

# CIO

## APPLICATIONS

MARCH - 04 - 2019  
CIOAPPLICATIONS.COM



### Company:

StayNTouch

### Key Person:

Jos Schaap  
Founder & CEO

### Description:

Offers a SaaS-based mobile PMS platform that helps hotels to raise service levels, reduce costs, and provide an exceptional guest experience

### Website:

stayntouch.com

## Top 10 Travel and Hospitality Tech Solution Providers - 2019

The hospitality industry is on the verge of reinventing its traditional practices to cater to a rapidly changing customer base of passionate, millennial travelers. Users are no longer willing to sacrifice usability or functionality as the expectations gap between consumer and business technology is virtually non-existent. All the way from processes such as online booking to high-tech amenities that go beyond in-room smart devices and robo-assistants, every player in the travel and hospitality ecosystem vying for the top position has accepted technology as the catalyst to attract business and customer loyalty of a broad set of demographics. As an aftermath of these advancements, several industry leaders, technologists, and startups are infusing big data, artificial intelligence, IoT, and a plethora of rising technologies to deliver a customer-centric service and seamless experience. In the midst of countless travel and hospitality technology offerings, choosing the perfect solution that meets every requirement—of the organization and its customers—is paramount.

Helping industry leaders find the right travel and hospitality technology solution provider, a distinguished selection panel comprising of CEOs, CIOs, VCs, industry analysts, and the CIO Applications' editorial board has selected a list of Travel and Hospitality Tech Solution Providers that exhibit innovative technologies combined with digital strategies and future-ready infrastructures.

We have considered the vendor's ability in building solutions and services that can effectively yet economically account for a productive travel and hospitality technology, keeping in mind the factor of time-focused delivery. We present to you CIO Applications' edition on "Top 10 Travel and Hospitality Tech Solution Providers - 2019."

## StayNTouch

# Unleashing the Power of PMS for Hoteliers

**S**tayNTouch is a leading SaaS-based mobile PMS company that delivers cloud-based solutions to help hotels improve their service levels, boost revenues, save costs, and exceed guest expectations. Based in Bethesda, MD, StayNTouch was founded by Jos Schaap, with the vision to re-invent the hotel PMS technology. A visionary leader in hotel software technology for over 20 years, Schaap was previously the SVP of global product development and strategy for the Lodging and E-Commerce divisions at Micros Systems. During his tenure, Schaap introduced various new hospitality products that enabled Micros Systems to become a global leader in the hotel technology industry.

In an interview with CIO Applications, Jos Schaap, CEO, StayNTouch, discusses how his company is ushering in a “new way to hotel.”

### Mitigating Challenges and Steering ahead

Today, guests visiting any hotel want more control over their check-in and check-out processes along with more personalization and flexibility in their interactions with the hotel staff. Cloud-based solutions have emerged in the market to offer hotels greater flexibility, without the burdensome costs of maintaining large in-house physical servers and cooling systems of legacy PMS platforms.

Hoteliers are therefore in need of a customer service team that is quick, efficient, and has a high level of problem-solving ability. We believe that strong customer service is the foundation of any mobile PMS platform. We back up this sentiment with a comprehensive service and support infrastructure,



JOS SCHAAP,  
FOUNDER & CEO

featuring a dedicated Client Success Managers, comprehensive learning resources, a robust product roadmap, and true 24/7/365 support. With the recent acquisition by Shiji Group, we are now able to provide local, in-house support anywhere in the globe, through product experts who have a deep understanding of the needs of the hospitality industry as a whole.

### The Solution of Choice for the Travel and Hospitality Community

We offer an innovative mobile PMS that can connect with best-of-breed solutions, helping hotels communicate better with their guests. Our flagship platform, Rover Standalone, is a complete, cloud-based, mobile PMS that lets you manage your entire hotel from an iPad or smartphone.

Zest Web is our mobile guest-facing solution that operates from a traveler’s

smartphone, without the need for an app, and enables the guest to check-in from anywhere via their mobile device. They can use their phone as a room key, and take advantage of upsell offers, such as late-checkout and room upgrades.

We also offer Zest Station, our guest-facing, self-service platform that streamlines the check-in/check-out process and lets guests skip the line at the front desk. Zest now also comes with optional ID scanning and facial recognition technology, to give your hotel an added level of assurance, and your guests even more convenience.

We also take a lot of pride in our partnerships with best-of-breed third-party applications. The solution can easily integrate with numerous hotel systems, including most POS, CRS, channel managers, PBX systems, and distribution systems to improve staff efficiency and guest experience.

### Market Segments for Exceptional Service Delivery

Our primary focus is on the U.S. and European markets, but we are also developing our growing APAC presence. From full-service to limited service, independent hotels to enterprise brands, hotels benefit from our products as they now have the ability to promote more personalized, “high-touch” experiences using our “high-tech” mobile PMS. When hoteliers are no longer tied to computer screens at the front desk, they are free to interact more naturally with their guests, either more quickly responding to guest concerns, or more proactively suggesting amenities or activities that can enhance the guest’s stay.



**We also strive to future-proof our clients' business with unlimited interfaces, product updates every three to five weeks, and a product roadmap designed by customer and expert feedback**

Take Yotel, for instance, which models its guest experience on first-class air travel. They use cutting-edge technology, such as adjustable “smart beds,” monsoon showers, and multimedia “techno walls” to deliver a luxurious experience in a more efficient space. Our cloud-based PMS fits perfectly with their philosophy, giving guests an intuitive self-check-in/check-out option while also allowing them to access targeted upgrades and amenities right from their mobile phone.

Another client, Modus Hotels, was focused on creating one-of-a-kind experiences with highly personalized services and signature amenities. They needed a PMS that would be flexible, affordable, and focused on customer service. We provided a PMS that could grow and adapt with their hotel while affording their staff the flexibility to deliver highly personalized services. With our mobile PMS, Modus was able to free up staff so that they could move about their properties to create deeper interactions with guests. It also gave guests a choice in the way they interacted with the hotel.

### **StayN'Touch: The PMS for Forward-Thinking Hotels**

Our cloud-based PMS can transform how hotels run their operations and interact with guests. Since our PMS can run entirely from a smartphone or tablet, hoteliers can break free of the large front desk to interact more with guests from wherever they are. Our mobile solution helps hotels mobilize staff, reduce costs, create more touchpoints for revenue generation, and empower their guests with greater personalization and choice. By providing stellar services to hotels, we enable customers to provide stellar service to their guests. We offer all our clients round-the-year support, as well as a dedicated Client Success Manager who is committed to fulfilling their goals and being their advocate with our product teams. We also strive to future-proof clients' business with unlimited interfaces, product updates every three to five weeks, and a product roadmap designed by customer and expert feedback.

### **Market Leadership and Innovation**

We are always innovating new solutions to serve our customers better. Recently, we developed the Rover Connect application enabling our PMS to exchange information with third-party systems and allows those systems to customize the information they receive from Rover. A PMS powered by Rover Connect will continually expand the real-time connectivity capabilities that modern hotels require today. We are also developing a new custom reporting platform which will allow the user to efficiently “slice and dice” their data. Our customers will be able to build their own customized reports that will better illustrate the KPIs most important to their business. This powerful reporting platform will be accessible on the Rover's existing user-friendly interface, and hoteliers will be able to navigate and create reports with minimal training. **CA**