

Carlo Fontana, GM

## **Tourismus Forum Schweiz**

November 13th, 2014

# Managing the Guest Experience High Tech or High Touch?





# Agenda

- ☐ Who am I
- ☐ A look into the past
- ☐ The future trends
- ☐ The HGRM-enabled guest & staff experience



### **Hotel Lugano Dante**

## 87 rooms, 40 Staff members

## <u>Awards</u>

$\checkmark$	Swiss Quality Hotels	Excellent Guest Satisfaction 2012
--------------	----------------------	-----------------------------------

- ✓ IFITT 2012 Outstanding industry contribution Award
- ✓ Tripadvisor 2013 Best Service 2013
- ✓ Switzerland Tourism Most welcoming City Hotels 2013
- ✓ HTNG 2013 EMEA «Hotel Technology Innovators» Award 2013
- ✓ Tripadvisor 2014 Top Service 2014
- ✓ HSMAI Europe 2014 Best in class Technology: Revenue Management

  Honourable mention



# Lets' have a look into the past...



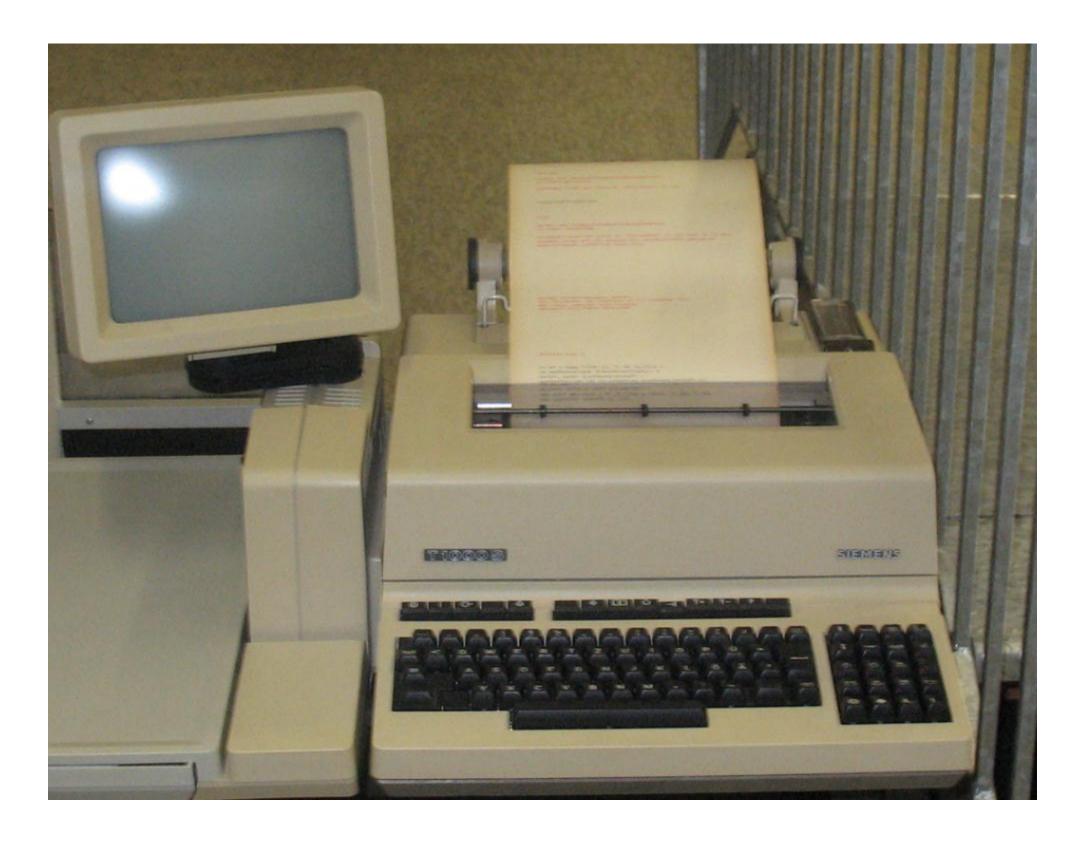






1984 - 1990







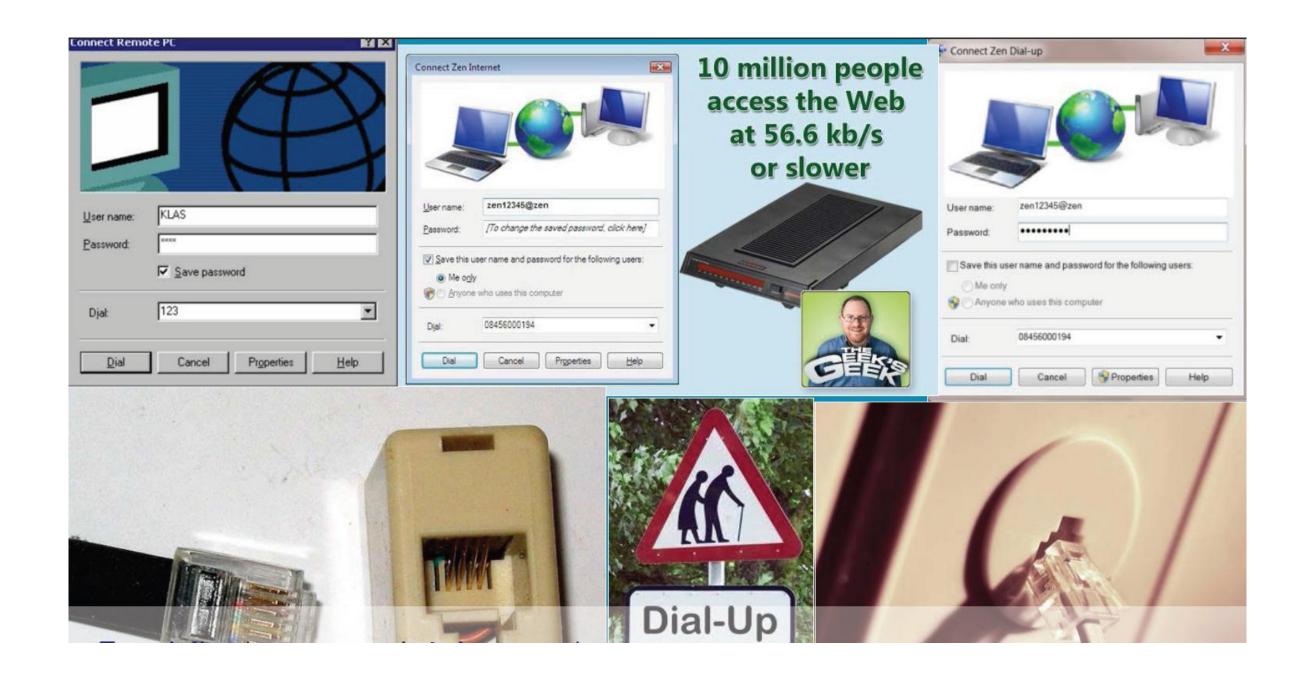


Late 80s



102 F	2020	10 10	- cold
VARNELLI 43120	202 F VOLP	E 4540	302 F THATTALI /* 43 / OLSEN 4 152
101 X AUTSTA /G 4 MID	2015	ERUM / 0 KING	304 F CHITAPPINI / * 4 = 35 401 X DI 20640 41 39
106 F   IESARI 46 40	206 F FERS	ERWAY /0 4 4 64	306 F LANDI /* 1/2 185 406 M COLIGNATE 1/4/160
108 XX TRISOLED /9 2 W/66	205 M DINOS	( ) For the land	305 XX CHANDRA / X 8 3 50 105 M 2460 11 165
110 XX DI GIOIA /G 2 466	210 M 7 R	JULY / 6 12/18/61	310 M TACALUSO /* 91/3 50 -110 MX SERIA /* 1/3 75
112 M ALFONSO /G 2 16	212.M RUT	11 1 1	312 M   PANUVE / * 1 3 50 412 MX REVEOL / * 1 3 50
14 X	214 M TANK	- (0) 14 14 100	314 M ADDENATO X P 3 50 M
16 M	216 M TASE	11 100	316 M VIOLANO / # 19 3 50 Frotale camere
18M WRILLI /A PINGO	218 M   716A	7 11 12	318 M CATIPANA / X P 3 50
20 M, COOPERPUL PINISO	220 M P 124	1 /6 2 14 100	(-DOARD)
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Other

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Travel All



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#### HIGHLIGHTS

- Vegas package for Billboard Music Awards
- How to put your miles to charitable use
- Skiing at Beaver Creek: 3 perfect days
- More headlines...

