

DirectLine Idea Pitch  
ISAT 340  
8/30/18

The hotel industry is a cut throat one in which the quality of customer service needs to be at the utmost perfection for success of the business. Consumers only see what hotel management shows them- the person with the perfect smile waiting to help them at the desk. However, the behind the scenes of running a hotel is more than that. For managers, communication is vital; without it everything would fall apart. Currently, the industry is relying on word of mouth as a form of communication running between the front office, maintenance, housekeeping, manager, etc, but it's not efficient and can create a tangled web of added problems. An effective and user-friendly solution to this problem of communication or lack thereof will only provide success for the business. It will allow for hotel staff to cater to issues faster and hold them accountable to fix reported issues. A fixed communication channel will allow for happy customers and happy customers mean more successful business and money.

This problem is important to me because I grew up in the hotel industry and it's what my parents do for a living. However, upon meeting Marie and Jenna this semester, we decided that we wanted to widen the scope of our potential application to the hospital industry as well as any other business that may find a need of streamlining their internal communication.