ORACLE

Oracle Hospitality OPERA Cloud Mobile Guest Experience Feature Set

Oracle Hospitality Mobile Guest Experience is a guest-facing web application designed for smartphones. Guests can pre-register their arrival with the registration process commencing with an email sent to eligible guests from 4 up to 48 hours prior to arrival. With the Nor1 upselling service enabled, your hotel can generate revenue while streamling operations.
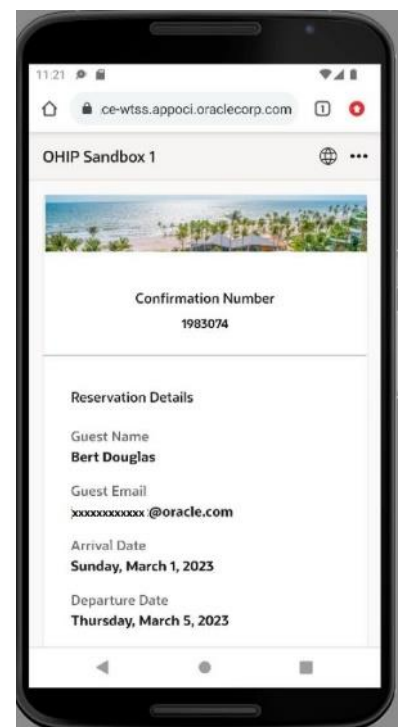
PRE-ARRIVAL GUEST ENGAGEMENT

The pre-arrival email contains a secure URL to initiate the pre-registration, including the following features:

- Validate reservation summary and booking policies.
- Specify arrival and departure time.
- View and update guest address and phone number.
- Enter last name and first name of accompanying guests (including children)
- View and consent to terms & conditions and privacy regulations.
- Receive a confirmation of the preregistration.
- Get in touch with your property through a Contact Us page.
- View and confirm targeted upsell offers..

GENERATE REVENUE WITH NOR1 UPSELL OFFERS

Engage your guests with confirmed offers on last-minute premium inventory by presenting Nor1 room upsell offers within the mobile guest journey.

Your guests will be presented an offer page including:

- Up to three offers
- Offer names and descriptions
- Offer price and savings

Upgrade offers are generated by Nor1's PRiME Machine Learning Technology,

the same technology used by Nor1's other solutions.

When a guest selects an upsell offer, the guest's reservation record is immediately updated. At arrival, the guest will check in to their upgraded room with no front office overhead.

BENEFITS FOR GUESTS

OPERA Cloud Mobile Guest Experience helps you provide your guests with the best experience possible.

- **Reduce guest waiting time on arrival**. Housekeeping can prioritize the order of rooms based on guest arrival times, ensuring that each room is ready when the guest arrives.
- **Improve check-in efficiency**. The pre-registration process gathers accurate address information and accepts terms and conditions so guests spend less time at the front desk checking in.
- **Generate greater transparency**. Guests can validate reservation and booking policies before arrival and the hotel can share arrival information.
- **Provide power of choice**. Guests can customize their stay by selecting a personalized Nor1 upsell offer.

