ORACLE®
Hospitality

A Technology

Guide for a

Touchless

Guest Journey

June 2020

A Technology Guide for a Touchless Guest Journey

2020 will be regarded as a year of profound changes at a global scale. One that will probably reshape the way we do business, enjoy our vacations and how we relate to each other in general.

The hospitality industry is at the heart of this paradigm shift. Hoteliers are acting fast to be prepared for new operational requirements and guest services needs.

Oracle Hospitality is committed to partnering with our customers to adapt as fast as possible, to meet these new conditions and trends.

This technology guide provides ideas to support with these new scenarios, utilizing both core OPERA and Simphony functionality and our extended partner network. We are sure you'll find valuable ideas in this document and encourage you to reach out to your account executive should you need any assistance.

Guest Journey Touch Points

We have divided the guest journey into 6 main touch points, from booking to post-stay.

You will find, for each touch point, one or more activities where Oracle can help reducing unnecessary contact.

It will be clearly indicated if the functionality is achieved via OPERA Cloud (OC) OPERA 5 (V5) Hotel Mobile (HM) Simphony (Sim) or if it's leveraged via partner integrations ( )

Each touch point has a hyperlink to quick-jump to its section

The trail at the top will keep you oriented in your journey

Theme icons designate the purpose of the suggested activity

Touchless

The icon on the bottom-left corner on each section will take you back to the main touch points map

< **Stay** >

You can use the left and right chevrons on each topic to move forward and backward

Guest Journey Touch Points

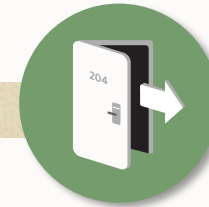| Booking	Pre Check-In	Check-In	Stay	Check-Out	Post-Stay
1	**2**	**3**	**4**	**5**	**6**
Booking has always been a contactless activity, but you can minimize contact at the property by enabling prepayment of reservations	OPERA has lots of features that can help you prepare for a speedy, low touch check-in, both with core functionality and extending it via partner integrations	From mobile, curbside check-in, to kiosks or guest device, we have all the options to drive a streamlined check in process	Make sure you have the right tools to engage and enable your guests through their stay, keeping physical contact to the minimum	Express Check-out, TV remote check-out, hotel and 3rd party apps can make it easy for guests to pay and leave at their convenience without stopping at front desk	Whether it is just to say thank you, to ask your guests for feedback or to inform them or inquire them about health concerns, we have the right technology for the task

Booking >

Reservation Pre-payment

Available with:

Touchless
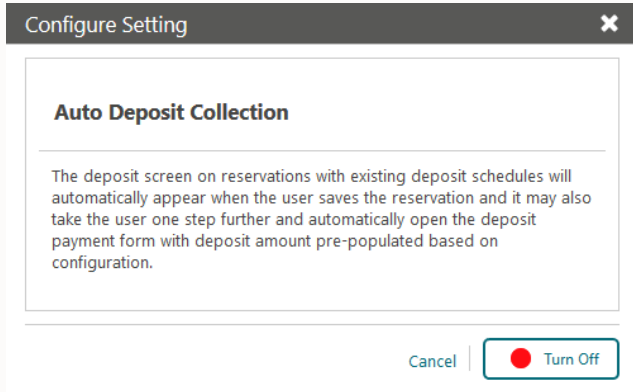
Pre-Payment

OPERA Cloud Auto Deposit Collection application control

Business Case:

Collect room rate payment in advance to eliminate or minimize the need of payment collection at check-in.

Minimize the risk of charge backs.

How OPERA can help:

If you are booking directly in OPERA consider asking for the full Deposit amount in advance. Set up **Deposit Rules and Schedules** to automate the process. Users will automatically be prompted to collect the deposit. We can even mandate collection of the security code on the card if you have a Credit Card vendor that supports it. This eliminates the risks of chargebacks.

If bookings are coming from a Channel Manager sometimes it's possible to arrange prepayment on the source. This is an option that some OTAs are offering.

Alternative via Partners

There are a few partners that can automate the deposit collection process. They get real-time reservation messages from OPERA and can send emails to customers with instructions on how to guarantee the booking via payment link.

Once the payment is confirmed by the online processor they can automatically insert the deposit into the reservation in OPERA.

