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Team 3 Research Summary – Guest-Facing AI for JW Marriott Singapore

Project Purpose

The aim of the project is to enhance Marriott International's competitiveness in Singapore through better guest experience with AI technology. Our group was assigned to suggest customer front AI interfaces for the JW Marriott Hotel Singapore South Beach.

We had to examine the solutions for enhancing service speed, catering to international attendees, and integrating with Singapore's Smart Nation 2.0 digital blueprint.

Research Process

We began with a case study of the project and what Marriott wanted: more speed, a personal touch, and for everything to be contactless. At first, the meetings focused on generating ideas for potential AI tools and on learning about what other hotels were using.

Once we'd presented the ideas to each other we split our research - some of the team looked into AI in the hospitality sector, some looked into what competitors were doing, and some checked out Singapore's digital policies.

We honed our weekly findings, stitched sections together and rehearsed how to articulate them clearly. Week 5 we already have a full recommendation on the rationale.

Research Findings

Upon assessing the trends in hospitality technology, analysing the approaches taken by our competitors and understanding Singapore's digital objectives, our team has identified 3 AI solutions:

- **Multilingual Voice Assistant:**

A smart voice system that enables guests to control their room (such as lights and air conditioning, or making requests) speaking in any language. This application enhances the ease of access and personal independence for international air travellers (Global Legal Insights, 2023).

Self-Service Check-In Kiosk:

A kiosk for quick, contactless check-in and check-out. It integrates with the Marriott Bonvoy mobile app and reduces lobby lines, particularly during peak times (NetSuite, n.d.).

- **Predictive Guest Service Bot:**

An A.I.s powered system that learns from the habits of your guests to offer you proactive services, such as late checkout reminders or early housekeeping alerts. This is corrective of a few mistakes – it prevents guests from needing to remind them, and allows staff to concentrate on other requests (NetSuite, n.d.).

We selected these tools because they are already being used elsewhere by various hotel chains and because these are tools that fit in with Marriott's brand as well as Singapore's push to be a smart city.

Competitor Benchmarking

Based on our research, we discovered that Hilton and Accor are already leading Marriott in deploying AI guest services in Singapore.

Some Hilton properties have chatbots and smart room controls, and Accor is trying out voice assistants at Sofitel properties. Such technologies enable faster service and more individualized service to guests.

Marriott's diminished use of AI in Singapore highlights a gap that can be filled by requiring the solutions we have proposed.

Policy Alignment

Smart Nation 2.0 is Singapore's strategic move for the promotion of AI in various sectors, including tourism and hospitality (GovInsider, 2023).

Introducing AI functionalities in JW Marriott Singapore South Beach, Marriott may comply with the national objective, and at the same time, it can leverage on the robust digital backbone of the nation.

Government support is facilitating companies like Marriott to implement the latest technologies aimed at developing trust of the guests and to enhance the efficiency of service.

Conclusion

Our suggestion is for Marriott to trial three guest-facing AI applications (facilitated by IBM) — multilingual voice assistant, self-service check-in kiosk, and a predictive service bot — at the JW Marriott Singapore South Beach.

By starting with a pilot, Marriott can get feedback, refine the systems, and then expand the solutions to other hotels.

With this tactics, Marriott will come with better quality of service, satisfied international guest and competitive in the Singaporean market.

Works Cited

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