

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 RitzCarlton 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

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酒店行业中的自助入住应用：万豪旅享家案例研究



Source: Pixabay (2015)

背景

万豪旅享家是万豪国际集团全球常客计划，万豪国际是世界最大、最知名的酒店业公司之一。该计划于 2019 年 2 月推出，将万豪旗下品牌常客计划——万豪奖励、丽思卡尔顿奖励以及星木优惠客人（SPG）——整合成一个统一的计划。这一整合旨在为会员提供无缝且优化的体验，覆盖万豪广泛的品牌组合（Marriott International, 2019）。

明白到旅客偏好不断演变以及自助服务技术日益重要的格局，万豪旅享家已整合其自助入住应用程序，以应对客人的变化需求变化（Marriott Bonvny, n.d）。万豪旅享家自助入住应用程序的整合符合公司提升客人体验、减少直接员工接触并提供更个性化且高效服务的战略目标。这种技术采用不仅满足当前市场期望，还将万豪旅享家定位为一个前瞻性的品牌。

通过允许客人选择入住时间，酒店为他们创造了一个平静的时刻来完成登记过程，避免了前台的常规高峰期。这种方法为酒店运营者提供了宝贵的机会，向客人展示服务并通过升级销售和交叉销售来提升收入。在在线系统提供的放松且私人的入住过程中，酒店员工可以使用这额外的时间来展示各种服务和设施。这可能包括提供付费房型升级、推荐套餐额外服务以及推广增值套餐。自助入住终端和酒店应用是持续实施追加销售策略的有效工具，能够提升宾客体验并增加酒店营收。

挑战

然而，将面向客人的应用程序和设备与酒店物业管理系统（PMS）无缝整合是一个重大挑战。数据传输和客人识别问题一直是持续的障碍。确保客人数据的安全并保护他们的隐私也至关重要。自助入住系统必须对网络威胁和数据泄露具有强大抵抗力。有效整合对于提供顺畅且无错误的在线入住体验至关重要，需要在技术上的投资以及致力于解决这些问题。

此外，酒店业以个性化服务闻名，而自助入住应用可能会减少面对面互动，从而潜在影响客人满意度。并非所有客人都熟悉或舒适使用自助入住技术，尤其是年长客人或技术不熟练者。

讨论问题

1. 酒店如何鼓励客人，尤其是那些技术不熟练的客人，采用自助入住应用？
2. 酒店可以实施哪些策略来确保自助入住过程提升整体客人体验？
3. 酒店如何在增加自助入住技术使用的同时，保持客人互动的个人化触感？
4. 将自助入住应用与酒店物业管理系统（PMS）整合的主要挑战是什么？
5. 酒店如何确保自助入住应用与 PMS 之间无缝的数据传输和客人识别？
6. 您预见酒店业中自助入住技术使用未来的趋势和创新是什么？

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关键词

- 酒店
- 忠诚度计划
- 自助服务技术
- 数据安全与隐私
- 个性化
- 物业管理系统

致谢

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酒店業中的自助入住應用程式：萬豪旅享家案例研究



Source: Pixabay (2015)

背景

萬豪旅享家是萬豪國際的全球忠誠度計劃，萬豪國際是世界上最大、最知名的酒店業公司之一。該計劃於 2019 年 2 月推出，將萬豪之前的忠誠度計劃——萬豪獎勵、麗思卡爾頓獎勵以及星木優選客人（SPG）——整合成一個統一的計劃。此一整合目的是會員提供無縫且優化的體驗，涵蓋萬豪廣泛的品牌組合（Marriott International, 2019）。

認識到旅客偏好不斷演變以及自助服務技術日益重要的格局，萬豪旅享家已整合其自助入住應用程式，以應對客人的變化需求（Marriott Bonvoy, n.d）。萬豪旅享家自助入住應用程式的整合符合公司提升客人體驗、減少直接員工接觸並提供更個人化且高效服務的策略目標。此一技術優化採用不僅滿足當前市場期望，還將萬豪旅享家定位為一個前瞻性的品牌。

透過允許客人選擇入住時間，酒店為他們創造了一個平靜的時刻來完成入住登記過程，也避免了前台的常規高峰期。此一方法為酒店業者提供了寶貴的機會，向客人展示服務並透過升級銷售和交叉銷售來提升收入。在線上系統提供的放鬆且私密的入住過程中，酒店員工可以使用這額外時間來展示各種服務和設施。這可能包括提供付費房間升級、建議額外服務以及推廣增值套餐。自助入住亭和酒店應用程式是有效工具，用於一致實施升級銷售策略，提升客人體驗並增加酒店收入。

挑戰

然而，面向客人的應用程式和裝置與酒店物業管理系統（PMS）無縫整合是一個重大挑戰。資料傳輸和客人識別問題一直是持續的障礙。確保客人資料的安全並保護他們的隱私也至關重要。自助入住系統必須對網路威脅和資料外洩具有強大抵抗力。有效整合對於提供順暢且無錯誤的線上入住體驗至關重要，需要在技術上的投資以及致力於解決這些問題。

此外，酒店業以個人化服務聞名，而自助入住應用程式可能會減少面對面互動，從而潛在影響客人滿意度。並非所有客人都熟悉或舒適使用自助入住技術，尤其是年長客人或技術不熟練者。

討論問題

1. 酒店如何鼓勵客人，尤其是那些技術不熟練的客人，採用自助入住應用程式？
2. 酒店可以實施哪些策略來確保自助入住過程提升整體客人體驗？
3. 酒店如何在增加自助入住技術使用的同時，保持客人互動的個人化觸感？
4. 將自助入住應用程式與酒店物業管理系統（PMS）整合的主要挑戰是什麼？
5. 酒店如何確保自助入住應用程式與 PMS 之間無縫的資料傳輸和客人識別？
6. 您預見酒店業中自助入住技術使用未來的趨勢和創新是什麼？

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- 個人化
- 物業管理系統

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