

Hospitality and Leisure

Driving Loyalty in the Hospitality Sector With Intelligent Automation for a Personalized Customer Experience



Getting Personal: Digitally-Savvy Travelers Increasingly Expect a Tailored Experience From Their Hospitality Providers

Consumer expectations of the hospitality industry are rapidly changing. Consumers want a digitalized experience. They want personalization. They want ‘off the beaten track’ adventures. Industry leaders must update their technology to provide the best service to these digitally active consumers. At the same time, leaders must look at tech-enabled solutions to increase operational efficiency, manage increasing data demands and improve customer loyalty.

Winning Customer Loyalty With Intelligent Automation

The modern hospitality industry has weathered many changes through the years. But nothing has transformed the industry as broadly or as swiftly as the digital revolution has. Its impact is reinventing the entire customer lifecycle. Hospitality providers must now focus on delivering engaging customer experiences and stronger, more personalized, loyalty schemes.

Create Loyal Customers

- Eliminate friction in the booking process from start to finish
- Connect guests to local activities for a true cultural experience
- Collate the data to create stand out loyalty schemes

Optimize the Back Office

- Free up the finance team for revenue generation
- Greater agility for regulatory change, reducing compliance costs
- Improve data management for security and intelligent analytics

Digitalize the Customer Journey

- Deliver a seamless digital experience for customers
- Integrate new technologies with the old to quickly deliver new customer options
- Enable customization for a truly personalized customer experience

Hear it From Our Customers

“Implementing Blue Prism not only has saved us time and money, but it has allowed us to deliver information that enables our hotel community to optimize their business based on up-to-date and consistent data.”

TORSTEN ROLKE, VP GLOBAL REVENUE AND DISTRIBUTION, WORLD HOTELS

Create Customer Loyalty Through a More Personalized Approach

Creating ongoing customer loyalty means providing customers with an increasingly personalized, digital and convenient experience. Connected-RPA unlocks the potential of data to deliver an individual experience for each customer and bridges the gap between legacy and modern technology to give consumers the digital platforms they have come to expect.

Booking System Integration

Eliminate friction in the booking process from start to finish.

Personalized Recommendations

Digital Workers can pull customer-related data from multiple systems to make personalized recommendations for specific hotel amenities or local facilities or experiences.

Upsells & Offers

Fulfill reservations, upsell rooms or share personalized promotional offers with customers using digital workers to maximize the potential of each booking.

Management Reporting

Eliminate friction in the booking process from start to finish.

Why Connected-RPA



Compliance

- Comprehensive, irrefutable audit logs
- End-to-end object & process change history
- System & process execution audits



Scaleability

- Re-usable & shareable objects/processes
- Many-to-many process assignment
- Processes in parallel



Rapid Deployment & Methodology

- Process Discovery
- Robotic Operating Model (ROM®)
- Success Accelerator



Security & Access Control

- Veracode Verified Continuous
- Decoupled build & run
- Disk level encryption & data masking



Performance & Stability

- Database layer resilience
- Supports hybrid-cloud infrastructure
- More productive & efficient



Intelligent & Extensible

- Drop-in AI skills from DX
- AI Labs & Innovation Center
- Data Gateways



INQUIRIES

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