Next Gen Customer Experience

The hospitality industry, at present, is in the midst of an ongoing global evolution. In today's fast-changing global market, hotels are striving to articulate customer requirements and adopt modern technologies to exceed customer expectations by consistently delivering the brand promise throughout the value chain and across stakeholders. For a hotel there is nothing more important than to satisfy customers' needs as satisfied customers become repeat customers and repeat customers leave recommendations leading to enhanced profits. Hotels around the world are beginning to realize the tremendous potential of advanced technologies like RFID, Wi-Fi, Location based system (LBS), Mobility etc., interfaced/integrated with enterprise systems like PMS, BMS, ERP, CRM etc., in order to deliver higher level of customer satisfaction while also automating operations of the hotel.
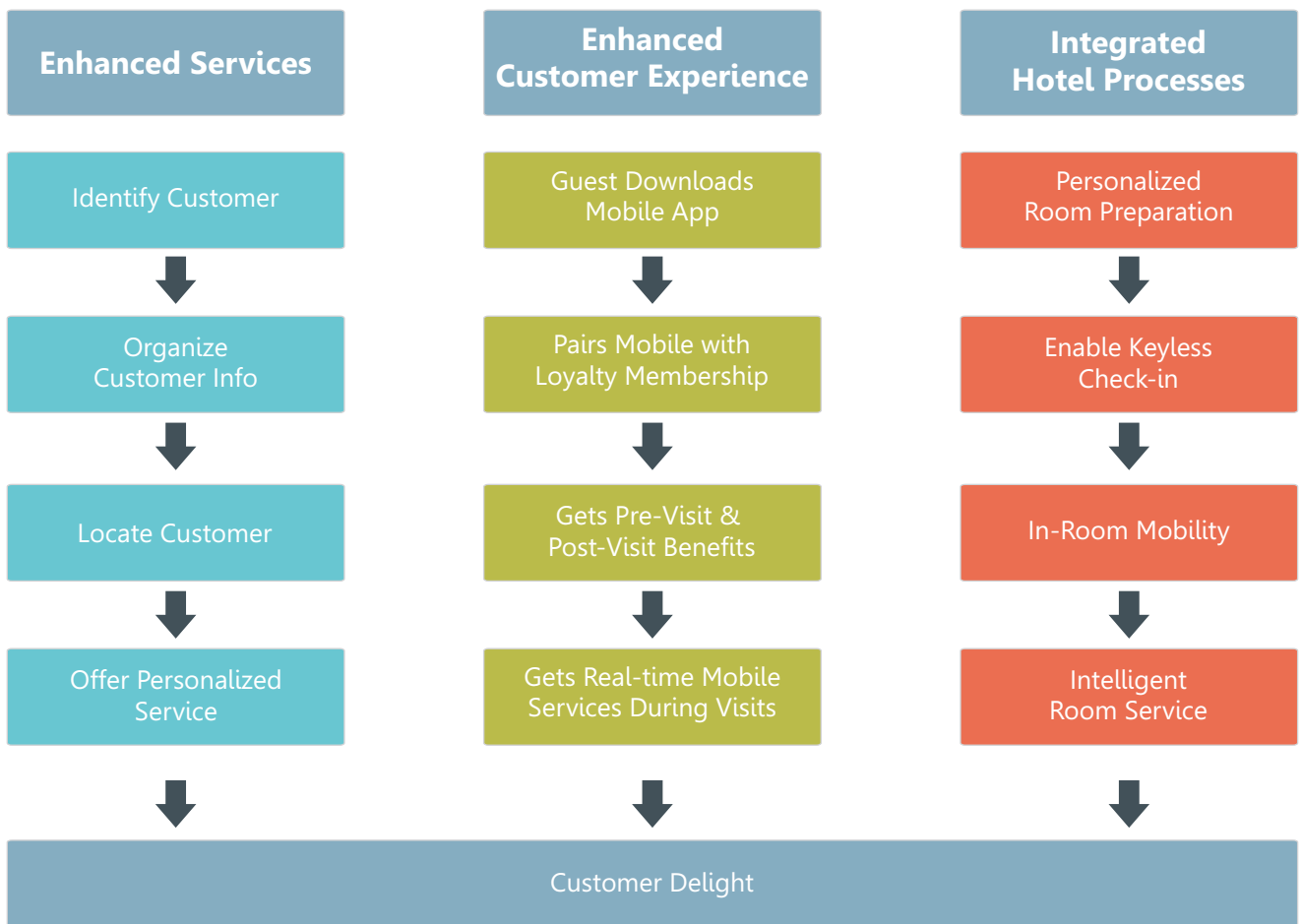
ITC infotech, with vast experience in delivering technology-led business solutions, strongly believes that Customer Experience is the key towards Customer Delight. ITC Infotech's PatrOne solution is designed to personalize customer experience by employing cutting-edge technologies together with mobility, to automate & integrate business processes

