



HOTEL INNOVATION CHALLENGE 2019

Hotel Data Sharing Session

30th April 2019



Passion
Made
Possible



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Agenda

1. Recap on Hotel Industry Problem Statements (Data)
2. Sharing of Hotel Data and Systems
3. Q&A



Recap on Hotel Industry Problem Statements (Data)



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Problem Statement 7-a (Data)

How might we enable hotels to have a holistic view of guests information by collecting information, extracting information from individual systems and provide a collective representation of consolidated information of guests?



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Current Situation	Hotels collect guests information through different means, and store guests information in different systems. They are unable to see a consolidated view of all guests information, and each department ends up having incomplete information of each guest
Main causes of problem	<ul style="list-style-type: none">• Within a single hotel, guests information are collected and stored in various systems• Information cannot be extracted, consolidated and attributed to a single guest
Current Solutions	There are current solutions that are able to extract information from different systems, but the solution does not attribute and showcase information down to an individual level
Features of Ideal Solution	<ul style="list-style-type: none">• Able to collect and consolidate information, and show a single dashboard with a holistic view of each guest• Able to extract information from various systems, and with an in-built algorithm to attribute information to a single person accurately• The resulting information should enable hoteliers to either improve guest experience, or increase revenue



Problem Statement 7-b (Data)

How might we enable hotels to better measure customer satisfaction through timely feedback prompts to hotel guests?



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Current Situation	Hotels predominantly collect feedback and data through means such feedback forms and Ipads/kiosks situated at various areas of the hotel
Main causes of problem	<ul style="list-style-type: none">• Traditional methods of collecting data is passive, and does not provide hotels with sufficient insights• Feedbacks are typically collected at the end of the guest's stay, and does not allow hotels an opportunity to carry out service recovery
Current Solutions	<ul style="list-style-type: none">• Current solution is in the form of a card key with in built buttons, where guests can press on the buttons to provide feedback
Features of Ideal Solution	<ul style="list-style-type: none">• Able to actively push feedback prompts to guests in a non-intrusive manner• Able to provide insights on the guest experience journey, collecting information that can be attributed to an individual• Able to provide hotels with feedback while guests are still in the hotel, allowing potential service recovery• Able to detect and assess mood of guests, allowing hotels to react accordingly• Possible solution can explore, but not limited to, the use of optical sensors, software, AI



Problem Statement 7-c (Data)

How might we enable hotels to better utilize individual preference data (both guests and potential guests), achieving revenue optimization through upselling?



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Problem Statement 7-c (Data)

How might we enable hotels to better utilize and analyse individual preference data (both guests and potential guests), achieving revenue optimization through upselling?

Current Situation	Guest preference data is not fully utilised for revenue optimisation
Main causes of problem	<ul style="list-style-type: none">• Guest data is collected and stored by hotels, through various systems• However, much data goes unnoticed and not tapped on to potentially increase revenue
Current Solutions	<ul style="list-style-type: none">• Current solution is able to push proximity activated mobile notifications to guests who are logged into the hotel WIFI network
Features of Ideal Solution	<ul style="list-style-type: none">• Able to extract and leverage on consolidated guest data available in current systems, and carry out upselling• Able to perform data analysis on spending habits of different guest profiles• Through machine learning, able to increase the conversion rate of attempts to upsell• Possible solution can explore, but not limited to, the use of AI, data analytics and web crawling technologies



Hotel Data and Systems



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Common Information Fields Hotels are Collecting

