W Amman - Mobile Check-In Process

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Introduction

W Amman is a hotel owned by Eagle Hills - a private real estate investment and development company. It is also part of the W Hotels brand which was acquired from Starwood Hotels by Marriott International in 2016. W Amman is currently the only lifestyle luxury hotel in Jordan and it appeals to a market of young adults who belong to the millennial and Gen Z generations.

W Amman offers a hotel experience like no other, with a focus on beverage culture, nightlife, music, design, wellness, and business. As a part of Marriott International, the hotel provides its guests and specifically members who are enrolled with Marriott's loyalty program: "Marriott Bonvoy", with highly customized services through a website or a smartphone application which cater to the guests' needs in a convenient and timely manner. Among those services, W Amman allows its guests to perform the check-in process remotely and directly through their smartphone app. This enables the customer to reduce the time they need at the front desk during check-in, and is complimented by the hotel's ability to issue mobile keys which can be used to access guest rooms if the guest requests them through the app.

This process improves the quality of life at the hotel, and provides W Amman's guests with increased convenience and flexibility, which in turn has a positive impact on their experience during their stay.

Process Description

Beginning at 8 am 2 days prior to arrival, the member receives a push notification to check-in via the mobile app. Members submit their anticipated arrival time(ETA), request for Mobile Check-in & Mobile Key (must use eligible device) and their request for late check-out, if applicable. Then, the hotel receives the Mobile Check-In request through Marriott's proprietary system's control panel. Because this system is not connected to the Property Management System (PMS), the PMS must be updated manually by entering special request codes for Mobile guests onto the reservation. To do that, the agent then processes the reservation in the Control Panel (required step), then they add or confirm the mobile key special code for Mobile Key(MK) if it was requested, and they add or confirm the Mobile Check-in special code. The agent also needs to add arrival time and late check-out if it was requested. Once all special codes were added, the agent then assigns a room based on stay preferences in PMS. Once the room is reported ready by the housekeeping department, the agent sends a notification to the member through the mobile app, informing them that they may use their mobile key to enter the room, and activates their key. Upon arrival, Members with a Mobile Key can go directly to their guest room, where allowed by law. If the guest received the "Stop by the Desk" notification, they need

to verify the information needed to complete the check-in at the front desk. At the front desk, the agent processes the check-in manually as any other reservation. The process is terminated when the guest checks into their room successfully.

BPMN Diagram
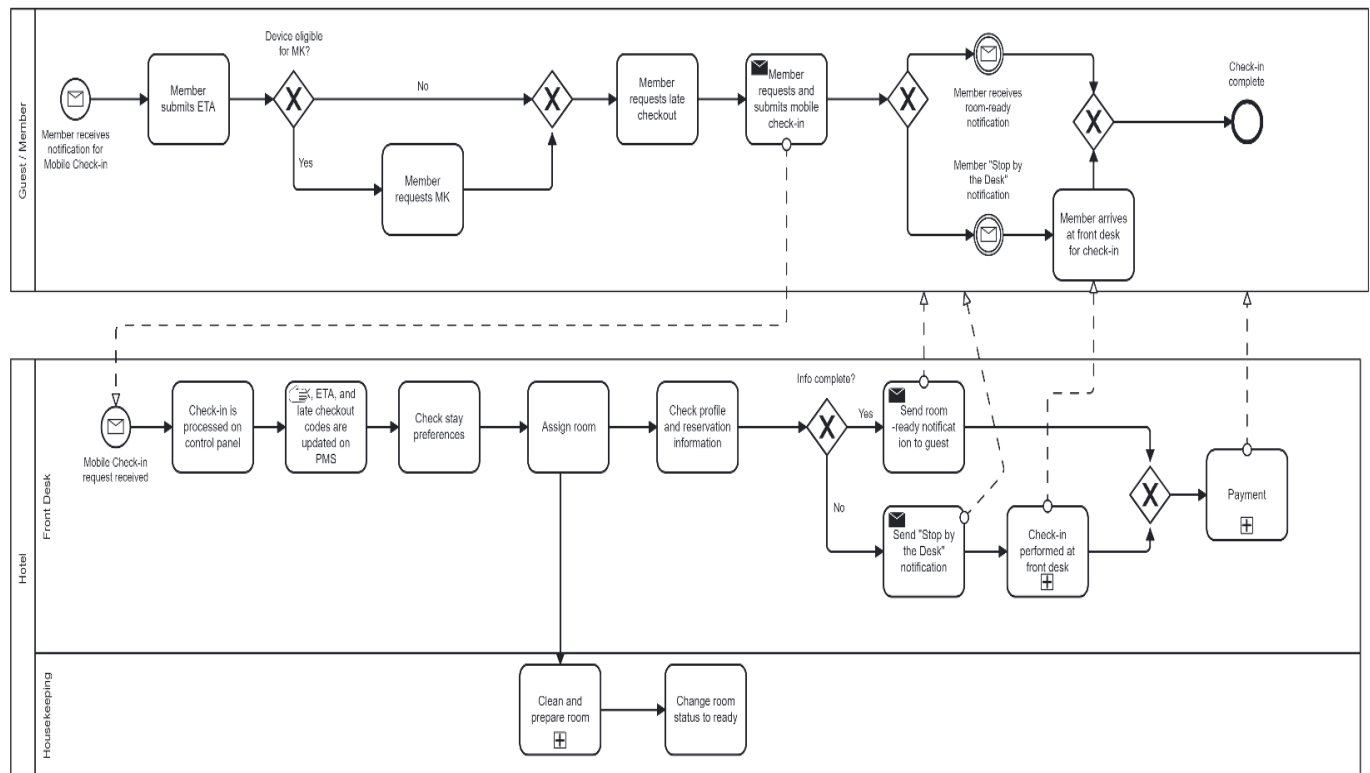
Suggestion for Process Improvements

