

ACCENTURE MOMENTS MANAGER FOR HOSPITALITY

Inspire your guests.
Inspire your workforce.
Inspire your brand.

Over

48%

of customers expect specialized treatment in return for brand loyalty, and around one in three customers have abandoned a business because it failed to provide them with a personalized experience.



HOW IT WORKS

Anne is a frequent business traveller, who regularly stays at this particular hotel chain. On recent stays, she has requested late check-out, and booked a massage. Seeing this, the team at the hotel have automatically added late check-out to Anne's booking. They have also made a provisional booking at the spa so that Anne can have a massage if she wants one, or cancel free of charge.

In her room, Anne finds a complimentary bouquet of flowers as the front desk have noticed this is her 25th stay with the hotel. Before bed, Anne uses the voice-activated assistant to make dinner reservations for the following day, and to set up a wake-up call for the following morning.

Recent research by Accenture suggests that hyper-relevancy – the ability to provide high-level personalization – is crucial to creating exceptional travel experiences.

Accenture has joined forces with Salesforce® to create a cloud-based solution that allows for real-time personalization for the hospitality industry - starting on arrival at the reception desk, and flowing through their interactions with the entire hotel workforce.

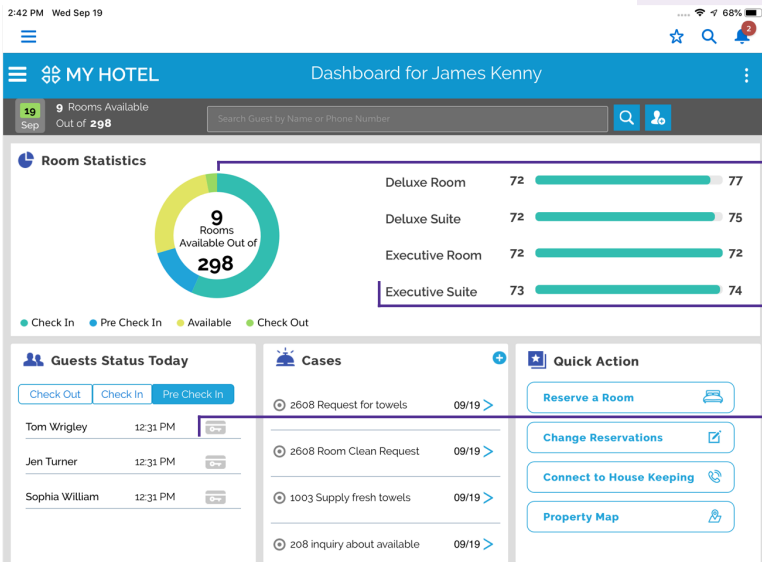
Accenture's solution is a mobile enabled solution built on Salesforce Lightning. The solution is a highly Interactive mobile, AI and Voice solution built using Salesforce Service Cloud and Salesforce Einstein.

INSPIRE YOUR GUESTS

Designed to give your guest a superior visit, the solution draws together information from a variety of sources indicating their historical preferences and providing data-based insights. That means your guest should never have to give a hotel chain the same information twice, check-in and check-out should be hassle-free, and a personalized experience will encourage your guest to keep coming back. This may result in more bookings, better occupancy rates, the ability to increase room rates and a higher level of guest satisfaction.

Each guest has a profile, which updates in real-time, so the information is always up-to-date and accurate. The information might be drawn from a feedback form on the hotel's website, an emailed survey sent after their stay, or even a hand-written comment card left in a room. It could even be something a staff member noticed and logged in the system.

The solution can also be integrated with the reservations process, service recovery where there has been a past issue, social listening with the guest's consent, drawing data and analytics from a wide variety of sources including social media sites to anticipate a guest's needs.



No. of rooms available

Pre checked in Guests /room type

Tap on this to launch Room allocation widget

With this solution, long check-in queues and drawn out check-in processes can become a thing of the past. Tired and weary travellers who have had a long journey can now expect a seamless experience powered by technology including artificial intelligence.

The solution is ready-made for integration with a voice activated personal assistant, offering guests a hassle-free way to communicate their needs to the concierge. Recent research suggests people are now using more natural language when they use voice activated assistants, suggesting they are becoming more comfortable with the technology. Since your guests think and talk faster than they can type, this presents an opportunity to discover a great deal more about their needs and desires.

The technology uses a guest's historical preferences to identify opportunities to personalize their stay. If your guest normally requests a high floor, usually requests an extra pillow or likes to have additional bottles of water in their room, this information will be readily available within the solution. The hotel's team can organize these touches before the guest has requested them, exceeding expectations and setting new standards for hyper-relevancy.



HOW IT WORKS

Paulo is a duty manager at Royal Hotels. He comes in at the start of his shift and uses the solution to get an overview of the day. He allocates work to his team using the information it gives him to prioritise, and he's able to anticipate potential busy periods when he may need extra help at reception to ensure the day runs smoothly. He also uses the solution to spot opportunities to make a guest's stay extra special – if he notices they have a birthday during their stay, he sends a slice of the hotel's famous chocolate cake and a birthday card to their room.

INSPIRE YOUR WORKFORCE

Empowering a hotel's workforce, including both front of house and support staff, is the goal of this solution. It enables teams to work together smoothly, and offer guests a tangibly better stay.

The solution is capable of integrating with your legacy systems to pull together everything you might need to know to provide exceptional service to the guest on a single screen allowing for effective time-management and seamless guest experiences.

Its information updates in real-time to let the hotel's workforce know how many check-ins and check-outs they are expecting to manage that day, how many rooms are available, information on any early arrivals as well as late check-outs.

In the 'quick action' menu, the team gets a birds-eye view of any housekeeping requirements that may require their attention. Under 'cases', the concierge can quickly see any outstanding guest requests, for laundry, housekeeping or dinner reservations etc.

The solution will let also the team know what the purpose of the guest's visit is, allowing the team to provide the right kind of service accordingly.

INSPIRE YOUR BRAND

The Accenture Moments Manager for Hospitality, built on the Salesforce Platform is designed to help keep your brand's promise. It inspires your workforce to provide guests with the particular experience they are looking for on this stay – perhaps the same guest will have different needs depending on whether their stay is for a family holiday, a romantic weekend away, a business trip or a solo travel experience. Our premise is that hotels can no longer afford to operate a one-size-fits-all model, and our solution can enable the degree of personalization that is so crucial today.

It even allows you to monitor your brand power in real-time. On the insights section of the screen, you can see your guest's customer satisfaction score (CSAT) as well as their Net Promoter Score (NPS), and see recommendations for improving them.

NEXT STEPS...

If you have a client this solution might be suitable for please contact **Michael J Robinson** at michael.j.robinson@accenture.com or **Deepa Iyer** at deepa.iyer@accenture.com.

