



A new contactless guest experience with touchless operations

The new hospitality

As the pandemic eases, some of its effects will inevitably remain with us. The health crisis has imposed strict sanitisation and social distancing rules which will continue to be observed, even as they contradict the nature of human interaction and contact at the heart of the hospitality industry.

Can a contactless guest experience be superior?

It's the question of the moment: How can hotels provide a superior guest experience and at the same time limit face-to-face interactions with hotel staff? Is it possible to guarantee physical distancing and adhere to health regulations without interfering with guest comfort?

During the health crisis many industries turned to contactless, mobile and smart solutions as guests and staff began to heavily rely on devices and applications for everyday actions and operations.

Reduce the risk

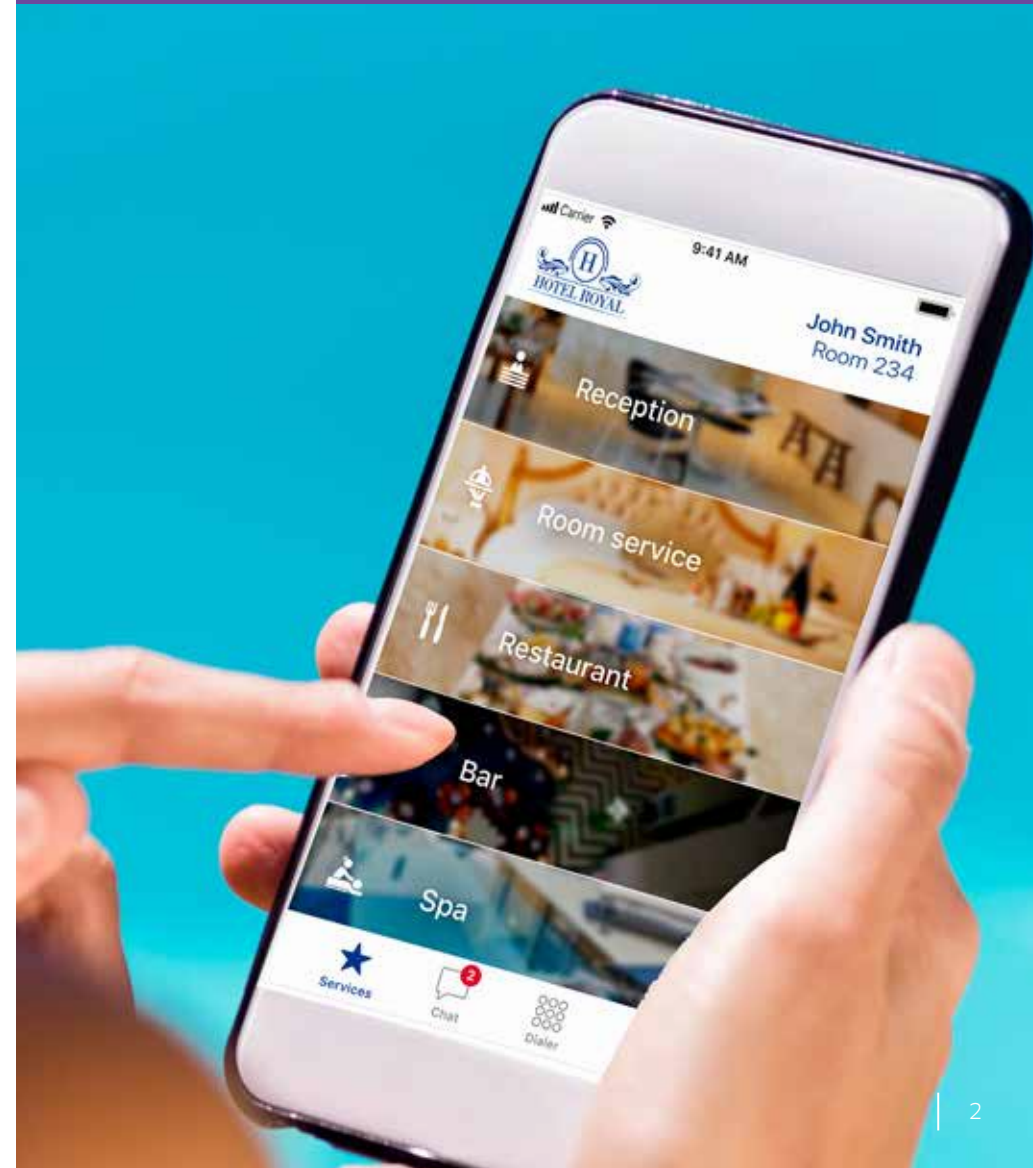
The challenge for the hospitality industry is to enforce high standards of sanitisation and social distancing without sacrificing the guest experience. A digital guest experience can help enforce safety standards, as well as enable personalisation and an understanding of guest needs at every stage of their journey. Technology provides your teams with the tools to anticipate guest needs and go beyond expectations.

