



HOSPITALITY REDEFINED:

How Self-Service Technology is Transforming
the Industry for the Mobile Generation

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Hospitality Redefined: How Self-Service Technology is Transforming the Industry for the Mobile Generation

Foreword

The world is changing rapidly, and for the hospitality industry to adapt and survive, it must evolve as well. Self-service options abound, from online and cloud-based solutions to mobile apps—but which affect a hotel's bottom line most, and how are they being implemented? This paper attempts to analyze that question and offer real world solutions and best practices that can increase profitability, while maximizing guest satisfaction and convenience.

By definition, self-service is about doing something yourself—when, where and how you want. But whether travelers prefer self-service online, via their mobile devices or through a kiosk, self-service technology has begun to impact all phases of the hotel experience from pre-arrival to check-out and every stage in between.

With so many new options available, it is critical to carefully strategize these self-service initiatives, with specific focus on three aspects: enhancing efficiency for guests, driving consumer loyalty and generating incremental revenue. A positive guest experience is a strong market differentiator and is a main driver of loyalty. A well-designed guest experience, with consistent user interface and branding, is difficult to replicate and can create a lasting effect that translates into greater profits for a hotel group. In 2012 and beyond, hoteliers will

continue to explore ways to use self-service technology to edge out the competition with new features and capabilities. The challenge exists not only in determining what the solution can do, but more importantly, how those hotel services can be tailored to meet specific guest preferences and requirements.

In this changing culture, investing in self-service solutions is just that—an investment, not an expense. It is an extension of overall marketing and brand management that will pay off in the form of enhanced guest experience and increased operational efficiency, which both translate to higher profits. It's a new world of hospitality—and technology is leading the charge.

—**Vincent Fosty**

Senior Partner, Kurt Salmon



The Evolution of Self-Service Solutions in the Global Hotel Industry

Self-Service As Customer Service

Hospitality has long been in large part defined, perhaps over-simplistically, as the degree to which a guest is pampered. For decades, superior guest service at hotels meant treating visitors like royalty. Hotel guests expected personal interactions around every corner, starting with an attentive front desk agent and extending throughout the stay.

But times are changing, and for a large swath of the traveling public, traditional notions of hospitality no longer apply. Ultimately, hospitality is about making travel convenient and comfortable; in eras past, this required hotel staff to wait on guests hand-and-foot. Technology options have advanced to the point, however, where it is often faster and easier for the consumer to engage in automated self-service than to wait in a queue to interact with a staff member.

Although there will always be a portion of the public who value the human touch over speed and convenience, the vast majority of today's independent-minded travelers want the freedom and flexibility to facilitate their travel experience on their own terms, be it booking a room online, checking in to the hotel at a kiosk, or ordering room service through an

automated application on their mobile phone. A recent Harvard Business Review study proves the point, noting that “customers want control over how and when they interact with companies.” In fact, the study concludes that self-service is the top customer service desire and the most important key to building loyalty in today's marketplace.

Given the industry's tradition of personal “high touch” service, hoteliers have been much slower than their counterparts in other industries to adopt a self-service strategy. Long-time hotel industry executives remain trapped in the old way of thinking, insisting that many travelers still expect the traditional styles of attended service, all the while ignoring the fact that more and more consumers actually prefer self-service models whenever they are offered.

“Self-service is the top customer service desire and the most important key to building loyalty in today's marketplace.”

Source: Harvard Business Review

The fact is that self-service technology has become pervasive in just about every other segment of the consumer marketplace, increasing efficiency and

convenience, while also padding businesses' bottom lines. Most people engage in self-service transactions multiple times a day—from bank ATMs, foodservice and vending machines to grocery checkout and fuelling their own automobiles. And that is to say nothing of online shopping. Conditioned by these constant self-service transactions, consumers have come to expect self-service as an option, even if they do not always choose it.

Hotels Are Travel Industry's Lone Holdout

Even within the larger travel industry, the hotel industry finds itself as the only segment without widespread adoption of self-service technology—even though travelers have repeatedly shown an appetite for the concept. They routinely buy train tickets from kiosks and pick up rental cars without ever interacting with a worker. Look no further than the airport for the most obvious self-service example of all in the travel segment.

