PROXCOMM Hospitality
The SmartphoneEngagement Tool

No matter what size or type of hospitality property you have, every single hotel operator that wants to remain competitive and relevant will have to embrace IoT (Internet of Things) devices, and related/latest wireless innovations over the next 12 months to enable the next-generation guest experiences.

Social Technology, Millennials et al.

The issue with technology as a term in the hospitality industry is that it's so ubiquitous that it becomes difficult to single out what developments are the most important for the next five years. Corporate sees the global positioning and maybe not the regional or local demands. Hoteliers have been cautious of technology taking away the human effect of the guest service and experience. Common on, it is a technological world and reviewing your own habits, desires, and demands for social connections proves it!

Swift moving advances and disruptive technology are a constant challenge, where Artificial Intelligence (AI), wearable technology and Virtual Reality (VR) are becoming the *norm* when it comes to how potential guests search for and experience on their trip. The smart '*hotel of the future*' will and does have access to these technologies which have the ability to accelerate service, personalization of the guest experience, build resource allocations to support guest requests, enable preventative maintenance and improve employee productivity. Mobile and keyless check-in options, mobile key access, digital in-room controls, virtual reality for booking, and advanced energy conservation systems are part of customer desires and demands.

Reliable High-Speed Secure Wi-Fi and IPTV (Internet Television) are as vital to guests as much as hot water and clean sheets and are key points on their checklist for guests of all ages. If we look at the Millennials, with every passing year their spending power increases, which means more travel and hotel stays. We must not just focus on this group; senior citizens have caught up in regard to technology and are traveling much more to complete their '*bucket lists*'.

The whole hospitality experience from booking to checkout is expected to be seamless, flawless and with as little direct human interaction or contact as possible.

Hotel operators must take this into consideration in the design stages of their new hotels and renovation plans. There must be a fully automated mobile payment system, via an online payment gateway using smartphones along with *robust cyber security* and tokenized payment methods ensuring complete and utter security of the guest's credit card data, has become essential for an excellent guest experience at the booking stage.

With the incorporation of the latest mobility solutions for the workforce, hotels can get real-time intelligence for quick decision making that increases agility, collaboration and productivity of the hotel staff which in turn enhances the overall demanded guest satisfaction.

Artificial Intelligence and Hotels

From booking engines to chatbots and voice command software for room allocations – this may seem like a scene right out of a sci-fi movie but is, in fact, the ProxComm reality of today. Customer facing AI robotic concierges and luggage handlers (already operational in some hotels) are getting a lot of media attention. In Japan, cyborgs programmed to make eye contact and respond with the multilingual ability for checking you into the hotels. The question here is that should technology totally replace personal

interactions or should the two co-exist? Digital assistants like Alexa and Siri lack human warmth, charm, and personal connection, and yet perhaps this is what we all want today. Incorporating technologies like this is also a cost saving proposition for hotels.

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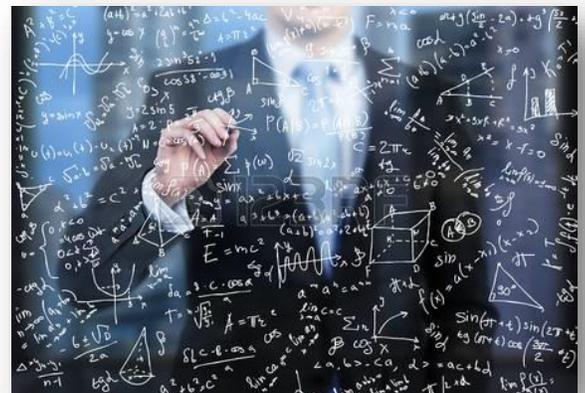
Contextual Location Awareness and Bluetooth Low Energy (BLE) Beacons – Creating a 'Home away from Home' Customer Experience

ProxComm Proximity Location-based services open a world of delightful use cases. All hotel chains have '*Loyalty Apps*', which are promoted for use whilst staying in the hotel to ease the communication factor.

By deploying Bluetooth-enabled ProxComm Beacon sensors along with the latest location-aware mobility and analytics innovations throughout your property, guests can be automatically recognized and registered as soon as they step onto the hotel premise, eliminating the stop at the registration desk and creating the same experience of walking in through the door at home. As they proceed through the lobby, they can receive an automated update, via the hotel's mobile app via the beacons, on the status of their room. If the room is being cleaned or is unavailable for some other reason, the same technology can offer them a discount on a snack or free cocktail in the lounge. When the guests head for their room, they don't have to carry with them a key card (which let's face it we've all had trouble with these pieces of plastic at some point or the other).

Keyless entry via smartphone is here - much more convenient than using a magnetic swipe card. A "key" with an encrypted code is sent via a push notification by the hotel to the guest's phone, along with a message about the room number. The hotel room door unlocks when the smartphone with the code is held near it. It also can be a simple encrypted QR Code on the door and is only accessible when scanned with the client's Smartphone.

Advanced in-room controls are another technology of the future. The moment the guest enters the room, without any switches being touched, sensors turn the lights and the air conditioning on and open the curtains. All operated by Z-Wave technology. This undoubtedly is a delightful experience for guests. Custom-built apps for in-room controls allow guests to access everything from their own smartphones and other mobile devices. They can, for example, set the climate controls to a certain temperature for when they return to their room.

Once in the room, the hotel's IoT-enabled and location-aware infrastructure will work in other ways. For example, it can permit guests to stream personal content onto the in-room television or mirror to their tablet. Using the hotel's mobile app or simply scanning a QR Code, they can schedule a massage in the spa and order a beverage to arrive poolside the same time as they do. As wireless solutions advance, expect even more options, but don't let ourselves get ahead of the possibilities.

Hotels can boost revenue by sending push notifications via BLE beacons to guest Smartphones – without invading privacy by promoting offers that are relevant to the guest's interests, needs, and preference as they wander around the property. Geofencing using either way-finding technology allows property owners to know where the guest is on the property and when they pass a particular beacon they can receive a personalized message, coupon, loyalty points, etc. Data analytics is the secret hospitality sauce here.

Property owners can deploy navigation features within the hotel's mobile app to guide guests to food and beverage and all amenities in the property as an option, again using ProxComm beacons.

Asset Tags for Efficient Resource Utilization

Luggage cart delay is often the case of guest frustration. Cost-effective asset tracking technologies via asset tags added to a location-based solution will enable hotel staff, or even guests, to locate carts for quick retrieval on the hotel's mobile app. Another use case could be that the asset tag is used to track how long an asset remains stationary, for example in a guest room, and then alert staff so that they can take action like calling the guest to find out whether he/ she has finished.

Latest IoT Security Innovations

IoT-enabled systems must also be secure. Advanced IoT security options include the ability to group connected IoT devices into "zones" for segregating them on the network and then applying different sets of security policies. Solutions that infuse real-time intelligence, advanced analytics, and AI-based machine learning can spot changes – at millisecond speeds – in user or device behavior that may indicate a security breach and affected devices can then be automatically quarantined and an alert sent to a designated human to investigate.

In conclusion, one thing for sure is that the hospitality industry has an exciting future given the continuous evolution of technology as discussed above.

Oh, when we mention hospitality we include healthcare and hospitals. A hospital is just another hospitality operation with additional amenities.

For more information call: (515) 200.7068 or Email: proxcomm@proxcomm.technology

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