techtalk.travel

A smart guest journey supported by contactless solution

INFOGRAPHIC

IN COLLABORATION WITH

Oaky

CONTACTLESS TECHNOLOGY

Contactless systems and solutions enable guests to interact as they please and be more autonomous while staying at a hotel.

Hotel Guest Apps that support solutions such as:

- *Checking-in and checking-out via a mobile application.*
- *Mobile keys for smartphones to unlock a hotel room door.*
- *Chatbots that support communication from the front desk to guests and hotel staff.*
- *Secure contactless payments supporting Apple or Google Pay.*
- *Property management systems with built-in mobile functionalities.*
- *Housekeeping Technologies enabling mobility via mobile functionalities.*

When used effectively this technology ensures health and social distancing requirements can be met, keeping both guests and staff safe whilst ensuring the guest journey and experience is not diminished.

The Guest Journey, step by step.

1. Use your guest data to determine your focus audience. Focus on your domestic market, taking into account all age groups.
2. PMS connectivity enables flexible booking options. Review your refund and cancellation policies and consider relaxing them.
3. Highlight all safety measures and facilities currently in place pre arrival.
4. Tick all boxes for your guests, pre-arrival. Let them build a trip to remember with personalised deals and services.
5. Efficiently answer their questions. Use a chatbot to answer FAQs.
6. Remind them regularly of your commitment to the safety of your guests and staff.
7. Streamline check-in and check-out by providing the option to do them remotely.
8. Reduce guest-to-guest contact with remote and in-room services and activities.
9. Unveil exclusive dining experiences and socially-distanced activities.
10. Save them their trip to the front desk with in stay instant messaging.
11. Make sure all bases are covered in your team with online operations processes.
12. Let your guests know what they mean to you with virtual hugs!
13. Get instant feedback from your guests.
14. Reward them for supporting your hotel with lifelong loyalty perks.