

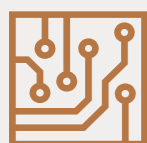
ORACLE

Work Smarter, Not Harder

A Hotelier's Guidebook to Tapping the
Power of AI and Automation



Travelers indicate they're interested in personalized advertising, offers, amenities, room controls and, of course, special treatments that make their entire experience memorable. However, thousands of guests circulate through hotels each year, making it nearly impossible for hoteliers to manually meet their demands without leaning on technology for help.



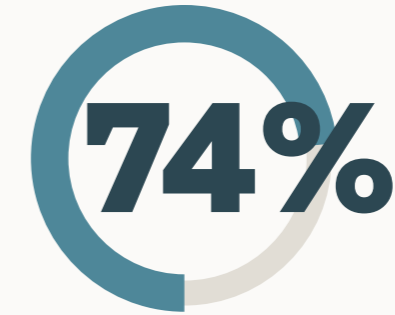
Artificial intelligence (AI)

AI in the hospitality industry can address this challenge, and consumers are excited to embrace it, too.

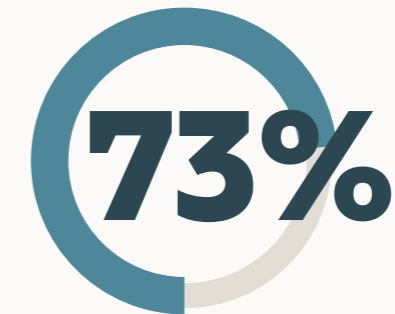
Simplify day-to-day tasks with automation that lets your staff focus on what they do best—making guests happy.

Recent Oracle Hospitality and Skift research found **74% of guests are interested in hotels using AI to better tailor services and offers**. AI allows hoteliers to tap into the power of data, **creating customized offerings for guests** based on their reasons for travel, past room choices, amenity likes and dislikes, and more. For example, AI can present personalized booking and upsell options to guests when they reserve rooms online or to hotel staff when they help guests find rooms over the phone or during check-in. Through the use of AI, customers are able to get the unique experiences they increasingly demand, and hotels are empowered to improve operations based on data-driven guidance, make smart pricing decisions, and drive revenue growth. These are just a few of the many ways AI can benefit hotels.