The hotel industry continues to follow the lead of the airline industry when it comes to business innovations, and the self-service model is no exception. A 2011 survey by SITA, the airline industry's leading technology organization, found that travelers are overwhelmingly comfortable with self-service technology and that they actually desire more self-service options. When given the option between traditional flight check-in and self-

Customers' Perception of Self-Service

89% of customers said that, when given a choice between full service and self-service, they **choose self-service "sometimes" or "always."** ⁽¹⁾

"We are now in the smartphone era in terms of passenger communication. It's not an age thing, it's not a business versus leisure thing," ⁽²⁾

(1) Self-Service and Kiosk Association's 2009 Self-service survey

(2) SITA Director-strategy and market intelligence Catherine Stam, 2011 Passenger Self-Service Survey by SITA

Statistics

Online Check-In: 73% (2011), 60% (2010)

Kiosk Check-In: 65% (2011), 71% (2010)

Mobile Check-In: 24% (2011), 23% (2010)

Source: SITA 2011 Passenger Self-Service Survey

service—including online, kiosk or mobile—more than twice as many travelers surveyed chose one of the self-service options, with just 44% using the traditional check-in counter. Among those that opted for attended service, nearly half did so because they had to check bags. And the long-term trend is clear, as each of the self-service options increased in usage between 2010 and 2011, according to the survey, while those travelers who say they never use self-service check-in declined significantly. Passengers are displaying a versatile attitude towards self-service channels, with 73% using

the Internet, 65% using kiosks and 24% using mobile devices frequently or intermittently to check in for flights.

Without question, the vast majority of today's air travelers are both comfortable with and desirous of self-service options, and these consumers expect the same kind of options when they arrive at their destination. Self-service options are prevalent throughout the travel experience—starting with booking the trip and into the journey itself—that is, up until stepping on property at the hotel. That is where the industry still needs to evolve.



Comfort Hotel Xpress Oslo

Self-Service Is Superior Service

For more and more travelers, self-service is considered not as a replacement for customer service, but rather as a different type of customer service, and to some, a far superior one. Consumers enjoy the convenience and choice afforded by self-service options, and hotels in particular have a wide variety of potential applications for self-service technology.

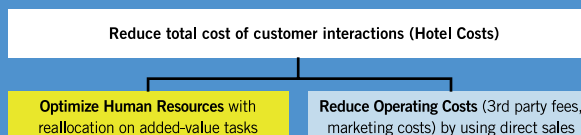
Streamlining the Check-In/Out Experience for Guests

The most obvious example of self-service in the hotel environment is in the check-in and checkout processes. There is no better way to meet travelers' demand for self-

service than to enable them to check into a hotel on their terms—whether it be at home from their personal computer, via mobile device en route to the hotel, or on property at a kiosk. Through new technologies such as NFC or crypto-acoustic credential technology, guests may opt to activate their mobile phones as their guestroom keys, making possible to proceed straight to the guestroom upon arrival.

Technology can continue to facilitate self-service throughout the duration of a guest's hotel stay. Various companies have developed in-house mobile applications to automate and simplify requests for on-property services. Have extra towels or pillows sent to

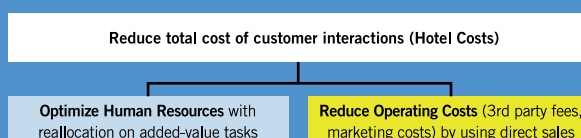
Self check-in has drastic impacts on front desk staff's organization



Key Impacts

- Reassign staff to more profitable tasks
 - › Staff focus on the guest and not a process
 - › Front desk staff is reallocated to more added-value tasks (more hosting and service-oriented interactions with guests)
- Reduce front desk staff requirement & related costs
 - › Self check-in technology enables “deskless” process for guests (less people in the hotel's front office)
 - › More flexible Staff Management for Hospitalitys

Self check-in represents a great opportunity for the hospitality industry to cut operating costs



Key Impacts

- Regain direct access to customers
 - › Bypass OTAs and other 3rd parties
 - › Develop brand stickiness
- Increase profit margin
 - › Eliminate 3rd-party fees by driving guests directly to the hotel/chain website
 - › Collect cash up front
- Manage an end-to-end relationship with guests
 - › Control the customer journey, from booking to after-stay

Source: Ariane Systems / Kurt Salmon, 2011

2. SELF-SERVICE IS SUPERIOR SERVICE

the guestroom at the touch of a button. Make dinner reservations via text message. Order room service through a mobile device. For the same reasons that so many consumers are now booking rooms online rather than over the phone—no worries about being placed on hold, less chance of miscommunication and the ability to multitask while executing the transaction—guests want similar self-service options for smaller transactions while at the hotel.

