

# Revitalizing Personal Service with HOTEL KIOSKS

## for Business Travel

For many entrepreneurs, executives and managers, there is no substitute for pitching to a prospective partner or meeting a client in person. In the U.S. alone, business travel generates almost \$300 billion a year nationally, and hotels everywhere taking their share of the pie by implementing cutting-edge digital hotel kiosks that help boost profits and improve customer satisfaction.



### It's My Pleasure to Assist You

For many hotels, a strong first impression establishes the ability to serve guests beyond expectations. An efficient, feature-rich hotel kiosk can provide seamless customer service and helps set the stage for building long-term brand loyalty. Hotel kiosks offer business guests:



#### Easy Check In and Out

Automated self-service kiosks allows customers to quickly locate reservations, put a credit card on file, and obtain room keys that are encoded and dispensed right from the kiosk.



#### Concierge Services

Hotel kiosks provide around-the-clock access, and can easily relay information such as transportation schedules, conference room details and room service menus.



#### Wayfinding

Through precise location services and easy to navigate user interfaces, hotel kiosks help guests navigate through sprawling facilities or business districts where conventions, events or other meetings may be clustered.



#### Loyalty Programs

According to one study, 65% of business travelers belong to at least one hotel loyalty program, and are open to trying new loyalty programs if a unique experience is provided. Hotel kiosks provide effortless loyalty program sign-ups, and allow current members to access rewards details in a straightforward, uncomplicated manner.



#### Beacon Technology

Kiosks can detect Bluetooth-enabled mobile devices and push relevant information to applications or display targeted digital signage on kiosk screens through as a customer approaches. Sales driven by beacon technology are expected to reach \$44 billion in 2016, over 10 times 2015 figures.

## There's No Place Like Second Home

Hotels rely on repeat business through brand preference as a vital source of revenue and hotel kiosks provide guests with a self-service experience they prefer. Consumers spend over \$200 million through kiosks annually, and kiosks influence another \$8 billion in offline sales. Furthermore, it has been shown that loyal customers will stay in less desirable locations or spend more money for a hotel experience they trust.



#### 85% Profit Increase

Studies have shown that a 5% uptick in customer loyalty can generate an 85% increase in profit in the travel industry.



#### 75% of Business Travelers

3/4 of business travelers prefer to check in to hotels digitally and 71% say they would prefer to settle their hotel bill digitally.



#### 9.5x ROI

Investig in business travel can have a huge ROI. Studies show that for each dollar invested in attracting new business traveler customers, revenue of \$9.50 is generated.



## 1 Kiosk for 5 Types of Business Traveler

The Global Business Travel Association has identified five distinct types of people who travel for business, each with distinct needs that hotel kiosks help address.

# 01

#### THE VETERAN

Hotel kiosks offer the most experienced travelers hassle-free check in and out as well as a place to access loyalty program rewards points. They can also efficiently access, print or email necessary receipts for painless expense reports.

#### ROAD WEARY

These workers travel frequently but are less likely than veterans to embrace life on the road. Above all, they value security, and hotel kiosks securely support virtually any payment method and come built in with state-of-the-art protection against malware or viruses to help ensure the safety of personal information.

# 02

# 03

#### ROOKIE ROAD WARRIORS

The less experienced business traveler tends to enjoy the road but gets nervous navigating new destinations. Hotel kiosks provide extensive information about hotel amenities, nearby businesses and through digital signage, can showcase special events that may help guests feel more at ease in unfamiliar surroundings.

#### THE PASSIONATE HIGH-TECH

Frequently crisscrossing the friendly skies for conventions and speaking tours, this type of traveler relies heavily on technology to keep projects and calendars on track. Hotel kiosks can integrate with mobile devices and applications that allow virtual concierges to serve them wherever they are outside the hotel.

# 04

# 05

#### THE OCCASIONAL RECRUIT

This group of travelers is eager to explore new destinations while on business and often meets with friends and other colleagues on the road. Of travelers between ages of 20-25, 7% make an effort to build leisure into their business trips, and hotel kiosks serve them by providing details about travel packages, guided tours, and local adventures.