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“Technology is one of the keys to achieving a renewed guest experience by enabling security, mobility and self-service solutions. As a trusted hospitality technology vendor, we stand ready to help the industry face the new reality.”

Ana Mata, Alcatel-Lucent Enterprise



Redesigning a contactless guest journey

Revamping digital touch points can increase bookings

A low-occupancy period is the perfect time for revamping hotel websites and mobile apps. This can make them more appealing and interactive and help shorten the decision phase and close more bookings. For example:

- **A virtual or augmented reality hotel tour:** Once the guest is engaged they will find it convenient to initiate direct interaction with the hotel with just one click. The [Alcatel-Lucent Rainbow™](#) APIs help you easily integrate real-time communications such as chat, voice and video into your hotel website or mobile app.
- **AI-powered voice assistants**

Our partner, QuickText estimates that an AI-powered voice assistant, a natural language chatbot capable of autonomously answering most common questions, can increase direct online revenues by 9%

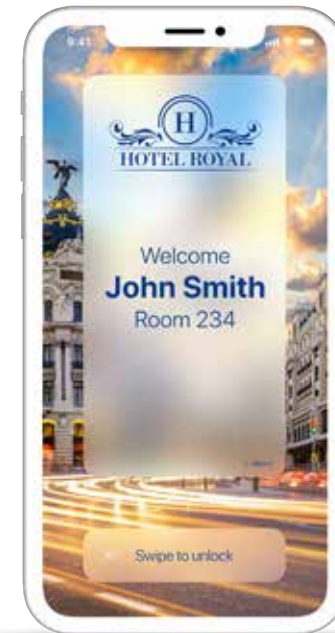
Contactless check-in: Safe and efficient

The main challenge today is to reduce contact interactions including; exchanging documents and keys, touching kiosks and reducing lobby queues. A contactless check-in not only accelerates this stage, but also maintains guest safety by providing:

- Online registration from a guest application
- Contactless, smart kiosks in the lobby, which can integrate thermal imaging cameras, document scanning and facial recognition to simplify the entire registration procedure and minimise contact.

[Alcatel-Lucent Digital Age Networking](#) makes these new check-in options possible. [Alcatel-Lucent IoT enablement](#) automates the onboarding of kiosks, digital signage totems or scanners with secure network connectivity. [Alcatel-Lucent OmniAccess® Stellar Location-based Services](#) can detect the arrival of a guest in the lobby with a reservation. Or you can create fully digital processes, based on [Rainbow Workflow](#). You can send a personalised welcome message to arriving guests, trigger an automatic check-in, download the digital key and guide the guest to the room.

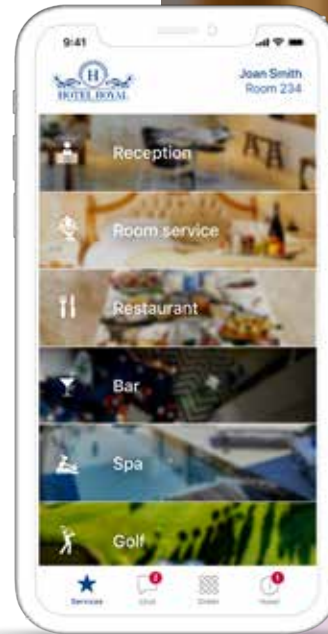
These digital tools do not exclude all human welcome, and should not. But ultimately, with contactless alternatives, only a small number of hotel staff would be needed for traditional check-in or to assist guests with self-service.