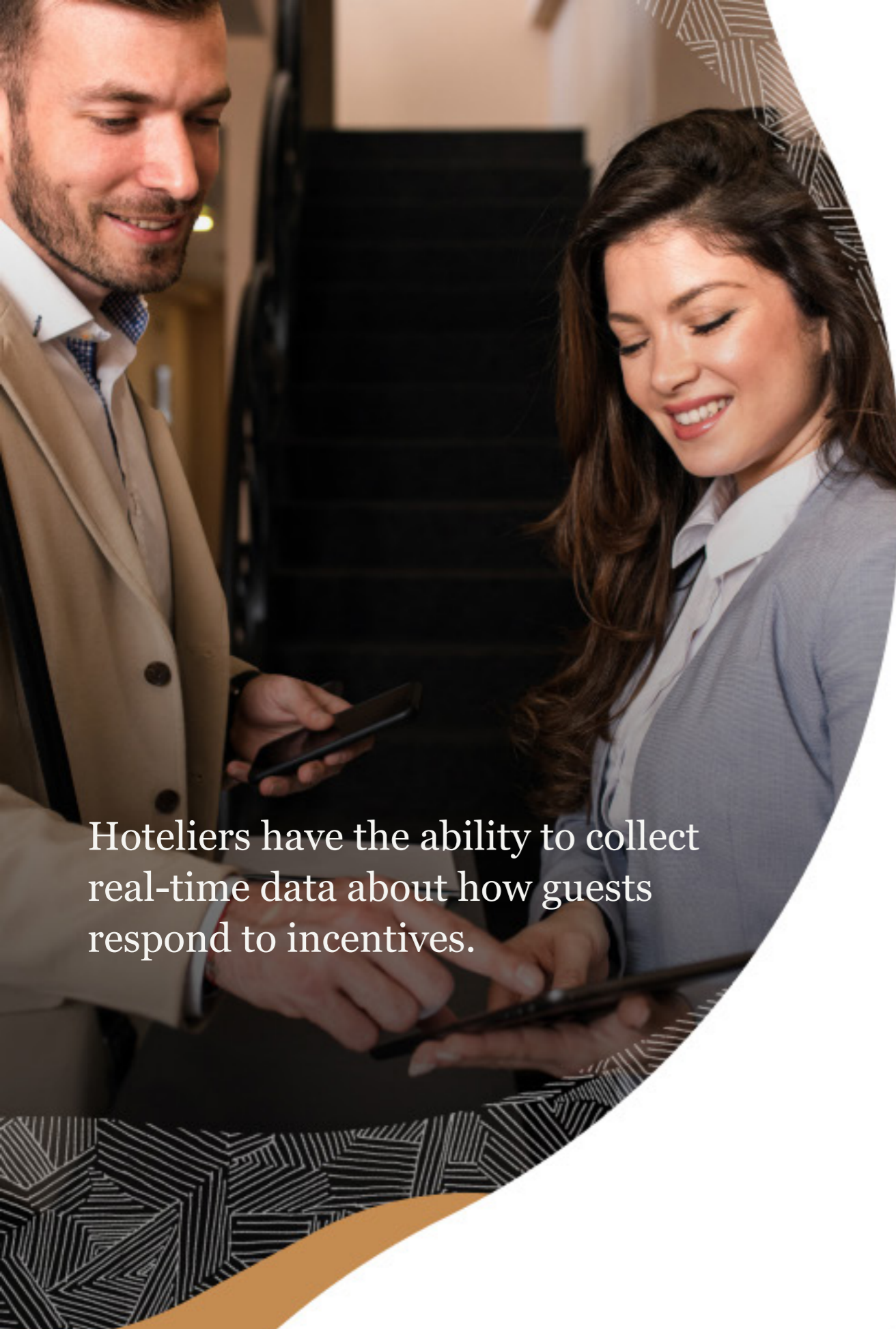
Furthermore, the use of automation in the hospitality industry is on the rise as hoteliers seek ways to boost productivity and increase guest satisfaction. That shift is also aligning with consumer requests for self-service opportunities, with **73% of people wanting hotels to offer technology that minimizes contact with staff and other guests**. It's a must for hotels to focus on automating simple requests and repetitive tasks such as wake-up alarms or towel requests, freeing employees to spend more time delighting guests and improving the bottom line.



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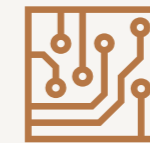


Hoteliers have the ability to collect real-time data about how guests respond to incentives.

Gain insights to drive growth

Hoteliers' ability to collect real-time data about how guests respond to various initiatives presents a phenomenal opportunity. However, hotel managers often find themselves facing a never-ending to-do list and don't have the time to manually comb through these growing data files. Reporting and analytics tools address that challenge by saving time and improving productivity, and they also reduce the risk of human error.

Each hotel has its own unique needs, which is why reporting and analytics tools are customizable. Hotel managers can input their own queries and access specific sets of data at any time, allowing for quick analyses and responses to an ever-changing industry environment.



Reporting and analytics dashboards

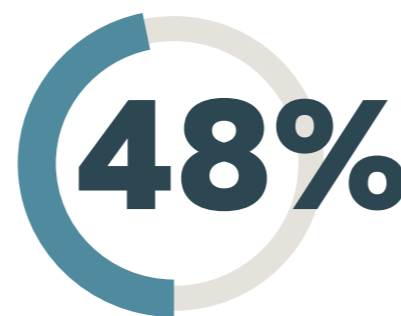
[Reporting and analytics](#) dashboards track relevant business metrics on a single platform, creating visual representations of data that provide insights to make strategic decisions quickly.

Increase revenue through customization and personalization

It's no secret that travelers return time and time again to those hotels where they're given a wonderful and personalized experience. Where the front desk staff remembers their name and their preference for a corner room or notes that they got a massage in the spa during their last visit—and perhaps offers a discounted rate if they'd like to book another. For hotels, understanding who their customers are, why they're traveling, what they enjoy most, and ultimately, how much they're willing to spend can help drive revenue.

