

Hospitality Solutions

Transform your guests' digital experience



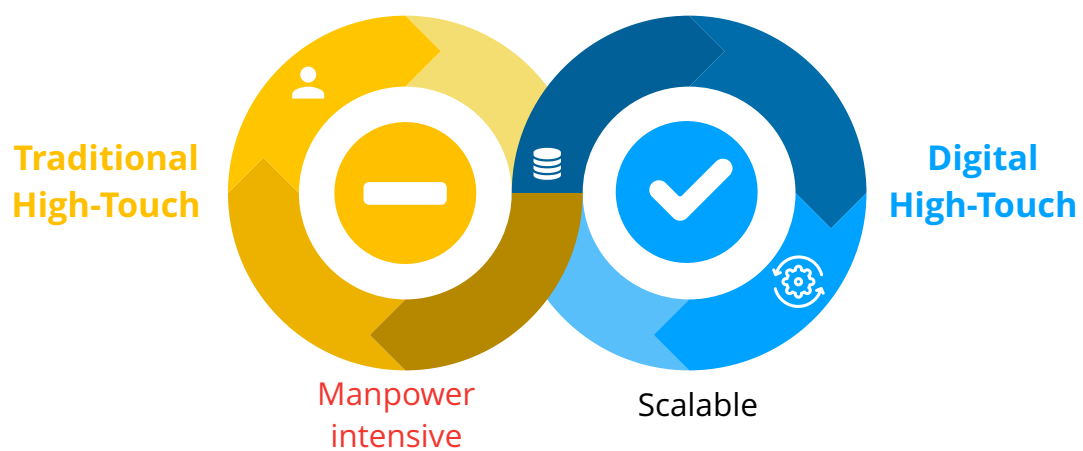
The Hospitality Challenge

Coming off a challenging and competitive landscape, hospitality players need to differentiate themselves to capture customer loyalty and mindshare

The Hospitality industry is now under-going a major digitization transformation to adapt to the digital generation. Besides guests demanding for a better digital and hospitality experience, staff turnover and shortage continues to create challenges for the industry.

Traditional high-touch customer service is manpower intensive and often not scalable nor sustainable, due to staff turnover and the retention of experience.

“Digital high-touch” uses technology to deepen the engagement with customers and provide meaningful and much appreciated value-added services.



The integration of digital services and hospitality provides a competitive advantage to deliver high quality and value-added services to customers, while mitigating the labour shortage and improving the ability for staff to offer a superior guest experience.

The IT infrastructure is key to delivering digital services. Understanding the guest’s digital journey provides a map and insights into how we can transform their hospitality experience.

Key elements of Guest Digital Journey

User Recognition

Able to provide seamless connection and identify user.



1

User Engagement

Provide relevant and bespoke offerings according to guest preferences and and loyalty status.



2

Digital Services

Delight guests with superior hospitality and digital experience. Increase revenue and customer loyalty.



3

Our ASP Wi-Fi services platform can help you transform

Impress
and
delight
your
guests

Adoption of ANT*labs* ASP platform

From seamless connectivity for visitors and guests, to offering differentiated services for event attendees and VIP loyalty members, our platform allows you to recognize and deliver bespoke Wi-Fi services to your customers.

Seamless Roaming

Seamless connectivity and roaming across properties

PMS Integration

Integration to more than 50 PMS systems

Increase Revenue

Up-sell and offer additional services for in-house guests

Digital Services

Improve user engagement with bespoke WiFi and Digital Services like casting

Business Insights

Insights and visibility of your network and digital services revenue.

Transform your business

Value-adding the Guest Digital Journey

The guest digital journey begins with onboarding their access to the network.

Being used to the convenient and super-fast broadband connectivity at home and in the office, they demand quick access, convenience, and quality network Internet. HSIA (high-speed internet access) is an amenity for their own use and also an important channel to deliver digital services.

Unauthenticated user devices destroy the ability to deliver relevant and differentiated services.

Once authenticated, the user profile including past history and current loyalty status levels will allow the hotel or property to offer a high level of relevant hospitality and digital services.

With digital transformation, the property can provide consistent service quality and uphold good customer service even with manpower resource crunch if digital services are well integrated with backend processes.



Seamless Onboarding

Offer a variety of login methods including seamless single sign-on, native device login support, PMS integration and social login



User Recognition / Profile

Retrieve guest PMS profile and/or loyalty programme elite status and preferences



Enable innovative new offering

From easy, secure casting of user content to the large screens, faster HSIA for elite members, to digital concierge and ordering in-room dining via QR code



Increase business efficiency

Mitigate slow response time during peak hours, to lack of skilled manpower with chatbots and streamlined digital process



Enhance Business Revenue

Up-sell digital services and improve customer loyalty and user satisfaction

“To meet the challenge of the new world, to meet the challenge of rising to a knowledge-based economy, we have to innovate like mad.”

Sim Wong Hoo

Billionaire Technoprenuer, Founder of Creative Technology & Inventor of Sound Blaster

Contact us

For detailed guidance on how to take the first steps, click the link below for more information.

<https://www.antlabs.com/asp-cloud-and-antlabs-sg-5-solution/>

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