< **Pre Check-In** >

Distancing   Sanitization

Available with:

Room Assignment

OC V5

OPERA Cloud Room Assignment with Advance Check In option

Business Case:

Have rooms ready before guest arrival to avoid unnecessary waiting.

Assign the best possible room to each guest.

Rotate rooms to minimize risk of contagion.

How OPERA can help:

Assign Rooms functionality allows you to get the right room to the right guest in advance, so everything is set by the time they get to the hotel.

You can activate **Advance Check In** to allow guests to consume even if the room is not ready yet.

The **Room Display Order** application setting can be set to Least Used Rooms to minimize the risk of immediate room reutilization.

Touchless

Available in:

Key Creation

OC V5

OC V5 + Kiosk/Mobile

Business Case:

Quickly produce door keys and have them identified so guests can easily pick them up as they come in.

How can OPERA to handle it:

OPERA can not only interface with door lock vendors to produce keys on demand. It can also produce keys in batches and you can enhance this via the **Key Packets** option so you can print customizable key labels to easily identify which key belongs to each guest.

Generate Key Packets   ✕

Select a Key Packet
Key Packet 🔍

Select Label Positions
Position Row   Position Column
1   1

Process

Extend it via integrations:

Engage with Kiosk-type vendors that offer the ability to opt-in for mobile audio keys.

Guests are contacted via email after they book and are directed to download an app where they have the option for the mobile key opt-in.

Many key vendors support the functionality out of the box or via the addition of a BLE (Bluetooth Low Energy) module to the existing lock.

< **Pre Check-In** >

Touchless

Distancing

Available with:

Payment in Advance

OC | V5

OC | V5 + ◆ [Kiosk/Mobile](#)

Business Case:

Collect payment in advance to eliminate the need for the guest to present the card physically at front desk.

Minimize the risk of charge backs.

How OPERA can help:

The ability to receive credit card numbers via external systems has existed for a long time.

In recent times we have improved this with our OPI (**Oracle Payment Interface**) solution to ensure everything is tokenized and secure end-to-end.

You can use these cards, however, in some geographies this may pose a risk of chargebacks since these are card-not-present transactions.

Enhancement via Partner Integrations

Partners that offer guest facing apps often have the ability to collect payment in advance. This may be with direct connections to payment providers or utilizing your existing OPERA credit card interface as the gateway.

They can also include verbiage and consent forms for the guest to sign or agree to, which can minimize or directly eliminate the risk of a charge backs.

Touchless

Available in:

ID Scanning

OC V5 + Kiosk/Mobile

Business Case:

Improve data accuracy by reading guest data out of ID documents.

Comply with local regulations that mandate to get a copy of the passport/ID.

Guest Facing option:

Enable guest-facing vendor apps that offer the ability to scan ID documents.

The scans themselves are not sent back to OPERA, but these vendors offer a portal where you can retrieve these images, should you require it for compliance.

Sanitization

Available with:

Guest Awareness

OC   V5

Business Case:

Provide relevant information to your guests about the check in process and options, as well as any sanitary procedures in place.

How can you do it with OPERA:

You are not bound to just one Confirmation letter, in fact, it doesn't even need to be a "confirmation".

With Oracle BI Publisher it's easy to create or modify stationary, allowing you to create multiple guests communications, which you can use to greet and inform your guests before arrival on any important aspect of the check-in process or stay. Consider also asking them to provide necessary information for you to fill-in in advance.

You can send email batch confirmations from the Reservation Workspace.

Distancing

Available with:

Upsell

OC · V5

OC · V5 + ◆ Upsell

You can test your upsell scenarios before you enable them

Business Case:

With all the extra measures that you need to take into account on this new scenario, it's important to keep your bottom-line.

Entice guests to upgrade their experience.

OPERA can do that?

In case you didn't know, OPERA has a built-in **Upsell** engine you can use. You can set it up to fire upsell suggestions configured to your desired business rules.

These can be triggered at the time of booking or at the time of check-in.

Everything is automated, including reporting to recognize the staff for their accomplishments.

Also via Partners

We also have a select set of partners that have the ability to receive reservations from OPERA as they are created and send a message to your guests to tempt them to upgrade.

They also allow you to build your own rules for the upsells and provide the necessary reporting for tracking purposes.