Hotels aim to provide maximum comfort and convenience for their guests. With that said, improvements can be made to the process which is already in place to facilitate increased efficiency which in turn will result in increased convenience for the guests. One of the improvements that can be made, is integrating the control panel with the PMS, which will eliminate the need for front desk agents to manually update the guest reservations with the required special codes. This can also facilitate real-time room availability checking, which will ease room allocation, and in turn allow for the ability to automatically activate mobile keys which the guests can use immediately to enter their rooms. All these improvements will result in higher guest engagement by front desk agents, and will also increase their efficiency in other

more crucial tasks. This will also help in eliminating the human error from the process, which will result in a more positive experience for the guests. While the Guest/Member pool would include more tasks in the model it would become more streamlined as shown below:
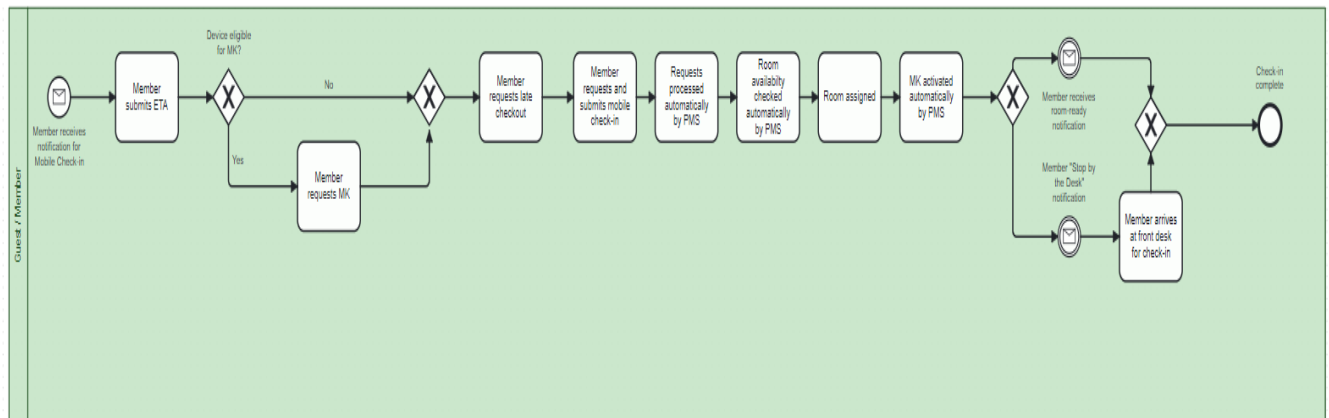
Conclusion

While the current process has improved the quality of life for guests at W Amman, there is still room for further enhancements. Integrating the control panel with the property management system would streamline the process, eliminating the need for manual updates and enabling real-time room availability checking. This integration would automate the activation of mobile keys, allowing guests immediate access to their rooms upon arrival. These improvements would not only increase efficiency and convenience for guests but also enhance guest engagement by front desk agents and reduce the potential for human error.

By implementing these suggested improvements, W Amman can elevate the guest experience, ensuring that it continues to be the preferred choice for young adults seeking a unique and enjoyable stay in Jordan. The hotel's commitment to innovation and guest satisfaction provides a unique experience for everyone who stays at it.