San Antonio: A 360° tour of the scenic Paseo del Rio (River Walk)

Destination of the month

FEATURED TRAVEL PROVIDER





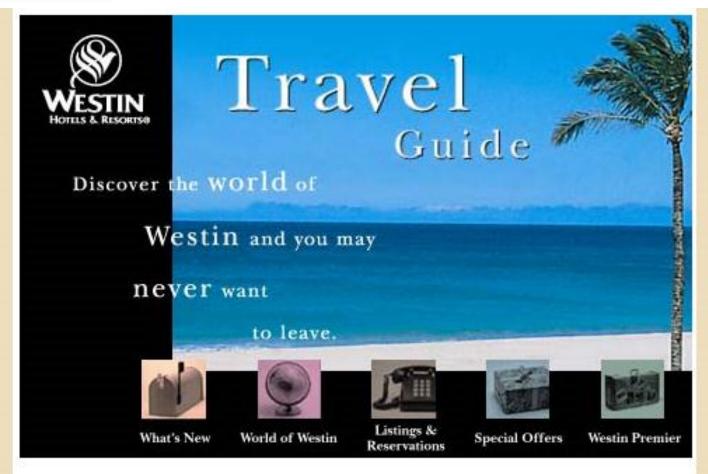
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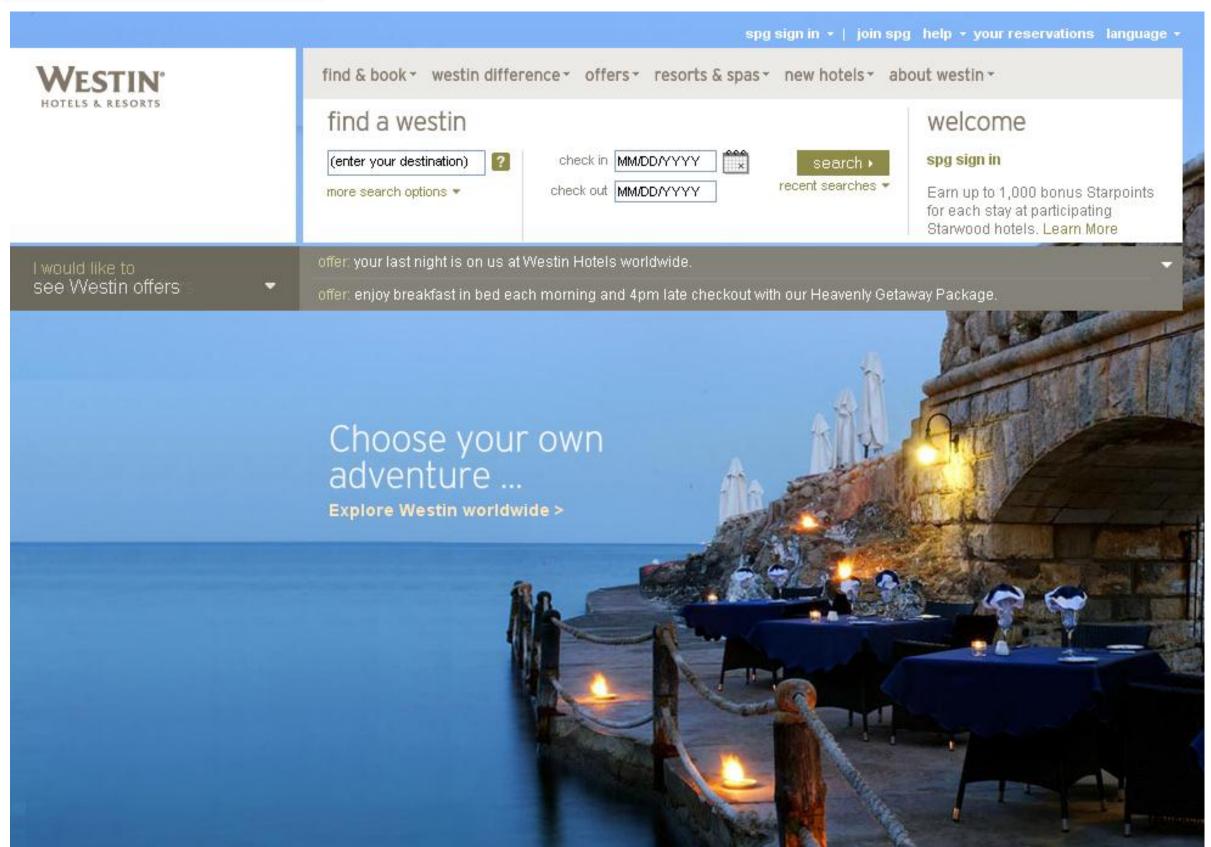
Happy Guest Relationship Management

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# Lets' have a look into the present...



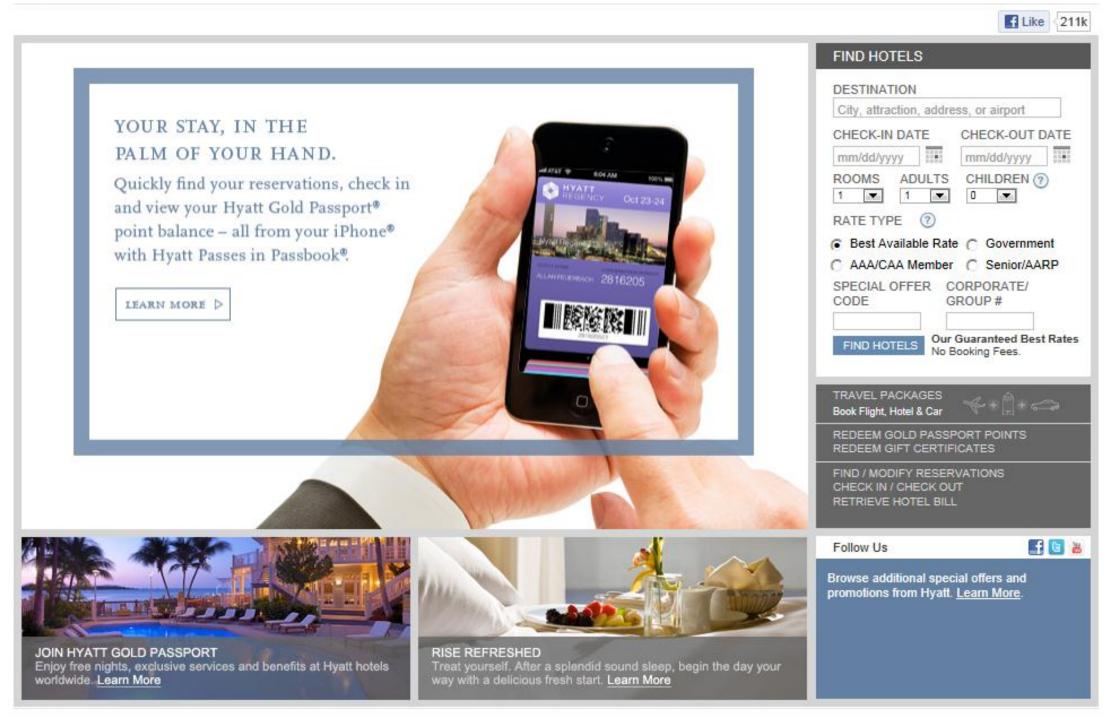
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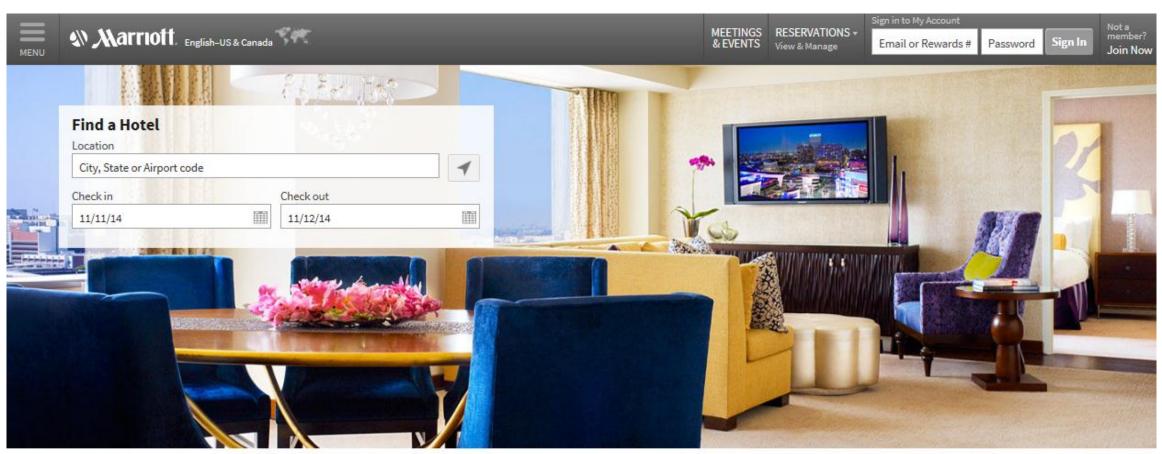
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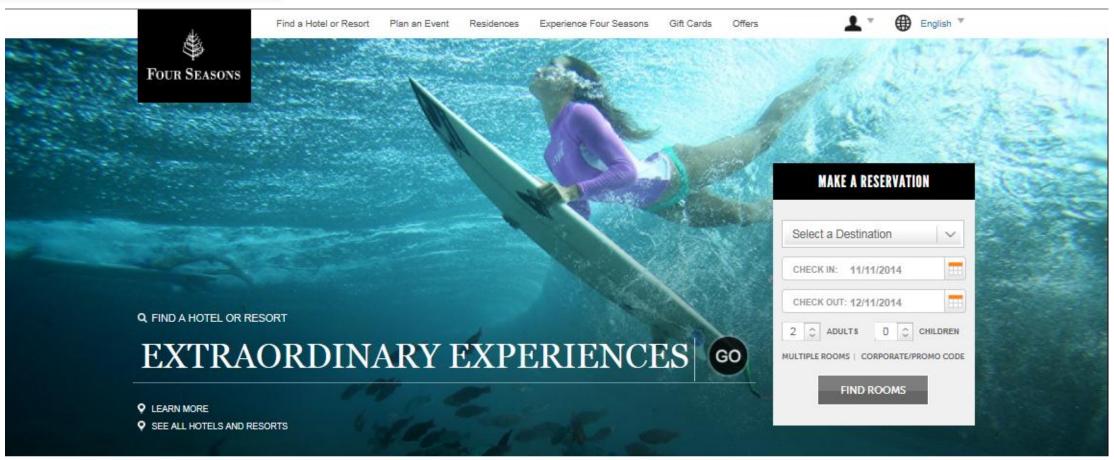