Sanitization

Available with:

Facility Forecast

Business Case:

Get an accurate forecast of different guest amenities, such as a sanitary kit, to make sure you have sufficient stock.

How can OPERA help:

You can configure the number of elements for each room type and program their frequency without the need to manually enter these tasks for each reservation. Housekeeping will be able to forecast accordingly for future dates.

You can specify the facility tasks that will be associated with a room type, along with the related task frequency, priority, and facility codes filtered by VIP code, Market or Rate code or apply to all the guests.

Housekeeping Forecast	31-05-2019 Fri	01-06-2019 Sat	02-06-2019 Sun	03-06 M
Statistics				
Total Rooms Reserved	34	27	13	
Occupancy %	32.65	24.49	10.2	
Arrival Rooms	10	1	0	
In House	34	27	13	
Departure Rooms	2	8	14	
Adults In House	35	27	11	
Children In House	1	0	0	
Tasks				
➕ FS	25	30	27	
➖ ARR	7	1	0	
FRP	4	0	0	
AWP	14	2	0	
SKA	7	1	0	

< **Check-In** >

Available in:

Room Assignments

    + Kiosk/Mobile

Business Case:

Assign rooms based on guest preferences and ensure rooms are rotated evenly to avoid the same rooms from being rented continuously.

How can OPERA handle it:

With **Enhanced Room Assignments** active, OPERA will ensure that rooms are assigned to the guest based on the ranking of room features as well as ensuring **Least Used Rooms** are used so that rooms have the opportunity to "rest". Rooms can be assigned in batch, based on Groups or many other filters.

Room Assignment ✕

Room Status
- ☑ Inspected   ☐ Dirty
- ☐ Clean   ☐ Out of Service
- ☐ Pickup

Room Criteria
- ☐ Include Departure Rooms
- ☑ Use Associated Preferences

Floor

Smoking

Features

Start from Room

Code	Description	Rating
1BR	One Bedroom	Most Important
1FB	One Full Bed	Important
1KB	One King Bed	Most Important
1QB	One Queen Bed	Somewhat Important
1SK	One Sink	Less Important
2BB	Two Full Baths	Least Important
2FB	Two Full Beds	Most Important
2QB	Two Queen Beds	Most Important
2SH	Two Showers	Least Important

Cancel   Assign

Extend it via integrations:

Kiosk/Mobile Vendors will have the ability to present a guest with a list of rooms, a floor plan or system generated room for the guest based on their preferences and request.

< **Check-In** >

Available in:

Touchless Distancing

ID Scanning

OC V5 + Kiosk

OC + ID Scan

Business Case:

Improve data quality by capturing guest details right from their ID.

Comply with local regulations mandating a copy/scan of the guest ID to be taken.

Avoid unnecessary contact by capturing the ID via a mobile device.

Kiosk:

Many kiosk vendors offer the ability to scan ID documents.

As long as you sanitize the kiosk after each use, your guests should feel safe.

Mobile:

OPERA Cloud can take advantage of its mobile-first design to accomplish this.

Some ID Scanning vendors provide the link to capture right from the tablet running OPERA Cloud.

The ID picture can be stored in OPERA, just as with the desktop version.

< **Check-In** >

Available in:

OC | V5 | HM | Sim | + | Cashless

Secure Payment

Business Case

Focus on Digital Payments

Faster transaction times with Single Point of Entry

Stronger Payment Data Security

Easier reconciliation and accounting processes

Lower administration costs

Streamline Operations

How can we handle it:

Oracle Payment Interface (OPI) provides a standard interface for partners to capture payments via secure EMV (Chip & Pin) enabled terminals, for the collection of credit card data and processing of payment transactions. With OPI the removal of sensitive cardholder data is achieved through the concept of tokenization.

Secure Payment is paramount in today's landscape and our OPI validated partner network is committed to providing solutions which reduce exposure to PCI security standards. Our partners provide the means for both traditional and contactless payments through secure EMV terminals.

Touchless

Check-In

Mobile Keys

Available in:

OC HM

OC V5 + Kiosk/Mobile

Business Case

Facilitate opportunity for guests to use personal devices in a dual purpose capacity to access their guest room.

Eliminate the need for queuing at front desk for key pickup.

How can OPERA to handle it:

During the Check-in process OPERA provides a mechanism for **Generating Keys** directly from within OPERA Cloud, or Hotel Mobile. For some of our door locking partners, there is the ability to designate the key request as a mobile key request.

