

## Solution Brief



### Infosys Virtual Concierge Solution

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#### Abstract

As attracting & retaining guests becomes increasingly difficult, hotels are trying to provide personalized services to differentiate themselves and maintain profitability. This paper illustrates how hotel chains can leverage their converged networks cost effectively to increase both guest satisfaction and loyalty through Infosys' Virtual Concierge solution.

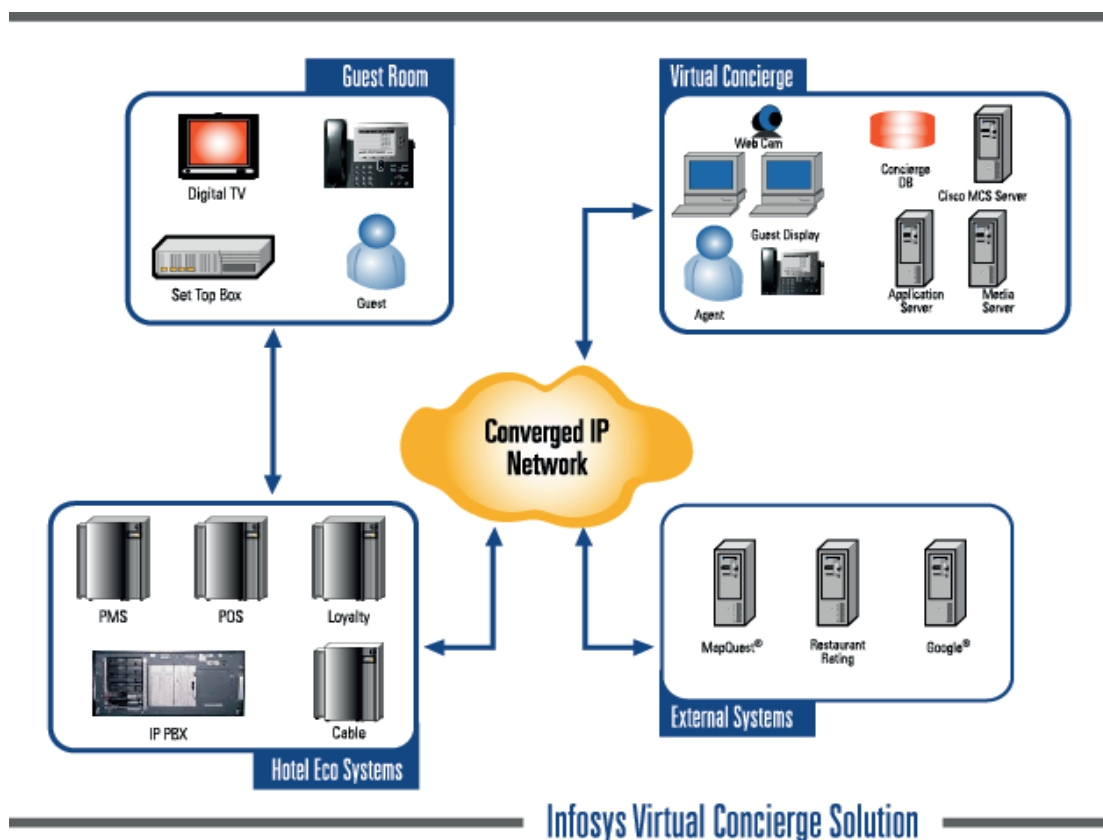
## Concierge Services – Emergence of the virtual service

Concierge services deliver a personalized guest experience by providing information, advice, guidance and assistance to hotel guests on entertainment, recreation facilities, restaurants, etc. The concierge does this by leveraging

- Inter department contacts (within the hotel property)
- Information and data
- Personal contacts with local merchants and service providers

Currently, only high-end luxury hotels offer concierge services to guests. The prohibitive cost of hiring and retaining skilled concierges, across multiple properties, makes it uneconomical for most hotels to offer this service.

Most alternatives to a traditional concierge do not deliver personalized guest experience or have the capability to respond dynamically to varying guest requests. Frequently, the responsibility of providing concierge services is entrusted to front desk employees. This is in addition to their regular front desk activities and most are ill-equipped to deliver quality concierge services. Some hotels provide services like video concierge which are not interactive and only provide pre-recorded information.



Infosys' Virtual Concierge solution enables hotels to provide personalized concierge services across properties, by utilizing shared resources. The solution leverages converged networks and integrated applications to deliver concierge services to hotel rooms, through in room television and Voice over Internet Protocol (VoIP) telephones. (See diagram)

# Infosys' Virtual Concierge Solution – Features, Components and Benefits

## Solution Features

- Infosys' Virtual Concierge solution leverages next generation call centre technology to deliver the benefits of concierge services directly to a guest's room. The solution allows for real-time interaction - guests are able to see live images of the concierge on their room televisions along with the content shared by the concierge.
- The solution easily integrates with other hotel applications – Property Management Systems (PMS), Point of Sale (POS) etc. This enables the concierge to utilize existing guest information to increase personalization and also update systems with captured information to enhance guest interactions.
- The solution eases staffing pressures on existing concierge services and other areas - room service, front desk and guest services. Additionally, it is capable of providing services in guest's native language.

## Solution Components

The solution consists of the following components:

- **Agent Display** - a desktop application that allows the concierge to seamlessly access guest profile details, concierge database, hotel and external applications and control interaction with guest display. Communication between the agent display and guest display is achieved using Windows® Communication Foundation (WCF).
- **Guest Display** – displays the concierge's live video image and the information shared by the concierge. The video image is captured on a web camera and transmitted using Windows® Media Encoder.
- **Concierge Database** – stores detailed information on a variety of topics - points of interest, restaurants menus, ratings, contact numbers - in a format, that can be shared with guests over in-room television display.
- **VoIP Telephone** – enables the concierge and guest to communicate and also allows the concierge to identify the caller, to trace the call's origin to a specific guest room and display guest details.
- **Integration with MapQuest®** – allows the concierge to leverage existing MapQuest® features - driving directions, maps, zoom option on map.
- **Integration with hotel applications** – leverages open standards and specifications to integrate with existing hotel PMS and POS applications.

## Solution Benefits

- Increases staffing efficiencies by deploying virtual concierge service as a shared service across properties
- Provides flexibility of locating all concierge staff in a central location without compromising guest interaction quality
- Increases guest satisfaction and loyalty by providing access to concierge services from the privacy of guest rooms
- Allows for native language support, personalization of services and suggestive selling based on guest history
- Creates additional sources of revenues by allowing the guest interaction time on the television to display customized messages or to promote specific messages

## Conclusion

Infosys' Virtual Concierge solution enables hotels to offer personalized interactive services to a wide segment of guests, across properties, without compromising the service quality or incurring additional costs of employing skilled concierge resources at all properties. The solution also creates additional revenue sources through advertising opportunities and enrollment of local businesses into preferred partner programs for concierge referrals. Finally, the solution leverages hotel's investments in converged networks and enables faster ROI.



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#### About Infosys

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