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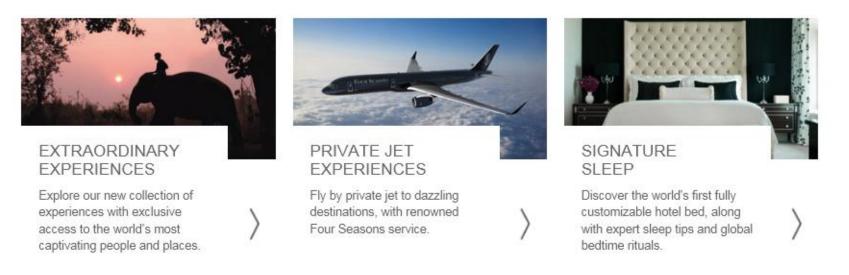


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#### EXPERIENCE FOUR SEASONS















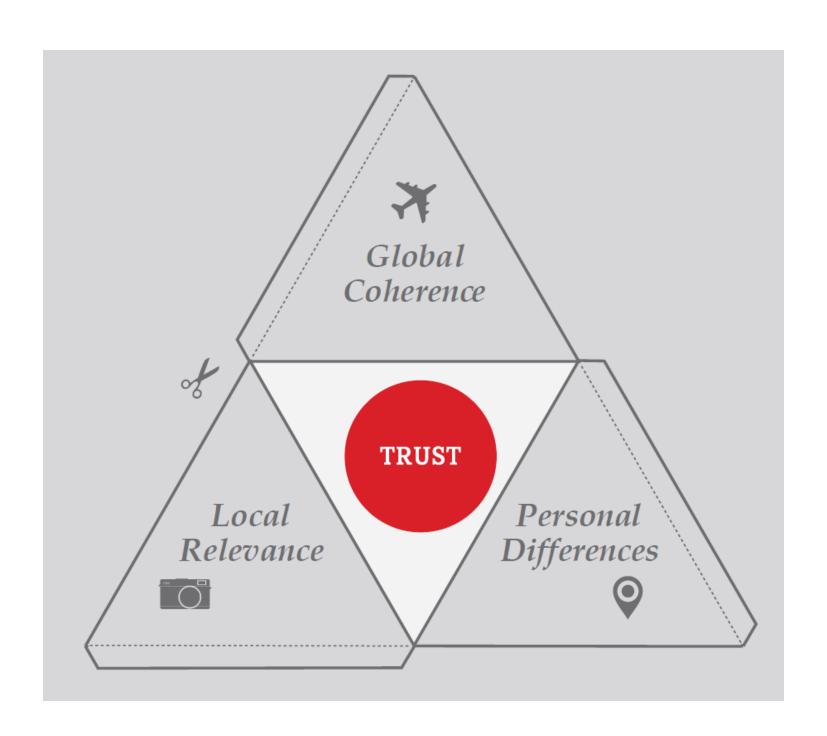


# The future trends...



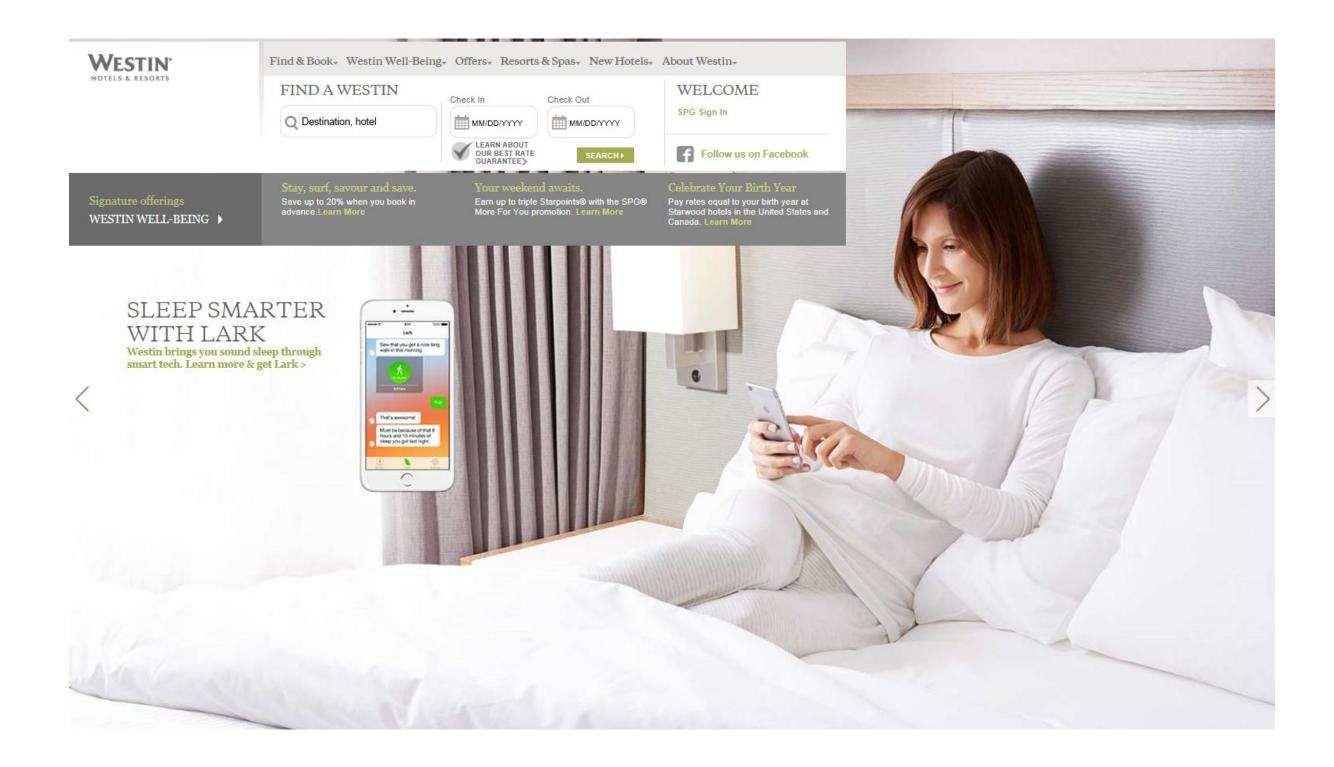
## Trends 2014 - 2020

- globalisation
- localisation
- personalisation

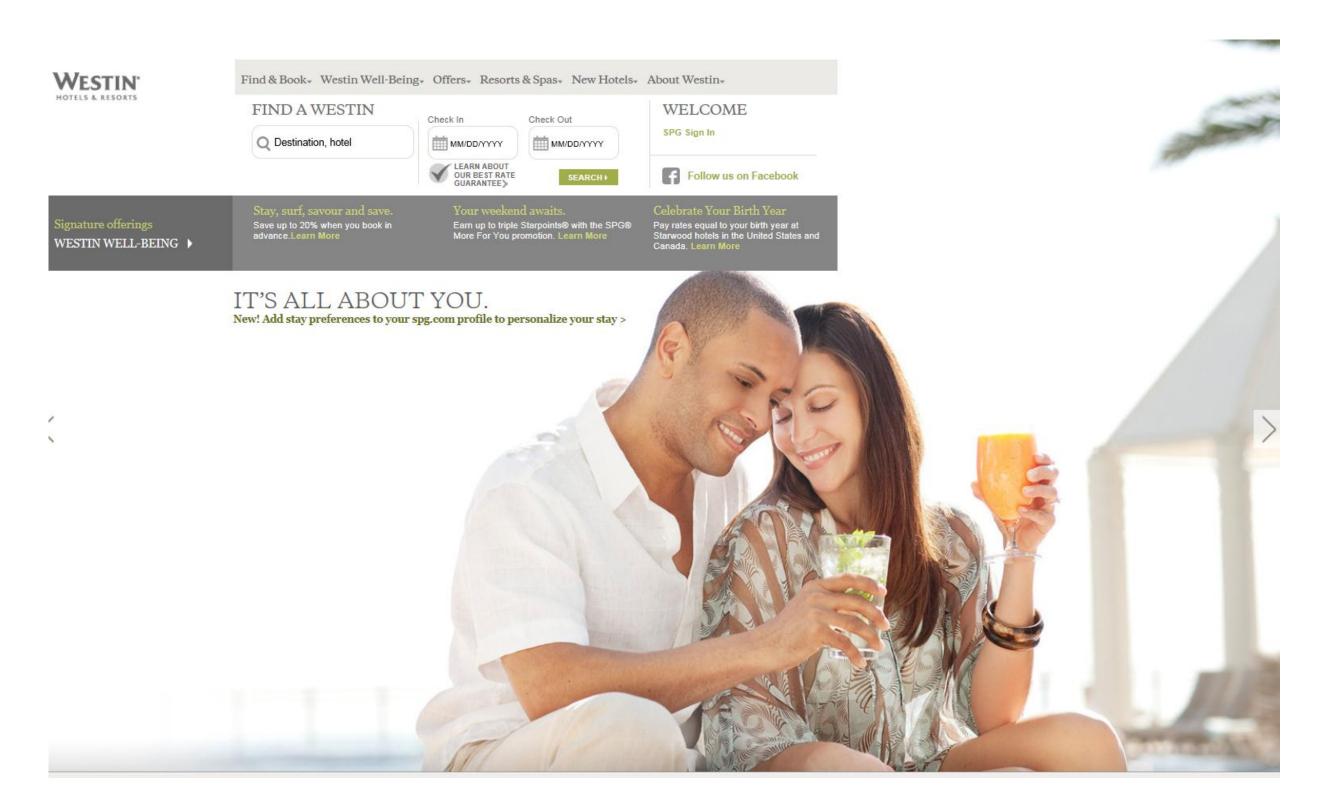


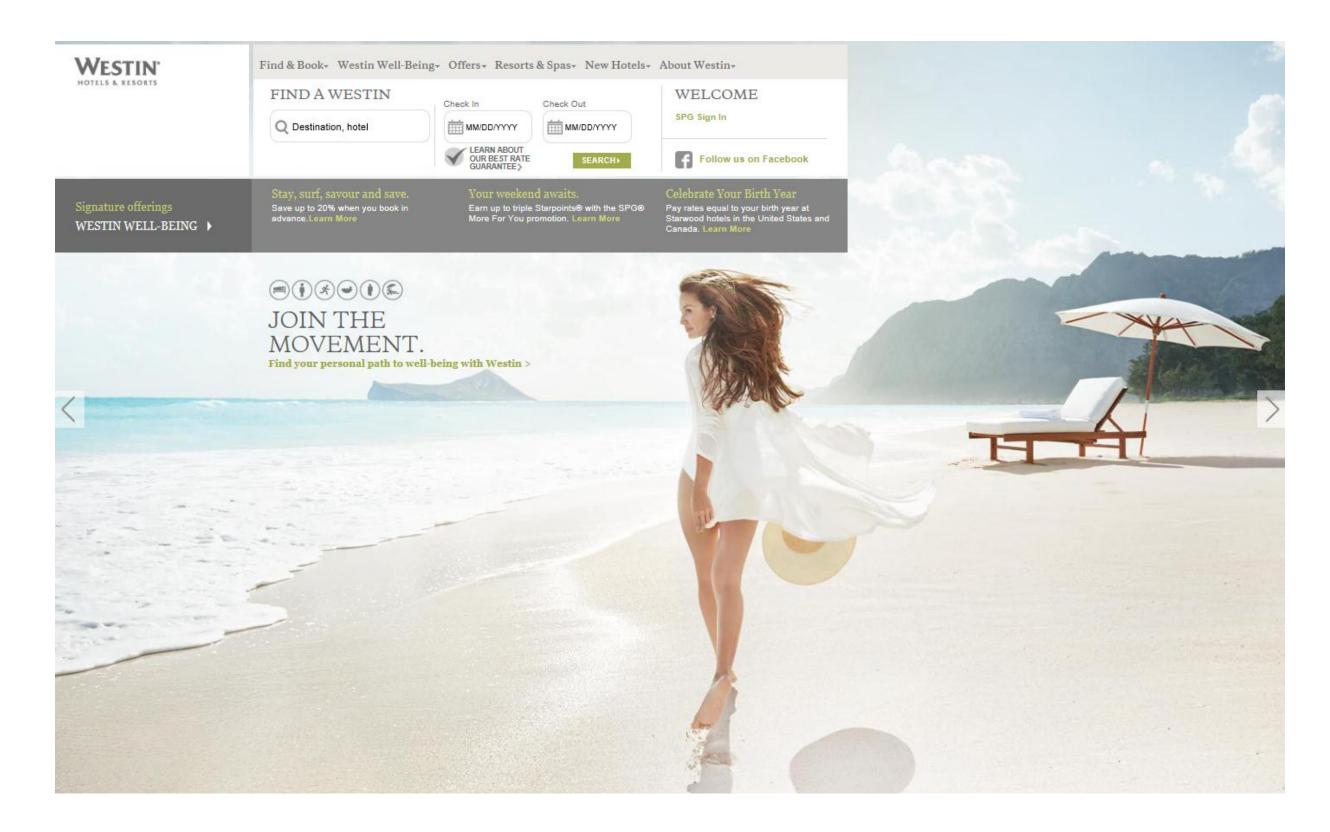
Creating "moments of trust" by IHG



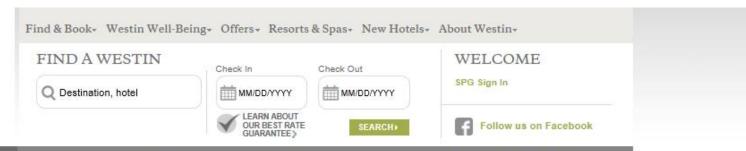












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# Hospitality: where are we now?





If hotels look all alike, guests will mainly take their decision solely on price



## **OTAS** effect

Sortieren nach:

Booking.com empfiehlt Preis ▼ Sterne ▼ Lage ▼ Bewertungsergebnis ▼





