



Digital Transformation in the Hospitality industry

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About Me & Agenda



Jader Ramalho

20+ years experience in
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Agenda

- Overview, Concepts
- Trends
- Benefits
- Pitfalls
- Next steps
- Q&A



Key Concepts

Digitization



- Paper forms to digital files
- Data sharing and retrieval
- File longevity and disaster recovery

Digitalization



- ERP systems, process automation
- Online booking
- Customer Support with Chatbots

Digital Transformation



- Rethink business models
- Meet market demands
- Examples: Airbnb, Booking.com

What Is Digital Transformation?



Innovation

Reshaping operations using technology to create ongoing value.



Business Strategy

Requires input from all teams, not just IT.



Commitment

A continuous, long-term improvement journey.



All Levels

Benefits companies large and small, often cost-effective.



Customized

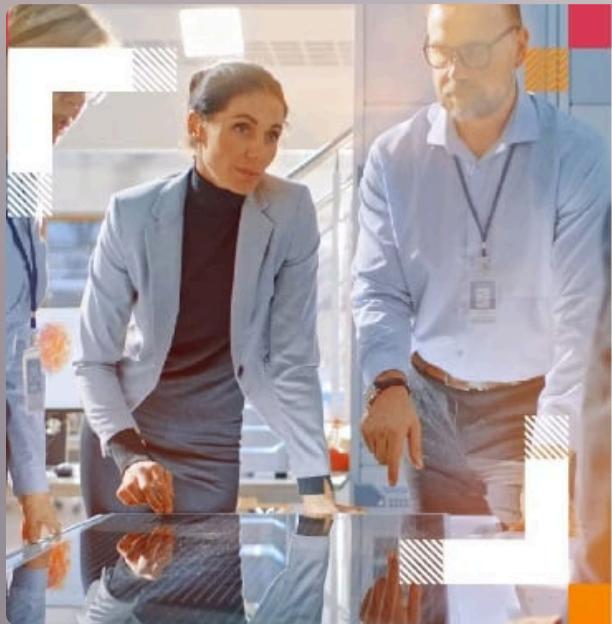
Tailored approaches fit each organization's unique needs.



Learn from others

Companies will also benefit copying from competitors





Market Trends



CEO Concerns

45% do not believe their current business will be viable in a decade if it continues on its current path



DT Commitment

76% have started changing the business model



AI Impact

70% of CEOs expect AI to reshape value creation in their companies

A photograph of a diverse group of seven professionals (three men and four women) sitting around a dark wooden conference table in a modern office. They are all looking towards the center of the table, engaged in a discussion. On the table, there are two laptops (one open, one closed), a white coffee cup, and some papers. The office has large windows in the background, letting in natural light, and a single pendant light hangs above the table.

Why Embrace Digital Transformation?

Evolving Expectations

Market Pressure

Agility & Personalization

Operational Efficiency & Growth

Empowered Culture

Some Benefits in Hospitality



Simpler Infrastructure

Cloud computing reduces costs and tech needs



Faster Check-in

Email pre-stay speeds process, avoids queues



Digital Directory

QR code access to services 24/7



AI Concierge

Instant answers like face-to-face service



Direct Booking

Avoid intermediary fees



Staff Training

Online learning courses

Pitfalls to Avoid

Resistance to Change

Encourage embracing opportunities

Skills Gaps

Train workforce to avoid delays

Data Security Issues

Prioritize security in all projects

Lack of Project Management

Break down big challenges, celebrate wins



From Insight to Action: Next Steps

- 1
- 2
- 3
- 4

Diagnosis Phase

Stakeholder interviews, process mapping, pain points

Customer Analysis

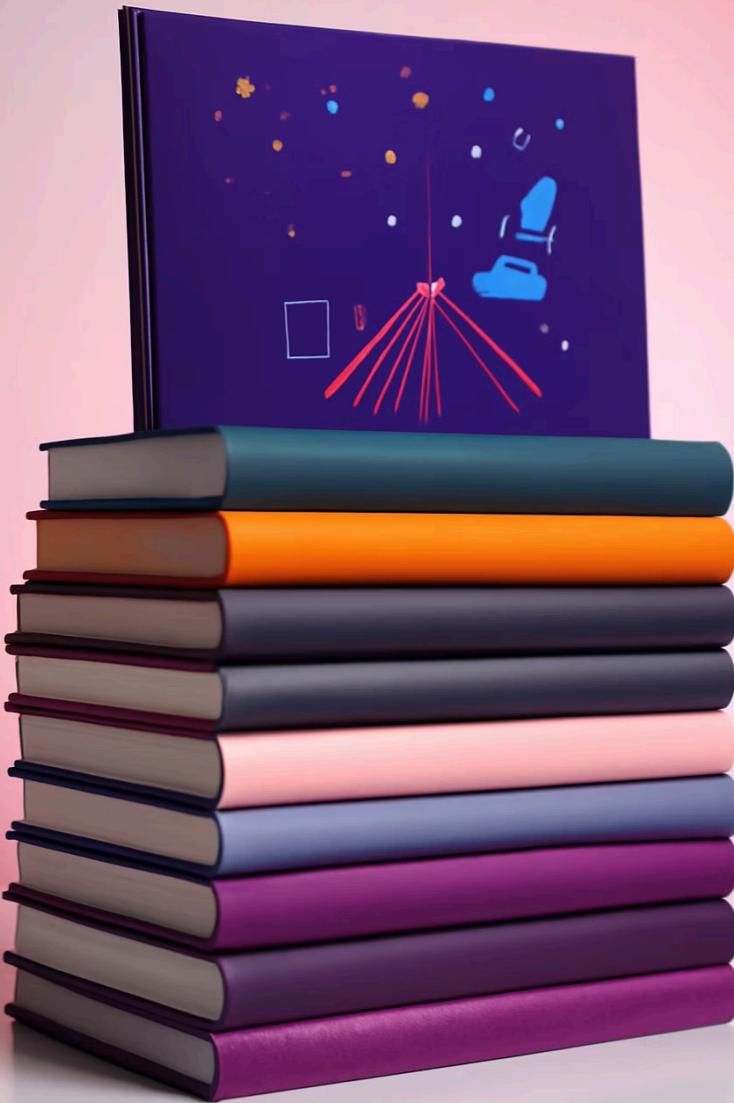
Assess guest expectations and optimize touchpoints

Opportunity Identification

Prioritize digital initiatives by ROI and feasibility

Roadmap & Alignment

Define KPIs, secure leadership sponsorship, and **kick-off!**



References & Further Reading

- [ZDNET Article: What is digital transformation?](#)
- [Digitized, Digitalization, Digital Transformation, by Dr. Alaa Alakari](#)
- [PwC 2024 Global CEO Survey](#)
- [A Blueprint for Digital Transformation, by Dr. Raj Ramesh](#)
- [Hospitality Insights: Digital Transformation Facilitating Servitization](#)



Questions & Answers

Discussion and clarifications

Thank You!

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