

ROBOTICS IN HOSPITALITY (РОБОТОТЕХНІКА У СФЕРІ ГОСТИННОСТІ)

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У дослідженні представлені кращі інноваційно-технологічні світові практики у сфері готельного бізнесу, що мають широкі перспективи розвитку.

Most hotel guests are accustomed to dealing with human members of staff. But robotics in hospitality is becoming more and more prevalent, aimed at improving guests' experience. How is this being achieved? Across the world, the use of robotics in hospitality is commonplace, but which areas of the guest experience are affected?

Robotics in hospitality is aimed at improving guests' overall experience. One hotel has chosen to replace its front desk staff with robots. Visitors can check-in, check-out, and the robots can respond to questions. This enables those visitors who have had a hard day or wish, little interaction, to slip quietly to their rooms.

The first stay at a hotel can be daunting for a visitor, especially if he/she is not familiar with the area. Fortunately, one of the biggest bonuses of using robots is their ability to search and respond to customer requests for information instantly.

While human staff may be hit-and-miss at it, robotics in hospitality improves it dramatically. While a robot may not have a smile, it can recognize faces and remember names. Plus, just as crucially, remembers guest preferences.

Thanks to robots, those that deliver to a guest's room provide a wealth of information hotels can use for personalization later. This can save time in housekeeping by sending off the amenities that a repeat guest orders. This will limit their time spent calling room service and having a person to deliver the amenities to the guest.

With fast check-in, great personal service, information readily accessible, and time waiting around for answers and room-service reduced. Robotics in hospitality provides the basis of a great guest experience. An experience which creates memories, and leads to positive reviews, recommendations, and repeat customers.

Now you're ready to improve the hospitality experience with robotics!