Ergebnis von 1315 Bewertungen

Es sieht sich gerade 1 Person dieses Hotel an.

Letzte Buchung: vor 3 Stunden

▲ Economy Einzelzimmer Frühstück inbegriffen

Wir haben noch 2 Zimmer!

**CHF 198** 

Jetzt buchen

Gut 7.7

2 weitere Zimmerkategorien >



#### Belle Epoque Boutique Hotel ★★★★ 💪 ♡ 128

<u>Bern</u>

Es sehen sich gerade 3 Personen dieses Hotel an.

Letzte Buchung: vor 5 Stunden

▲ Doppelzimmer mit Dusche Kostenlos stornieren - SPÄTER ZAHLEN 5 weitere Zimmerkategorien >



Motel Waldhorn ★★★ 🁍 ♡ 292

Sehr gut 8,2

Ergebnis von 1122 Bewertungen

Letzte Buchung: vor 43 Minuten

Standard Zweibettzimmer
KOSTENLOS stornieren - SPÄTER ZAHLEN, Frühstück inbegriffen

Wir haben noch 2 Zimmer!

CHF 173,70

1 weitere Zimmerkategorie >

Jetzt buchen



#### Sorell Hotel Ador ★★★ 🍰 ♡ 172

Es sieht sich gerade 1 Person dieses Hotel an.

