BE A DIGITAL HOTEL

FOR INNOVATIVE, INTELLIGENT, AND PERSONALIZED CUSTOMER EXPERIENCE

WHAT IS
A DIGITAL HOTEL?

CHARACTERISTICS OF A DIGITAL HOTEL

1. Real Time Consumer Engagement
2. Data-Driven Decisions
3. Extremely Automated Process
4. Extreme Business Agility
5. Constant Innovation
6. Proactive Risk Management

Digital DNA

A DIGITAL HOTEL PROACTIVELY LEVERAGES DISRUPTION

PRIMARY DISRUPTORS – NEAR TERM

- Mobile Devices
- Social and Cloud
- API Economy Enablement (core foundation)
- Internet of Things
- iBeacons
- Social Network Analysis, Graphing and Data Science

SECONDARY DISRUPTORS – MID TERM

- Mobile Payments
- Loyalty
- Hyper location and Indoor Mapping
- NFC
- Virtual Reality and Immersive 3D Experiences

OTHERS – LONG TERM

- Speech Recognition and Artificial Intelligence
- Peer Based Currency
- Kiosk/Touch Surfaces

Enabling Tech

PERKS OF BEING DIGITAL

- Enhanced Customer Experience
- Greater Operational Efficiency
- Workforce Productivity
- New Business Models
- Risk and Compliance Management

Game Changers

CUSTOMER EXPERIENCE AT
A DIGITAL HOTEL

RESERVATION	PRECHECK–IN	CHECK–IN	IN ROOM	RETAIL AND AMENITIES	DINING AND ENTERTAINMENT	CHECK–OUT
Online and Mobile	Online and Mobile	Proximity Check-in	Personal Content Streaming	Personalized Offers	Personal Digital Concierge	Personalized Offers for 3rd Party
Third Party Enablement	Modifications	eWallet Authorization	Smart Remote and Room Control Through Mobile	Location-Based Offers	Mobile Reservations	mPayments
Modifications on Mobile	Mobile Offers	Geo-Fencing	Room Service	mPayments	Menu on Mobile	Social Sharing
Airline, Seat-type, Room Selection	Reward Redemption	Property Maps on Mobile		Social Sharing	Personalized Offers mPayments	Mobile Checkout
Pick and Choose Room Amenities	Alerts			Rewards and Loyalty Integration	Social Sharing	

INTUITIVE AND PERSONALIZED EXPERIENCE AT EVERY STAGE OF CUSTOMER INTERACTION

CHARECTERSTICS OF **A DIGITAL HOTEL**

POWERED BY MODERN ARCHITECTURE

- Web Oriented Architecture and Responsive design
- API / SOA to Leverage Eco-Systems
- Data Services with Real-Time Enablement
- Enterprise Wide Data Strategy
- Digital First Approach and Architecture
- Extreme Automation Driven Architecture
- Near Real-Time Driven Architecture

DRIVEN BY STANDARDIZATION

- Governance for IT Tool Selection
- Standards Based Application and Data Integration
- Standards Based Apps Development
- Best of Breed Application and Open Architecture
- DevOps
- Engineering Excellence
- Property / Location Agnostic Architecture
- Standard Integration of 3rd Party Apps

EMPOWERED BY CONSOLIDATION AND INTEGRATION OF APPS DATA

- Data Consolidation and Reporting as a Service
- Customer Data - CRM Driven / Customer 360
- Data Available as a Service for Apps
- API Based Consumption of Data and App Functions
- Central Integration Back bone - Lightweight SOA
- Customer Data for Analytics
- 3rd Party Integration

ENABLED WITH CUSTOMER EXPERIENCE APPS

- Online and Mobile
- Eco-System Enablement
- Unified Experience Across Channels and Devices
- Immersive Experiences
- Real-Time and Proximity (NFC / BLE) Based Engagement
- Loyalty and Rewards Management
- Property / Location Agnostic Architecture
- Mobile First Experience

HCL'S APPROACH **TO DIGITALIZATION**

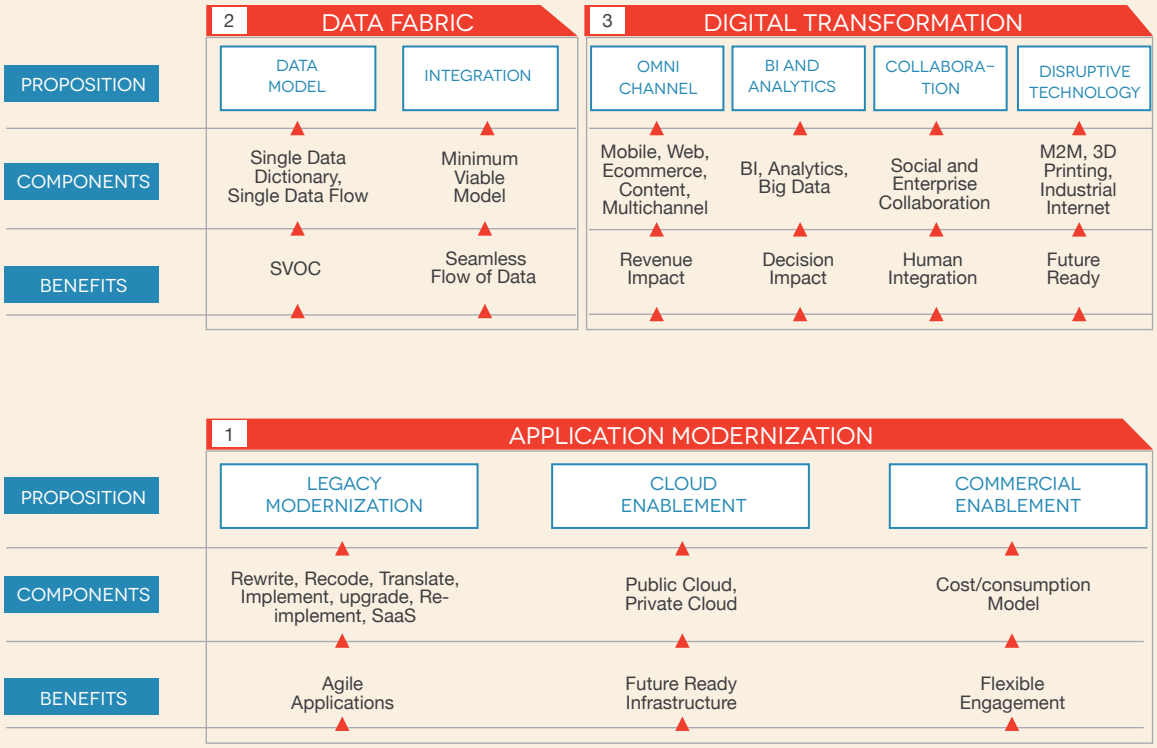
DIGITAL DISCOVERY TOOL SET

EDF

ENTERPRISE DISCOVERY FRAMEWORK

DAT

DIGITAL ASSESSMENT TOOL



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Relationship™
BEYOND THE CONTRACT

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