who are looking for smart room technologies for convenience, IoT can help hotels to manage electricity and power usage with the use of lights, and other systems that automatically switch off when guests leave their rooms.



About StayNTouch Inc.

StayNTouch is a “Software as a Service” hotel property management systems (PMS) company focused on developing solutions that help hotels raise service levels, drive revenues, reduce costs, and ultimately change the way hotels can captivate their guests. Developed with mobility in mind, the pioneering platform enables hotels to create long lasting relationships with their guests by delivering personalized service levels that today’s guests require. StayNTouch operates on tablets and smartphones, empowering hotel employees to go above and beyond in exceeding guest expectations at every touch point.

Powering over 85,000 rooms globally, our game-changing solution frees hotels from the constraints of legacy or premise systems, dramatically streamlines operations, increases margins, and revolutionizes how front-line staff connect with guests. StayNTouch is a trusted partner to many of the most forward thinking hotels, resorts, casinos and chains in the industry, including Yotel, Zoku Amsterdam, Valencia Hotels, The Freehand Hotels, Modus hotels, First Hotels and the Fontainebleau Miami Beach.

[See The StayNTouch Mobile PMS In Action](#)