Letzte Buchung: vor 2 Stunden

Unser letztes verfügbares Zimmer in dieser Unterkunft ist berei





Sehr aut 8.4

Ergebnis von 591 Bewertungen

Es sehen sich gerade 3 Personen dieses Hotel an.

Letzte Buchung: vor 1 Stunde

2 Economy Doppelzimmer

3 weitere Zimmerkategorien >

-25 % CHF 313- CHF 237

Jetzt buchen



## Hotel National Bern ★★ 🁍 ♡ 410

Es sehen sich gerade 3 Personen dieses Hotel an.

Letzte Buchung: vor 4 Stunden

Zweibettzimmer mit eigenem Bad auf dem Gang KOSTENLOS stornieren - SPÄTER ZAHLEN, Frühstück inbegriffen

4 weitere Zimmerkategorien >



Hotel Sternen Muri ★★★★ 🍰 ♡ 144

Sehr gut 8,1

Ergebnis von 274 Bewertungen

Letzte Buchung: 24. Oktober

Einzelzimmer

1 weitere Zimmerkategorie >

CHF 235 CHF 210

Jetzt buchen





Best Western Hotel Bern ★★★★ 🍰 ♡ 211

Gut 7.8

CHF 255 CHF 225

Es sieht sich gerade 1 Person dieses Hotel an.

Letzte Buchung: vor 3 Stunden

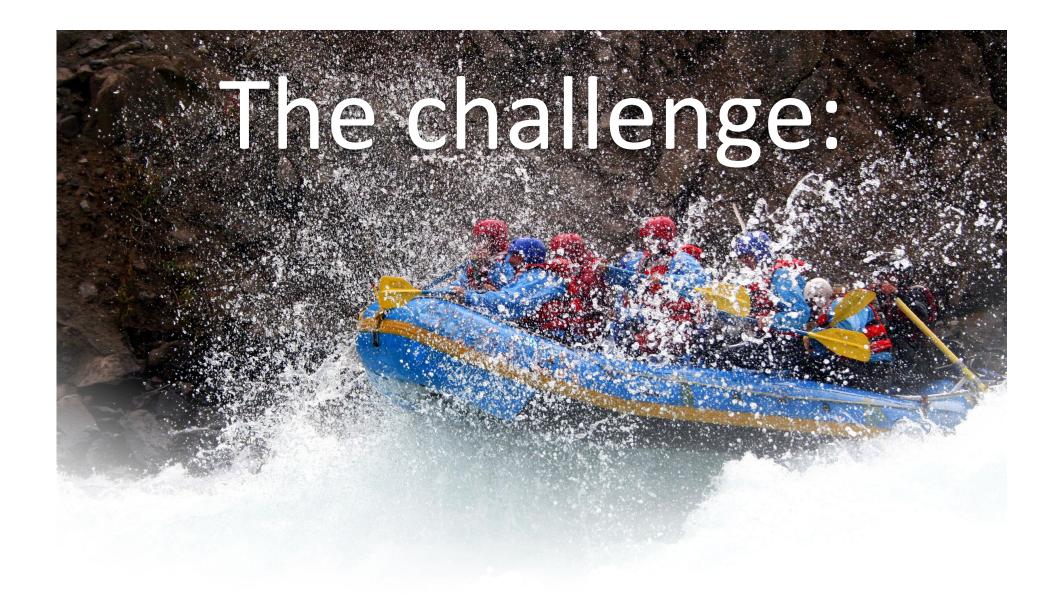
Economy Einzelzimmer Wir haben noch 2 Zimmer!

5 weitere Zimmerkategorien >

Jetzt buchen

Ergebnis von 455 Bewertungen





In the era of commoditization, there's a dramatic need to improve Guest Satisfaction and grow Customer Loyalty



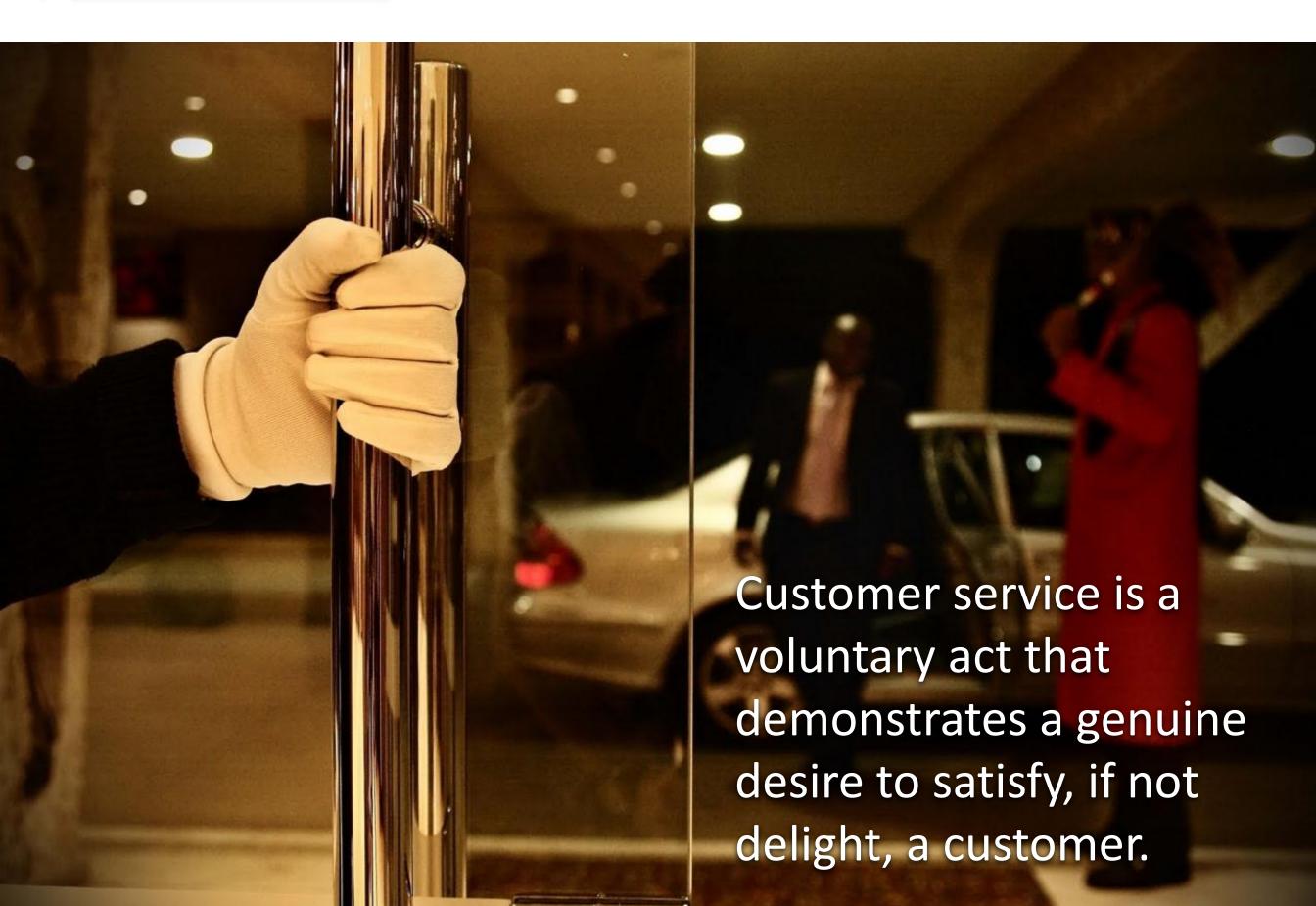
# The answer

Guest Experience
constitutes today a
very important factor when
choosing a hotel,
often before
location and price.



