# White **PAPER**

**TEST TRIANGLE**
Trusted Partner in IT Consulting

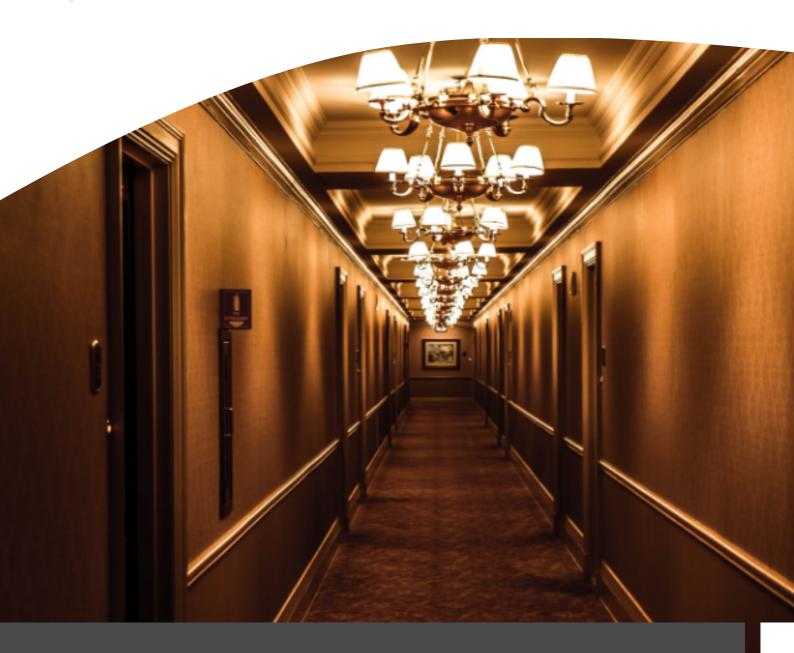# RPA in hotel and hospitality - a viewpoint

Since the last few years, the impact of technology has been profound on the hospitality industry. Several developments such as **service robots, bartenders and delivery bots** strongly indicate that in future RPA technology will have a vast impact on hospitality industry (Solomon, 2016). RPA bots can reduce the **wait time; manage customer relations, invoices & bill processing, loyalty programs, and pulling out reservations** to create a community of satisfied guests.

# Introduction

In hospitality, RPA can redefine customer experience at all strategic levels, delivering memorable travel experience and high customer loyalty. With RPA, all routine tasks can be performed at a low cost with the highest efficiency. Seasoned IT managers have also acknowledged the strong potential of RPA in guest preference prediction. By now, a large number of hospitality companies have started using RPA in the form of deploying bots for front-office and back-office tasks.

# Business Case for Application of RPA in Hotel & Hospitality Industry

## Personalization of Services

Service personalization refers to modification or adaptation of services according to the past buying behavior, preferences, personal network and demographic features of the customers. Nowadays, most of the hospitality companies are using personalization of services; however, the foremost challenge in personalization is obtaining data from various resources and making meaningful inference from them. Artificial Intelligence (AI) has the capability to capture data from different information channels and processing it.

With AI, companies can speculate from the client's previous actions and based on that a client profile can be created for service personalization. RPA can be used to program suitable actions with hard-coded instructions for different scenario. Here, RPA technology can be implemented for processing standard tasks at the front end. To derive a singular view of the customer transaction history and interactions or to mine data from wide range of resources which were not traditionally used such as social media or mobile devices; thus creating information pipeline or channel.

Summarizing, RPA can create an analytics engine that will generate a unified view of the customer profile thus also enabling customer centricity.

## Virtual Assistant or Chatbots

Chatbots have pre-programmed interactions that can stimulate the human behavior in a conversation. They can be used to order food, schedule flights or making room reservations. Thus, chatbots can assist reception or front-end staff in routine tasks.

Chatbots can create a separate reservation channel that increases direct booking, and reduce reception workload. They can also create an automatic independent profiling system for the clients, leading to an augmented customer experience. Multi-lingual bots can also be used to interact with foreign customers for improving the guest experience in real-time. They can analyze the guest preference, queries, and request and offer personalized experiences like arrival reminders, transportation facilities, and tourism spots.
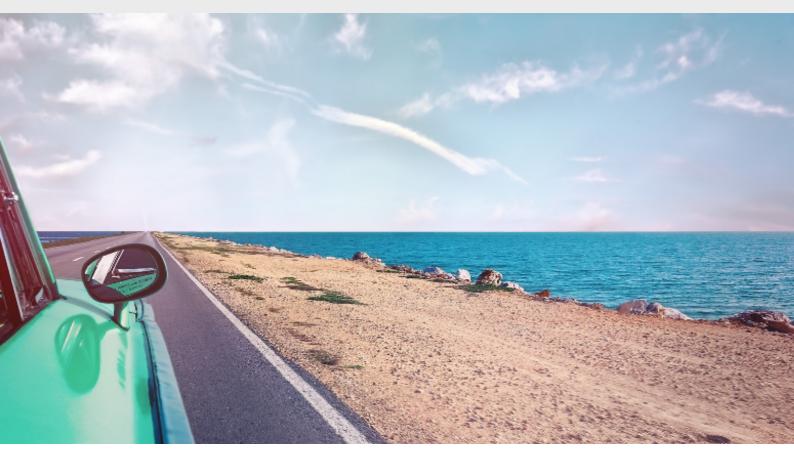
## Back office Digitization

An amazing customer experience does not incorporate only customer-facing processes, but also back-office processing like revenue accounting, human resource planning, and finding demand patterns.

