



# Safeguarding the Guest Experience with Contactless Technology – Part 1

Thursday, September 3, 2020 2:00-3:15pm et  
#CHTALive



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## Presenters

**Perle Flavien,**  
Director of Operations,  
Marigot Bay Resort & Marina



**Christus Gill,**  
IT Manager,  
Marigot Bay Resort & Marina



**Renato Matsuda,**  
Regional Director Latin America & Caribbean,  
ASSA ABLOY Global Solutions





Please post your questions via the Q&A box.  
Questions will be addressed at the end of the session.



The on-demand video recording of today's  
presentation will be distributed within 48 hours of  
the webinar. A copy of the presentation and any  
support materials can be found in the Members' Only  
portal.



This session is scheduled through 3:15PM ET.



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Adventures in Taste

# CHTA Strategic Partners

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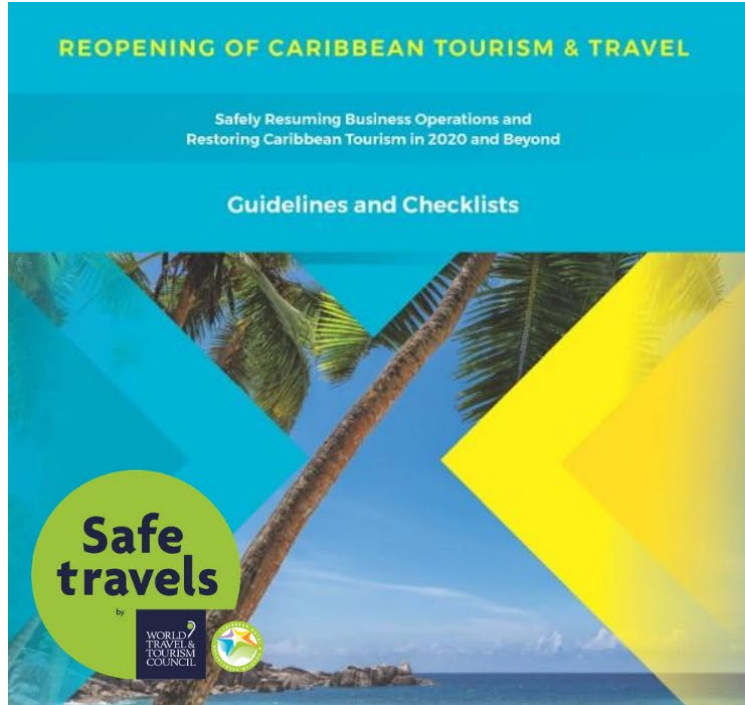
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# CHTA Key Member Resources

## Providing Reopening Resources to Help You Get Back to Business



## Health & Safety Guidelines & Checklists

For Reopening of Caribbean Tourism & Travel



Caribbean  
Public Health  
Agency

CARPHA



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GLOBAL TOURISM RESILIENCE  
& CRISIS MANAGEMENT CENTRE



O E C S  
Organisation of Eastern Caribbean States

**Comprehensive Industry Health Safety Guidelines and Checklists –  
reviewed and endorsed by the Caribbean Public Health Agency (CARPHA)**

Available for Download at  
[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)



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# CHTA Key Member Resources

## Providing Reopening Resources to Help You Get Back to Business



**As a Safe Travels Ambassador, CHTA is authorized to issue the stamp to businesses that adopt the regional guidelines, the implementation of the Safe Travels protocols and sign CHTA's pledge to health safety**



**Recognition for your commitment to health safety, including listing in our website for CHTA Members**

Procedures and guidelines to receive recognition launching next week!



