High-Touch, High-Tech Problem-Solving:

Harnessing Technology's Power To Revolutionize Hotel Operations

2 |

contents

High-Touch, High-Tech Problem-Solving:
Harnessing Technology's Power To Revolutionize Hotel Operations

INTRODUCTION

It's the constant focus of hoteliers – how can we bolster profitability, create a more seamless and efficient operation, and elevate the guest experience? These crucial issues – which become even more crucial to defining success in today's increasingly competitive hospitality landscape – are always top of mind for hoteliers, and technology is often touted as a solution. But, can technology truly be a business enhancer in a "people-centric" industry?

Yes – while not all technology solutions are created equal, **a comprehensive, customizable guest experience and staff management platform can produce significantly measurable results that boost the health, wealth, and reputation of a hotel of any size.** When hotels adopt the right technology solutions for their property, they empower team members, can anticipate customer needs, execute flawless service delivery, and bolster revenue and operating efficiency, all major differentiators in a crowded space of properties that are vying for greater market share and top-tier talent.

This White Paper – **High-Touch, High-Tech Problem-Solving: Harnessing Technology's Power To Revolutionize Hotel Operations** – presented by INTELITY will outline how a proven high-tech, high-touch platform gives hotels a game-changing competitive advantage in gaining profitability and customer and employee loyalty. Founded in 2008, INTELITY is a global provider of the broadest hospitality technology platform for the hotel, casino, cruise, and luxury residential markets. The award-winning company, which merged with KEYPR in 2018, provides hotels with direct and advanced connection to their guests while also supporting back-of-house operations and business intelligence. Approximately 250,000 rooms globally across six continents use INTELITY's multilingual platform with half located in the U.S. and the rest located internationally.

### SHOW ME THE MONEY – TAPPING TECH TO BOOST ON-PROPERTY REVENUE

Marry the goal of boosting a hotel's bottom line with the opportunities afforded by technology, and hoteliers have the answer to a key challenge – how to make substantial ancillary revenue through multiple revenue streams.

Technology adeptly improves on-property revenue generation by leveraging previously untapped opportunities. **Mobile apps and in-room tablets (iPad and Android) open up two-way communication between the guest and hotel, easily connecting the customer with multiple touch points on-property (such as the spa, retail shops, and food and beverage) to drive on-site and in-room spend.** The numbers speak volumes – according to INTELITY, mobile offerings increase in-room service sales such as room service, spa appointments, golf, and other amenities by 18%.

