

# Team Meeting

11/14/23

6:25- 6:54pm

Online (Discord)

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|                           |  |                         |                 |
|---------------------------|--|-------------------------|-----------------|
| <b>Meeting called by:</b> | Baris Senyurt  | <b>Type of meeting:</b> | Online          |
| <b>Facilitator:</b>       | Baris Senyurt  | <b>Note taker:</b>      | Corey McPherson |
| <b>Timekeeper:</b>        | Brian Maina  |                         |                 |
| <b>Attendees:</b>         | Baris Senyurt, Corey McPherson, Brian Maina, Christine Olukere |                         |                 |
| <b>Please read:</b>       | Enter reading list here  |                         |                 |
| <b>Please bring:</b>      | Enter items to bring here                                      |                         |                 |

## Minutes

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|                     |                  |                   |               |
|---------------------|------------------|-------------------|---------------|
| <b>Agenda item:</b> | Reviewed Problem | <b>Presenter:</b> | Baris Senyurt |
|---------------------|------------------|-------------------|---------------|

### Discussion:

Should Marriot International deploy guest-facing AI in Singapore?

### Conclusions:

As a group we have decided that Marriot International should deploy guest-facing AI in Singapore such as digital concierges, service robots, automated check-in/check-out systems

| Action items                            | Person responsible | Deadline   |
|---|--------------------|------------|
| ✓ Research digital concierges           | Brian Maina        | 11/21/2023 |
| ✓ Research service (Room)               | Corey McPherson    | 11/21/2023 |
| ✓ Research automated check-in/check-out | Christine Olukere  | 11/21/2023 |
| ✓ Research service (Luggage)            | Baris Senyurt      | 11/21/2023 |

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|---------------------|------------------------|-------------------|----------------------|
| <b>Agenda item:</b> | Enter agenda item here | <b>Presenter:</b> | Enter presenter here |
|---------------------|------------------------|-------------------|----------------------|

### Discussion:

To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

### Conclusions:

Enter conclusions here.

| Action items              | Person responsible            | Deadline            |
|---------------------------|-------------------------------|---------------------|
| ✓ Enter action items here | Enter person responsible here | Enter deadline here |
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|---------------------|------------------------|-------------------|----------------------|
| <b>Agenda item:</b> | Enter agenda item here | <b>Presenter:</b> | Enter presenter here |
|---------------------|------------------------|-------------------|----------------------|

### Discussion:

To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

**Conclusions:**

Enter conclusions here.

**Action items**

- ✓ Enter action items here
- ✓ Enter action items here
- ✓ Enter action items here

**Person responsible**

Enter person responsible here  
Enter person responsible here  
Enter person responsible here

**Deadline**

Enter deadline here  
Enter deadline here  
Enter deadline here

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## ***Other Information***

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**Observers:**

Baris Senyurt, Corey McPherson, Brian Maina, Christine Olukere

**Resources:**

Discord

**Special notes:**

Meeting notes 11/14/23

Marriott International is facing pressure to innovate and review the AI strategy for its hotel brands. Marriott is the second largest hospitality player in terms of market share in Singapore. The uptake of artificial intelligence (AI) among hospitality players in Singapore and growing consumer trust towards AI engagements over the past few years has created an impetus for Marriott to review its strategies. Government support as well as successful use cases of front-facing AI solutions such as chatbots (i.e., digital concierges), service robots, and automatic check-in/out systems, creates a favorable environment for Marriott to evaluate its next steps. Should Marriott deploy guest-facing AI in Singapore? If so, which AI solutions, and for which hotel brand, should be implemented?

Start at 6:25 What strategies could be employed to automate the concierge and check-in/check-out services? What would the Marriott look like with a fully integrated automated model? Service robots could be used for customer luggage and communication services.

Decided who works on what:

Brian - concierge service

Corey - Room service

Baris - luggage service

Christine - cleaning service