

HOTEL KIOSKS HELP Secure Guest Comfort

As travelers become more aware of the risk of data breaches, decision-makers throughout the hospitality industry are working double time to provide solutions with security in mind. Travelers can sleep better, and hotels are more successful, when innovative technology is deployed that provides convenient self-service while also enhancing the security of important customer data.



MORE CUSTOMERS MEANS MORE DATA TO PROTECT



Every year, hotels welcome an increasing number of guests, each with sensitive information that creates a greater need for trustworthy security. Today's digitally-savvy travelers expect not only the maid to respect their privacy when the do not disturb sign is out, but also that the hotel's IT department has a reliable security plan in place to protect their business and personal data alike.



2.2 Billion

The number of business or leisure trips taken by Americans in the last year as reported by the U.S. Travel Association, an increase of 3.3 percent



4 Devices

The number of digital devices a typical business traveler carries



75%

The percentage of travelers who expect travel-related companies to protect their personal data to the same, or even a higher, standard as a financial institution



PROTECTION BEGINS IN THE HOTEL LOBBY

Studies show that **73% of travelers prefer the convenience of kiosks** for automated check-in, and **61% prefer self-service for settling their bill**. In addition, convenience doesn't sacrifice security, and hotel kiosks include many robust data protection features such as:



Protection against viruses and ransomware

Hackers are more likely to target off-line machines, so hotels can shield both their customers and themselves by minimizing downtime through remote monitoring.



Biometric scanners

One study found that **87% of guests** were in favor of the hospitality industry using biometric technologies for guest services.



EMV technology

Kiosk EMV transactions validate a card's authenticity by employing a one-time security code each time, cutting the likelihood of counterfeit card fraud to near zero. As an added benefit, EMV capabilities allow for hotels to accept virtually any type of payment, be it cash, credit, debit or mobile.



Encryption capability

The hotel IT department can further increase its control by using an encrypted connection to store sensitive customer data off-site, making it inaccessible to unauthorized users or hackers.

INCREASE SECURITY AWARENESS THROUGH LOYALTY PROGRAMS

As many hotels, casinos and resorts are already taking advantage of the fact that digital kiosks make it easy for guests to sign up for or review loyalty program benefits, many creative executives are also building security awareness through the same rewards system.

As travelers access their loyalty program accounts, hotel kiosks can be configured to prompt customers to take actions that safeguard their data. Through hotels kiosks, loyalty programs can be setup to:



- Award points to customers who use "strong" passwords that are more difficult to hack.
- Offer discounts to customers who register for security alert services or sign up for reminder emails to update passwords or security questions.
- Launch an informative video that details the hotel's commitment to protecting their data.



CONTACT OLEA KIOSKS TODAY

Olea Kiosks has been building award-winning kiosks for 40 years. Contact Olea today to find out how our American-made kiosks can help simplify your customers' travel experience while keeping their data more secure!



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