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Mobile Technology: New Era of Digital Transformation

Though it's difficult to ascribe any affirmative value to the pandemic, it did push the hotel industry into a new era of digital transformation. Out of necessity, hotels quickly adopted all forms of mobile technology, as a means to minimize the risks of infection and to maximize a seamless guest experience. The goal was to reduce guest touchpoints but still deliver access to all property services, while maintaining social distancing measures. As a consequence, mobile technology providers created next-gen products and services like never before. In addition to mobile check-in/out, mobile room keys, and contactless payment methods, hotels are now implementing branded concierge apps, guest messaging platforms, enhanced translation devices, and website chat bots. Smart rooms, voice and facial recognition, robotics, and A.I. technologies are on the near horizon. The January Hotel Business Review will report on how some hotels are integrating mobile technologies into their operations to provide their guests with a ground-breaking digital experience.

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