YWCC Final Summary

Scenario: 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?

For our project scenario our team concluded that it would be wise for Marriott as well as other hotels to adopt and implement front facing AI. As AI technology advances there are a number of options to choose from that would certainly benefit the hotel industry. Digital Concierges are one of these technologies that we discussed at length and concluded would be helpful. It is a front facing AI that can be implemented for check-in and check-out systems for hotels. This could effectively take pressure off the front desk and would allow for a seamless and reliable system in which guests could easily check-in and check-out. Another technology that we think would benefit hotel guests are AI room services that can cater to enhance the guest experience to the maximum. This technology would effectively tailor the experience for the customer while taking into account personal preferences. Lastly AI luggage services for guests to easily have their luggage moved to their rooms with no hassle. This AI would make sure that luggage would be tracked using RFID technology so that there are no issues. Each piece of luggage would get tagged and read by the RFID scanner. Customers would be able to know the whereabouts of their luggage whenever they would like as well as receive notifications and updates about their luggage. In conclusion, implementation of guest facing AI in hotels could certainly improve guest satisfaction as well as be a cost effective luxury service for guests to enjoy.

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