Personal
Identification
Details

Guest
Preference
Information

Passport/Visa
Details

Contact
Details

Arrival and
Departure
Details



Channels Utilised for Guest Information Collection

Direct/Partner
Reservations

Online Travel
Agents

Brand/Hotel
Website

Loyalty
Programme

Direct
Engagement
with Guests



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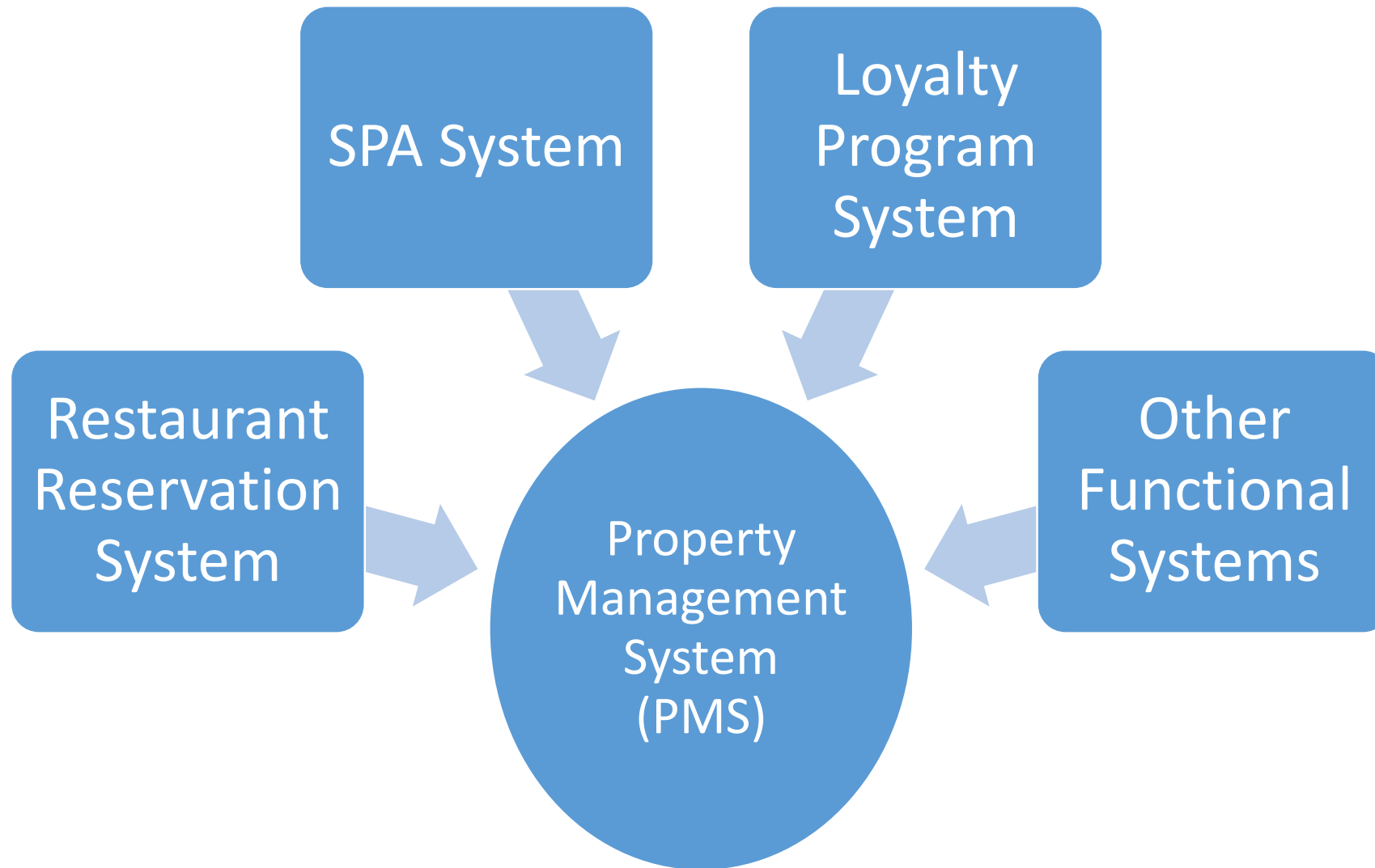