Since revenue managers are increasingly looking beyond the room rate for how to raise overall hotel revenue, the right technology makes it easier to facilitate this process. For example, the Conrad Indianapolis recently experienced the effectiveness of using mobile ordering for in-room dining. Just three months after launching INTELITY's in-room tablets, the hotel saw an average in-room dining check increase of almost 15%.
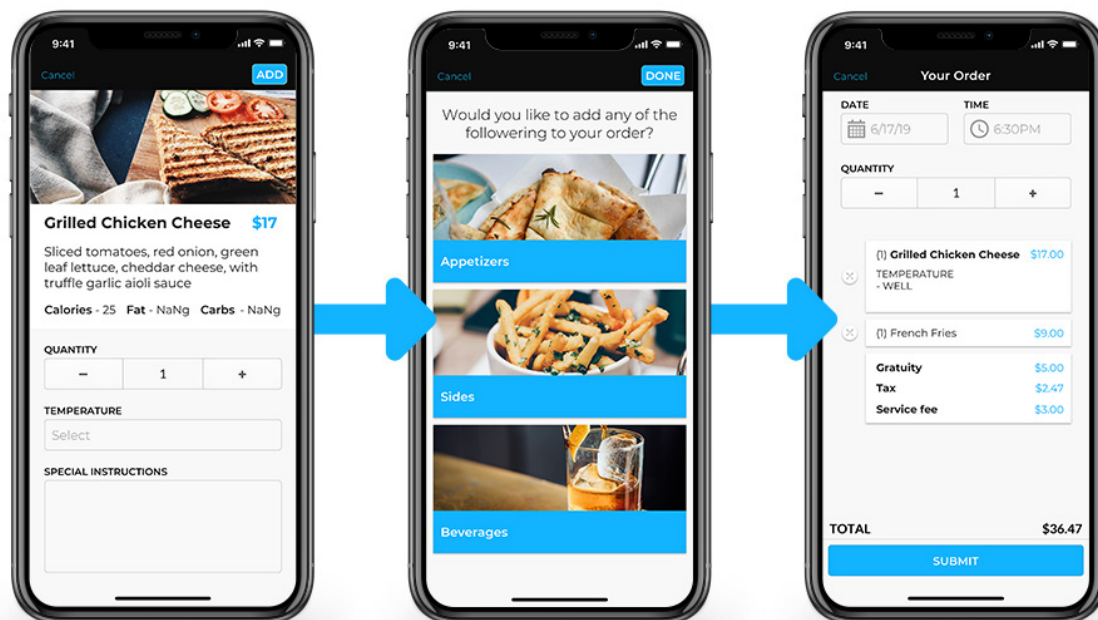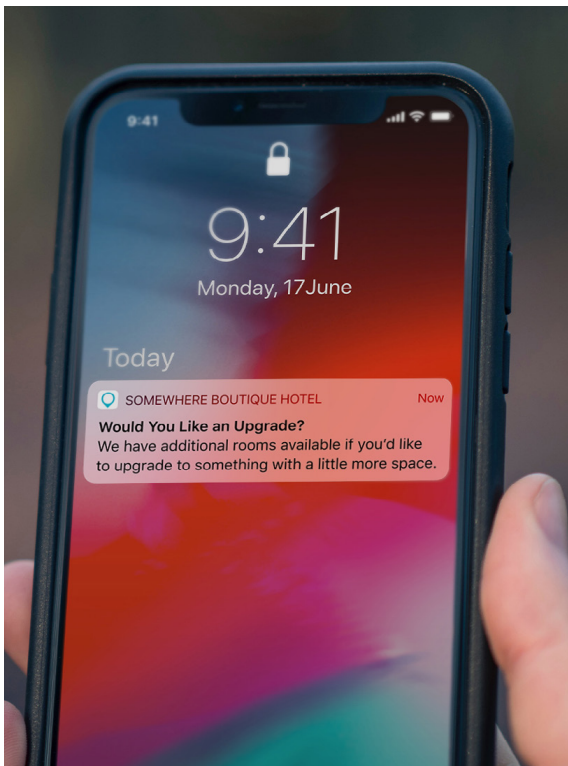
Guests begin interacting and engaging with a property by easily downloading a hotel's app onto their mobile device or using the in-room tablet. "We think it's important to use technology because it has transformed how we earn additional revenue while also providing our guests, who are pretty tech-savvy, with quality, expected forms of communication," explained Charlie Robles, General Manager of The Collector Luxury Inn & Gardens in St. Augustine, FL, which has been using INTELITY since the property opened in 2017.

To drive revenue, there's a storefront on the in-room tablet where guests can purchase the hotel's quality linens, plush robes, and other products, allowing them to bring home elements of staying at The Collector Luxury Inn & Gardens. Also from the in-room tablet, guests can order drinks from the bar, or add-on days to their stay – both important revenue generators – or register for lessons at the on-site craft cocktails bar, an opportunity to showcase the hotel's distinctive food and beverage offerings. "The in-room iPads have been an incredibly smart investment,

> "WE THINK IT'S IMPORTANT TO USE TECHNOLOGY BECAUSE IT HAS TRANSFORMED HOW WE EARN ADDITIONAL REVENUE WHILE ALSO PROVIDING OUR GUESTS, WHO ARE PRETTY TECH-SAVVY, WITH QUALITY, EXPECTED FORMS OF COMMUNICATION."
>
> **CHARLIE ROBLES, GENERAL MANAGER OF THE COLLECTOR LUXURY INN & GARDENS IN ST. AUGUSTINE, FL**

might be the well-timed "push" the guest needs to attend or make dinner reservations.