# focus on Guest Experience







# Guest Experience

is made by hundreds of thousands of interactions



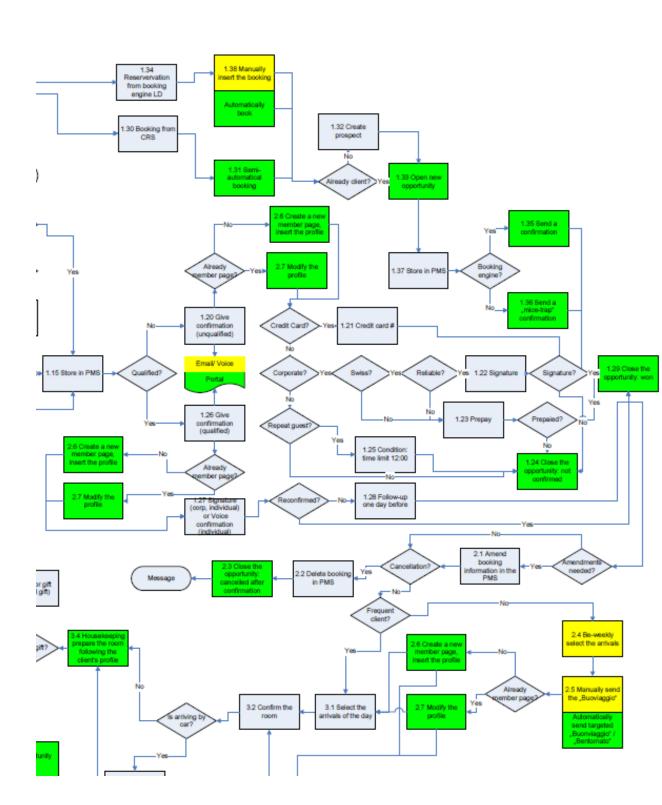


# Guest Experience happens:

- ✓ anytime
- ✓ anywhere
- ✓ anyway

with no precise rules

and even one single service failure can...







Maintenance



Reservations



Reception



Housekeeping



Welcome





Breakfast



Sales & Revenue



Bar



Marketing



# Experience

co-creation



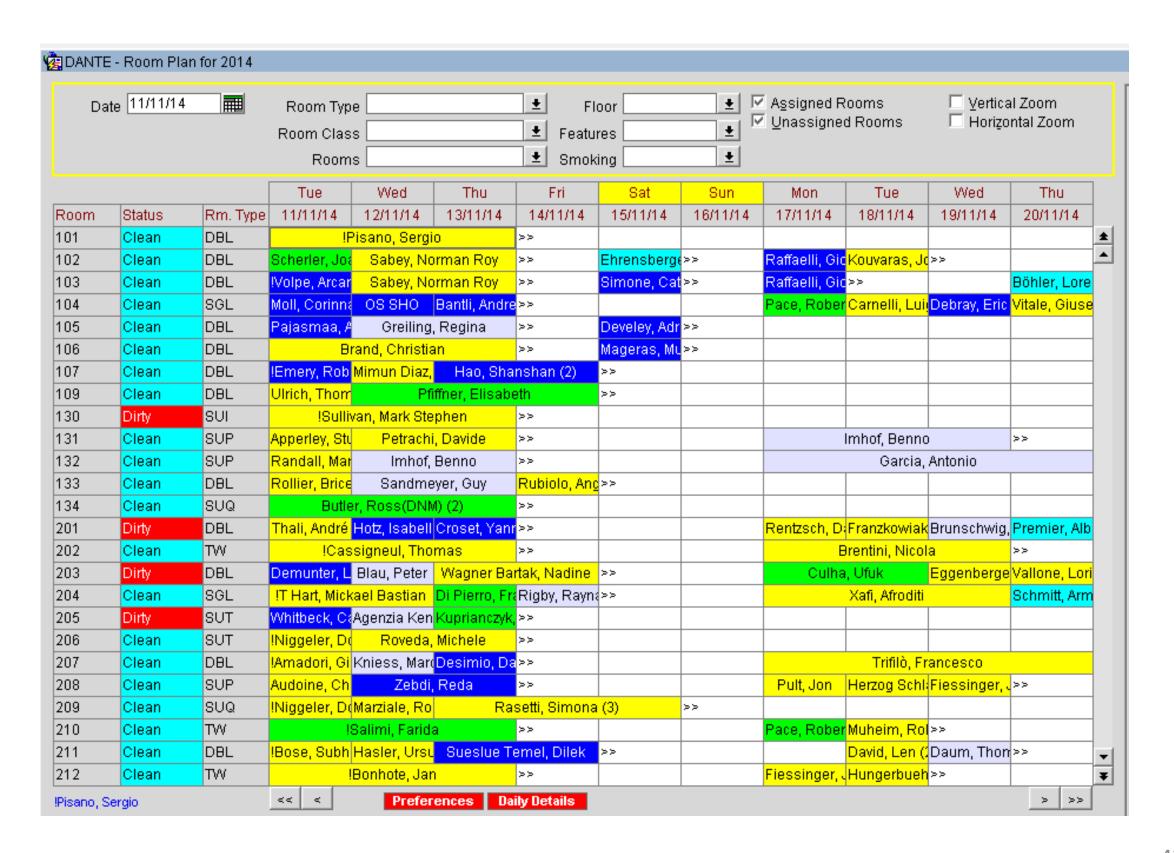
A work system that brings staff and guest together so that they can engage in value co-creation



# Hotel operations: where are we now?



## Does it look familiar?





Filter Arrival Date=13/12/12

## Does it look familiar?

0		Hotel Lugano Dante, Lug	ano			13/12/12
district transmission	ST .	Pulizia Camere				10:43
	O. C.					
Camera	Cliente	Partenza 40/40/40	Adults	Children		
101	Venier, Glauco	16/12/12	1	0	12/12/12	
102	losib, Daniel	13/12/12	1	0	11/12/12	
104	Botezan, Aurel	13/12/12	1	0	10/12/12	
107	Reboh, Michel	14/12/12	1	0	11/12/12	
109	Valle, Pietro Luigi	14/12/12	1	0	12/12/12	
130	Emirsoy, Muhsin	15/12/12	2	0	11/12/12	
131	Amerio, Stefano	16/12/12	1	0	12/12/12	
134	Maccio, Davide	14/12/12	1	0	10/12/12	
203	Höglund, Andreas	14/12/12	1	0	02/12/12	
204	Battistella, Primarosa	14/12/12	1	0	11/12/12	
208	Schwägerl, Mariejeanne	14/12/12	1	0	13/12/12	
209	Kwon, Seong Hee	14/12/12	2	0	06/12/12	
210	Mcleod, Alejandra	14/12/12	2	0	12/12/12	
211	Mcleod, Alejandra	14/12/12	2	0	12/12/12	
230	Rovaris, Gualtiero	13/12/12	2	0	12/12/12	
231	Lucignano, Francesco	13/12/12	1	0	11/12/12	
233	Batkin, Marc V	14/12/12	1	0	05/12/12	
301	Sartori, Laura	24/12/12	1	0	10/12/12	
302	Berg, Joans	14/12/12	1	0	02/12/12	
305	Bardocci, Giovanni	14/12/12	2	0	12/12/12	
307	Sette, Andrea	14/12/12	1	0	12/12/12	
312	Popa, Aurel	13/12/12	1	0	10/12/12	
330	Arata, Gianmario	14/12/12	1	0	10/12/12	
331	Pesce, Maurizio	14/12/12	1	0	12/12/12	
332	Pesce, Stefania	14/12/12	1	0	12/12/12	
333	Sullivan, Mark S	14/12/12	1	0	08/12/12	
334	Dellepiane, Alberto	13/12/12	2	0	11/12/12	
336	Bianchi, Nicola Antonio	13/12/12	1	0	10/12/12	
401	Eriksson-Hynynen, Kerstin	14/12/12	1	0	02/12/12	
402	Lind, Fredric	14/12/12	1	0	02/12/12	
403	Munoz, David	14/12/12	1	0	10/12/12	
404	Crihalmeanu, Dan Sebastian		1	0	11/12/12	
407	Monti, Massimo	14/12/12	1	0	12/12/12	
410	Gesing, Klaus	16/12/12	1	0	12/12/12	
411	Giambrone, David Paul	14/12/12	1	0	05/12/12	
414	Patrizio, Anthony	14/12/12	1	0	05/12/12	
431	Stein, Rita	14/12/12	1	0	09/12/12	
433	Cassagne, Renee Jean	14/12/12	1	0	09/12/12	
435	Holliger, Heinz	15/12/12	1	0	10/12/12	
436	Shymko, Yevgen	13/12/12	2	0	12/12/12	
502	Holm, Kristin	14/12/12	1	0	02/12/12	
503	Eicher, Manfred	14/12/12	1	0	12/12/12	
505	Monti, Massimo	14/12/12	1	0	12/12/12	
F 4 7	100 materia Blanca	4044040	4		404040	

