

## Usage of Mobile Application in Hotel Industry: A Case of H World App



Source: Pixabay (2019)

### Background

Mobile applications have long been used in the hotel industry since 2009 (Mo Kwon et al., 2013), with major chains like Accor and Marriott developing their own apps (ALL.com & Marriott Bonvoy App) to promote customer satisfaction and loyalty (Parapanos & Michopoulou, 2023).

The H World app is a mobile application developed by the H World Group (华住会), which manages over 9000 hotels worldwide. The all-in-one digital platform not only aims to optimize customer experience, but to establish itself as an excellent marketing tool by offering a wide range of opportunities for targeted marketing and customer loyalty (China Lodging Group, 2023).

The app features 17 different services from booking to self-check-in, in-room services, and post-check-out rewards (TravelDaily China, 2022). Users can pay through the app, access information about local experiences, and book amenities like washing machines, all from a single platform (TravelDaily China, 2022). The app is also linked to “H Rewards”, a loyalty program that provides exclusive offers and discounts, incentivizing customers to book via the app and collect points (Huazhu, 2020). By providing value throughout the customer journey from initial use to post-adoption, the app promotes loyalty and revisits (Stocchi et al., 2022).

### Challenges

Although the implementation of the H World app can streamline the entire process of a stay—from booking to post-check-out—and promote customer satisfaction and loyalty, it might not create a significant competitive advantage for H World Group (华住会). Key competitors, including both international hotel chains and domestic rivals such as Jin Jiang International (锦江国际) and Marriott International, have heavily invested in their apps to enhance customer

experience. The features of these apps are very similar across hotel groups, making it challenging for the H World app to stand out from the competition.

### **Discussion Questions**

1. How do mobile applications like the H World app enhance the overall customer experience in the hotel industry?
2. What features within the H World app do you think are most likely to encourage user engagement, and why?
3. How important is it for hotel to include local experiences and amenities in their app? What impact does this have on customer satisfaction?
4. In comparison to traditional loyalty schemes, how effective do you think loyalty programs in mobile apps like "H Rewards" are?
5. Given that many hotel brands are developing their own mobile applications, how can H World Group differentiate its app to create a competitive advantage?

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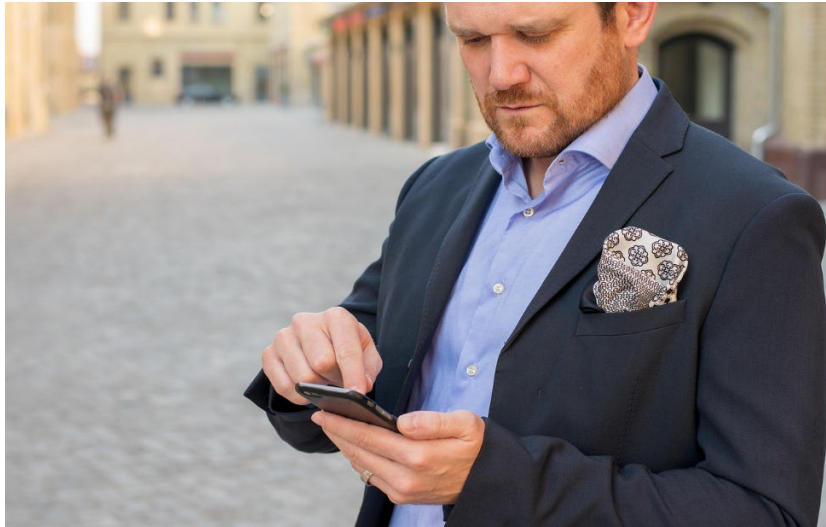
### **Keywords**

- Hospitality
- Mobile technology
- Customer experience
- Self-service technology
- Loyalty program
- Personalization
- Customer engagement

### **Acknowledgement**

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## 移动应用程序在酒店行业的应用：华住会 App 案例



Source: Pixabay (2019)

### 背景

移动应用程序在酒店业的应用可以追溯至 2009 年 (Mo Kwon et al., 2013)，雅高、万豪等主要连锁集团均开发了自有应用程序 (ALL.com 及万豪旅享家 App) 以提升客户满意度与忠诚度 (Parapanos & Michopoulou, 2023)。

华住 App 是由华住集团 (华住会) 开发的移动应用程序，该集团在全球管理着超过 9,000 家酒店。这一体化数字平台不仅旨在优化客户体验，更致力于通过提供广泛的精准营销与客户忠诚度建设机会，将其自身打造成卓越的营销工具 (China Lodging Group, 2023)。