In-room tablets not only drive spend, but they encourage cost-savings by replacing the guest compendium and virtually all paper in a hotel room, including paper that used to be pushed under the door to communicate with guests, translating to an average savings of $150 for printed materials per room, per year. Plus, in-room tablets feature the capabilities of alarm clocks and other items that no longer need to be purchased.

Affording additional savings, in-room casting (whether accessed via the in-room tablet or a guest's mobile device) means hoteliers can save money by canceling expensive TV packages, and a mobile key solution delivers monetary savings since hotels no longer have to spend money on plastic room keycards and card holders. Further, a more efficient workforce driven by enhanced technology reduces labor costs (higher efficiency yields lower staffing). The overall financial savings can be re-allocated to a hotel's technology budget and other areas to improve guest and employee experiences.

RE-IMAGINE OPERATING EFFICIENCY THROUGH DIRECT CONNECTIONS

Enhancing operating efficiency is not a new idea, but executing unrivaled service delivery has become more complex as consumer demands and hotel offerings have increased.

Technology drives operating efficiency through a smart platform that both joins departments together and directly connects guests and hotel staff. The results of this streamlined communication are a revamped workflow and improved staff productivity.

"We're changing the way the request is funneled from

especially with the financial reward we've received in return," Robles noted.

Savvy hoteliers are mastering technology's power to keep guests and their wallets on property through well-timed, personalized marketing. Push notifications – relevant marketing messages that appear on a guest's mobile phone or in-room tablet – that reach customers at the optimum time can significantly bolster engagement and spend. A push notification sent to on-property guests around 4 pm prior to that evening's Happy Hour or dinner specials

"THE IN-ROOM IPADS HAVE BEEN AN INCREDIBLY SMART INVESTMENT, ESPECIALLY WITH THE FINANCIAL REWARD WE'VE RECEIVED IN RETURN."

CHARLIE ROBLES, GENERAL MANAGER OF THE COLLECTOR LUXURY INN & GARDENS IN ST. AUGUSTINE, FL

$150
THE AVERAGE SAVINGS PER ROOM, PER YEAR BY ELIMINATING PRINTED MATERIALS

the guest to the employee, whether through the hotel app or in-room tablet, making it easier for hotel staff to do their job and providing faster service delivery," said David Adelson, President & COO of INTELITY. "With our technology, there is a quick, seamless transition because the request doesn't have to go through multiple layers. We're driving 80% efficiency for every request through the platform, which has a transformative and meaningful impact on the workflow process."

Thanks to that direct connection, employees are better prepared to quickly solve problems. There is also improved communication between departments on the status of guest requests, if rooms are turned over and ready for guest check-ins, and much more. "Our housekeeping team updates the status of rooms and then notifies the front desk, can order linens and missing items, and request assistance from engineering or maintenance if necessary," said Robles. "Once a problem in a room has been resolved, the staff member can leave a note on the in-room tablet to inform a guest that something has been fixed."

Daria Dicicco, Director of Outlets at The Inn at Penn, a Hilton Hotel, started working with INTELITY in 2013 with the goal of streamlining the room service experience and more dynamically engaging guests. "By using the in-room tablet, guests can enter exactly what they want, which elevates the room service experience and improves timeliness of delivery. The request is submitted more accurately and goes point to point, stripping away the layers, so we can give guests better service in a quick manner without sacrificing quality."

According to Adelson, 91% of guests use the in-room tablets, making the technology a game-changer regarding workflow and service delivery. Since in-room tablets are vital to guest-employee communication, hotels must ensure that the devices are healthy and optimized because a breakdown in communications creates a breakdown in maximizing efficiency. As part of the easy-to use INTELITY Staff platform, the Device Management solution allows hotels to monitor in-room tablet functionality, make sure devices are online, and automate system updates and software installations without disturbing guests.