With the proliferation of web-enabled mobile devices comes greater consumer expectations for online and mobile service delivery during the entire guest experience—before, during and after the hotel stay. In fact, these always-connected, smartphone-empowered travelers have come to expect more freedom in managing their hotel experiences on their terms.

“Nearly three quarters of the global population subscribes to wireless services, totalling more than 5 billion users. The worldwide smartphone market grew by 42.6% year-on-year in the third quarter of 2011.”

Source: IDC Worldwide Quarterly Mobile Phone Tracker, Oct 2011



Emerging Online And Mobile Self-Service Functionalities

Technological capabilities are rapidly evolving in the self-service space, and hoteliers are quickly discovering the profit potential that results from the enhanced ability to connect with guests well before they ever arrive on property. Mobile push notifications, automated upsell features, pre-check-in messages and other online and mobile self-service facilitators are offering new ways for hotels and guests to interact that allow consumers the options and flexibility that they crave while delivering enhanced revenue opportunities to hotel companies.

“More than nine out of 10 decision-makers in the hospitality industry believe that mobile and wireless technology is increasing in importance, and 56% of hospitality companies are planning to spend more on mobile to enhance the customer experience.”

Source: 2011 study by Motorola, Inc.

Using Push Notifications to “Pull” Additional Profits

The hospitality industry is beginning to use push technology to provide guests with more detailed information about their stay, including services and promotions on offer—a powerful tool to sell ancillary

services and room upgrades at all stages, beginning even before the guest’s arrival. Push notifications enhance the entirety of the guest’s hotel experience by “pushing” email or text messages that encourage, for instance, the guest to consider checking in prior to arrival or to opt for a room upgrade. Push notifications could also be used to send dining promotions, or to notify the guest of the assigned guestroom number on the day of arrival.

Customizing the “Remote” Check-In Experience

Advanced pre-check-in options provide guests with the convenience to decide when, where and how they want to pre-register. Using online and mobile technologies, guests now have more freedom and flexibility in managing their hotel experience before they ever even step on property, with options to conveniently check-in from their personal computers, laptops, smartphones or tablet PCs.

With advanced mobile platforms, such as Ariane Systems’ Allegro solution, hotel guests can be invited to click on a link sent by email or text message that redirects to an online pre-check-in platform. Guests can confirm their reservation details, update profile information, select room preferences, prepay, add ancillary services such as breakfast, and arrange an automated check-in time.



Easy Pay = Easy Stay

An emerging form of payment known as mobile wallet is gaining traction, providing hotel guests with the ability to prepay for their stay or to check-out without having to visit to the front desk. There are a host of technologies that fall into the mobile wallet category.

Mobile web payments features web pages or additional applications running on the wireless application protocol (WAP) to process transactions. Similarly, direct-operator billing systems like PayPal, Amazon Payments and Google Checkout are becoming popular.

In addition, one of the defining features of the next generation of smartphones is Near Field Communication, or NFC, which will allow consumers to make payments simply by waving their phones before a reader device, among other uses.

Another new option is direct mobile billing, which uses the mobile billing option during checkout to make a payment. It employs a two-factor authentication involving a PIN and a single-use password to charge the consumer's mobile account. This type of mobile payment method is quite popular in parts of Asia.

With Upselling, Timing is Everything

Offering room upgrades and add-ons to guests at strategic times before and during their stays represents a major financial boost for hotels. The challenge is offering the right ancillary service at the right time and to the right target. During the booking process, consumers are generally not receptive to an upsell pitch since they tend to be in bargain-hunting mode. Upselling is most likely to be successful in the period after booking but before arrival—the stage known as pre-check-in.

With that in mind, smart hoteliers are adopting subtly effective push marketing strategies, making upsell offers at key guest touchpoint times between booking and check-in. For instance, the booking confirmation email can include an offer for a discounted entrée

with a restaurant reservation, with a link to make the reservation online. An email or text message in the days leading up to arrival, framed around reminding the guest to check-in online prior to arrival, can boast similar offers. Because the messages are presented as necessary communications related to the stay, they come across to the consumer as unobtrusive, yet they provide valuable direct marketing opportunities for the hotel.

While front desk agents can be instructed to similarly make upsell pitches, their solicitations are typically less effective. Self-service modules have the advantage of accompanying upsell attempts with the rich imagery and video, while allowing the consumers to consider the offer at their own pace. And unlike front desk agents, automated upsell services never forget to make the offer.