Business Challenges

- Difficulty in enabling an option of keyless check-in to guests
- Unavailability of instantaneous guest information to hotel associates
- Inability to provide an option for guests to use their own mobile device to control guest-specific operations/needs
- Lack of aggregated/synchronized data from various sources (PMS, CRM) in real-time
- Necessity of technology inclusion to simplify & automate hotel processes
- Requirement of collecting & analyzing data from day to day hotel operations for faster service delivery

Synchronized Solution Workflow

Enhanced Services	Enhanced Customer Experience	Integrated Hotel Processes
Identify Customer	Guest Downloads Mobile App	Personalized Room Preparation
↓	↓	↓
Organize Customer Info	Pairs Mobile with Loyalty Membership	Enable Keyless Check-in
↓	↓	↓
Locate Customer	Gets Pre-Visit & Post-Visit Benefits	In-Room Mobility
↓	↓	↓
Offer Personalized Service	Gets Real-time Mobile Services During Visits	Intelligent Room Service
↓	↓	↓

Customer Delight

PatrOne Solution

PatrOne solution is a suite of smart modules designed to simplify hotel processes while offering personalized services to the guest using cutting edge technologies integrated with the hotel's property management system (PMS/CRS). This is made possible with the help of mobile apps for Guests & Associates, along with a centrally managed application server which also enables seamless backend integration.

Guest Mobile App is made available through market place (Google Play, AppStore) and Associates Mobile App can be downloaded from Enterprise App Store.

- Centralized Web & Mobile enabled solution
- Caters to multiple properties across geographies
- Converges data from different systems like loyalty, PMS, ERP, POS etc., through enterprise integration/interfacing
- Alerts & Notifications
- Real-time guest information availability
- Location Based Services for both Guests & Associates

Mobile App for Guests

- ☑ **Notification:** Welcome message & zone identification
- ☑ **Seamless Check-in:** Keyless door opening & line-busting
- ☑ **Offers:** Zone & guest-specific deals on guest's mobile device
- ☑ **In-Room Automation:** Controlling in-room features/devices through mobile device
- ☑ **Property Mapper:** Hotel map on mobile screen & directions
- ☑ **E-Concierge:** Concierge desk on mobile device
- ☑ **E-Menu:** All restaurants on mobile device along with order history
- ☑ **E-Cam:** Outside-the-door view on mobile & remote door opening
- ☑ **Social Feedback:** Connecting to the external world & hotel management
- ☑ **Communicator:** Communicate with hotel staff interfacing
- ☑ **Alerts & Notifications**

Mobile App for Associates

- ☑ **Alert:** Instantaneous Guest Recognition
- ☑ **Room Service:** e-Communication between guest & associate for all room services
- ☑ **Housekeeping:** Smart housekeeping through guest presence monitoring
- ☑ **Communicator:** Mobile & desktop based messaging & guest-info forwarding between associates; instant SMS and/or e-mail notifications
- ☑ **Employee Search & Emergency Evac:** Management of employee distribution inside the hotel

Business Benefits

- Enhances guest loyalty through higher level of customer satisfaction
- Reduces human errors with respect to services
- Provides advance updates to the hotel staff on likes & dislikes of guests, through enterprise integration
- Increases the efficiency of the hotel staff significantly
- Enables both guest & associate specific data analytics
- Allows for enhanced exposure of the hotel to social networks
- Transforms technology landscape of hotels in alignment with the latest advancements
- Differentiates the hotel against competition with unique services
- Simplifies the way guests & associates transact everyday

ITC Infotech is a fully owned subsidiary of ITC Ltd, a diversified business conglomerate. ITC is one of India's foremost private sector companies and runs market-leading businesses in multiple segments. ITC completed 100 years of leadership in 2010.

ITC Infotech is a global IT services and solutions company. The company focuses on developing industry specific solutions aimed at client's unique business requirements and challenges in critical performance areas. ITC Infotech has also established technology Centers of Excellence (CoEs) to deepen capabilities and incubate cutting-edge technical competencies.

A robust outsourcing model, comprehensive suite of differentiated solutions, and focus on excellence in execution, have provided ITC Infotech a leadership position in its chosen domains. The company is working with a bevy of Fortune listed global customers and its service delivery footprint spans five continents, spread across 140 countries.

For more information, please write to: contact.us@itcinfotech.com | www.itcinfotech.com