Tapping technology to significantly drive meaningful, measurable results of boosted revenue and staff productivity is attainable for hotels of all shapes, sizes and markets. "The beauty of our complete scalable platform is that hotels can pick and choose what they need, which is why our client portfolio runs the gamut from a six-room property

---

"BY USING THE IN-ROOM TABLET, GUESTS CAN ENTER EXACTLY WHAT THEY WANT, WHICH ELEVATES THE ROOM SERVICE EXPERIENCE AND IMPROVES TIMELINESS OF DELIVERY. THE REQUEST IS SUBMITTED MORE ACCURATELY AND GOES POINT TO POINT, STRIPPING AWAY THE LAYERS, SO WE CAN GIVE GUESTS BETTER SERVICE IN A QUICK MANNER WITHOUT SACRIFICING QUALITY."

DARIA DICICCO, DIRECTOR OF OUTLETS AT THE INN AT PENN A HILTON HOTEL

Courtesy of The Inn at Penn

in Rhode Island to a 3,000-plus-room hotel in Las Vegas," said Robert Stevenson, CEO of INTELITY. "We examine the differences between hotels by getting to know who their customers are, and then we present a customized solution based on what makes the most sense."

"Some hotels embrace the entire platform, while others use singular components, like INTELITY Guest, which encompasses everything from in-room tablets and mobile key to smart mirrors and digital signage," noted Adelson. "We give a hotel a pathway to the entire platform, and they can activate more components in the future as their needs and those of their guests evolve." On a quarterly basis, new platform features and enhancements are communicated to all INTELITY clients.

THE PRINCIPLES OF EMPOWERMENT & SERVICE CHOICE

Empowerment is more than a popular buzzword. **Technology fuels new levels of empowerment, satisfaction and brand loyalty for both employees and guests. It motivates staff members toward professional excellence, and it presents hotel customers with desired choice as they can use the technology offerings how and when they choose, ultimately redefining service satisfaction.**

With the right technology tools in place, employees can think creatively and strategically, invest in their own success, take service delivery to unprecedented heights, and positively impact a hotel's reputation and profitability. Employees use the intuitive INTELITY Staff dashboard

"THE BEAUTY OF OUR COMPLETE SCALABLE PLATFORM IS THAT HOTELS CAN PICK AND CHOOSE WHAT THEY NEED, WHICH IS WHY OUR CLIENT PORTFOLIO RUNS THE GAMUT FROM A SIX-ROOM PROPERTY IN RHODE ISLAND TO A 3,000-PLUS-ROOM HOTEL IN LAS VEGAS."

ROBERT STEVENSON, CEO OF INTELITY

4X A YEAR

THE FREQUENCY NEW PLATFORM FEATURES ARE COMMUNICATED TO CLIENTS.

8
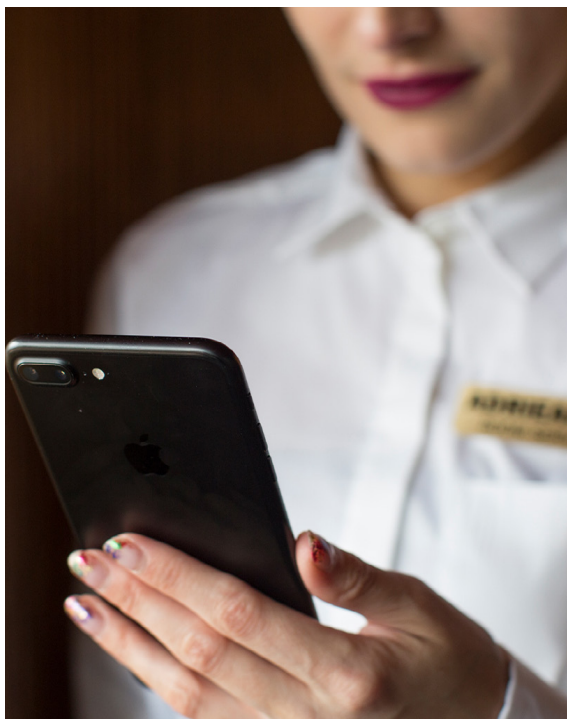
to view business analytics in order to make decisions about pricing and promotions, see guest's buying habits, track revenue, control marketing to drive on-site spend and bookings, and make real-time changes to content on the mobile app, web app and in-room tablet. Being mobile, thanks to apps on smartphones and tablets, gives employees the freedom and opportunity to be more interactive, improve positive transactions with guests, and think out of the box about different ways to better serve customers. This deeper engagement equates to higher staff satisfaction and reduced turnover.