Aloft London Excel, United Kingdom

Straight to the Room Options

Guests opting to conduct pre-check-in online may retrieve their room keycard in a matter of seconds, without assistance from front desk staff, using a lobby device known as a compact key dispenser. This hardware component allows hotels to offer a completely self-service option, optimizing front desk operations, while providing added convenience and saving guests valuable time.

Some forward-thinking hotel groups are also allowing loyalty club members to use their existing loyalty cards as their room keys, touting this as an added convenience and program benefit. Instead of obtaining a standard keycard from the front desk, this system allows program members to simply insert their magnetic-stripe or RFID-enabled loyalty card into a self-service compact key

dispenser, and the reusable card is encoded by for use as the room key, allowing them to go directly to their rooms. Since most hotels will continue using standard magnetic-stripe and/or RFID keycards for the immediate future, the compact key dispenser is a simple and convenient complement to an e-check-in strategy.

Smartphones may ultimately prove to be the dominant tool for direct-to-room check-in, however. NFC-enabled phones could act as the guestroom key, receiving an encrypted signal that communicates with the room lock. A similar technology called the crypto-acoustic credential system uses unique, single-use audio codes to communicate with the lock. With both technologies, guests would have no need to check-in at the hotel, as they could receive their room assignments via text message or email during the pre-arrival check-in process and head straight to their rooms upon arrival.



Digital In-House Services Add Convenience

Technology can continue to facilitate self-service throughout the duration of a guest's hotel stay. Various applications for mobile devices provide hotel guests with amenity-on-demand services, such as roomservice ordering, housekeeping requests, flight information checking, scheduling spa or restaurant reservations, requesting valet parking or browsing local maps, all without needing to visit the front desk or pick up the phone. Apart from the obvious benefit of increasing the hotel's management efficiency and allocations of resources, hotels have the ability to track and predict guest preferences, making these digital in-house applications great advertising and promotional tools for hoteliers to generate additional revenue.

Tablet computers are an especially attractive device for digital in-house services. Tablets can be used for check-in and check-out as line-busting tools, with staff assisting the guests and sending completed transactions with a mobile payment terminal, ultimately sending completed folios by email. Or, tablets can be provided to guests during the stay as both an amenity and for easy access to in-house services.

Getting Social – a Two-Way Dialogue with Guests

Though it is constantly evolving, hoteliers can no longer deny the importance of social media as a means of interacting with guests and potential customers. Hoteliers are leveraging popular social media sites like Twitter, Facebook, YouTube and Foursquare, with these web-based and mobile technologies turning communication into an interactive dialogue to improve customer service efforts and better meet the needs of guests.

From the college dorm to the cubicle, Millennials are moving into the work force... and their bringing their habits and preferences with them.

- 97% own a computer
- 94% own a mobile phone
- 76% use Instant Messaging
- 15% of IM users are logged on 24 hours a day/7 days a week
- 34% use websites as their primary source of news
- 28% own a blog & 44% read blogs
- 49% download music using peer-to-peer file sharing
- 75% have a Facebook account
- 60% own some type of portable music and/or video device such as an iPod

Source: Connecting to the Net.Generation: What Higher Education Professionals Need to Know About Today's Students, Reynol Junco and Jeanna Mastrodicasa (2009)

“96% of 18-35 year olds are on a social network.”

Source: Mashable.com

Express Check-Out

Just like the check-in process, the check-out process is also evolving and streamlined ways for hotel guests to check-out are now being introduced. Hoteliers are seeking and willing to experience new ways for their guests to check-out in a more convenient and flexible way. Several self-service check-out options are already fairly widespread—most frequent travelers have used express check-out through the guestroom television, via hotel kiosk, or simply leaving the hotel and authorizing charges to a credit card authorized upon check-in.

Along with those options, hotel guests may now be invited to click on a link sent by email or text message that redirects to an online/mobile check-out platform where guests can manage the check-out process, view their folios, pay their bills, select electronic invoices, and be directly charged on the credit card on file. All of these are attractive options in particular for road warriors and high-level loyalty guests who grow weary of the repetitive manual check-out process and who appreciate having past receipts archived and easily searchable.

