



# VISUAL COMMERCE BANKING AND HOSPITALITY

Kathy.R.Crumley@intel.com, Global Banking Vertical  
Tom.Lasiter@intel.com, Global Hospitality Vertical

# VISUAL SOLUTIONS

## VISUAL RETAIL

Retail



## VISUAL COMMERCE

Hospitality  
(Restaurants/Hotels)



Banking



## VISUAL COLLABORATION

Education



Corporate



## VISUAL INFORMATION

Transportation



Entertainment



Medical



Smart Cities



# THE CUSTOMER EXPERIENCE IS KEY



Source: Based on Deloitte 2018 Outlook

# BANKING

Financial Institutions, Wealth Management, Investments & Insurance

“Every brick and mortar financial institution globally is struggling with the same overwhelming and crippling pain point, which is how to sustain relevancy in a market that has vastly differing consumer needs – seniors to millennials. We view innovative technology as the bridging factor, while continued education and training for our staff is viewed as the essential underpinning for the organization.”

Wells Fargo Executive  
Q1, 2019



# IS THE BANK BRANCH STILL RELEVANT?



77%

of banking customers prefer to visit a branch in person to discuss lengthy financial matters

MORE THAN  
50%

of consumers still prefer going into the bank branch for

- ✓ New Account Opening
- ✓ Financial Planning
- ✓ Investment Advice

Source: Celent, 2018 Survey

# BANK BRANCH KEY OBJECTIVES

1

**Better Utilization of  
Labor  
Increased Productivity**

2

**Centralized Expertise  
Optimize Systems, Humans  
& Technology**

3

**Lift in Transactions &  
Revenues  
Upsell of Products &  
Services**

4

**Convergence of  
Innovative  
Technology +  
Banking Personnel**

**WIN!**

- Increased Profits
- Lower OPEX
- Innovative Technology

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# BANKING DIGITAL TRANSFORMATION

## Key Drivers

1. Cloud services will organize banking activities
2. Artificial Intelligence Will Keep Progressing
3. Mobile Banking Will Be More Effortless
4. More Blockchain Security
5. Updated ATMs/VTMs
6. Security Will Become Sturdier
7. Partnerships to accelerate the digitalization transformation



# HOSPITALITY VERTICAL

Hotels/Resorts/Casinos

Restaurant/QSR/Fast Casual

# IMMERSIVE RESORT EXPERIENCE

- 1 Bellman Service Kiosk  
Self Check-in Kiosk  
Visual Analytics Customer ID
- 2 Property Wayfinding Kiosks
- 3 Lobby Self Check-in Kiosk  
mPoS, POS, Signage, Digital Menu
- 4 Pool/Spa  
CV/AI Safety System
- 5 In-Room  
Enhanced Collab Display
- 6 Autonomous  
Grab and Go
- 7 Business Video Collab Room  
Video/Whiteboard Collab  
System
- 8 Remotely Managed  
Signage/Menus
- 9 Restaurant  
Back-of-House Kitchen  
Displays Visual Food  
Quality
- 10 Restaurant Self Service  
Kiosk PoS, Menu Board  
Digital Signage
- 11 Property Wide CV/AI  
VIP – Loyalty System

