HCL

DIGITAL HOTEL

Drive personalized customer experience

INTRODUCTION

The emerging wave of digital technologies is changing the way Hotels and Customers interact and the way Hotels manage their operations. Digital has disrupted Hospitality industry more than any other technology-driven change in the recent past. Expectations of personalized interactions, real-time offers on-the-go and data availability are pushing the Hospitality industry to transform itself to compete in this Digital Era. HCL's approach towards Digital enables these Hotels achieve the capabilities which can help them drive a differentiated customer experience and a highly optimized and efficient operation. These capabilities include:

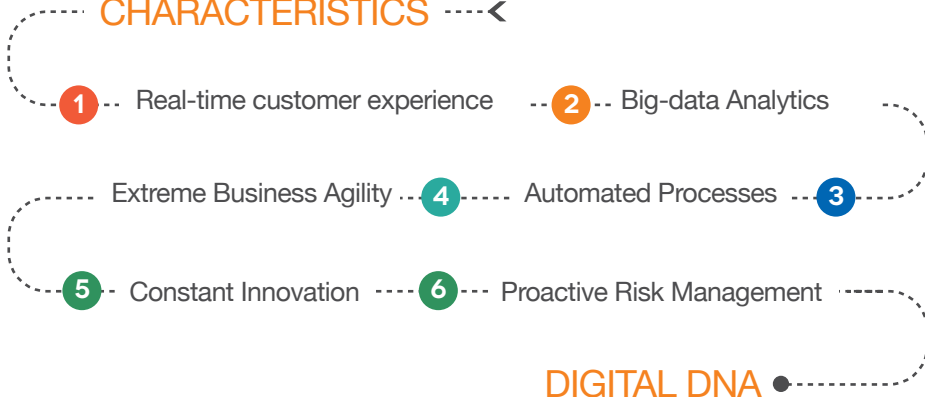| Reservation | Pre Check-In | CheckIn | Front office | In-Room | House keeping | Retail and Amenities | Property Management | Dining & Entertainment | Food and Beverage | Marketing and Sales | Check Out |

Being at the forefront of Digital transformation, the Hospitality industry has opportunities to drive change in both Customer Engagement and Operations including Omni Channel Commerce, Digital Marketing, Smart room services and Predictive Analytics among others. Unfortunately the pressure to go Digital quickly is driving Hospitality companies to implement silo point solutions which will hamper their ability to keep changing in the fast changing Digital world.

As you read ahead, you will get to see HCL's unique platform-driven approach that provides the right foundation for Hospitality companies to drive Digital into every facet of their operations and provides them the flexibility to keep evolving to meet the ever changing customer demands. Utilizing this approach can help Hospitality set the foundation for incorporating Digital into every facet of their Operations and, differentiating themselves from their competitors.

DIGITAL HOTEL

CHARACTERISTICS

1 Real-time customer experience

2 Big-data Analytics

4 Extreme Business Agility

3 Automated Processes

5 Constant Innovation

6 Proactive Risk Management

DIGITAL DNA

POSSIBILITIES

Near Term	Mid Term	Long Term
Mobile Payments	Hyper location and Indoor mapping	Speech recognition
Mobile Enablement	NFC	Artificial Intelligence
IoT/Beacons	Virtual reality and immersive 3D experiences	Touch Surfaces
Social and cloud		
API Enablement		
Smart Door key		

ENABLING TECHNOLOGY

IMPACT

Personalized Omni-channel Experience

Greater Operational Efficiency

Workforce Productivity

Smart Room Services

Location based Services

Digital Marketing

GAME CHANGERS

THE DIGITAL HOTEL DNA

Powered by Modern Architecture

- Web-oriented Architecture
- Extreme automation
- API/SOA
- Real-time enablement
- **Digital First** architecture

Driven by Standardization

- Governance for IT tool Selection
- Standards based integration
- Open Architecture
- DEV OPS
- Property / Location agnostic architecture

Empowered by Consolidation and Integration of Apps, Data

- Single View of Customer
- Data as a Service
- API-based Consumption
- Lightweight SOA
- Third Party Integration

Enabled with Customer Experience Apps

- Omni Channel Experience
- Unified Experience
- Real-Time Engagement
- Loyalty management
- Location based services

DIGITAL CUSTOMER EXPERIENCE

Reservation	Pre Check-In	CheckIn	In-Room	Retail and Amenities	Dining & Entertainment	Check Out
Personalized Omni channel experience	Personalized Offers	Proximity check-in	Smart door key	Personalized location based offers	Personal Digital concierge	Mobile Checkout
Dynamic pricing	Wayfinding	Wayfinding	Personal content streaming	Rewards/ Loyalty Integration	Mobile reservations	m-Payments
Partner enablement	Alerts	Location Based Services	Smart Controls	m-Payments	Personalized Offers	Social sharing

