



How Technology is  
**TRANSFORMING THE HOTEL  
INDUSTRY POST-PANDEMIC**



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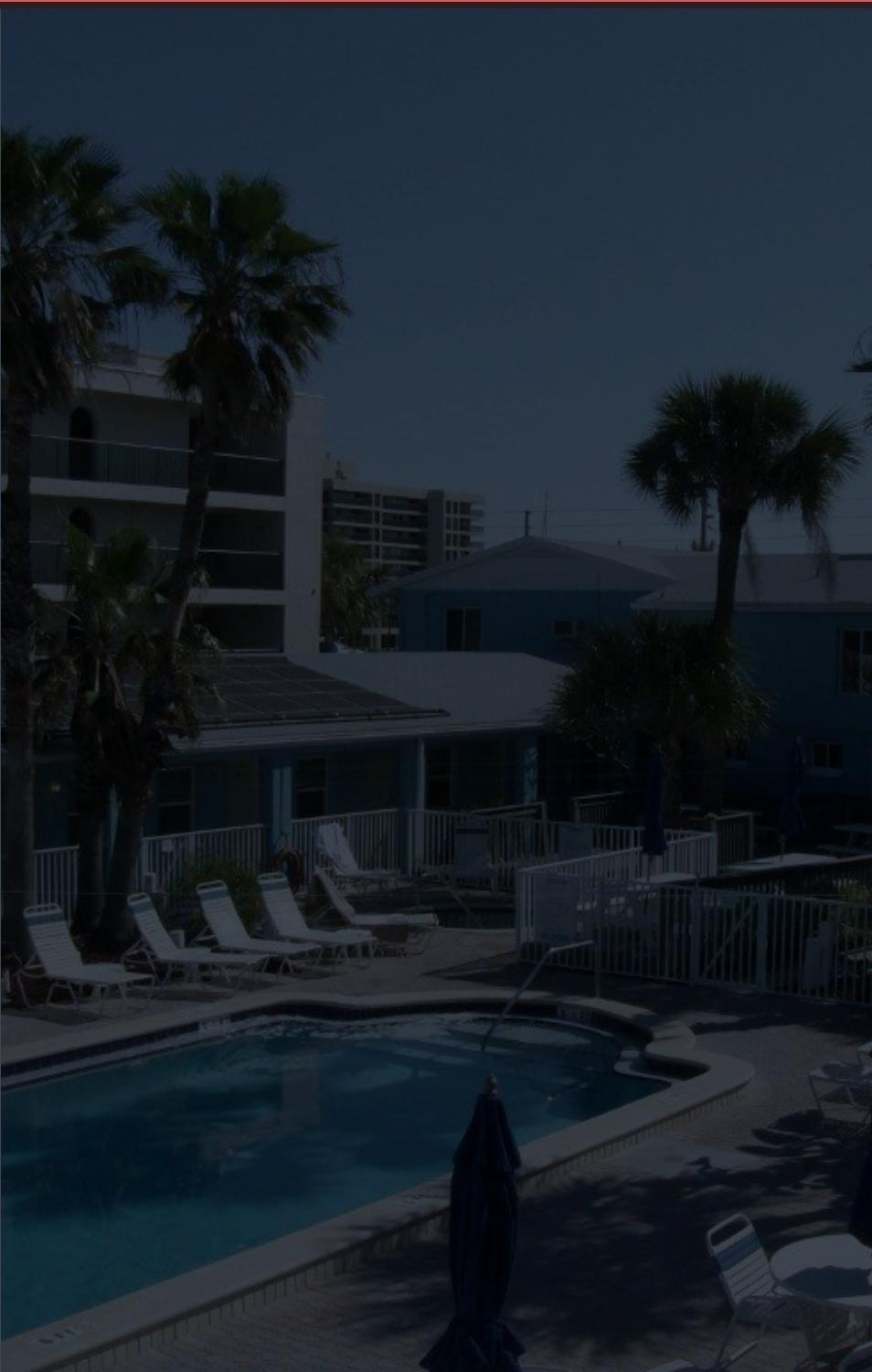
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# IMPORTANCE OF TECHNOLOGY IN HELPING HOTELS TO STAY OPEN AND RELEVANT