Smart guestrooms: Comfort and safety

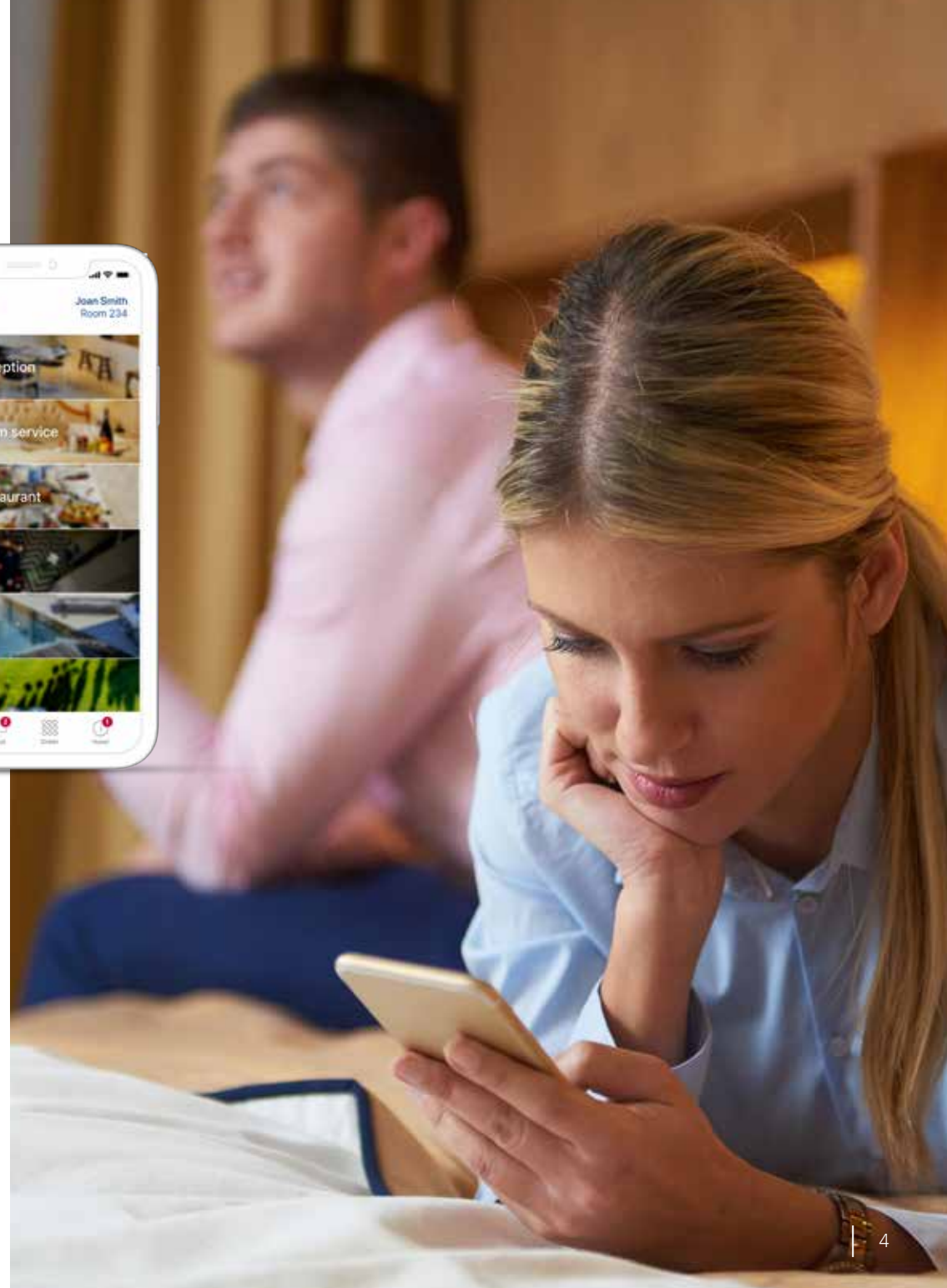
Smart guestrooms were already a great differentiator before the crisis, and now they are an argument for safety. Remote control of the room automation lets guests control their environment without having to press any physical switches. For example:

- **eConcierge applications:** Combine remote room control capabilities with hotel services and ordering in a single guest application. They also make services available digitally to guests beyond the rooms and around the property. Multi-platform solutions allow the deployment of eConcierge on various devices.
- **In-room tablets or IPTV:** Provides a single point of control for the room and services and offers a good alternative for guests who may not want to install an eConcierge app on their own device.
- **Partner eConcierge apps**
 - All in one: The [Hudini](#) multi-platform eConcierge solution can be installed on guest mobile devices as well as on hotel tablets and IPTVs. This integration enables seamless communication between guests and hotel staff which can increase guest mobility and improve the guest experience.
 - For guests who don't want to touch the room phone, [Tapendium](#) have integrated Rainbow voice services into its in-room tablet application
 - In addition to the usual eConcierge services, [Bowo](#) helps you create an authentic experience with a large listing of local services and attractions, enabling you to create additional revenues with a local "digital marketplace"



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On-property services

Indoor location services can provide contextual, dynamic and personalised notifications and offers to guests as they move throughout the property. In the case of large resorts, a people tracking service can accelerate the delivery of ubiquitous services, for example providing drinks and food where the guest is located, or for guests to locate members of their group or family. Location-based services, supported by Rainbow Workflow, provide these capabilities based on the [Alcatel-Lucent OmniAccess Stellar WLAN](#) infrastructure.

After the stay: Express check-out from any device

Express check-out, already a common practice in many hotels, will surely expand in the new reality. Hotels can offer the service on room devices or on a guest mobile application. The process can be personalised with a custom farewell message when the guest leaves the hotel, including useful information about future stays, including new discounts or loyalty points.

Mobilising back-of-house operations

The next big question deals with back-of-house (BOH) operations. How can hotels minimise face-to-face interactions between staff while keeping hotel operations running at the highest standards?

Since teleworking is not an option for hospitality workers, the alternative is to equip the hotel staff within the hotel with mobile devices and cloud-based applications, while at the same time enabling teleworking for those administrative teams who are able to work from home.

With the integration ability provided by Rainbow [Communication Platform-as-a-Service \(CPaaS\)](#) you can enrich your guest and BOH mobile applications with real-time communication channels such as; chat, audio and video. You can increase staff efficiency by providing instant notifications, and direct communications between staff members and between staff and guests. Personal contact will be reduced to a minimum, while the level of efficiency will be raised to a maximum. You can take it one step further to streamline and optimise your digital business processes with customised services implemented using Rainbow Workflow.

Non-secured applications, such as WhatsApp, can expose you and your guests' data. General Data Protection Regulation (GDPR), cloud-security compliant applications and services ensure the security guests and staff require.

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Powerful Wi-Fi to support the guest experience and back-of-house operations

For check-in, in-room, and on-property services to operate smoothly, superior quality, pervasive Wi-Fi is necessary, so guests can get information, request services or ask for help from anywhere in the hotel facility. The OmniAccess Stellar WLAN is adapted for the hospitality industry and meets the latest Wi-Fi standard with high-density capabilities for common spaces and discrete, powerful room coverage.

The cloud: Continuity, flexibility and security

According to the IDC European IT Buyers Survey, 30% of respondents believe they will see even higher transformation to cloud due to the pandemic.

The hospitality industry is no stranger to the shift to the cloud but its adoption has been slow until now. Hotel systems must always be on to meet certain business needs, even during a total shutdown such as the recent mandatory stay-at-home orders. This unprecedented situation has revealed how difficult and complex it is to provide remote access and to keep many of the existing processes running. Cloud benefits are twofold: It offers a solution for business continuity and cost containment in exceptional situations, as well, it can help optimise operations and enables the introduction of new applications, with no financial risk.

