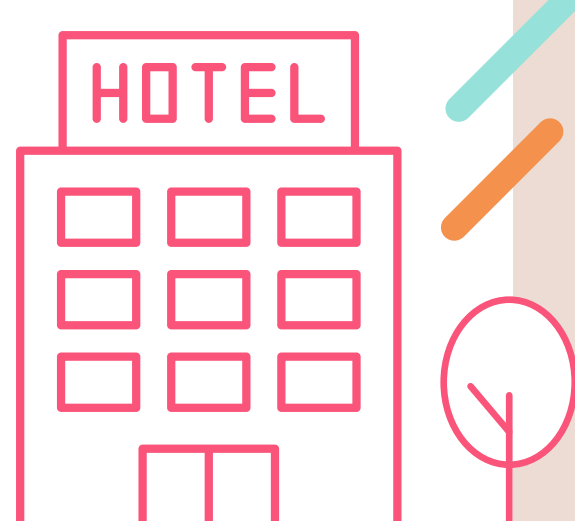


## INTELLIGENT HOTELS

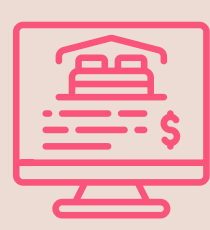
# First in service, means first in technology.

As trends in hospitality shift— accelerated by our current pandemic— technology and business leaders have an incredible opportunity to reinvent the guest experience. From increasing RevPAR to implementing a truly contactless guest experience, developing a roadmap for incorporating these top solutions can help you quickly level up digital maturity, optimize IT costs, and improve the guest and employee experience.



### Research and Booking

Pinpoint and pair location and loyalty data together to help identify where, why, and when a guest is most likely to book. Remove uncertainty from the booking process by leveraging structured and un-structured data along with cognitive intelligence to personalize offers, suggest itineraries, and document guest travel preferences.



#### Offer and Content Personalization

Increase website and application session time plus, price-to-book ratios by offering personalized and relevant content across your proprietary, third-party, and social channels.



#### Get More Bookings

Increase visibility and bookings across your global properties by integrating web-based service solutions that enable direct transactions with OTAs and GDSs, while also optimizing competitive placement and pricing across proprietary platforms.

Pre-arrival readiness is key to a successful stay. Pinpoint and coordinate guest arrival times and preferences to ensure the local property management team is ready to guarantee a smooth check-in and kickoff a pleasant stay.

### Pre-arrival and Check-in



#### Streamline Hotel Operations

Streamline your check-in arrival for speed, comfort, and accuracy. Leverage app, loyalty, IoT, and location-based data.



#### IoT Personalization

Ensure total room comfort (temperature, mood, amenities, entertainment personalization) so when your guests arrive, their room is just right.



#### Contactless Check-in

Whether you want to reduce long lobby queues or minimize the risk of COVID-19 exposure, shifting to contactless check-in can help guests get from the curb to their comforter faster.

### Stay

When a hotel is contactless, guests can enjoy a personalized and on-demand experience across your properties using their own digital device. When your operation goes digital, your enterprise has an open runway to level up RevPAR— offer highly personalized products and services, better identify service issues in real-time, and get in position to create a legendary guest experience.



#### Guest and Concierge Services

Facilitate day-to-day operational requests as they happen with the real-time tracking and monitoring capabilities needed to maximize quality assurance across your operation. Automate dining reservations and room-service, facilitate contactless purchases, book and manage entertainment, fulfill housekeeping and maintenance requests, manage dietary or allergy restrictions; plus, fulfill disability and accessibility requirements.

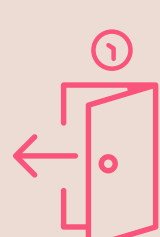


#### Anticipate Guest Needs and Collect Feedback

When your enterprise is connected, it's ready to listen to guest feedback and anticipate guest needs using app data and IoT signals. Analyze chat conversations and team member comments with Natural Language Processing, and use additional data points to gauge and improve guest satisfaction.

How you send off hotel guests is just as important as how you welcome them. Streamlining the checkout experience can guarantee your guests leave with a smile and stay loyal to your brand for the long-term.

### Check Out and Loyalty



#### Check Out Coordination

Make check out easy with virtual assistants, coordinated personal calendars, automated wake up calls and reminders, valet requests, baggage assistance, airport transfers, and breakfast orders.



#### Loyalty

Implement streamlined and multi-language communication channels and rewards systems within your digital ecosystem of applications for activities personalized offers and direct marketing— complemented by AI, to increase the number of returning and satisfied customers.

Learn how Softtek creates value through technology in hospitality

[www.softtek.com/restaurants-hospitality](http://www.softtek.com/restaurants-hospitality)