Technology holds so much importance in our regular daily lives. Plus, it has additionally been incorporated into running hotels daily. As hotels reopen and strive toward full accommodation (while following reopening rules considering COVID-19), innovation has gotten more significant than any time before. It will assume a vital role in welcoming back clients.

To stay open and relevant, hoteliers have two choices post-Covid: To reinvent your services and hotel promotion ideas or shut down, maybe for good. This sort of riddle has brought about levels of inventiveness we don't frequently find in a somewhat tricky but niche, slow-to-adopt technology industry. If these groundbreaking tech innovations succeed, we can anticipate that some of these trends should stay for quite a long time to come. Let's take a look at a couple of the most recent technologies that we believe are setting down deep roots and bound to bring back hotel guests.



First and foremost the customer service is awesome. they are all so nice and very helpful. they strive hard to answer the questions in a timely manner. sometimes there is a whole team working on my issue so its done faster. The program itself is simple and really easy to understand (once you have done it a couple times). It has saved me loads of time as i am able to load items all at once instead of one at a time. Its very fast and syncs within seconds for real time availability.

The emails sent by the channel manager are spot on and very quickly sent from actual booking time to email transmission. this helps in keeping my real time availability up to date. I manage/maintain 8 properties on this channel manager and its a breeze. Admin is a piece of cake as well, i also love that you can add as many users as you want, customize their capabilities and send notifications to as many emails as you want as well. All in all the program is wonderful and so affordable. Its perfect for a big corporation or the smallest of properties. A++ in my book.



**TRISH L.**

Reservation Manager

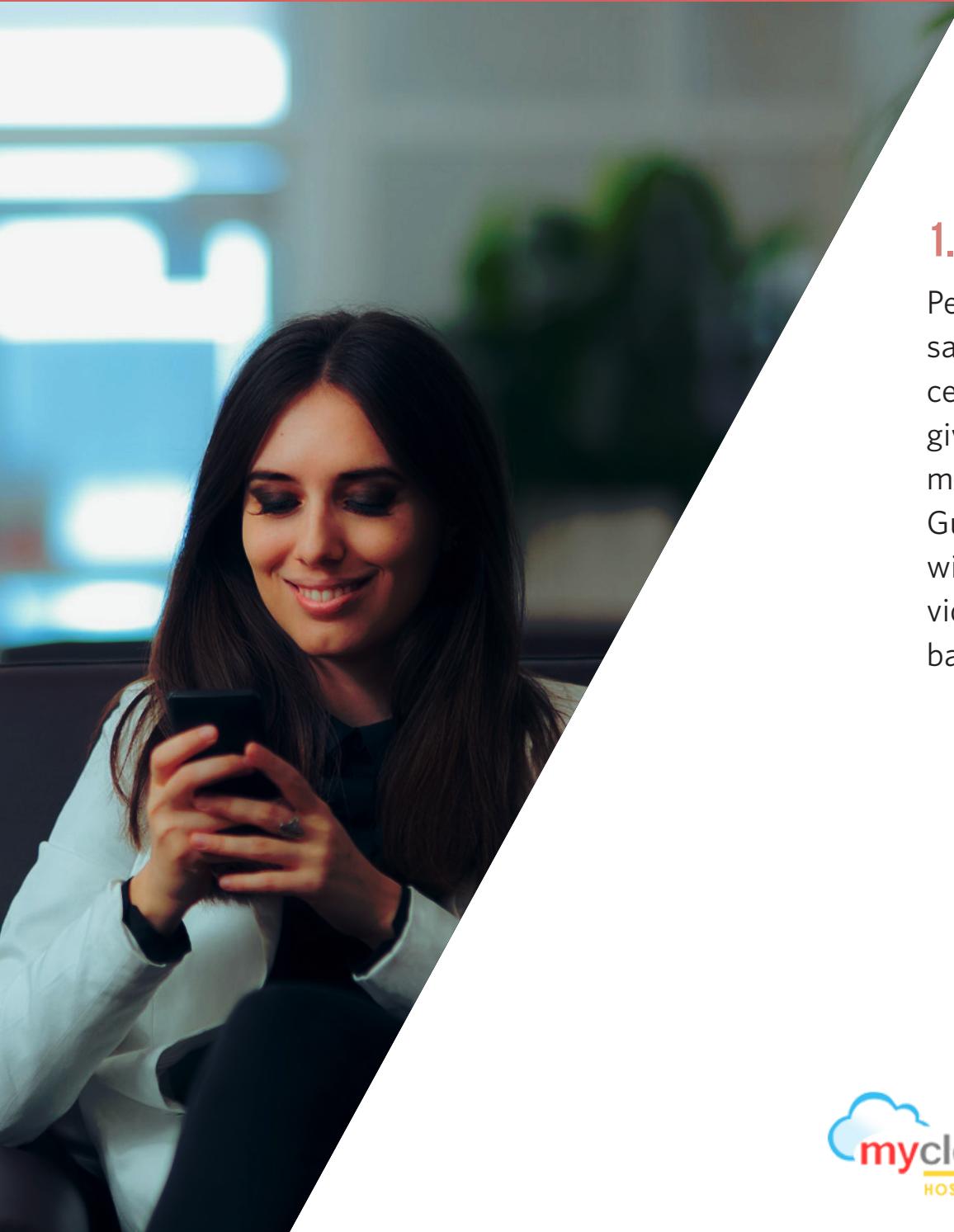
*Liberte Management Group - Hotel Chain Property, Florida*