"We're dealing with a new generation of employees who don't necessarily look at a hotel job as a career, so implementing beneficial technology is a great way to get staff more involved, and the more technology we have, the better our team members can relate to and thrive in our environment," shared Robles. "Turnover at our hotel is lower than our competitive set, and I think technology has played a role in that."

When leveraged properly, comprehensive technology platforms give customers another way to be served. "Technology has opened up a whole new world for our guests by giving them a new way to communicate," said Alexios Grivas, IT Manager of the luxury Somewhere Boutique Hotel in Athens, Greece, who has been an INTELITY client for three years. "While there is still the traditional way of communicating with staff, such as going down to the front desk, a growing number of guests want mobile technology because it speaks to their service preferences. This also keeps in mind that the same person can have different needs on different trips."

The in-room tablets at Somewhere Boutique Hotel give guests access to various services, such as in-room dining and accommodation controls, including lights, thermostats and drapes. Mobile key is also available from customers' mobile devices. Since the property welcomes many millennials and mobile-enabled visitors, it's important to create a tech-friendly environment they are comfortable in. **This access places new-found control at customers' fingertips with enhanced ease and convenience and the ability to do things in their own time.**

Control is also grounded in giving customers the flexibility to act based on their changing needs. "We have a 24-hour concierge, but people don't always want to come

"WHILE THERE IS STILL THE TRADITIONAL WAY OF COMMUNICATING WITH STAFF, SUCH AS GOING DOWN TO THE FRONT DESK, A GROWING NUMBER OF GUESTS WANT MOBILE TECHNOLOGY BECAUSE IT SPEAKS TO THEIR SERVICE PREFERENCES. THIS ALSO KEEPS IN MIND THAT THE SAME PERSON CAN HAVE DIFFERENT NEEDS ON DIFFERENT TRIPS."

ALEXIOS GRIVAS, IT MANAGER OF THE LUXURY SOMEWHERE BOUTIQUE HOTEL IN ATHENS, GREECE

Courtesy of The Inn at Penn

to the front desk to ask a question," commented Robles. "Maybe they don't want others to think they don't know something or maybe they're not in the mood to call or head downstairs, so they use the in-room tablet to research or answer their own questions. We give them a valuable choice about how they wanted to be served."

ANTICIPATING GUEST NEEDS = STRONGER RELATIONSHIPS

The more the hospitality industry evolves, the more it must remain true to being a people-centric business where an unrivaled guest experience is paramount. **Guests want seamless service delivery, exceptional experiences, personalization, control over their stay, and on-demand results; technology is the conduit for effectively making**

that happen and ultimately creating a stronger relationship between the hotel and the guest. Supporting this is a Phocuswright survey commissioned by Oracle Hospitality where nearly two-thirds of U.S. hotel guests stated it was very/extremely important for properties to continue putting money into new technology to enrich the guest experience. Anticipating guests' needs – through technology and otherwise – and making them feel like they are the only one at the hotel are central to success and gaining a competitive edge.

A guiding rule with technology, according to Robles, is that if customers have it at home, then it should be implemented at the hotel. Following this rule allows hoteliers to predict guest needs, draw praise, and encourage loyalty. Casting is a prime example – INTELITY's Casting solu-

> "MAYBE THEY DON'T WANT OTHERS TO THINK THEY DON'T KNOW SOMETHING OR MAYBE THEY'RE NOT IN THE MOOD TO CALL OR HEAD DOWNSTAIRS, SO THEY USE THE IN-ROOM TABLET TO RESEARCH OR ANSWER THEIR OWN QUESTIONS. WE GIVE THEM A VALUABLE CHOICE ABOUT HOW THEY WANTED TO BE SERVED."
>
> **CHARLIE ROBLES, GENERAL MANAGER OF THE COLLECTOR LUXURY INN & GARDENS IN ST. AUGUSTINE, FL**

2008

THE YEAR INTELITY WAS FOUNDED

Courtesy of Somewhere Boutique Hotel

tion, part of the guest-facing portion of the platform, is Netflix compliant and allows guests to stream endless content from their personal devices or in-room tablets directly to the televisions in their rooms.