该应用程序集成了 17 项不同服务，涵盖从预订、自助入住、客房服务到退房后奖励的全过程 (TravelDaily China, 2022)。用户可通过该单一平台完成支付、获取本地体验信息、预订如洗衣机等设施 (TravelDaily China, 2022)。该应用还与“H Rewards”忠诚度计划关联，该计划提供独家优惠与折扣，激励客户通过 App 进行预订并累积积分 (Huazhu, 2020)。通过在客户旅程 (从初次使用到后续采纳) 中持续提供价值，该应用促进了客户忠诚度与复访率 (Stocchi et al., 2022)。

### 挑战

尽管华住 App 的实施可以简化从预订到退房后的整个住宿流程，并提升客户满意度与忠诚度，但它可能无法为华住集团 (华住会) 带来显著的竞争优势。其主要竞争对手，包括国际酒店连锁及如锦江国际、万豪国际等国内同行，均已大力投资各自的应

用程序以提升客户体验。各酒店集团的应用程序功能高度同质化，这使得华住 App 在竞争中脱颖而出变得尤为困难。

## 讨论问题

1. 华住 App 等移动应用程序如何提升酒店业的整体客户体验？
2. 您认为华住 App 中的哪些功能最有可能促进用户参与度？原因是什么？
3. 酒店在其应用程序中包含本地体验与设施信息的重要性如何？这对客户满意度有何影响？
4. 与传统忠诚度计划相比，您认为移动应用程序中的“H Rewards”等忠诚度计划效果如何？
5. 鉴于许多酒店品牌都在开发自有移动应用程序，华住集团应如何实现其 App 的差异化以建立竞争优势？

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## **关键词**

- 酒店业
- 移动技术
- 客户体验
- 自助服务技术
- 忠诚度计划
- 个性化
- 客户参与度

## **致谢**

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## 行動應用程式在酒店業的應用：華住會 App 案例



Source: Pixabay (2019)

### **背景**

行動應用程式在酒店業的應用可以追溯至 2009 年 (Mo Kwon et al., 2013)，雅高、萬豪等主要連鎖集團均開發了自有應用程式 (ALL.com 及萬豪旅享家 App) 以提升客戶滿意度與忠誠度 (Parapanos & Michopoulou, 2023)。

華住 App 是由華住集團 (華住會) 開發的行動應用程式，該集團在全球管理著超過 9,000 家酒店。這一體化數位平台不僅旨在優化客戶體驗，更致力於透過提供廣泛的精準行銷與客戶忠誠度建設機會，將其自身打造成卓越的行銷工具 (China Lodging Group, 2023)。

該應用程式整合了 17 項不同服務，涵蓋從預訂、自助入住、客房服務到退房後獎勵的全過程 (TravelDaily China, 2022)。用戶可透過該單一平台完成支付、獲取本地體驗資訊、預訂如洗衣機等設施 (TravelDaily China, 2022)。該應用還與「H Rewards」忠誠度計劃關聯，該計劃提供獨家優惠與折扣，激勵客戶透過 App 進行預訂並累積積分 (Huazhu, 2020)。透過在客戶旅程 (從初次使用到後續採納) 中持續提供價值，該應用促進了客戶忠誠度與回訪率 (Stocchi et al., 2022)。

### **挑戰**

儘管華住 App 的實施可以簡化從預訂到退房後的整個住宿流程，並提升客戶滿意度與忠誠度，但它可能無法為華住集團 (華住會) 帶來顯著的競爭優勢。其主要競爭對手，包括國際酒店連鎖及如錦江國際、萬豪國際等國內同行，均已大力投資各自的應

用程式以提升客戶體驗。各酒店集團的應用程式功能高度同質化，這使得華住 App 在競爭中脫穎而出變得尤為困難。

## 討論問題

1. 華住 App 等行動應用程式如何提升酒店業的整體客戶體驗？
2. 您認為華住 App 中的哪些功能最有可能促進用戶參與度？原因是什麼？
3. 酒店在其應用程式中包含本地體驗與設施資訊的重要性如何？這對客戶滿意度有何影響？
4. 與傳統忠誠度計劃相比，您認為行動應用程式中的「H Rewards」等忠誠度計劃效果如何？
5. 鑑於許多酒店品牌都在開發自有行動應用程式，華住集團應如何實現其 App 的差異化以建立競爭優勢？

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## 關鍵字

- 酒店業
- 行動技術
- 客戶體驗
- 自助服務技術
- 忠誠度計劃
- 個人化
- 客戶參與度

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