<http://www.libertemanagement.com/>



1

# CHAT OR MESSAGING TO PROVIDE INFORMATION



## 1. GUEST MESSAGING TO ACCESS INFORMATION

People usually desire comfort, and hotel visitors are the same. They need everything to be simple and easily accessible. Most have made a Guest app where visitors are given valuable information, for example, nearby amusement places, cafés, bars, hospitals, and much more. Guest messaging also permits visitors to communicate with the hotel through SMS texts. Chatbots can also provide repetitive information and interact with a customer based on NLP (Natural language processing).

2

# WI-FI SYSTEM UPDATES



## 2. WI-FI SYSTEM UPDATES

These days, hotel visitors travel with gadgets, for example, smartphones, tablets, and PCs. They generally don't consider Wi-Fi to be an added benefit but as an absolute necessity when they check in to a new hotel.

Hotel clients want to have the option to access the internet consistently and without too many interferences. This makes hotels put resources into better, quicker Wi-Fi systems to work and utilize their devices efficiently when they book their visit. Hotels have started providing free Wi-Fi and premium services like higher bandwidth to access videos and stream movies etc. or use video conferences.

3

# QR CODES



### 3) QR CODES

QR codes aren't the best if we are to admit it. They're inconvenient, non-pleasing, and before now, not received broadly enough to merit your time and energy. Then all that changed with the pandemic.