"When I've been a traveler, I've felt my own frustration when guest needs were not anticipated," stated Robles. "Lack of choice of hometown newspapers bothers me because it's not all about The New York Times and the Wall Street Journal. That's why our in-room tablets have the PressReader app on them, so travelers can access the newspapers they want and read them anywhere they want

on-property. We're showing guests we 'get them' and that resonates deeply."

Dicicco concurs about expectations. "Being a part of the University of Pennsylvania, we're dealing with progressive individuals, so we're giving them a high-tech experience, which is something they greatly demand and appreciate. Our guests use in-room tablets to access local information, go to social media, check-in to their departing flight, and so much more."

Satisfying expectations has revolutionized the role of the concierge. Using a digital concierge dashboard like the one built into the INTELITY platform allows the concierge team to view, organize and manage on-property guests' requests and effectively streamline service delivery. Based on guest profiles and requests, the concierge can create custom in-destination itineraries (that could also drive ancillary revenue), suggest event tickets based on individual preferences, and advise guests of off-the-beaten track experiences that enhance a sense of place.

Given technology's potential and guests' ever-evolving demands, it's no surprise that technology is no longer a "nice to have" feature. "AAA and Forbes travel guides recently changed ratings for technology requirements for three-, four- and five-star hotels because of the 'new normal' of guest expectations," said Adelson. "When expectations are met, greater satisfaction leads to a stronger connection to a hotel."

Working with an outside specialty partner to implement tools that help hotels meet expectations has distinct advantages. "A company like INTELITY has the unquestionable know-how and are proven successful when it comes to understanding the individual needs of hotels and their guests' expectations," praised Grivas. "It's especially

"BEING A PART OF THE UNIVERSITY OF PENNSYLVANIA, WE'RE DEALING WITH PROGRESSIVE INDIVIDUALS, SO WE'RE GIVING THEM A HIGH-TECH EXPERIENCE, WHICH IS SOMETHING THEY GREATLY DEMAND AND APPRECIATE."

DARIA DICICCO, DIRECTOR OF OUTLETS AT THE INN AT PENN A HILTON HOTEL

Courtesy of The Inn at Penn

beneficial for small hotels that don't have large development teams and budgets."

An outside, objective perspective about what technology a hotel requires is invaluable. "The technology component is extremely relevant and impactful because guests crave it, especially the younger set, otherwise they'll feel the experience is sparse," said Stevenson.

INTEGRATION MATTERS

Ease of implementation is crucial when incorporating technology into a hotel's everyday operations. **No matter how good the technology or the promised results of bol-stered efficiency, profits, and guest satisfaction, hoteliers will not purchase or use it unless the platform seamlessly integrates into a property's existing systems.**

The INTELITY platform integrates with over 120 PMS, POS, CRM, room controls, digital locking, spa management, and ticketing solutions, so that INTELITY's complete suite of tools becomes a true enhancement to operations and service delivery. The company also consults on how technology providers can deliver an integrated technology platform. Even when enhancements are made to the INTELITY platform, the company focuses on ensuring there is a measurable return on investment

"A COMPANY LIKE INTELITY HAS THE UNQUESTIONABLE KNOW-HOW AND ARE PROVEN SUCCESSFUL WHEN IT COMES TO UNDERSTANDING THE INDIVIDUAL NEEDS OF HOTELS AND THEIR GUESTS' EXPECTATIONS."