Personalization in hospitality requires hoteliers to truly understand their customer and their journey, whether a guest is booking online, on the phone, or in person. AI-powered upsell solutions such as [Oracle Hospitality Nor1](#) allow staff to efficiently present offers to customers because the automated process gives them insight-driven offers to suggest that have already been preapproved by hotel management, helping drive incremental revenue and saving time at check-in. Guests benefit by receiving access to upgrades specifically tailored to their stay and interests.

Additionally, hospitality businesses often need to integrate existing or custom technology solutions to meet their unique set of needs. [Integration platforms](#) facilitate easier collaboration, drive innovative product development, and present hoteliers with a world of opportunities to learn more about their guests. Integrations can potentially provide access to more data, yielding a more comprehensive understanding of guest behavior and preferences. This data can then be used to create hyperdetailed guest loyalty programs, improve service, and ultimately boost revenue.



Nearly half of executives [in a recent survey](#) said they **plan to use AI and analytics to provide more personalized service to customers** before and during their trip.

Guests benefit by receiving access to upgrades specifically tailored to their stay and interests.





Optimize hotel inventory

A [cloud-based property management system](#) allows hoteliers to eliminate costly and tedious onsite updates. It can automate many tasks, such as assembling customer profiles and updating room inventory information and accurate room rates. Benefits abound for guests and employees. Employees can access these details at the touch of a button, and guests receive service in the most streamlined manner possible, which is often the first step to building brand affinity and loyalty.

As hotels leverage automated property management systems to understand the best and most personalized offer for a guest, they're also optimizing sales of premium inventory. To maximize revenue, hotels obviously don't want premium inventory to go unused or undersold. Delivering optimal, well-chosen offers to guests helps ensure this, and guests benefit with an upgraded room. Automation can also be applied to help alleviate time-consuming tasks such as room assignments—a project that could previously take an employee an entire day now takes just half an hour.

Big or small events are also integral to hotel revenue. It's imperative hoteliers make the right decision about which event bookings to accept to best utilize available time and space. These decisions require careful consideration of numerous variables; [sales and event management software](#) can support data-driven decision-making. For example, it can calculate the likelihood of an event inquiry turning into a confirmed reservation, and how to best facilitate the event to maximize space.

Hoteliers can decide on the ideal event bookings to best utilize available time and space.



AI and automation

AI and automation also play a vital role for hoteliers in managing inventory for hotel rooms and meeting and event space. They support data-driven decision-making that allows managers to take the most profitable actions swiftly.



Guests have access to a wide variety of channels to book hotel stays.

Connect with consumers anytime, anywhere

Guests have access to a wide variety of channels to book hotel stays, with many choosing to make a reservation through a third-party source instead of contacting a hotel directly. To keep pace with consumer demands and adapt to an increasingly digitized world, savvy hoteliers use [distribution technology](#) from a single system for unprecedented connectivity between property management systems, direct distribution channels, booking engines, indirect channels, and more.

These solutions—powered by AI to drive decision-making and automation to make the process easy and frictionless—enable hotel staff to save time, maximize the opportunity within each channel, and benefit from single-system efficiencies. They also expand market reach to a new set of consumers, potentially creating new relationships that might not have otherwise formed organically.



Automation orchestrates hotel restaurant operations

While relaxing pool or spa-side, guests often order food or beverages to complement their experiences. Hotel staff can take advantage of [mobile POS systems](#)—designed to withstand heat, spills, and falls—to take orders, send tickets to the kitchen, and process payments all without moving a single step. This same process might have previously required employees to manually deliver each order ticket from distant hotel premises to the kitchen, which makes work more stressful for staff and reduces their interactions with guests. Automation can help hotel restaurants significantly improve efficiency, resulting in food and beverage operations functioning at their peak ability. Revenue increases because the kitchen can put out food faster. Guests express greater satisfaction due to rapid service. Employees have a lighter workload and can spend more time connecting with customers.

Furthermore, guests may want to enjoy food and beverages at different locations depending on the time of year. Summer customers might want to sip a beverage near the pool, whereas winter guests might want to take a meal near the hotel lobby's fireplace. Mobile POS systems can be employed to serve customers anywhere at anytime.