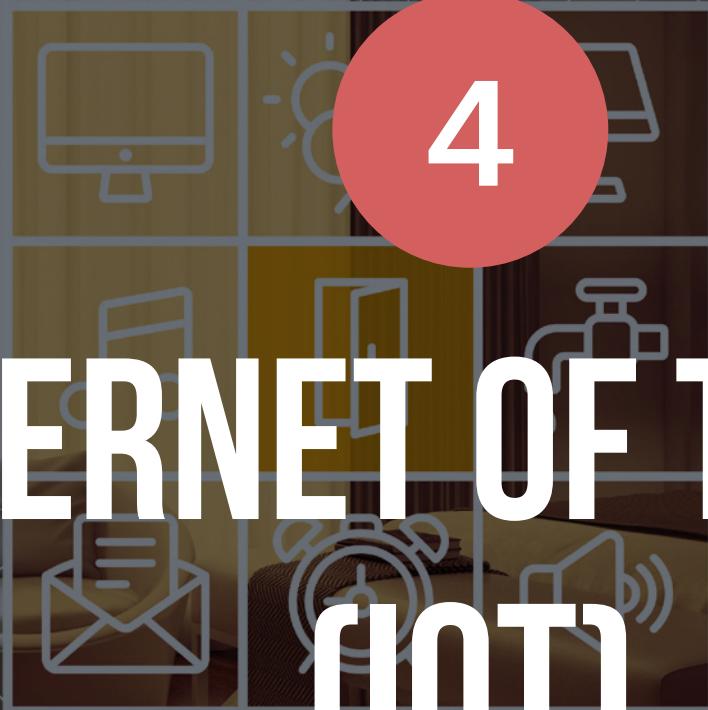
QR (quick response) codes have had unstable reception for quite a long time. Because of the Covid pandemic, cafés everywhere in the world have accepted QR codes once more.

QR codes provide a touchless meal experience. Guests can check a code with their smartphone, access the eatery menu, request food, and even cover their bill. No personal order-taking, dealing with credit cards, or check signing is needed.

Like all other tech patterns in our list, the permanence comes from whether clients adjust. Suppose the client becomes accustomed to utilizing QR codes, for instance. In that case, we can hope to see eateries continuing to use this innovation. QR code offers an amazingly convenient way to allow customers access to various services or information. This can be anything from real-time applications to interact with hotel operations and services or simply access information services.

4

# INTERNET OF THINGS [IOT]





## 4. INTERNET OF THINGS (IOT)

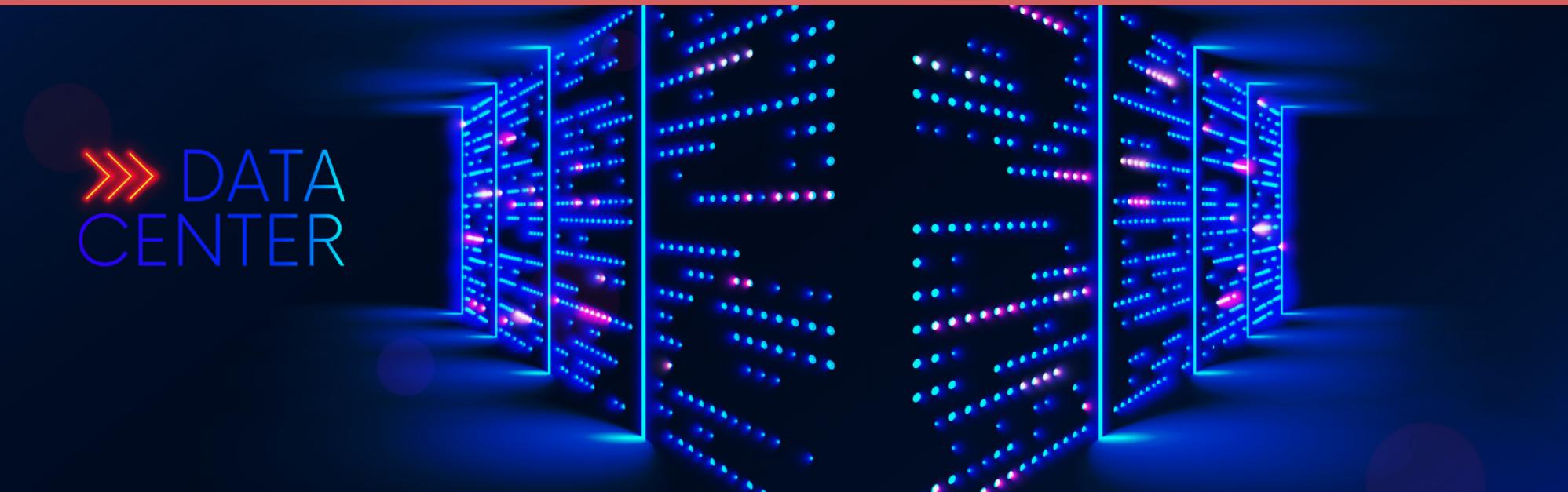
IoT innovation is mostly known for products relating to the idea of the “smart homes” and the devices used to make them possible.