Issues with Current Channels

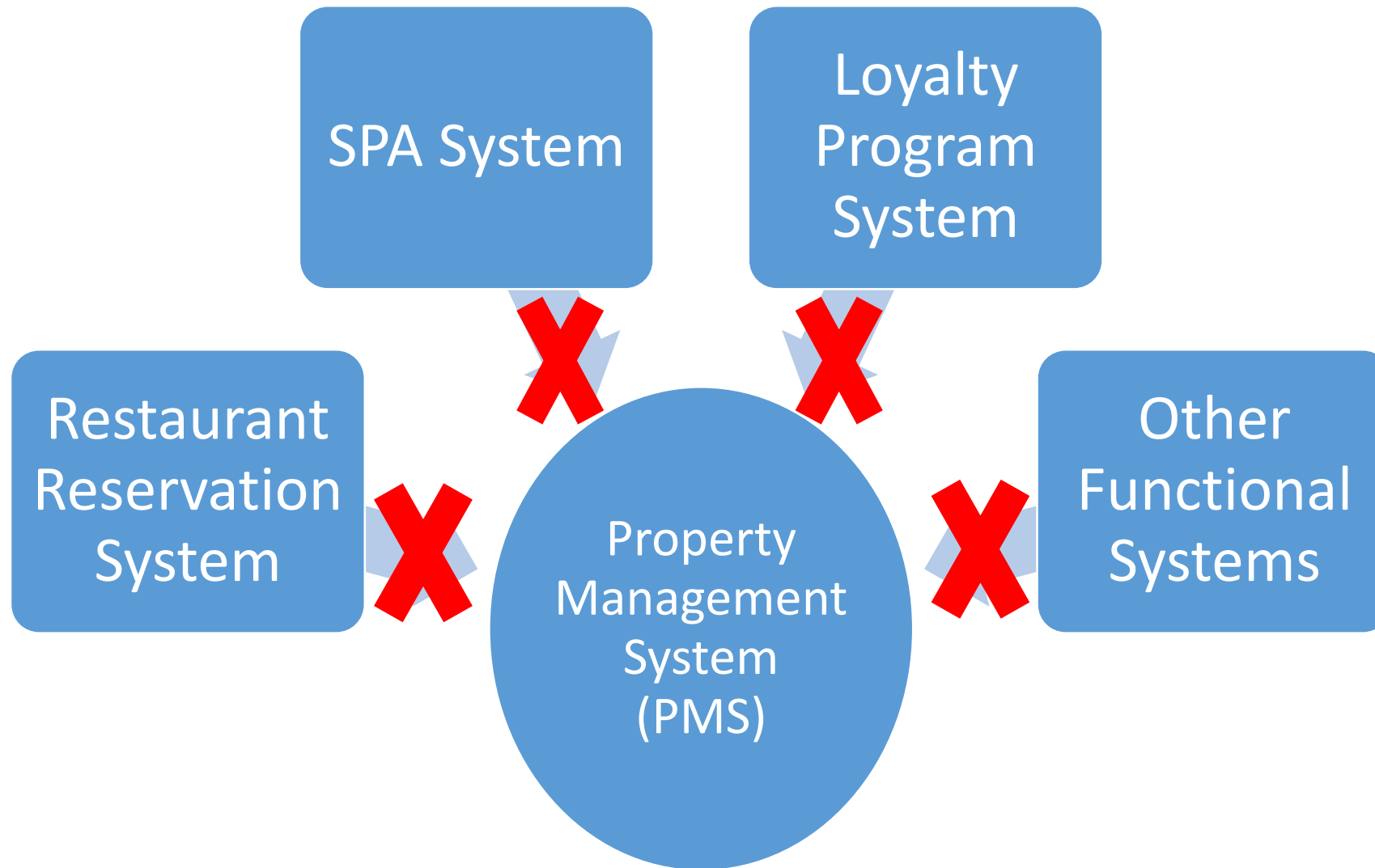
- **Traditional Collection of Information** - These traditional modes of information collection are passive, and collect information inadequately
- **Missing Information** – During engagement with guests, frontline staff might not input all information into data systems, leading to loss of useful information
- **Non-Optimized Upselling** - These traditional channels are also how hotels carry out upselling eg. at the point of booking/during check-in



