Self Check-in App in Hotel Industry: A Case of Marriott Bonvoy

Source: Pixabay (2015)

Background

Marriott Bonvoy is the global loyalty program of Marriott International, one of the world's largest and most renowned hospitality companies. Launched in February 2019, Marriott Bonvoy consolidated Marriott's previous loyalty programs—Marriott Rewards, The Ritz-Carlton Rewards, and Starwood Preferred Guest (SPG)—into a single, unified program. This integration aimed to provide a seamless and enhanced experience for members across Marriott's extensive portfolio of brands (Marriott International, 2019).

Recognizing the evolving landscape of traveler preferences and the increasing importance of self-service technology, Marriott Bonvoy has integrated its self-check-in app to address the changing needs of its guests (Marriott Bonvoy, n.d.). The integration of the Marriott Bonvoy self-check-in app aligns with the company's strategic objectives to enhance the guest experience, minimize direct staff contact, and offer a more personalized and efficient service. This adoption of technology not only addresses current market expectations but also positions Marriott Bonvoy as a forward-thinking brand.

By allowing guests to choose their check-in time, hotels create a calm moment for them to complete the registration process, avoiding the usual rush at the reception desk. This approach gives hoteliers a valuable opportunity to present their services and boost revenue through upselling and cross-selling. During the relaxed and private check-in facilitated by online systems, hotel staff can use this extra time to showcase various services and amenities. This might include offering paid room upgrades, suggesting additional services, and promoting value-added packages. Self-check-in kiosks and hotel apps are effective tools for consistently implementing upsell strategies, enhancing the guest experience, and increasing hotel revenue.

Challenges

However, the seamless integration of guest-facing apps and devices with the hotel's property management system (PMS) is a big challenge. Issues with data transfer and guest recognition have been persistent obstacles. Ensuring the security of guest data and protecting their privacy is also paramount. Self-check-in systems must be robust against cyber threats and data breaches. Effective integration is crucial for a smooth and error-free online check-in experience, requiring investment in technology and a commitment to resolving these issues.

Additionally, the hospitality industry is known for its personalized service, and self-check-in apps may reduce face-to-face interactions, potentially impacting guest satisfaction. Not all guests may be comfortable or familiar with using self-check-in technology, especially older guests or those who are less tech-savvy.

Discussion Questions

1. How can hotels encourage guests, especially those who are less tech-savvy, to adopt self-check-in apps?

2. What strategies can hotels implement to ensure that the self-check-in process enhances the overall guest experience?

3. How can hotels maintain a personal touch in guest interactions while increasing the use of self-check-in technology?

4. What are the main challenges in integrating self-check-in apps with a hotel's property management system (PMS)?

5. How can hotels ensure seamless data transfer and guest recognition between self-check-in apps and the PMS?

6. What future trends and innovations do you foresee in the use of self-check-in technology in the hospitality industry?

References

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Keywords

- Hotel
- Loyalty program
- Self-service technology
- Data security and privacy
- Personalization
- Property management system