

# Fast trending hotel technologies

By **Serge Chamelian** - March 10, 2014



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Technology impacts every face of the hospitality industry and the rapid advances of technology is heavily shaping consumer social habits. While there are new technology trends to watch out for in 2014, established technology solutions already on the market will further develop throughout 2014. Hotel operators can benefit by considering the following hallmarks for 2014.

## Reputation management

Reputation Management Tools are review and social media monitoring solutions targeted at hotels. They are provided by companies such as ReviewPro and eRevMax. These solutions help to monitor and manage a hotel's online reputation and social media channels from an integrated single dashboard interface. The systems enable hotels to respond to reviews and comments from the tool whenever the channel offers capabilities for hotel management to respond. The tools also monitor third party distribution channels such as Expedia and GDS (Global Distribution System) networks and last but not least, they allow hotels to benchmark the competition to manage their organizations more efficiently.

## Expectations of the always-connected traveler

The queue for hotel check-in could be a thing of a past with the introduction of more mobile and versatile solutions as new interactive lobbies. These new apps allow guests to bypass reception, double up as hotel room keys, reserve rooms and check-in online, and order cars via the e-concierge tab. Room numbers are allocated and the app unlocks the room's electronic door lock simply by holding a smartphone up to the reader. Starwood Hotels and Resorts, one of the hotels applying this type of tool, plans to add the feature to the rest of its 123 hotels by the end of 2015.

## Smart room technology

To allow guests to feel at home, an IP system can automate their stay in an efficient and simple way. A tablet device next to the bed allows them to control the heating system, the curtains, the in-built smart lighting systems, among other functions where they may set the mood of the room. Whether guests are waking up, working or relaxing, these features are becoming more important. Some hotels have also installed weather gauges on the control panel. The system can allow guests to stream their own music and video from their own smart phones. From the built-in massage beds they may review their charges or order an entrecote with the assistance of the esommelier suggesting the best wine match for the ordered meal.

## About the author

Serge Chamelian is the Managing Director of hospitality services firm h-hotelier. h-hotelier offers a holistic approach to business intelligence solutions, revenue management consultancy, training and development programs among many others.

h-hotelier product h-enigma simplifies the concept of business intelligence, making it affordable and very easy to use and understand, while at the same time keeping its rich aspect as one of its main strong point. h-enigma consist of a reporting tool with a yield, CRM and shopping module incorporated in it.

h-hotelier brings together talented professionals in the hotel industry to help your company streamline its processes to enhance its profitability and improve its overall performance.