These factors should make cloud-based management solutions particularly advantageous for hotel operations. In fact, most PMS, CRM and business intelligence applications have cloud versions which **can be accessed anytime and anywhere, require no on-site hardware and maintenance and are based on flexible Software as a Service (SaaS) subscription models**. In the event of a partial or total hotel closure remote workers would be able to access operations that must be active at all times while the rest of services could be reduced to a minimum or even stopped.

Alcatel-Lucent Enterprise provides cloud-based services in a subscription model to help advance the wave of cloud adoption and innovation. With [Alcatel-Lucent OmniVista® Cirrus Network Management as a Service](#), the cloud version of the ALE network management system, customers can manage their network remotely, even if it is fully distributed across multiple locations as it is frequently the case for hotel chains and resorts. Other innovative solutions in the ALE networking portfolio such as, Location-based Services (LBS) and [Alcatel-Lucent OmniAccess Asset Tracking](#), are native cloud-based applications available in a subscription model. Rainbow and Rainbow Workflow are also delivered as a cloud service (Communication Platform as a Service) and offer all capabilities with strict security and are data privacy compliant.

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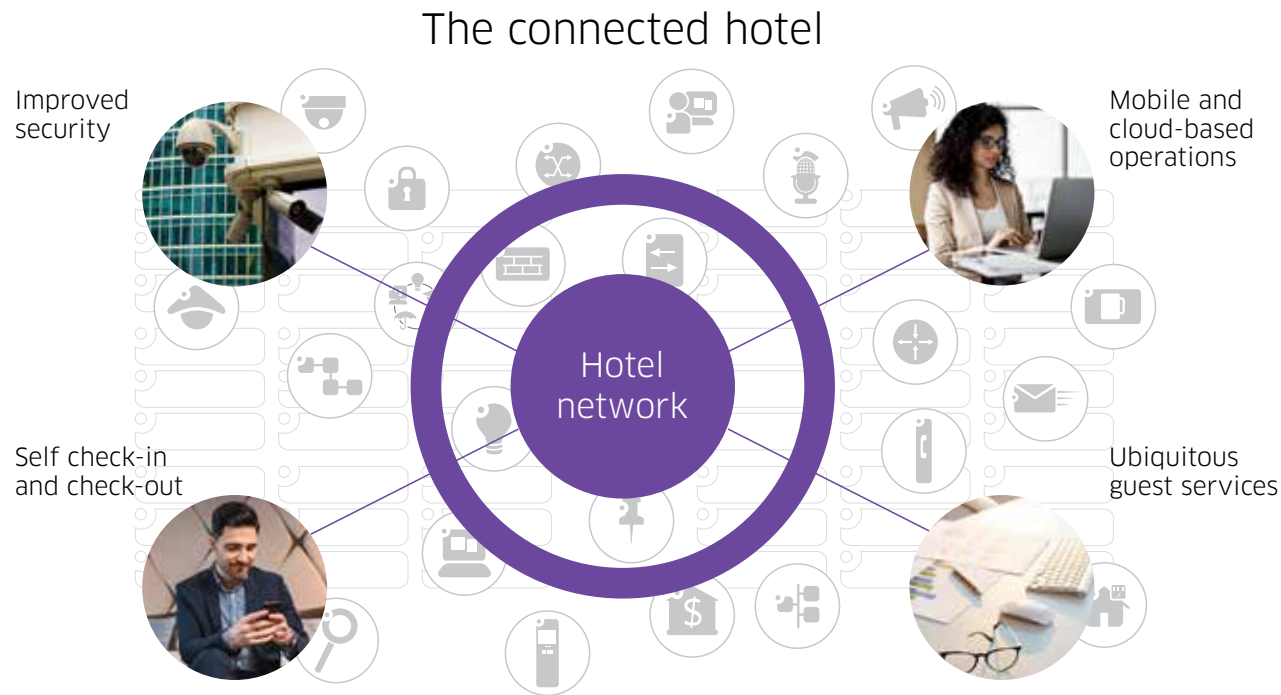
Remote work and management rely on network capabilities

To make all services possible **the hotel network must be able to provide high levels of mobility, quality of service (QoS) and security for hotel operations to run smoothly and seamlessly around the clock.**

Digital Age Networking provides a reliable, secure and versatile infrastructure to support work from anywhere with the best performance. The [Alcatel-Lucent OmniSwitch®](#) family and OmniAccess Stellar WLAN network portfolio delivers state-of-the-art capacity, security and reliability to meet the requirements for low-delay and high-bandwidth mobile applications for staff.