Extend it via integrations:

Mobile Keys is best supported through guest facing applications in which the APP developer communicates directly with OPERA door locking partners to generate the key request and update the guest phone with the mobile key on their personal device.

Guests can achieve this function either through a hotel guest facing APP or an APP provided by one of our kiosk-type vendors.

Many key vendors support this functionality in their base offering.

Touchless

< **Stay** >

Distancing

Available in:

Guest Messaging

+ [Communication](#)

Business Case:

A mobile device is something that every traveler has in common.

Send information and communicate with your guests via text messaging limiting contact with staff during the stay.

How can OPERA handle it:

With Text Messaging Handling active and the hotel's SMS Service provider configured in OPERA, you can send important message to your guest in real time directly from OPERA.

Send Text Message ✕

* **Required Field**

* **Phone Number**

+65 96723602 ▾   New/Edit mobile

Cancel | Send Text Message

With Partners:

Vendors with mobile apps can offer messaging services for guests to interact with your staff from their mobile device.

Sometimes also extending this to service request tracking, where you can record, follow up and resolve the requests, offering better traceability and accountability.
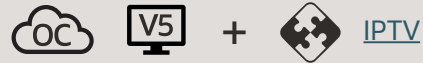
< **Stay** >

Sanitization Touchless

Available in:

Interactive Hotel TV

OC V5 + IPTV

Business Case:

Use your Hotel TV's for more than just watching movies and allow your guests to interact through it.

How can OPERA handle it:

You can either use newer smart TVs or add a external module to your existing ones to enable the **IPTV interface**. Services provided with this interface can include:

• Guest welcome note, automatic language selection
• Guide to the hotel & surrounding area
• Total bill for hotel service, including pay TV
• Order to the room from the catalog of goods and services
• Express check-out

Certain providers can also extend this allowing guests to control the TV with their own mobile device limiting the contact with staff and the remotes in the room.

< **Stay** >

Distancing
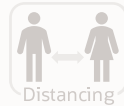
Opt-Out of Housekeeping Service

Available in:

V5

Business Case:

Hotel guests can choose which days to opt/in and out for housekeeping services. They can also set their preferred frequency of getting their room serviced.

How can OPERA handle it:

With **Your Choice Housekeeping** functionality guests can opt-out of receiving housekeeping services. A report can be generated (Your Choice Housekeeping) for housekeeping staff showing the guests who've opted out for daily housekeeping.

		Sydney Hotel					07-12-19 01:06 PM
micros·FIDELIO		Your Choice Housekeeping					
Opera							

Name	Room No.	CRS No. / Confirmation No.	Arr. Date	Dep. Date	Membership No.	Level	Opt Out Days	Opted Out Today
Kim,Sow Yang	112	/ 110982	13-03-19	21-03-19			2	Y
Yoshikawa,Hideo	503	/ 111414	13-03-19	30-03-19			8	Y

< **Stay** >

Touchless

Available in:

Chatbots

OC | V5 | + | Artificial Intelligence

Business Case:

Guests can interact and communicate requests all by using their own mobile device.

Introducing a chatbot provides seamless communication between your guests and all departments in the hotel. Everything that a guest needs during their stay can be communicated via the chatbot from asking a question about check out time to reserving a table at the restaurant.

How can OPERA handle it:

There's no out-of-the-box solution for chatbots to date. But we have a few examples of customers that have enabled this functionality with OPERA.

All it takes is a systems integrator with the capability of making the bridge between the AI and OPERA using our APIs.

With the latest improvements on Oracle's Digital Assistant you are not limited to text-only chatbot, you may also go for voice recognition.

< **Stay** >

Touchless

Available in:

Room Service

OC V5 Sim + ⟡ [Guest Services](#)

Business Case:

Enrich guest experience by allowing them to browse the Room Service menu on their own device, order, and charge to their room folio.

With Simphony, OPERA, and select Partners:

In-room dining will never be more convenient. Guests can order from their own mobile device or you can provide in-room tablets also.

Vendors integrate both with OPERA to gather guest details, as well as Simphony to obtain live menu options. Once the guests confirms the order the check is automatically opened at the appropriate revenue center.

Room Service Delivery attendants, using the MICROS Oracle Tablet 700 Series, enable guest to sign for room charge directly on the tablet.