However, a mobile solution is about more than just efficiency, it's about making each guest feel at home in your hotel.
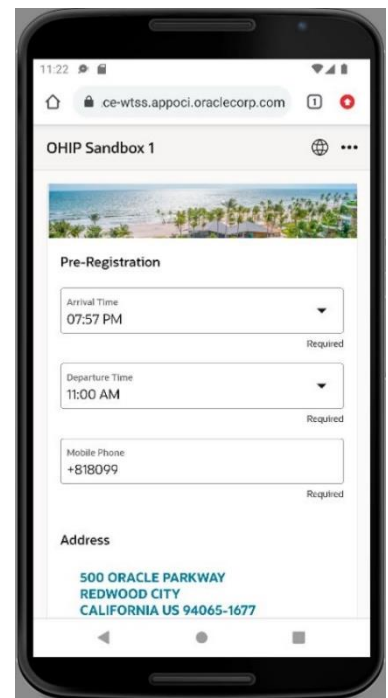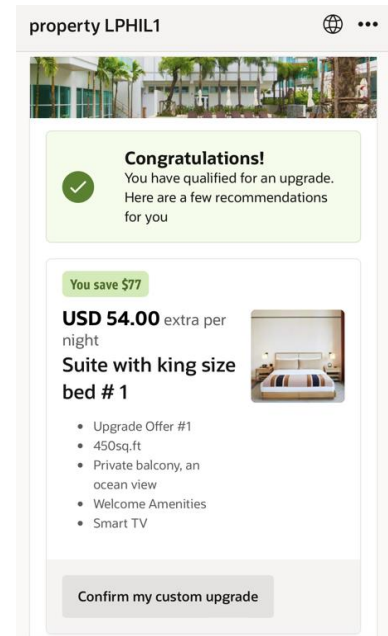
- **Make guests feel welcomed**. Communicate with guests with a pre-arrival email to provide relevant trip information and extend the brand experience.
- **Enhance front desk engagement**. With fewer administrative tasks, front desk agents can have more personal engagement with guests upon arrival.
- **Help guests contact you**. Guests can more easily contact your hotel with a Contact Us page.

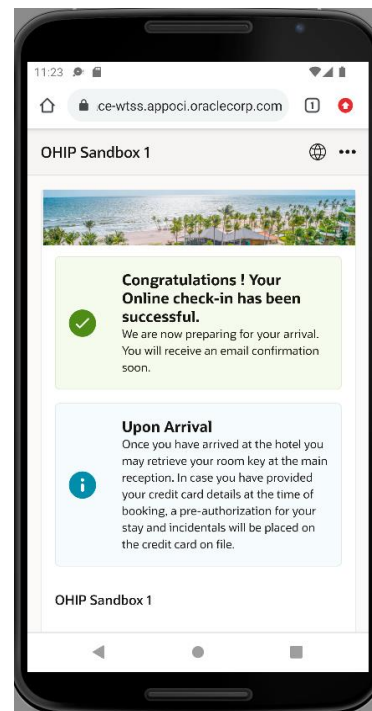Note, OPERA Cloud Mobile Guest Experience does not require a download from an app store.

BENEFITS FOR HOTELS

With the Nor1 upsell solution, you can optimize for efficiencies and generate incremental revenue with every check-in.

- **Optimize housekeeping**. Report on guest arrival and departure times and prioritize rooms based on those times.
- **Expedite check in.** The front desk can process check-ins faster and with stronger engagement since the administrative tasks were completed by the guest in advance of their arrival.
- **Reduce costs**. Your OPERA Cloud subscription includes the mobile app, which is easy to configure and can be done by you in-house. If you want additional support, Oracle Consulting services is available to you.

BEST PRACTICES

- **Activate additional languages**. The guest journey and emails are available in nine different languages with preconfigured translations.
- **Set arrival time as a mandatory field**. This will allow housekeeping to prioritize the room and make it available at the time the guest arrives.
- **Set departure time as a mandatory field.** Departure time will be printed on housekeeping reports allowing more efficient planning.
- **Provide clear and precise arrival instructions on the confirmation page and in the confirmation email.** Ensure guests understand additional steps needed before getting to their room. This communication also provides the opportunity to promote hotel facilities, such as spa or food and beverage services.
- **Monitor pre-registered reservations.** Be prepared for the guest before they arrive.
- **Prepare for guest arrival.** Allocate a room, prioritize housekeeping for room, based on arrival time, prepare key. Preparation results in faster check-in and a better guest experience.
- **If your hotel has Nor1 upsell solutions, activate the integration for an additional touchpoint to generate incremental revenue.**

CONNECT WITH US

For more information about Oracle Hospitality OPERA Cloud Mobile Guest Experience and its related products,
visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.