ALEXIOS GRIVAS, IT MANAGER OF THE LUXURY SOMEWHERE BOUTIQUE HOTEL IN ATHENS, GREECE

18%
THE PERCENTAGE MOBILE OFFERINGS INCREASE IN-ROOM SERVICE SALES

Courtesy of Somewhere Boutique Hotel

for hotels, great value for guests, and seamless integration because product quality is paramount.

"We needed INTELITY to easily link with what we already had in place, and it definitely succeeded," said Grivas. "We experienced smooth integration with room controls, mobile key, cloud-based communication, our PMS, and our in-room dining system. The technology solutions have added substantial value to the rooms, and our ADR has increased since implementation."

Once incorporated into the daily routine, guest- and staff-facing technology helps move the needle on creating a higher quality customer experience, but streamlining execution of flawless service is where its key worth lies. "Any technology that isn't connecting the guest and employee is not providing real value," affirmed Adelson.

In addition to financial benefits, that value also becomes a differentiator with the competition. "It's not enough to be better, you also have to be different to stand-out in a very crowded hospitality space," said Robles. "Technology is that extra thing that not everyone is doing yet, and it can yield deeper engagement and service optimization for guests, from pre-arrival, during their stay, and post-trip."

"ANY TECHNOLOGY THAT ISN'T CONNECTING THE GUEST AND EMPLOYEE IS NOT PROVIDING REAL VALUE."

DAVID ADELSON, PRESIDENT & COO OF INTELITY

Dicicco agrees. "INTELITY gives us that competitive edge. We are one of the only hotels in Philadelphia to offer this type of technology experience."

Budget considerations remain top of mind, while hoteliers become more attuned to guests today who travel with increasingly big expectations. "Invest in the digital transformation, otherwise take the risk of disappearing from the market," cautioned Grivas. "The biggest portion of our budget is payroll, but 5% goes to technology, and we might scale up to 10% in the future."

Technology pricing can be very flexible, making it easier than ever to be a budget priority. There is also significant cost re-allocation, since technology replaces all in-room paper and is a powerful digital channel driving revenue. "If you look at the per room, per day budget, you quickly realize that technology is a small part of it," noted Stevenson. "It's surprising how much you can actually get for your money."

The future of how hotel technology will continue to impact work flow and guest satisfaction is bright with possibility. "In the next five years, travelers will engage more digitally with very specific ideas of what they want, and hotels have to embrace that reality," said Stevenson. "All that data will go into a system that seamlessly delivers different options feeding into the mobile app, from mobile key and check-in to booking spa services, ordering coffee as guests like it, and more."

CONCLUSION

A robust guest-facing and hotel management technology platform revolutionizes hotel operations in countless ways. It is the high-touch, high-tech, need-to-have solution for thriving in a people-centric industry.

■ Technology is an undisputed driver of substantial revenue that bolsters profitability and strengthens property sustainability in an ever-growing competitive market.

■ Technology re-imagines operating efficiency by directly connecting guests and staff members in order to streamline service delivery – regardless of hotel size or geographic location.

■ Technology fuels empowerment – employees can think creatively and strategically to master the art of modern-day guest service, and customers appreciate the flexibility of choosing how they want to be served.

■ Technology enables hotels to anticipate customers' needs and be something to everyone, regardless of who they are, where they are from or their technical ability, which creates a stronger connection with a hotel, adds immeasurable value, and drives loyalty.

■ Technology integration is crucial for service optimization, ultimately giving hotels a much-needed competitive edge in elevating the guest experience.

For more information about INTELITY, please e-mail demos@intelity.com or visit https://intelity.com/.

Cover image provided courtesy of Somewhere Boutique Hotel

"IF YOU LOOK AT THE PER ROOM, PER DAY BUDGET, YOU QUICKLY REALIZE THAT TECHNOLOGY IS A SMALL PART OF IT. IT'S SURPRISING HOW MUCH YOU CAN ACTUALLY GET FOR YOUR MONEY."

ROBERT STEVENSON, CEO OF INTELITY

250,000

THE APPROXIMATE NUMBER OF ROOMS WHO USE INTELITY'S MULTILINGUAL PLATFORM