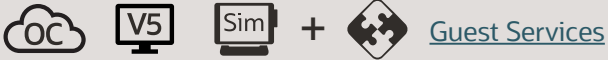Simphony and OPERA integration allows front desk to view full check detail for room charge.

< **Stay** >

Touchless

Dining

Available in:

OC V5 Sim + ⬦ Guest Services

Business Case:

Maintain guest experience by adoption of operational practices that ensure the safety of your guests and your staff.

With Simphony, OPERA, and select Partners:

Dining will never be more convenient. Oracle Tablet 700 Series provide staff with their own ordering device; increasing speed of service, maintaining level of service excellence, and minimizing cross contamination.

Guests can also order from their mobile device using an App, Website, or QR code. This ordering process can be utilized in various dining outlets such as restaurants, room service, and pool bars.

Pay at Table or within the partner ordering solution enable contactless payment options.

Simphony and OPERA integration allows front desk to view full check detail for room charge.

< **Stay** >

Distancing

Table Management

Available in:

Sim + Compliance

Business Case:

Monitor and enforce local requirements of lowered maximum occupancy and social distancing.

With Simphony and select Partners:

Utilize Table Management to close or limit # of tables and seats enforcing new maximum occupancy and social distancing requirements.

Reservation and Waitlist enables you to maintain occupancy, and report, under new maximum occupancy requirements.

Offer and enforce "Early Bird" Breakfast or Lunch hours using Reservation, Waitlist, and Table Management in combination with Simphony's Menu Availability.

< **Stay** >

Distancing

Touchless

Innovate

Available in:

Sim + [API](API)

Business Case:

Constant industry, social, compliance, and security changes require flexible and resilient technologies to enable the ability to meet and exceed guest expectations.

With Simphony and select Partners:

Retain control over your brand and business needs with Simphony to design your technology strategies for today and tomorrow.

- IoT
- Tray Retrieval
- Digital Menu Boards
- Mobile Ordering
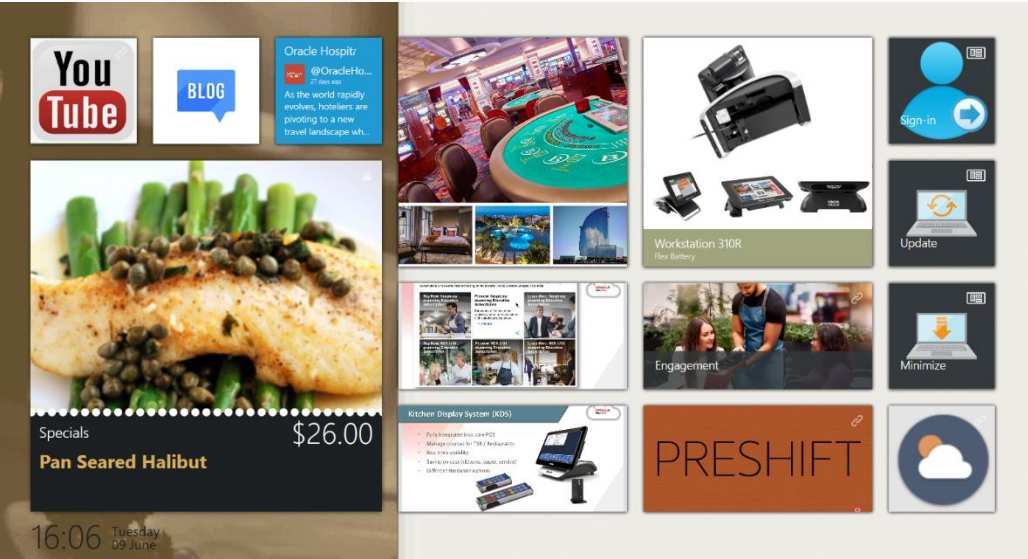- Voice Ordering
- Pay at Table

< **Stay** >

Distancing

Engage

Available in:

Sim

Business Case:

Maintain the traditional style of service and warmth of hospitality while keeping up with the new normal.

Specials $26.00
Pan Seared Halibut

16:06 Tuesday
   09 June

With Simphony:

Keeping your staff fully informed while adhering to updated procedures gets easier with Engagement.

Engagement is a content delivery screen on Simphony workstations that provides direct access to vital information.