Using RPA for back-office tasks can increase proficiency and eliminate the manual errors. With RPA, several processes of daily maintenance, inventory, and operational accounting can be automated. In back offices, RPA bots can identify demand patterns, forecast price, and create a dynamic cost structure. They can be used for HR planning, and sourcing right talent. In financial department, RPA will be used for financial reconciliation, invoice generation, and sourcing.

## Virtual Hotel Staff

RPA enabled virtual staff in concierge, housekeeping, front office, and back office can increase the efficiency of the hotel staff by manifold. The virtual staff offers a very low processing time as all the information related to services, room availability, and alternate plans is accessible to bots without logging into the system.

Using virtual staff will help the hospitality industry to gather digital touchpoints which are essential to offer optimum customer service. With their analysis, hotel can offer next level of customer service such as real-time booking, confirmation, and tracking. RPA bots can also maintain schedules and amenity.
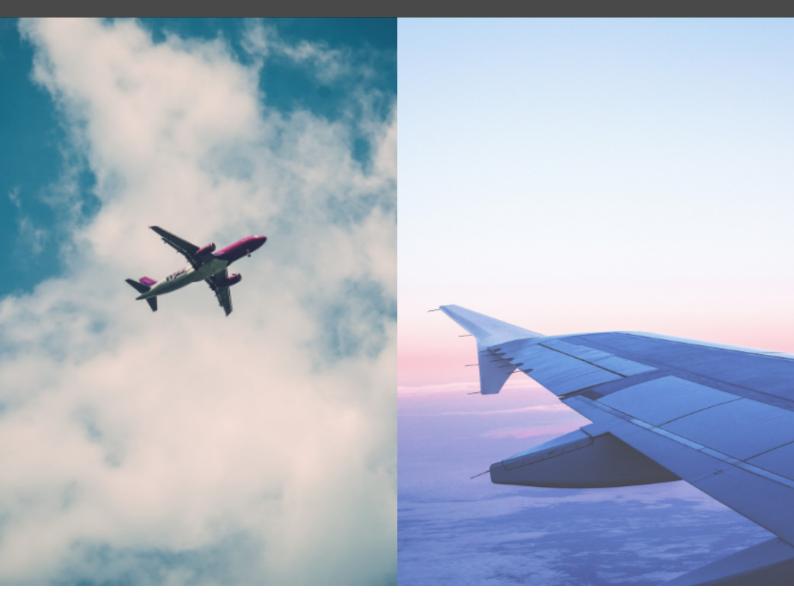
The hospitality industry comes with its own set of challenges which are more than just the hotel's location and physical condition. The ultimate dependency on the customer satisfaction and ever-changing landscape in customer service makes it challenging for hotels to fine-tune their service level with the recent trends in customer service industry. With AI and RPA, hotel companies can optimize client interactions, and achieve high efficiency and competence.

**Reference**
Solomon, M. (2016). Technology Invades The Hospitality Industry: Hilton Robot, Domino Delivery, Droid, Ritz-Carlton Mystique. Forbes, retrieved April 5, https://www.forbes.com/sites/micahsolomon/2016/03/18/high-tech-hospitality-hilton-robot-concierge-dominos-delivery-droid-ritz-carlton-mystique/

# About
# TEST TRIANGLE

Originally founded in 2012, Test Triangle has become a leader in IT consultancy services providing services in application testing, DevOps, RPA, Custom software development ,mobile app development, Atlassian consultancy, niche IT staff augmentation and training in advanced technologies. Test Triangle is headquartered in Ireland; but it also has branch offices in London, United Kingdom, and Hyderabad, India. We have exponentially grown to become a team of 200+ members providing services in different verticals such as Banking & Finance, Utilities, Pharma, Retail, IT & Education etc.

Test Triangle's R&D department has created a propriety platform, Test Outsourcing Dashboard [TOD] which can be used to manage software testing lifecycle using collaboration tools like email, live chat, video conferencing.

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We have also launched a self- service testing platform (the premium version will be released as SaaS solution), which can provide a project overview and real-time updates of the software development lifecycle.

Over the years, we have established the reputation of being a 'trusted partner in IT consulting'. Test triangle is an agile software company, which constantly strives to exceed the expectations of its clients. We adopt the software testing and software application lifecycle to meet the customer's demand in an efficient and reliable manner. With a global workforce, we have proved ourselves in delivering tight-deadline projects.

We are proud to declare ourselves a client of Enterprise Ireland and European commission.

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