New network requirements

An intelligent network is the main component that brings everything together, providing seamless and secure connectivity between guests, staff, devices and applications. The ALE network infrastructure, including OmniAccess Stellar Wi-Fi, location-based services, and Rainbow Workflow can enable these services.



More contactless. More mobile. More cloud. Smarter.

At ALE we see three ways in which the network plays an essential role in a smooth implementation of new hospitality standards and requirements:

1. Improving security to create a safe environment

New complex security systems, devices and applications will need to be deployed and managed. The network must provide the **automation, security and networking standards** necessary to **connect new devices and support services, and prevent cybersecurity breaches**, with the best performance and minimum effort.

2. Redesigning the guest journey

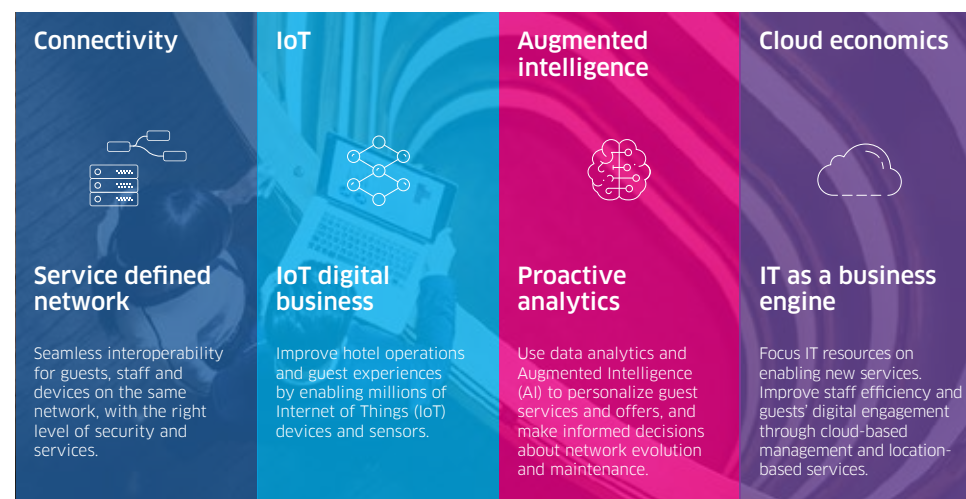
The well-known “before, during and after the stay” paradigm will require more thought. Technology will replace much of the face-to-face contact between guests and staff. To **ensure guest satisfaction and comfort**, as well as a superior quality of experience, the network must provide **pervasive and high-speed connectivity for smooth integration with guest services and devices**.

3. Mobilising back-of-house (BOH) operations

Teleworking is unfortunately not a real option for the hospitality industry. However, the concept of ‘remote work’ based on mobility and the cloud could be a game changer in hospitality. Hotel operations can rely more on cloud-based management solutions, which can be accessed anytime and anywhere, require no on-site hardware and maintenance, and are based on flexible Software as a Service (SaaS) subscription models. The network must be ready to provide **high levels of mobility, quality of service and security** for the hotel operations to **run smoothly and seamlessly** around the clock.

BOH mobile applications can be a solution to minimise face-to-face interactions within staff, and between staff and guests.

A Digital Age Network can help you address these challenges and enable innovative services. It improves your operations efficiency, simplifies IT work and powers a digital, contactless guest experience with comprehensive mobility, guest-device in-room automation services to ensure a memorable and safe, guest experience. You can also create additional services, while maintaining a low total cost of ownership (TCO).



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We are Alcatel-Lucent Enterprise.

We make everything connect by delivering technology that works, for you. With our global reach, and local focus, we deliver networking and communications. On Premises. Hybrid. Cloud.



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