DIGITAL OPERATIONS

Front office	Food and Beverage	House keeping	Property Management	Marketing and Sales
Mobile Front Desk	Digital order management	Real time task assignment	Cloud based PMS	Digital Marketing
Analytics driven customer experience	Real time supply chain visibility	Mobile resource management	Iot Integration	Social Integration
Single View of Customer	Automated Order reconciliation	Digital Security	Partner Integration	Data driven decision making

IMPACT OF DIGITAL ENABLEMENT

CLOUDIFICATION

Migrating to Public/Private Hybrid cloud infrastructure can lead to savings of 12% to 30%

INTEGRATED HOSPITALITY MANAGEMENT

Historical customer data linked with hotel's supply and purchase systems enables proactive customer service

IoT BASE FACILITIES MANAGEMENT

Sensor data from IoT devices for automated lighting and temperature can reduce power consumption

MONETIZATION OPPORTUNITIES

Augmented realty and in-room digital services can offer a lot of monetization opportunities and hassle free customer experience
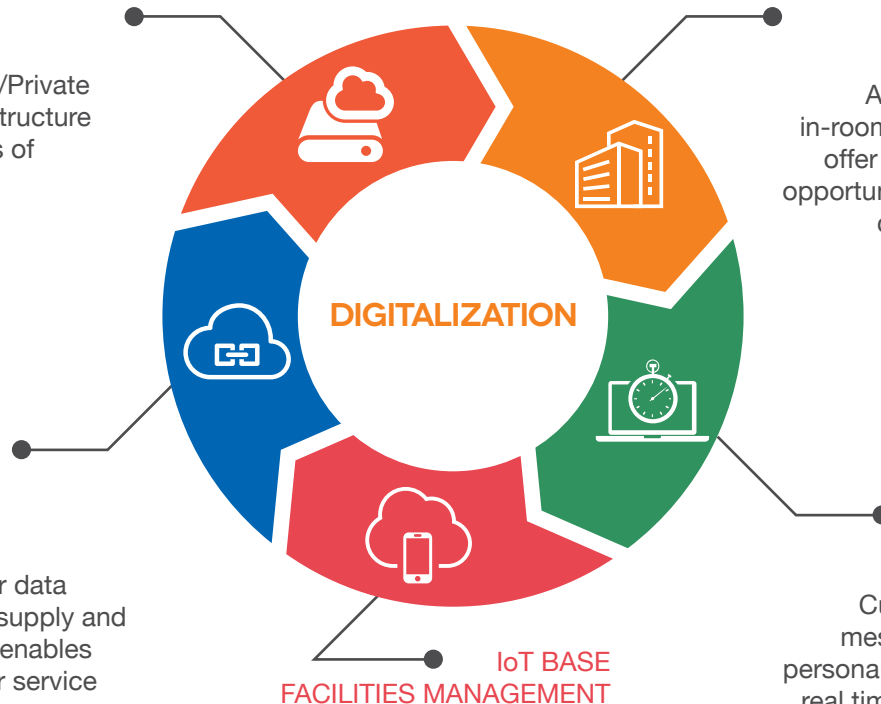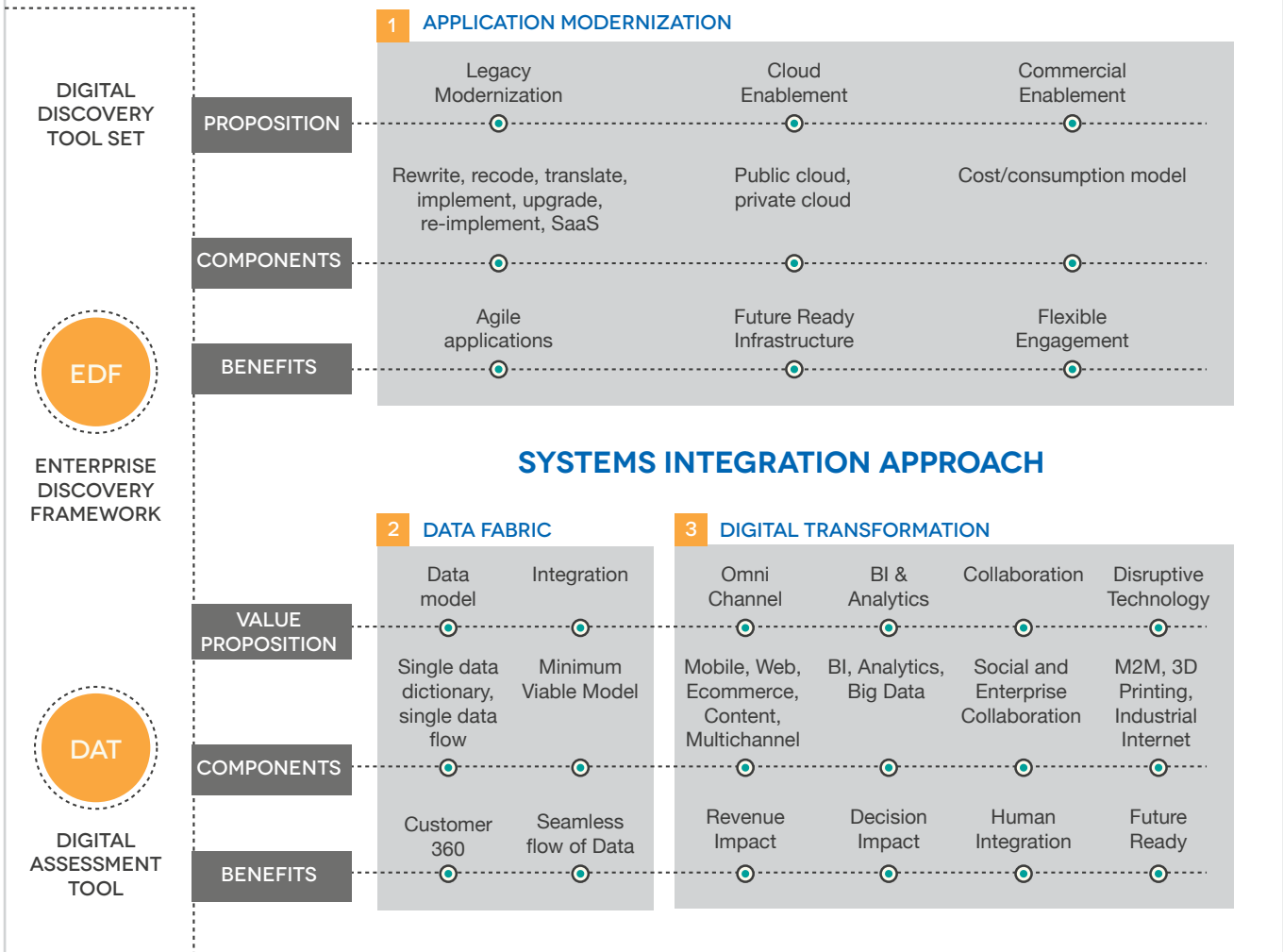
ANALYTICS/ REAL TIME DATA