Your staff will be able to access the following:

- Specialty menu item descriptions
- Specialty menu item allergens
- Pre-shift notes
- Property information
- Special events and promotions

< **Check-Out** >

Distancing
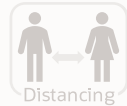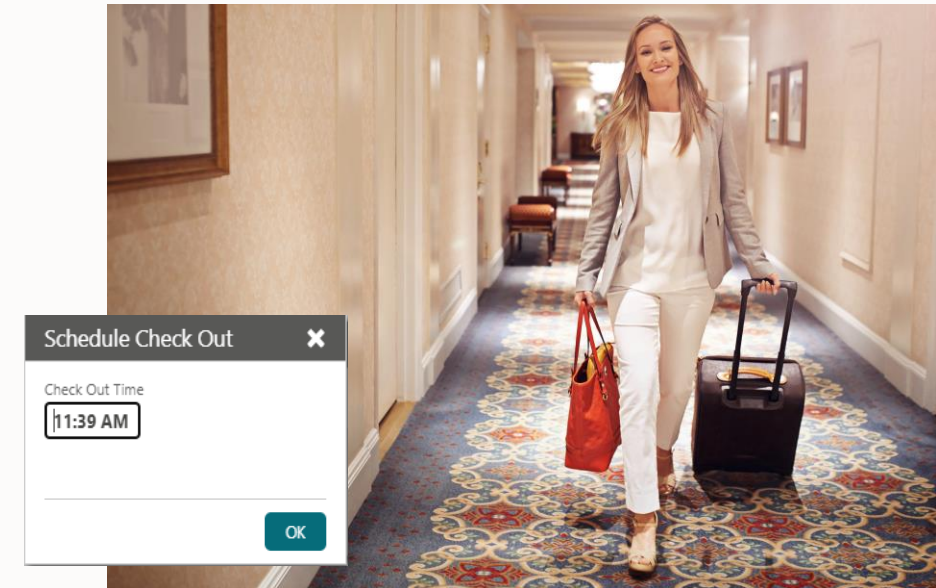
Available in:

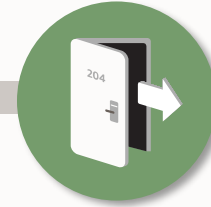## Scheduled Checkout

Business Case:

Eliminate the need for an in-person check out by performing an automatic check out at a specified time.

Ideal for guests who have settled their charges or where charges are routed to a PM or other guest, or direct billed to a third-party.

How can OPERA to handle it:

The **Scheduled Check Out** feature in OPERA allows for a guest's reservation status to be automatically changed to Checked Out at the specified check out time on the departure date. When scheduled, and the reservation meets the defined criteria, OPERA will automatically check out reservations that fall within that time frame.

Schedule Check Out ✖

Check Out Time

11:39 AM

OK

< **Check-Out** >

Touchless

Self Check-Out

Available in:

OC V5 + ⬦ Kiosk/Mobile

Business Case:

Eliminate the need for an in-person check out and have the ability to check-out from your room, your mobile device or from a kiosk.

Ideal for guests who do not have any additional charges on the day of check-out.

Extend it via integrations:

Through OPERA's APIs, Kiosk and Mobile vendors can offer guests the ability to self check-out from a Kiosk or personal mobile device by-passing a face-to-face interaction with staff.

This can also be achieved with partners that offer video check-out from the guest's room. With the video check-out, the guest can view their current charges on the in-room tv. If there are no errors or additional charges, guests can simply check-out on the tv and leave the keys in the room.

Sanitization
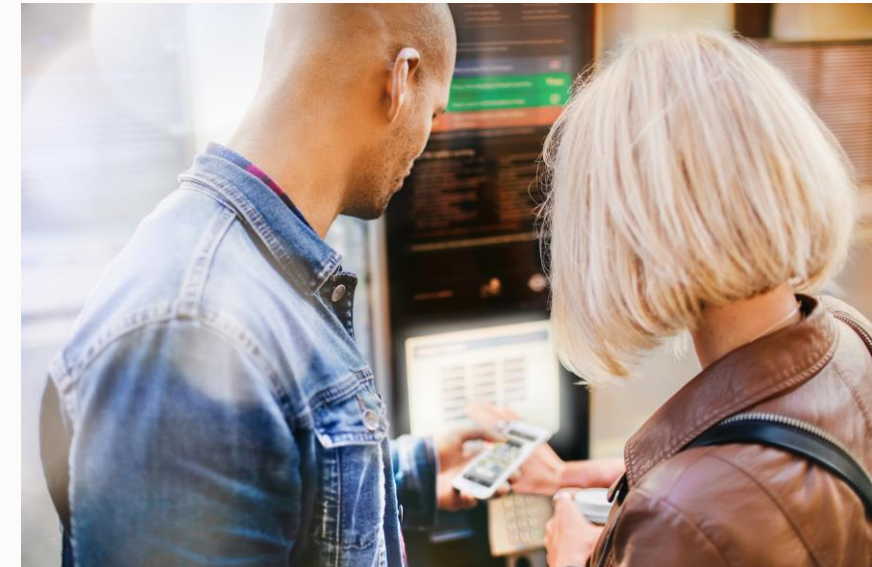
Guest Communication

Available in:

Business Case:

Stay in contact with your guests after they leave your hotel.

Share your direct contact details for any further question or health concern your guest might have after their stay at your hotel.

How can OPERA handle it:

Similar to the pre stay capabilities, you can easily add post stay communication to your daily processes.

With Oracle BI Publisher it's easy to create or modify stationary, allowing you to create multiple guests communications, which you can use to say THANK YOU to your guests after they leave the hotel.

Use this opportunity to remind your guest about all the benefits when doing the next booking via your direct website.

You can search for guests by departure date and use the confirmation functionality to send a personal greeting via email to your guest.

Guest Survey

Available in:

V5 + [CRM/ORM](CRM/ORM)

Business Case:

Get in contact with departed guests and ask them to share some personal feedback with you and/or Social Communities.

Build a relationship, listen to their comments about their stay in the hotel and deliver a response.

Deliver data to Online Reputation Management Solutions

Use either OPERA **Exports** or **Scheduled Reports** capabilities to send daily details about checked out guests to Online Reputation Management System vendors. This will enable them to send out follow up emails with direct links to online guest surveys or online rating tools.

Guest feedback and rating is not sent back to OPERA, but details are generally available in the ORM solution.
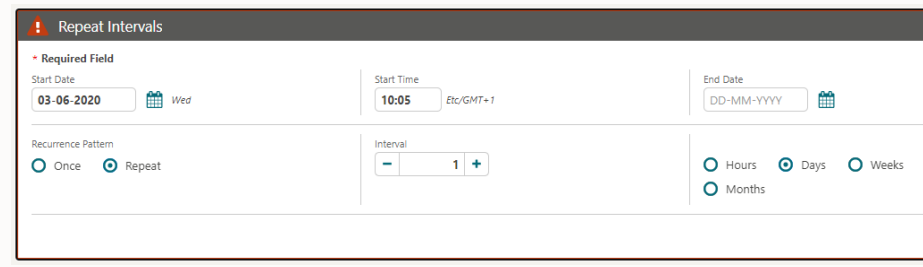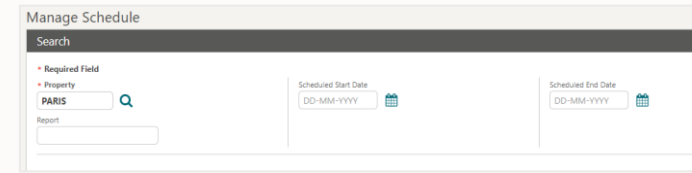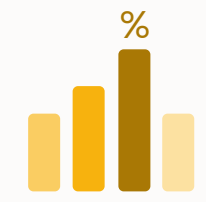
OPERA Cloud Report Scheduler allows you to automate report delivery

A Technology Guide for a Touchless Guest Journey

Thank you for taking the time to review this technology guide.

As noted in the above pages, OPERA, Simphony and Oracle's extensive Vendor Partner Network can provide many options to assist with a touchless Guest Journey but also can be used for empowering your guests whiles still providing your unique services.

Use them today and beyond, regardless of any foreseeable changes to the current global condition.

Please feel free to connect with us at https://www.oracle.com/industries/hospitality/ where you can find the latest information about our solutions but also the most up to date information on how we can help you navigate through the COVID-19 crisis.

Opt-In for Oracle Hospitality Communications