**CUSTOMER PREFERENCES  
CUSTOMER BEHAVIOR**

**RESPONSIVENESS  
SITUATIONAL AWARENESS**

**CUSTOMER DELIGHT**

**CUSTOMER CAPTIVATION  
PRODUCTS UPSELL**

**ENHANCE PROPERTY VALUE**

**+ AVERAGE ROOM RATE**

**+ AVERAGE DAILY OCCUPANCY**

**- OPERATIONS**

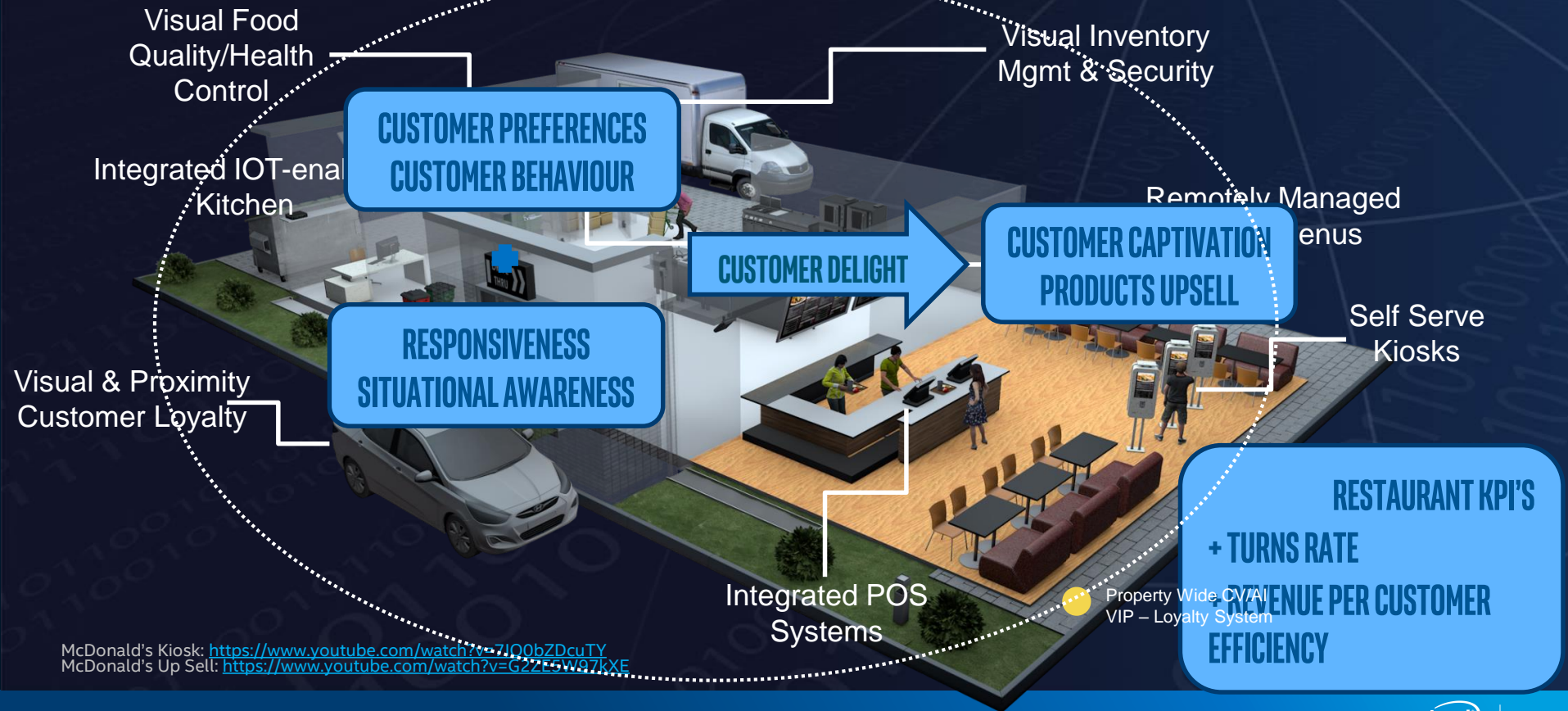
**+ BRAND PROTECTION**

# HOSPITALITY SEGMENTATION

	BUDGET HOTEL AND INN	BOUTIQUE HOTEL	BUSINESS HOTEL	LUXURY HOTEL	INTEGRATED CASINO/RESORT	CRUISE SHIPS
Properties	<ul style="list-style-type: none"> <li>▪ Low room rates</li> <li>▪ Minimal services and amenities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Various price range</li> <li>▪ Unique and stylish deco</li> <li>▪ Less number of staff</li> </ul>	<ul style="list-style-type: none"> <li>▪ Appreciate convenience and consistency</li> <li>▪ Conference and meeting facilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ High price tag and emphasize on loyalty programs</li> <li>▪ Deliver excellent services with attention to detail.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Include recreational facilities like casino and theme parks</li> <li>▪ Provide enjoyable and memorable guest experiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Facilities and activities around the cruise are the focus</li> <li>▪ Room comfort is not the priority</li> </ul>
Main target audience	Budget travellers	Young and tech-savvy travellers	Business travellers	High income travellers	Travellers with family	Travellers with family
Technology Solutions	<ul style="list-style-type: none"> <li>• Self-service kiosk</li> <li>• Autonomous vending</li> <li>• Digital Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Self-service kiosk</li> <li>• Autonomous vending</li> <li>• Digital Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Self-service kiosk</li> <li>• Autonomous vending</li> <li>• Digital Signage</li> <li>• Analytics</li> <li>• Interactive Flat Panel Display</li> <li>• Edge Server</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Signage</li> <li>• Analytics</li> <li>• Interactive Flat Panel Display</li> <li>• Video Wall</li> <li>• Edge Server</li> </ul>	<ul style="list-style-type: none"> <li>• Self-service kiosk</li> <li>• Autonomous vending</li> <li>• Digital Signage</li> <li>• Analytics</li> <li>• Video Wall</li> <li>• Edge Server</li> </ul>	<ul style="list-style-type: none"> <li>• Autonomous vending</li> <li>• Digital Signage</li> <li>• Analytics</li> <li>• Video Wall</li> <li>• Edge Server</li> </ul>



# RESTAURANT OF THE FUTURE DIGITAL TRANSFORMATION



# VISUAL COMMERCE KEY INITIATIVES

- ❑ Banking, Financial Services
  - ❑ AI Virtual Assistant Integration into Kiosks, Signage, and Collaboration Systems
  - ❑ Payment Grade Face ID
  - ❑ Relationship expansion directly with Tier 1 Banking Institutions
- ❑ Quick Serve Restaurants
  - ❑ Drive Thru Reference Software Implementation
  - ❑ Self Order Kiosks Capabilities Expansion
  - ❑ Face Payment Integration
- ❑ Hotels/Resorts/Casinos
  - ❑ Visual/Non-Visual Analytics for VIP/Loyalty System Enhancement

## Visual Commerce Contacts:

Global Banking:	Kathy Crumley - <a href="mailto:kathy.r.crumley@intel.com">kathy.r.crumley@intel.com</a>
Global Hospitality:	Tom Lasiter - <a href="mailto:tom.lasiter@intel.com">tom.lasiter@intel.com</a>