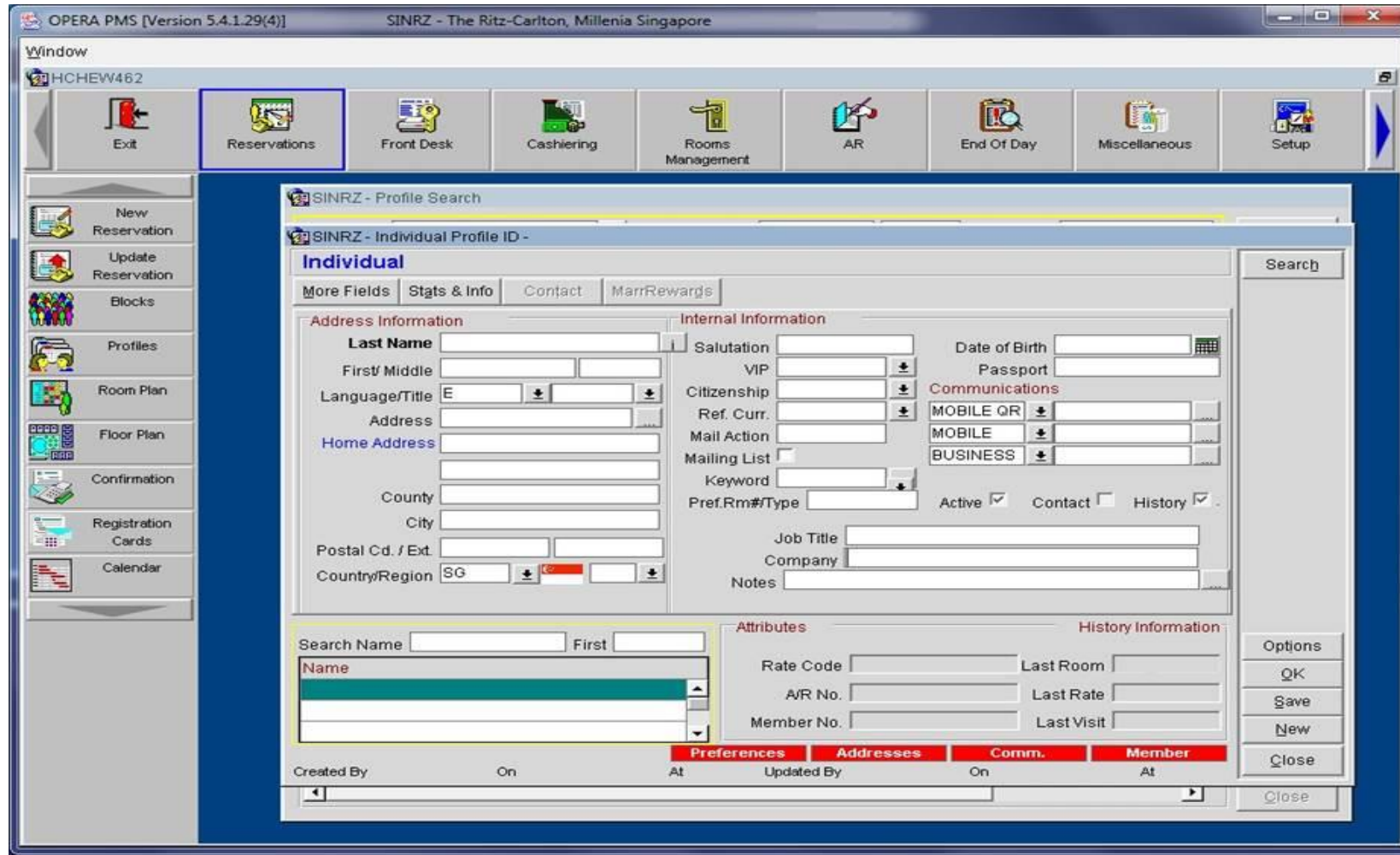
Systems Utilised for Information Storage