There will be massive development of IoT, especially post-Covid. It's all making a beeline for what's innovative but touchless. Here, the sensors automate a lot of procedures where no touch is required. We have various hotel business data, including room rates, appointments, public reviews, housekeeping, and visitor information.

Putting it all together, IoT takes care of huge chunks of information and is the fuel for AI (for instance, understanding client experiences and reviews). This is a chance for the hotel industry to grow after Covid and bring back our hotel guests. Combining all that information into an IoT platform allows hotels to get advanced. Every one of these smart hotel devices can send data. Ideally, that information is then effectively utilized through some of the AI advancements that are out there.

5

# THE CLOUD



## 5. THE CLOUD

While the cloud isn't necessarily part of IoT, it is a significant element of numerous IoT work processes. Cloud computing alludes to remote (off-site) servers either overseen by the end client or by an outsider supplier to work on, handle and store information while running business applications, rather than having them privately installed on the property. This has different advantages, including cost, versatility, simplicity of maintenance, and more. The pandemic has made the cloud an attractive offering as no hotelier wants to invest in technology. And a SaaS-based application and pay-as-you-use concept allow hoteliers to adopt the latest and best of the technologies and not feel any financial pinch because of opex-related outgo.

6

# CONTACTLESS CONCIERGE SERVICES



## 6. CONTACTLESS CONCIERGE SERVICES

While contactless technology has been a generally inconsistent procedure for hotels, we may see better acceptance considering the pandemic. As hotels continue introducing new practices for relieving and avoiding the spread of COVID-19, concierge service, mobile check-in, and contactless payment alternatives could ascend to the top as effective, more secure decisions. If we keep doing all these, it decreases the chance of spreading the virus.

Technology that can allow contactless check-in includes facial recognition software, passport information, or membership programs.

Offer your visitors contactless registration and, for eating, a computerized QR Menu for their wellbeing. Ensure your visitors stay away from long check-in lines and make simple contactless pre-check-ins. The IDs are pre-received in an application, and hotels can know their visitors before they show up and perform secure advanced ID checks.



Send immediate, computerized transmission messages to all visitors, giving you many choices for constant, contactless communication.

Contactless check-in help visitors utilize a link or an app to give their details. When complete, they gain admittance to their room key employing a cell phone, or they can get it from an assigned pick-up point. Ensure you have all necessary documents prepared and saved for upload.

With contactless hotel meal arrangements, visitors can order room service from anyplace—with no staff interaction utilizing the hotel's app.

Client criticism is vital for any business, no matter its size. Get contactless input with QR codes. Criticisms are normally gathered at check-out aisles on computerized screens.

Contactless payment is a safe payment strategy utilizing a debit or credit card, smartcard, or another payment device by utilizing RFID innovation. A customer taps the payment card close to a terminal furnished with the technology to utilize the framework.

Contactless promotions help clients leaving not to touch surfaces, and they can leave online reviews instead.

7

# ROBOTS USED FOR ROOM SERVICE AND HOUSEKEEPING DUTIES



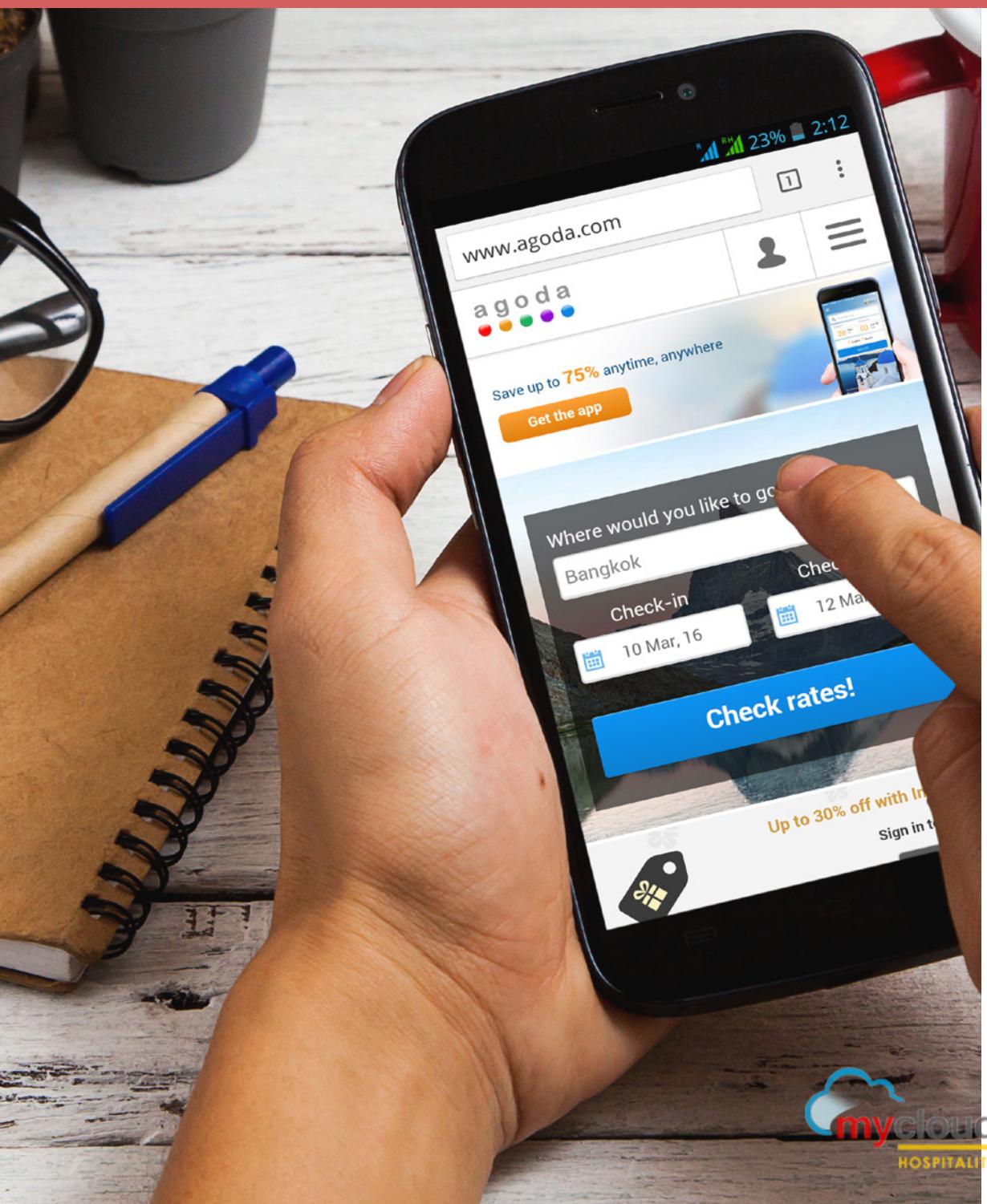


## 7. ROBOTS USED FOR ROOM SERVICE AND HOUSEKEEPING DUTIES

The pandemic is inciting a few businesses to embrace “contactless” alternatives. Robots are used to expand social distancing and lessen the quantity of staff that must come to work. Robots are being utilized in some Chinese hotels for jobs that staff can't perform during the pandemic. From planning room services, serving as waiters in hotel cafés, delivering housekeeping things, administering facemasks and hand sanitizers, robots are highly used to secure hotel clients and staff and avoid the spread of COVID-19. The robots additionally upgrade service quality and client comfort.