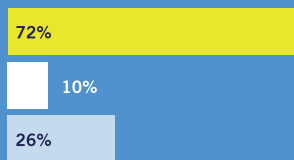


Source: Ariane Systems / Kurt Salmon, 2011

Opting For An Online And Mobile Strategy

Next Gen Self-Service in Hotels: Beyond the Kiosk

Hotel check-in via mobile website on a mobile phone



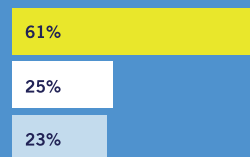
In-room touch screens / kiosks for concierge services, room service, etc.



Hotel check-in via mobile phone app



Interactive digital signage in lobby for customer use



■ Has Potential Use in the Hospitality Industry

■ Currently Offered

■ Have Plans to Offer

Deciding to move ahead with an online and mobile self-service strategy is only the first step—hoteliers must also figure out the ideal platforms to offer the services on. The technology needs to integrate seamlessly with the hotel's existing systems, first and foremost, but the most important factor from a budget standpoint is whether to develop and launch the technology across all major platforms or only some of them.

Mobile Web Versus Native App

Should hotel mobile self-service technologies be based on downloadable apps or browsable mobile sites? There is much debate, as both offer significant advantages. It depends largely on whether a hotel company believes its guests are more likely to search and download the application on their own, or whether pushing comprehensive notifications to guests would make their lives easier.

A native downloadable application can seem attractive on the surface, but development can get expensive very quickly if different apps are built for each hotel brand and for each mobile operating system, the primary ones being Apple's iOS, Google's Android, Research In Motion's BlackBerry, Nokia's Symbian and Microsoft's Windows Mobile. As a result, apps may need to be

Source: Hospitality Technology Magazine 2011 Self-Serve Technology Survey

developed in fragmented phases, in order to minimize the impact of the investment the same year.

Hotel groups may instead opt for a mobile website capable of handling multiple brands and mobile devices through the same platform. Because mobile sites are accessible from any mobile browser, guests need not download anything, and hoteliers can avoid having to develop and maintain multiple platforms.

Well-Integrated Platform

The mobile self-service platform should offer the ability for the chosen platform to seamlessly integrate into the hotel's existing technology ecosystem. Select a third-party integrator capable of developing and maintaining interfaces to the property management system, the central reservations system and other in-house applications. With various opt-in points, guests can check-in online directly from the CRS, from a link within the confirmation reservation email, or from web check-in push notifications. The whole process should be streamlined and smooth.

Branding Self-Service For Differentiation

A well-designed, personalized guest experience offers lasting brand differentiation is difficult to replicate

and is ultimately a critical component of customer loyalty. Framing self-service as an amenity in its own right is a smart branding play for hotels and can drive gains in market share. Today's hospitality industry is so commoditized that the only real differentiator is customer service, and self-service technology provides a tangible and attractive way for hotels to stand out from the crowd.

Customized content offerings depend on a hotel group's demographics—it is wise in some situations to offer more functionalities and privileges to loyal guests than the general public. Similarly, special offers or certain self-service capabilities could be reserved only for guests who book through the hotel's proprietary website as a carrot to entice forgoing an OTA booking.



The R.O.I. of Self-Service Technology

Offering self-service options is good business, because it meets a consumer expectation, but it's also good for a hotel's bottom line. Return on investment is easy to identify, as self-service offerings hold the power to stem the pricing power of online travel agencies while enhancing upsell opportunities and reducing staffing requirements.

Building Brand Awareness and Differentiation

Hotel chains are making major investments in loyalty programs to increase market share. By focusing on online and mobile check-in and check-out, hoteliers are reinforcing their brand image and are consequently offering a more customized guest experience that will drive loyalty and build differentiation.