Hotel restaurants can improve efficiency through automation, resulting in food and beverage operations functioning at their peak.



Mobile point of sale

Mobile point-of-sale systems eliminate manual tasks for restaurant staff, helping expedite service, better engage guests, and increase food and beverage sales.



Hospitality technology's vital role

Nor1

creates opportunities for hoteliers to increase incremental revenue by presenting offers for upgraded rooms and services with the greatest likelihood of acceptance. Powered by artificial intelligence and machine learning, Nor1 helps hospitality businesses engage guests through rational, data-driven upsell opportunities at the time of booking, through follow-up guest emails, or at check-in. These upsells are pivotal to hoteliers as they try to recoup lost revenue. Fortunately, any hotel staffer can learn how to use this application within 15 minutes. Furthermore, Oracle provides dedicated support staff for every hotel using Nor1 to help managers determine how to optimize products, services, and pricing in the most profitable fashion.

[Learn more](#)

OPERA Cloud

fits the bill for an all-in-one property management system, offering methods to orchestrate hotel operations, aggregate guest preferences, manage room inventory and rates, and constantly evolve, all while keeping data secure. What's more, the cloud-based system simplifies IT and centralizes data, making information accessible to everyone at anytime and anywhere. Oracle understands every business requires a unique suite of solutions. That's why we offer an open API architecture and built-in integration services to meet the needs of all hotels.

[Learn more](#)

OPERA Cloud Sales and Event Management

which is a part of OPERA Cloud, helps hoteliers maximize revenue from conferences, banquets, and other large events by providing analyses about which business opportunities will best utilize a location's available time and space. The tailored software allows hotel managers to conduct offsite customer visits or even roam the property with customers during site inspections, check availability of inventory, and make changes to the customer's bookings while on the go. As an added benefit, this solution also offers simplified catering resource management with flexible menu options and item inventory control.

[Learn more](#)

Oracle Hospitality Integration Platform

allows hoteliers and technology vendors to connect to OPERA Cloud PMS, giving them unimpeded access to the data within it for faster product development. The platform represents a reinvention of Oracle's integration model: It enables innovations that improve hotel operations and elevate guest experience and makes them available in a matter of days and weeks, rather than months and years. Such advances can yield an even greater understanding of guest behavior and preferences to build more detailed guest loyalty programs.

[Learn more](#)

OPERA Cloud Reporting and Analytics

mines insights from data, boldly moving enterprises forward with facts, not hunches. This technology captures data across functional areas, including hotel operations, revenue management, sales, marketing, and catering. It can also create visual representations of dense datasets, empowering hoteliers with the power to make quick decisions about the analytics needed to understand performance and improve the bottom line.

[Learn more](#)

OPERA Cloud Distribution

is a cloud-based, mobile-enabled platform that allows hoteliers to connect to direct and indirect channels from a single system. Operators can determine exactly the product and pricing they want to deliver and link directly to the source, accelerating speed to market and enhancing revenue management capabilities.

[Learn more](#)

Oracle MICROS Symphony POS

is a mobile POS system designed to accelerate service and increase guest satisfaction by helping staff manage customer orders from anywhere on the property using [Symphony](#), our secure, cloud-based POS software. Regardless of whether this tablet is placed in a guest's room or near a pool, hoteliers don't have to worry because the device is equipped with a long-lasting battery and built for maximum reliability in the face of heat or spills.

[Learn more](#)

Oracle's Kitchen Display Systems

optimize workflows, food quality, and speed of service by prioritizing color-coded orders and updates from POS systems, websites, and mobile apps in real time. Furthermore, the solution automatically alerts kitchen staff about ticket times that have exceeded restaurant standards to ensure consumer demands for efficient food service are being met.

[Learn more](#)

Oracle Hospitality brings more than 40 years of experience in providing technology solutions to independent hoteliers, global and regional chains, gaming companies, and cruise lines.

Our hardware, software, and services enable customers to act on rich data insights that deliver personalized guest experiences, maximize profitability, and encourage loyalty.

Learn more at [Oracle Hospitality](#)

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