16/12/12

13/12/12

14/12/12

Winstone, Norma

Bavastrelli, Brigida

Luvison Costa, Rosangela

512

530

531

12/12/12 11/12/12 Page 1 of 2 puliziacamere

12/12/12

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2

Hotel Lugano Dante, Lugano 13/12/12 STAMPA CESTINI 10:40

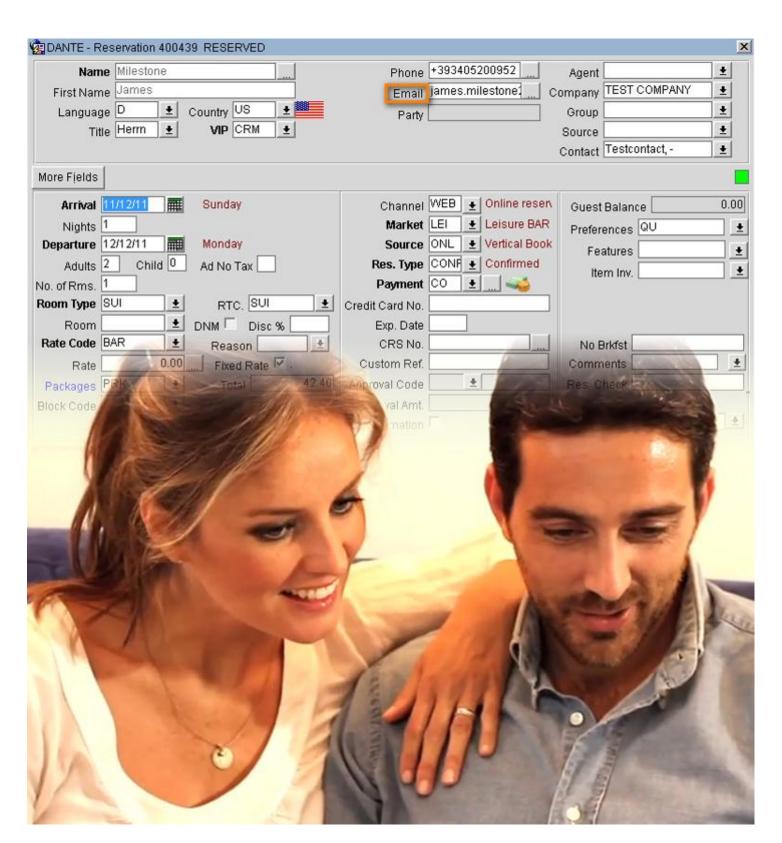
	COMMUNICATION OF THE PROPERTY							10.10	
Room No.	<u>Last</u> Visit	Guest Full Name	Rate Amount	Occupata	<u>Pagata</u>	Rate Code	Departure Date	Adults	Children
102		Walpoth, Marc	155.25	DBL	Q1	BR NET	14/12/12	1	0
103		Pont, Nicolas	188.00	DBL	Q1	SHOP	15/12/12	1	0
104		Heymann, Frederic	150.30	SGL	Q1	SQH	14/12/12	1	0
105	17/04/12	Frischknecht, Andreas	198.00	DBL	Q1	BEST RESTRICTE D	14/12/12	1	0
106		Schreen, Claudia	198.00	DBL	Q1	BEST RESTRICTE D	14/12/12	1	0
132		De Freitas, Amelie	265.50	SUP	SUP	LVUITTON	14/12/12	1	0
133	30/12/10	Piccolo, Andrea	331.50	SUQ	SUT	3X10	16/12/12	2	0
201	05/02/08	Buchmann, Hans Urs	255.00	DBL	DBL	CS	14/12/12	1	0
202	21/11/12	Dierna, Assunta	351.00	SUT	SUT	A.DIERNA	14/12/12	2	0
205		Taranov, Alexadr	273.00	SUT	DBL	BARVOICE	16/12/12	1	0
206		Mazzi, Federica	274.50	SUT	TW	BAR-10	15/12/12	1	0
207	05/04/12	Schnyder, Wilhelm	370.00	DBL	DBL	BARVOICE	15/12/12	2	0
208		Schwägerl, Mariejeanne	269.00	SUP	SUP	SQH BR	14/12/12	1	0
212		Santana, Noelia	274.50	TW	DBL	LVUITTON	14/12/12	1	0
214	08/05/10	Dotti, Fabian	247.50	SUQ	SUP	GROUP	15/12/12	1	0
230		Schori, Martin	352.00	SUQ	SUQ	FUGA NELLA	14/12/12	2	0
231	05/12/12	Centola, Loris	215.00	SUP	SUP	UBS	14/12/12	1	0
232		Roth, Andreas	215.00	SUP	SUP	CS	14/12/12	1	0
303		Fontana, Aldo	300.00	DBL	DBL	BARVOICE	14/12/12	1	0
304		Conigliaro, Franco	190.00	SGL	SGL	UBS	14/12/12	1	0
308	28/10/12	Mueller, Alexander	215.00	SUP	SUP	FIRSTICARU S	16/12/12	1	0
309		Woods, David	315.00	SUT	DBL	BARVOICE	14/12/12	1	0
310		Chevalier, Alexandre	155.25	SGL	Q1	BR NET	14/12/12	1	0
311		Smirnov, Alexander	273.00	SUT	TW	BARVOICE	16/12/12	1	0
312	14/08/12	Larbi, Myriam	229.50	SGL	SGL	CORNERB	15/12/12	1	0
314	23/09/12	Bordiga, Stefano	355.00	SUT	DBL	BARVOICE	15/12/12	2	0
335	28/09/12	Spengler, Karsten	315.00	SUQ	DBL	BARVOICE	14/12/12	1	0
336	19/10/12	Manfredi, Giovanni	410.00	SUQ	SUQ	BARVOICE	14/12/12	2	0
404		Occhetti, Marco	265.50	SGL	SGL	BAR	14/12/12	1	0
405	20/11/12	Di Fante, Marco	265.50	DBL	DBL	BAR	14/12/12	1	0

Page 1 of 2 stampacestini



# From the Reservation...

... to the Guest Relationship





# The HGRM experience





# What is service & product innovation?



## Is this the future of Hospitality?







## Is this customer service?

#### Robotic hotel staff

## A byte to eat

Aug 20th 2014, 10:44 by J.J.C.

STARWOOD HOTELS is rolling out a robot to help fulfil room-service requests for its guests. The butler known as a "botlr" is being tested in its Cupertino hotel in Silicon Valley (naturally) with a view to expanding its presence worldwide. Botlrs come complete with bow ties and resemble a cutesy cross between Disney's Wall-E and R2-D2 from Star Wars. As well as having novelty value, they are capable of delivering room-service orders by navigating lifts and corridors before dialling the occupant's room number to announce their arrival.

Unions, fearing for members' jobs, have taken a dim view. One denounced Botlrs as gimmicky and unable to offer the human touch or level of service that a real person can provide. On the other hand Botlrs could singlehandedly dispense with the often



awkward and always costly practice of tipping room-service staff. It is true they lack the human touch. But then again they won't hover around your room showing you how the television, curtains, shower and telephone work until you peel off a five dollar bill to regain your privacy. All that a Botlr asks for a tip is a tweeted thank you, and it is unlikely that it will bemoan your miserliness if you don't comply.



## What is service & product innovation?

Maybe a combination of the following areas:

- People
- Organizations
- ☐ Data (Big data)
- □ Technology



## The Guest



Mypage The guest's personal page

IT | EN | DE | FR |

LOGOUT

BOOK

Davide Bernasconi



HOME | VISIT LUGANO | HOW TO REACH US | A GIFT TO A FRIEND | ▼ BEST RATES GUARANTEE Verisign secured Check other of 10/10/2013 We are looking forward to welcome you! Dear Mr. Bernasconi I wish to give you some useful hints before your arrival in Lugano. If you need more, all the Staff is Some useful information: eager to give as much information as you might need. · Check-in & Check-out See you soon! your room will be at your disposal as of 3 pm on the day of arrival. Check-out time is 11 am on the day of departure. We would gladly handle your luggage before and after the times specified Internet WiFi the Hotel has excellent WIFI coverage, offered free of charge for you to use. The connection is secure (free from viruses and SPAM), and your computer will not need to be configured HOW TO REACH US > (Zero configuration level) · 100% Smoke Free we became the first 100% SMOKE FREE hotel in Lugano. We are very proud to welcome you to a sweet smelling environment full of fresh air VISIT LUGANO > Upon your arrival we'll welcome you with a smile: Carlo Fontana General Manager Guest Front Office relations relations Manager

Sa 12.10

Su 13.10

Ψ,

Tu 15.10

Weather forecast

Th 10.10

14\*

Source: MeteoSwiss



#### IL CLIMA E IL LETTO IDEALI

Le principali scelte per dormire al meglio: la temperatura della camera che troverà al suo arrivo e le diverse tipologie di cuscino e coperta per il suo letto.

Temperatura 000

#### Offerto

- ✓ 21°C/70°F
- 22°C/72°F
- 23°C/74°F ☐ 24°C/75°F
- 25°C/77°F





✓ Offerto

anallergico in stile nordico per un migliore lana. soggiorno di assoluto comfort.