Customized marketing messages, targeted and personalized offers based on real time data and analytics can increase revenue

DIGITALIZATION

HCL'S DSI ECOSYSTEM TO TRANSFORM YOUR ORGANIZATION TO A DIGITAL ENTERPRISE

DIGITAL DISCOVERY TOOL SET

EDF

ENTERPRISE DISCOVERY FRAMEWORK

DAT

DIGITAL ASSESSMENT TOOL

1 APPLICATION MODERNIZATION

PROPOSITION	Legacy Modernization	Cloud Enablement	Commercial Enablement
COMPONENTS	Rewrite, recode, translate, implement, upgrade, re-implement, SaaS	Public cloud, private cloud	Cost/consumption model
BENEFITS	Agile applications	Future Ready Infrastructure	Flexible Engagement

SYSTEMS INTEGRATION APPROACH

2 DATA FABRIC

	Data model	Integration
VALUE PROPOSITION		
COMPONENTS	Single data dictionary, single data flow	Minimum Viable Model
BENEFITS	Customer 360	Seamless flow of Data

3 DIGITAL TRANSFORMATION

	Omni Channel	BI & Analytics	Collaboration	Disruptive Technology
VALUE PROPOSITION				
COMPONENTS	Mobile, Web, Ecommerce, Content, Multichannel	BI, Analytics, Big Data	Social and Enterprise Collaboration	M2M, 3D Printing, Industrial Internet
BENEFITS	Revenue Impact	Decision Impact	Human Integration	Future Ready

DIGITAL SUCCESS STORIES

Mobile bookings platform provided real time room inventory and drove revenues up by 80%

(Web & Mobile Transformation-Leading Global Hotel)

Developed analytical tool and applications for clients to manage inventory and better forecast rooms occupancy for future reservations

(Real time data driven platform – Leading Global Hotel)

Developed digital kiosks, mobile signup and tablet based solutions for customers and to track their movements

(Digital Platform– Leading American casino and resort)

Developed UI for major mobile platforms and hand held devices for client's Property Management System

(Mobility – A large Travel Technology Company)

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