Issues with Current System Arrangement



Systems Utilised for Information Storage - PMS



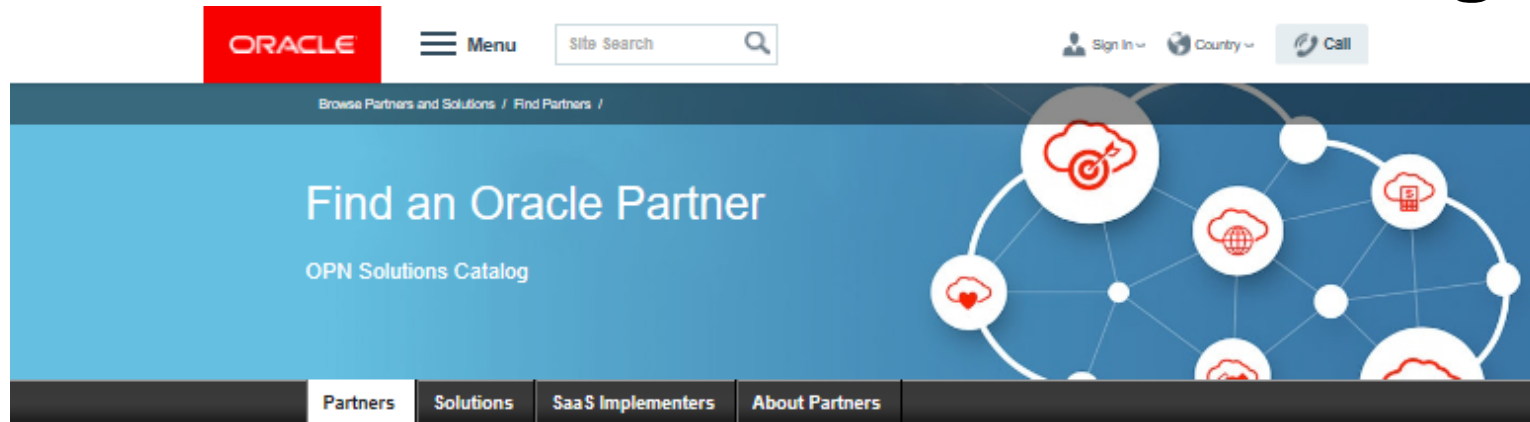
Opera PMS



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Systems Utilised for Information Storage - PMS



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Opera PMS

Systems Utilised for Information Storage - PMS

Personal Information

Title Title	First Name First Name	Last Name Last Name
Email Email Address	Re-type Email Address Re-type Email Address	Phone + (123) 555-1234
Country / Territory Country / Territory	Address 1 Address 1	Address 2 Address 2
City City	State / Province State / Province	Zip / Postal Code Zip / Postal Code

Payment Information

Credit card guarantee required at the time of booking

Cardholder Name Cardholder Name	Card Type Card Type	Card Number Card Number	Month MM	Year YYYY
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Purpose of Visit

Business Leisure

Please provide additional comments to help us serve you better.

Springer- Miller PMS

Systems Utilised for Information Storage – Others

Afternoon Tea booking for 2 People on Monday, 15 April 2019 at 3:00 PM - MO BAR

* Title	* First Name	* Last Name
Mobile	* Phone Number	
* Email Address		
Special Requests		

Restaurant Table Reservation Application

Add Guest

Guests

Last Name	First Name	Alternative Name
Gender	Salutation	Member Number
Telephone	City	Search
Not defined	Not defined	Clear
E-mail	Loyalty Number	

Last Name	First Name	G	Telephone1	Main Guest Type	Alt. Name	Loyalty No

SpaSoft System

In A Nutshell

- **We want**
 - **Consolidated Information** - To be able to collect and consolidate guest information, having a single dashboard with a holistic view of each guest (Problem Statement 7a)
 - **More Data Collection** – Collection of data that are currently not collected by Hoteliers. Collection of data can be done in novel ways eg. social media, sensors installed within hotel (Problem Statement 7a/b)
 - **More Guest Information** – novel and effective ways to collect information from hotel guests through timely feedback (Problem Statement 7b)
 - **Better Information Utilization** - To be able to better leverage available guest information to achieve revenue optimization through upselling (Problem Statement 7c)



Submission Deadline & Contact

1

PRELIMINARY PROPOSAL

Submission Deadline:
10 May 2019, 2359hrs SGT



Proposals to be submitted
via email to
STB_Hotels@stb.gov.sg



For clarifications, you may contact us at **STB_Hotels@stb.gov.sg**



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Thank You

Organiser:



In partnership with:

