



## Enhancing the Hotel Guest Experience - A Hotel App That Delivers Outstanding Guest Loyalty

*Offer guest experience capabilities beyond other hotel software with features like remote check-in / check-out, choosing your own room and secure smartphone keyless entry.*

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Your main goal as a hotelier is to create a positive experience that will insure guests enjoy their stay and return to your property. Part of that experience is to make it easier for them to check in, check out, and communicate directly with your staff creating a welcoming stay. This along with encouragement to share good reviews with others, especially online, increases your comparison win rate.

Suppose there was an easy-to-use hotel app that offered guest experience features way beyond those of most properties?

What if your guests could receive a notification to check in remotely and pick their hotel room before they even arrive? They could receive a message with their room number, bypass the front desk and head straight to their room. They could also use smartphone-enabled keyless entry. Once comfortably settled in their room, they could order food, and even control the air conditioner and TV all from their own device\*. In other words, your guests could go from the car to their room without waiting in long lines at the front desk. Think about how their experience could also save your hotel in personnel costs as well as consumables such as room keys and paper invoices. Offering them a complimentary drink or food item upon arrival via text message could also help increase revenue because they'll spend more time in your bar or restaurant ordering additional items.

This scenario is not a fantasy, but is available today with an app called MySmartCheckin by ThinkSmart. It's free to download for the traveler, and easily integrates with your PMS using your own branding. Follow-up with your guests after their stay is now only a matter of sending surveys, special offers, and other communications directly from your system using customer analytics on what interests them. And with the smart check out feature, they receive their receipt directly on their phone or email. No more paper invoices which saves you time and money.

MySmartCheckin offers:

- A 100% web based solution
- 24x7 support
- Easy integration with most existing Property Management Systems (PMS) and seamless adoption with little or no overhead for the hotels
- Integration can be done remotely in as little as one week depending on the property
- Open source components means easy adaptation
- API-based solutions for faster, more accurate integration
- Compatible with most existing NFC and Bluetooth door locks and receivers
- Very affordable solutions

Security is the number one factor, and MySmartCheckin is:

- Hosted on https (Service, Webcheckin, Webbooking, FD Portal)
- Password protected via bcrypt encryption algorithm
- Encrypted token-based authentication and reset password

- Image and file protection using encryption and access permission
- Use of standard payment gateways for online payment
- Audit log for accurate tracking of activities
- Depending on the hotel, MySmartCheckin data is either securely stored in the cloud using Amazon Web Services, or for independent properties, guest data is only accessible by the hotel on their own servers

MySmartCheckin is used in hundreds of hotels throughout India, Asia, the Middle East, and is now available in the US.

Win more guests, save on labor and consumable costs, and increase your guest retention and revenue.

Check us out at <http://www.mysmartcheckin.com> to learn more about how you can connect with your guest like never before and increase your bottom line.

For more information, or to schedule a demo, contact Randy Bernard, VP of Business Development at 678-661-7737 or email at [randy@thinksmartsoft.com](mailto:randy@thinksmartsoft.com).

\*Some features are based on individual hotel capabilities, and may not be available for all properties.