Improve The Guest Experience With Self-Service

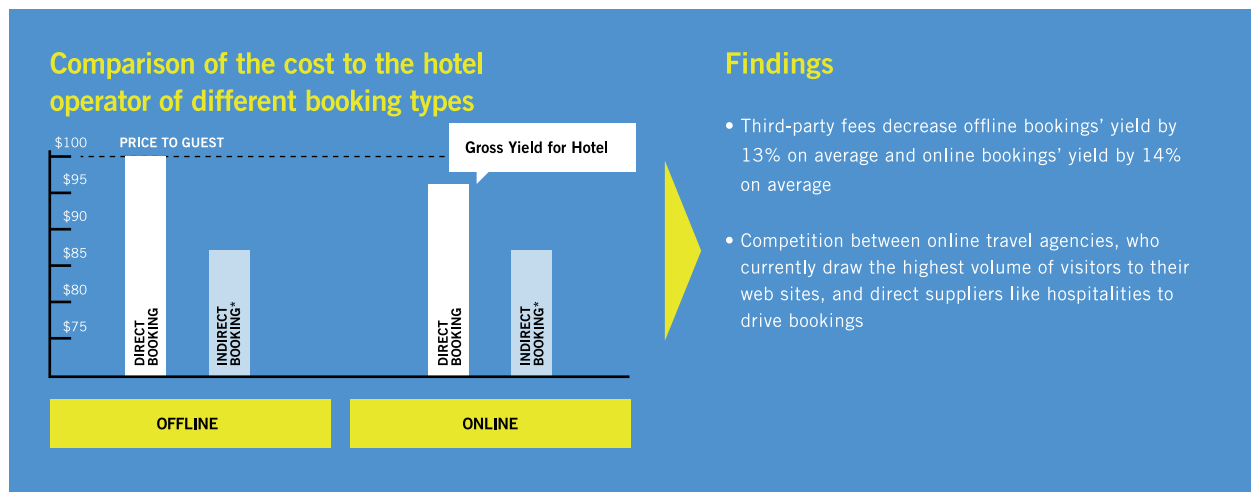
- Streamline and simplify the check-in/out process
- Leverage each guests' channel of choice for self-service options
- Offer guests the convenience of personalized, flexible interaction options
- Let guests decide when, where and how they check in/out
- Give guests the ability to pre-check-in prior to arrival and check-out after leaving the hotel



Reclaiming Pricing Power From the OTAs

Opting for an online and mobile strategy offers an impactful way to reverse the ever-expanding reach of online travel agencies, or OTAs. Internet eBusiness Solutions estimates that hotels lost US\$5.4 billion to OTAs in 2010 due to merchant fees and commissions—money that could have gone to hotels’ bottom lines, if only consumers had booked directly the hotels directly. In fact, nearly a third of all online hotel bookings last year were commanded by OTAs, according to PhoCusWright Inc., despite best-rate guarantees that give OTAs minimal pricing power.

Online and mobile initiatives can be the perk that convinces consumers to leave the OTAs behind and come back to the direct booking channel. Hotels can restrict online and mobile check-in and related amenities to only those guests who book directly. This would provide a tangible boost to hotels’ finances, as margins are improved due to fewer OTA commissions.



Source: Morgan Stanley Research Estimates, Factiva—CRS, Tour Agencies, Tour Ops

“Hotels lost an estimated \$5.4 billion USD to OTAs in 2010 due to merchant fees and commissions—money that could have gone to hotels’ bottom lines if only consumers had booked with the hotels directly.”

Source: Hotels Magazine, Controlling Distribution Costs in Hospitality, April 2011

Collecting Guest Payment In Advance

By redirecting online booking traffic to the hotel’s proprietary website or other direct channel through a well-planned eBooking strategy, properties can collect some or all of the reservation payments up front, generating immediate operating capital. The OTA booking model is based on collecting cash in advance from the guest during the reservation process, yet in some cases, the property does not receive this revenue from the OTA for up to 30 days after the guest’s stay. Smart hotels are seeing an opportunity to mirror this OTA model and reclaim that revenue quicker through solutions such as Ariane Systems’ Allegro platform, which allows guests to pay in advance when making the reservation. This model has already been applied in many limited service budget hotels, especially in Europe, where guests pay for the entire stay at check-in. In addition to providing better cash flow for the property, guests who have already paid are far less likely to cancel a reservation, so the guest retention rate is also increased.