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# CHTA Key Member Resources

Giving You Voice and Representation



## Listing Up-To-The-Minute Regional Travel Advisories & Hotel Opening Dates

Please go to CHTA's Caribbean Travel Advisories to make sure your property is listed under your destination. If your property is not listed, and your company is a CHTA member, **submit the information below to [membership@caribbeanhotelandtourism.com](mailto:membership@caribbeanhotelandtourism.com)**:

- Hotel Name
- Destination
- Confirmed opening date
- Percentage of inventory to be open



[www.caribbeanhotelandtourism.com/covid19/](http://www.caribbeanhotelandtourism.com/covid19/)



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# CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!  
Membership@CaribbeanHotelandTourism.com  
[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)



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Adventures in Time

# CHTA Live Upcoming Webinars



**Safeguarding the Guest Experience  
with Contactless Technology – Part 2**  
Thursday, Sept 10, 2020 2:00PM – 3:15PM ET

**Building Back Business:  
Digital Media Strategies in the New Normal**  
Thursday, Sept 17, 2020 2:00PM – 3:15PM ET



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**Register Today!**

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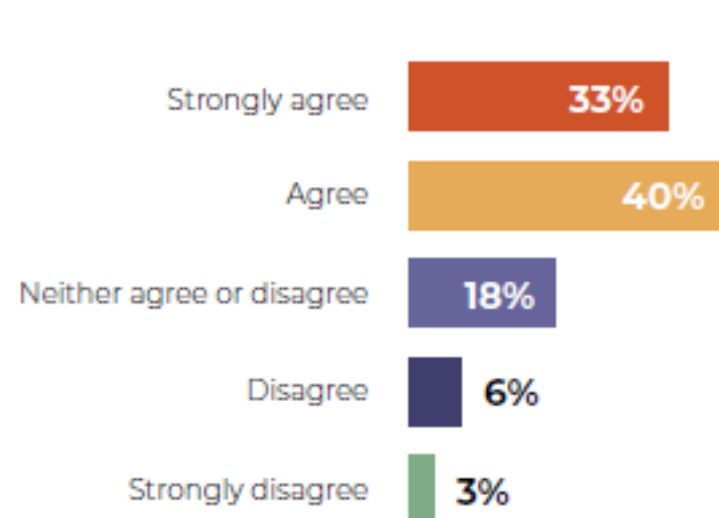


# A new approach to the guest experience



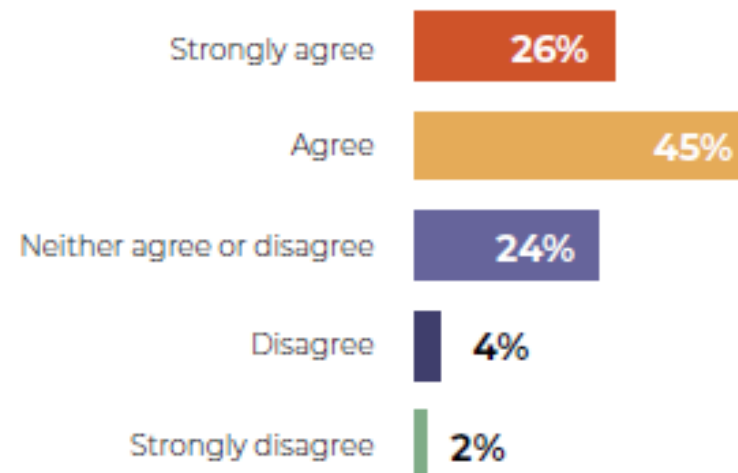
Agree or disagree: "Moving forward, self-service technology will be increasingly important for our organization to assist guests while minimizing unnecessary contact or possible infection."

**Hotel Executives**



Agree or disagree: "When I return to a hotel in the future, I would be more likely to stay at a hotel offering self-service technology that minimize physical contact with the staff."

**Consumers**



\*Data from: *A Data-Driven Look at Hospitality's Recovery*, global study from Skift and Oracle Hospitality



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# A new approach to the guest experience

What changes, if any, are you planning to make to your on-property hospitality experience in response to Covid-19?

Hotel Executives

	No plans to change	Considering this change in the future	Already made/making this change
Increasing frequency of cleaning and disinfecting procedures	10%	27%	63%
New training procedures for staff (cleaning, guest interaction)	11%	32%	57%
Altering guest areas/public spaces to enable social distancing	16%	41%	43%
Adding contactless payment options	19%	38%	43%
New digital messaging services to handle guest requests	28%	44%	28%
Self-service check-in procedures	32%	42%	27%
Expanding room service options	36%	39%	25%
Temperature checks of guests entering the property	39%	39%	22%
Room keys/locks activated by smartphone	41%	42%	17%

\*Data from: *A Data-Driven Look at Hospitality's Recovery*, global study from Skift and Oracle Hospitality



# A new approach to the guest experience

Which of the following changes to the hotel stay, if any, would you make you feel more comfortable staying in a hotel once you're willing to travel again?