8

# MOBILE APPS



## 8. MOBILE APPS

New smartphone applications and touchless innovation are inseparable. Lately, organizations have created new highlights in their apps that are intended to address changing client tastes.

Clients can book hotels with no compelling reason to make physical contact or be close to anyone. Hotel guest apps also permit you to get to your room by an electronic room key, request room service, and make extra demands with zero actual touchpoints. The apps even have a choice of curated meditations from Headspace for instant relaxation.

# LOYALTY AND REWARD

9



# LOYALTY PROGRAM

## 9. LOYALTY AND REWARD

As the travel habits for the majority are being reevaluated, client loyalty programs should be updated. And hospitality experts are putting resources into technology set to be incorporated into the new normal post-Covid.

Reward programs are intended to boost returning customers without estranging first-time clients or overemphasizing the various degrees of guest advantages.

A tailored guest app can offer various degrees of convenience. Reward clients could get the best reservation spaces for the poolside, access higher internet speeds, and get early notices of limited spa offers. Their selections and tastes could be logged as information and shared with the staff to customize their next visit. As they collect 'rewards,' they could see different room prices through the app, and they could log their preferences for every stay. The information accumulated can help hoteliers understand which of their rewards win more clients and their loyalty, helping them address similar classy guests' issues.

10

# SOCIAL MEDIA



## 10. SOCIAL MEDIA

Hoteliers should remain active on their social media platforms, conversing with clients and offering assistance where possible.

Always remember how important the old “word of mouth” factor is for a hotel’s reputation and business. In this advanced world, online media is consistently turning into the main promotional channel.

Sentiment analysis is fundamental for observing your brand’s standing on social media. It permits you to measure clients’ opinions about your business and know what steps you need to take to improve your brand’s reputation.

Utilizing both Net Promoter Score (NPS) and social media is an approach to get additional data of the client experience: NPS gives a wide assessment of the clients’ experience. Having the option to know whether a client posting on social media is an advertiser or a naysayer becomes a superior and more detailed answer for choosing to either



reinforce the loyalty of the advertiser or to fix rapidly the issues recognized by the doubters.

The hotel business can utilize online media to draw in clients with their numerous offers. They can also connect with clients before, during, and after the hotel experience to maintain their cordial relationship.

Implementing a social media system in your customer service model will allow you to speak with clients at a level that guarantees they feel part of your story and urges them to recommend you afterward.

One of the primary changes that should be made to actualize a successful client support system is an adjustment in your “corporate” perspective. Customer service should not be restricted to simply taking care of new issues but should comprise connecting and seeing potential clients’ potential needs before they say anything.

# Conclusion CONCLUSION

Most hotel clients today are independent and well informed but open to using applications or websites. Hotels need to ensure their offers are relevant and convenient. When the pandemic slows down, guests expect hotels to have top-notch technologies and a learned caring staff at the ready.



I am able to attract and improve revenues because of complete automation and integrated e-distribution. The system is able to create accurate forecasts which result in us being able to better manage guest expectations. I strongly recommend mycloud to hotels that work across different platforms and multiple locations

MOSES BARNABAS GENERAL MANAGER | XVA ART HOTEL





## ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer. We provide you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

mycloud Hospitality provides cutting-edge integrated solutions for all aspects of hotel management, including revenue management solutions. Our services are reliable as well as cost-friendly.

Contact us today to find out how to boost your hotel business through cloud technology solutions!

### Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)