Creating Ancillary Revenue Opportunities

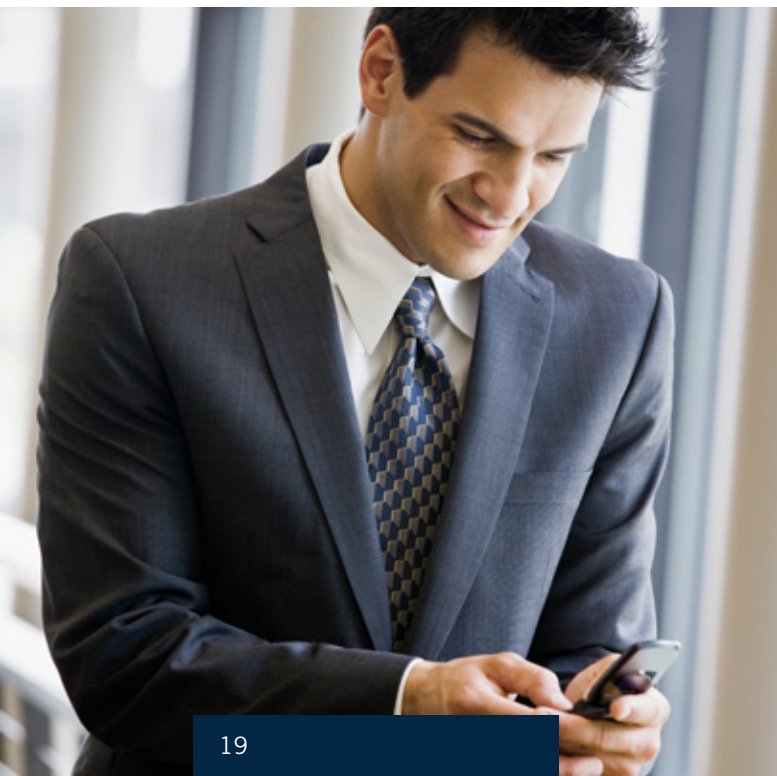
Customers appreciate being advised of products and services that address their needs and desires. They are receptive to new products and services that can lead to additional revenue opportunities for hotels.

Hotel groups should focus more on cross-selling and upselling strategies for them and their guests. The challenge for hoteliers is in offering the products and services that meet the guest’s needs and expectations at the right time. By extending the check-in process prior to arrival, hoteliers create a new opportunity to pitch additional services that benefit the guests. Such well-considered initiatives will pay in time, increasing the hotel’s bottom lines in conjunction with customer loyalty and satisfaction.

More Efficient Use Of Staff Time

As the guest experience becomes more automated, staffing requirements dwindle. The balance resides in the level of integration of the existing hotel ecosystem and new self-service platforms.

This also equates to a more efficient use of staff time. Some guests will be highly satisfied with self-service offerings, while others will still prefer to be attended by staff. As time goes by, the traditional front desk experience is likely to evolve further in the coming years, providing an opportunity to enhance the lobby experience. The face-to-face interaction that we all know today at the front desk will change to a side-by-side interaction, where receptionists will become greeters and invite guests to check-in or check-out using web-enabled devices like tablets or compact kiosks.



The Future of Hospitality is Here, so get Onboard or be Left Behind

Adoption of self-service models in the hotel industry is inevitable, as consumers have come to not only prefer self-service, but to expect it as an option. Hotels that establish themselves as early adopters will claim an enviable position as industry leaders, as well as reaping the rewards of enhanced guest perception, using self-service as a market differentiator while building bottom-line success.

Widespread acceptance of self-service technology within the hotel industry is coming, even among long-time holdouts. In fact, it may even be here. Hospitality Technology's 2011 industry survey finds that 75% of hoteliers say that check-in capability via mobile phones is useful; with managers across the spectrum of star levels beginning to understand that offering self-service as an option is an amenity in its own right. Abigail Lorden, Hospitality Technology's editor in chief, writes that the industry's ongoing monumental shift in self-service sentiment is reflective of the theories of noted communications scholar Marshall McLuhan, who believed that the medium through which a message is conveyed is inherently embedded in the very message. "It creates a symbiotic relationship whereby the medium influences how the message is perceived," Lorden writes. "Through this phenomenon, self-service is finally reborn and accepted as customer engagement."

No matter what your definition of hospitality is, it is clear that the self-service revolution in the industry is not just coming, it is here. The only question is whether your property will be a leader or a follower in this new world of hospitality.



Sponsored by Ariane Systems

Ariane Systems is the world's leading provider of self check-in / check-out technology solutions for the hospitality industry with over 2,000 hotel installations in 20 countries around the globe.



Ariane Systems' Allegro Web-Mobile-Kiosk Check-in/out Solution enables guests to check in and out of a hotel when, where and how they choose—from their personal computer or via mobile devices like smartphones or tablets. The system features push-mode functionality, detecting the user's platform of choice and delivering emails or text messages with relevant information prior to arrival at the hotel. Allegro is designed to maximize brand awareness and profitability for the hotelier, while increasing guest loyalty and providing a more efficient and convenient guest experience for today's tech-friendly traveler.

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