Consumers



\*Data from: *A Data-Driven Look at Hospitality's Recovery*, global study from Skift and Oracle Hospitality



# Safeguarding the Guest Experience with Contactless Technology

## Part 1 – Locking & Security

- Transitioning to a contactless check-in process
  - Researching technology options
  - Pre-arrival communications – examples of the process
  - On-property check-in – How has it has changed
  - In-bedroom access

## Part 2 – The Concierge Experience

- The welcome process – pre & post arrival
  - The app as an experience tool
- The guest service menu
  - Food and beverage
  - Resort services – tours & activities

# Things to Consider

## Choosing the Best Touchless Check-In Technology Vendor(s)



**Security: Are They Compliant?**

**Implementation Setup: How Long Does it Take to Get Up and Running?**

**Capabilities: Do They Do Everything That You Need?**

**Support: What Kind of Support Do They Offer?**

**Technology: Are They An Innovative Partner?**

**Fees: What Costs Are Involved?**

**Integrations: Do They Integrate With Your Property Management System?**

**References: Can You Talk to Other Hoteliers?**

**Mobile or Web App: Which Do You Choose?**



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## Safeguarding the Guest Experience with Contactless Technology – Part 1

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RENATO MATSUDA



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# Product Portfolio

**ASSA ABLOY**  
Global Solutions



VingCard  
Electronic  
Locks



Mobile  
Access



Elsafe  
Electronic  
Safes



IoT Location  
Solutions



Access  
Management  
Systems



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# Mobile Access



Digital room  
keys on  
personal  
smart devices

Convenient  
and secure

Based on the  
ASSA ABLOY  
Seos<sup>®</sup>  
platform



# Why Mobile Access



ASSA ABLOY  
Global Solutions



## Benefits for the hotel guests

- Unique **contactless** experience
- No need for keys or keycards or replacement cards
- Hassle-free entry into rooms
- Convenient and secure



Instant, secure and convenient room access using personal devices as a secure key.



Enhancing of social distancing abilities by eliminating the need to visit the front desk using digital check-in.

## Benefits for the hotel

- Strengthened hotel image and guest loyalty
- More efficient operations
- Reduced operational costs
- Increased competitiveness



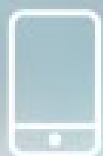
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# How Mobile Access works

3 ways to integrate



Mobile App



Customer  
Integration



Third Party





## HOW IT WORKS - GUEST PERSPECTIVE



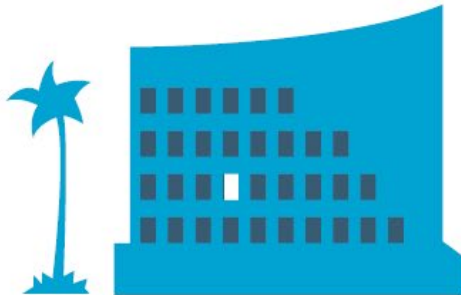
1 Download the app and register



2 Make the reservation



3 Receive a notification with the room number and mobile key



4 Bypass check-in and go directly to the room



5 Hold the smartphone to the door lock and enter the room !



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## HOW IT WORKS - PROPERTY PERSPECTIVE



1 Property receives reservation confirmation from guest



2 Notify guest of registration options



3 Assign guest room



4 Send guest digital key



5 Key is automatically cancelled upon guest checkout

## Mobile Access partners



80+ certified partners



Public

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# Technical Requirements

ASSA ABLOY  
Global Solutions



VingCard  
Allure



VingCard  
Essence



VingCard  
Signature



VingCard  
Classic



VingCard  
Flex

Public

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# Contact Information

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**Renato Matsuda**

Regional Director Latin America & Caribbean

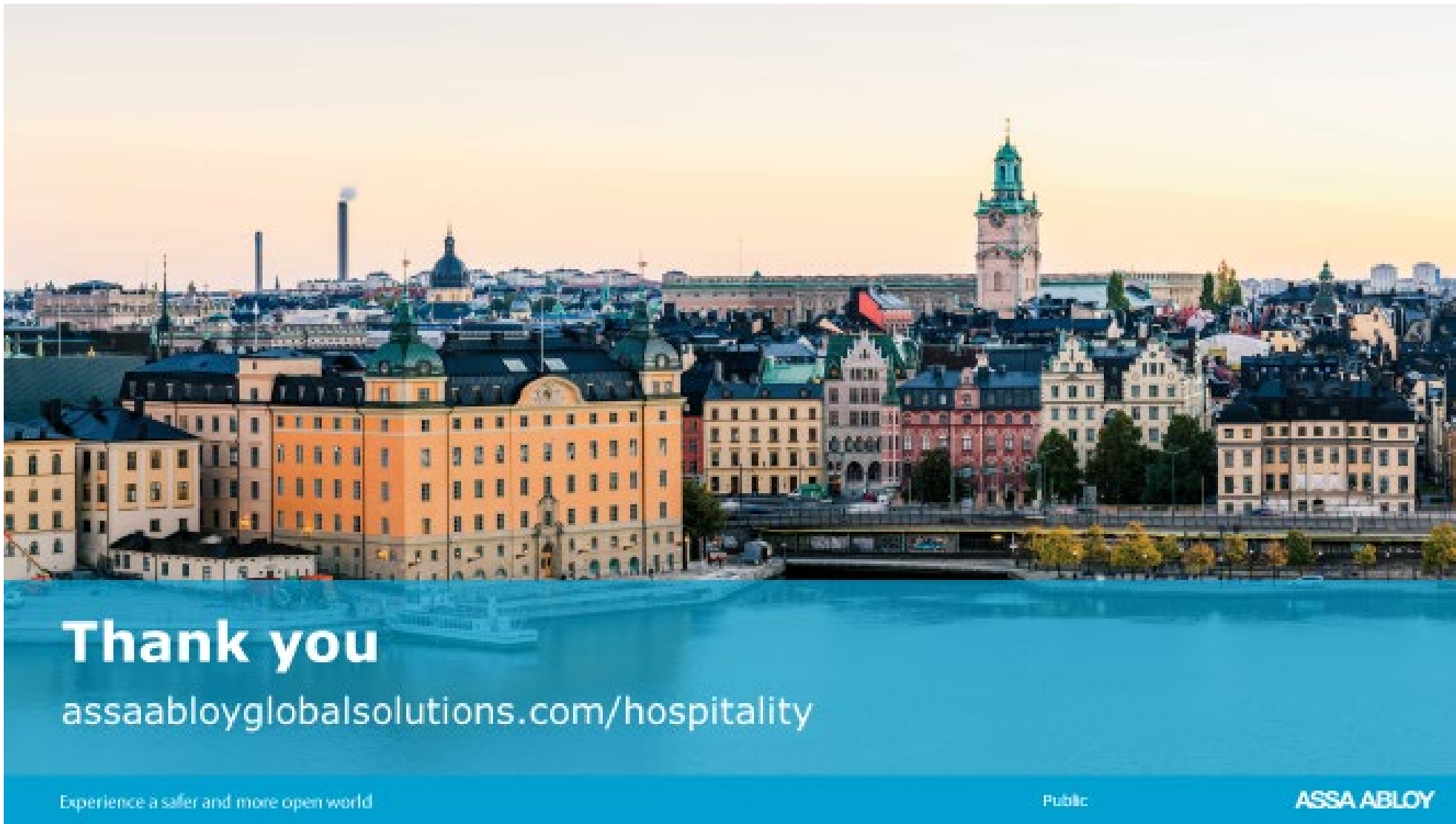
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Email: [renato.matsuda@assaabloy.com](mailto:renato.matsuda@assaabloy.com)

[www.assaabloyglobalsolutions.com](http://www.assaabloyglobalsolutions.com)

Experience a safer and more open world



**Thank you**

[assaabloyglobalsolutions.com/hospitality](https://assaabloyglobalsolutions.com/hospitality)

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Public

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**Thank You for Attending!**

**Get in Touch!**

[membership@caribbeanhotelandtourism.com](mailto:membership@caribbeanhotelandtourism.com)



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