#### Letto Mediterraneo



#### Offerto

Con un morbido e soffice piumino Con una calda coperta della

#### Cuscini



#### Offerto

- Naturale in lana
- ✓ Naturale in piuma
- Anallergico in fibra elastica ☐ Anallergico 100% lattice
- Anallergico in poliestere

#### FOR PLEASING OUR SMALLER GUESTS

To make our rooms pleasant and perfect even for all our little quests we offer you a selection of accessories made especially for children to choose from according to their tastes and preferences.

#### Price per room/night

#### Anallergico in memory foam



Offerto Realizzato in memory foam, al contatto si ammorbidisce adattandosi perfettamente alla singola conformazione.

#### Flora by JJB Benson



Offerto Cuscino a rotolo, adattabile individualmente per la nuca, la ragione sacrale e le gambe. Adatto per le persone che danno particolare attenzione all'igiene o

che soffrono di asma.

#### Ortopedico by Elisa



Offerto Cuscino in materiale espanso poliuretanico per il sostegno delle spalle e della zona cervicale.

#### Extra Soft Topper



9.- CHF

Topper anallergico dall'eccelle comfort dello spessore di 4,5c aggiunge benessere al letto mantenendo inalterato il livello rigidità - Previa disponibilità

#### Ergonomico Automodellante Anti-suffocation Pillow



The inner structure perforated allows air to freely circulate inside prevent the risk of head in the cot whilst sleeping supine.

Offered The Ergonomic Pillow helps to and keep the baby safe in case he deformation syndromes caused by to availability. accidentally covers his mouth and the prolonged time babies spend

Changing table

□ Offered Practical, versatile changing table Bath-time is one of the most in water repellent fabric - Subject important times of the day,

#### Baby bath

Customite

your stay



especially for babies - Subject to availability.

#### Fish Bath Temperature

nose whilst sleeping.



Chicco Cute Blow Fish has a heat DOG Hand Held Shower sensitive strip which indicates how [ CAT Hand Held Shower hot/cold the water is. It changes color while indicating the temperature of water.

#### Hand Held Shower



Offered



#### Toilet seat reducer ring



The rear hooks keep the reducer A helpful, fun aid for toddlers, ring stable on the toilet seat, - Subject to availability - subject to availability.

Multiuse stool



helping them to reach the sink and providing a comfy seat for toddlers the toilet - Subject to availability.

#### **Humi Vap Humidifier**



■ 12.- CHF



☐ 9.- CHF

Magic Lantern



☐ 6.- CHF

Plug-in nightlights

☐ Offered

Socket covers

#### **ENJOY LUGANO!**

Discover the relaxation of a walk in the city town, or the pleasure of a bike ride along the lake ...discover Lugano has never been easier! Price per person

Art- Exhibition Jean Arp-Osvaldo Licini



■ 6.- CHF visual dialogue between the sculptor Jean Arp and the Italian painter Osvaldo Licini =>More Info

Cultura Pass Bellinzona



7.5.- CHF Museo d'Arte Moderna, Lugano: A Entrance to 3 Bellinzona Castels + A tailor-made offer for wh 3 exhibitions and to Villa dei Cedri. to calmly enjoy the picture THAT SOMETHING EXTRA... =>More Info

Lugano by bike **VELOPASS** 

□ 5.- CHF

alleys in the centre of Lug the magnificent lakeside landscape by bicycle. =>More Info

Swissminiatur

☐ 15.- CHF

Some elements to render the air of your room special and a greater quantity of accessories for a top quality stay. Offered: throughout your stay. If you are willing to buy it, please contact directly the Reception. Paying: Price per room/night

3 days Pass TICINO DISCOVERY CARD



87.- CHF The Passepartout to visit, Museums, Parks, Pools, touristic transportations included. =>Discover More

Dinner & Casinò Voucher CASINO DI LUGANO



58.- CHF Course dinner menu at the panoramic restaurant "La Perla" valid for 1 person - tokens to the value of CHF 10. - Welcome drink at the bar of the Casino.=>More Info

Voucher 10% discount WATER PARK SPLASH



□ Offered 10% discount 4 hour tic (without SPA): 10'000 sc of every shape, 700 mete water revolutionary slides skin. =>More Info

Ultra Soft - Toilet Paper



Soft and durable, with its quilted processing, ideal for all sensitive 100% Recycled - Toilet Paper



Offered it's softer and more luxurious than The note of perfume inspired by you might expect, proving that recycled loo roll doesn't have to be roll more special. The delicate a compromise in quality, and quality doesn't have to cost the earth.

Camomille - Toilet Paper



Offered flowers of chamomile makes each | blue scent is applied on the inside of the tube of cardboard in order to respect the skin.

Colored Toilet Paper

... to every

detail



Offered yellow

Toilet Paper - Chicken in action



3.- CHF Clucking with a friendly chicken... Toilet Paper - Love



3.- CHF Boundless love... Toilet Paper - Euro



■ 3.- CHF Crisis, what crisis? Toilet Paper - Sudoku



☐ 3.- CHF Do not disturb. I'm thinking...

#### GOURMET-PAUSE

Eine Auswahl an kleinen Gaumenfreuden die Sie in aller Ruhe in Ihrem Zimmer kosten können, vom Salzigen bis zum Süssen, vom Rotwein bis zum Champagner, von den Kräutertees bis zum Kaffee direkt ab der Kaffeemaschine im Zimmer.

#### Erdbeeren & Champagner



☐ 125.- CHF Eine Flasche Champagner(75cl) und Erdbeeren auf dem Zimmer, um gemeinsam anzustossen

#### Saisonfrüchten



m 25.- CHF Eine feine Saisonfrucht für einen gesunden und frischen Snack.

#### **Tessiner Degustation**



☐ 30.- CHF Geniessen Sie eine De der bekanntesten Tess Spezialitäten: ein feine Merlot, Brot, Salami un Tessiner Käse.

#### Prosecco



Mineralwasser







Fanta

#### Coca Cola



Coca Cola



... to every

detail

Coca Cola Light



Coca Cola Light

#### **Tessiner Merlot**



□ 50.- CHF Nutzen Sie die Gelegenheit und gönnen Sie sich eine feine Tessiner Merlot (75 cl)und geniesst alle Düfte einer geschichtsträchtigen und traditionsreichen Region.

#### Schweizer Schokolade



30.- CHF Nutzen Sie die Gelegenheit, um eine Auswahl an Produkten der besten Schweizer Maitres Chocolatiers zu kosten.

#### Nespresso



25.- CHF Nespresso bietet Ihner Stunde den besten Kal und elegant - Nur bei Verfügbarkeit, Preis Übernachtung.

#### Coca Cola Zero

✓ Kostenios

Mit Kohlensäure

✓ Kostenios Coca Cola Zero

#### Fruchtsäfte



✓ Kostenios Fruchtsäfte

#### Choco Drink



Kostenios Die perfekte Kombination aus Milch und Schokolade

#### **Schweppes Tonica**



1 4.- CHF Schweppes Tonica

#### TO OUR FOUR-LEGGED FRIENDS

To help lightening the travel load, you can personalize the stay of your furry friend! Bautique & Spa Lugano: tutti i nostri ospiti possono beneficiare di un 10% di sconto su tutti gli acquisti(vedi sito ufficiale). Per maggiori informazioni rivolgetevi direttamente alla Reception.

#### **BAUTIQUE & SPA** Spa & Relax Treatment



■ 50.- CHF Jacuzzi and drying (only small dogs), with dead sea salts and natural relaxing essences.

#### **BAUTIQUE & SPA Paw Caring**



25.- CHF the paw's pads and varnish. A true dedicated to Pugs and Bulldogs cure-all/elixir for the tired paws.

#### **BAUTIQUE & SPA** Perceptible Snouts



35.- CHF Nail cutting and filing, hydration of Peeling and rehydration specially the face, which are vulnerable to dry skin and dermatitis.

#### Bautique & Spa: 10% discount on every



Offered 10% discount on every purchase: SPA treatments & hairdresser for and all the breeds with wrinkles on dogs - Bakery & organic-bio food -Home Design - Accessories, collections and gift shop.

#### ... to every detail

#### **ALLERGIES & FOOD INTOLERANCE**

n addition to the gluten-free biscuits always present in our buffet breakfast, the Hotel Lugano Dante is happy to take into consideration special requirements for the preparation of breakfast and snacks for who has allergies or food intolerances. Offered: throughout your stay.

Paying: Price per room/night.

#### **GLUTEN-FREE Breakfast**



#### Offered

- French croissant
- Plumcake with yoghurt
- Crunchy/fruit Müesli
- Mixed jams
- Corn Flakes Cereals

#### NO LACTOSE Breakfast Special Care



#### Offered

- Rice milk
- Soy milk
- Sliced cheese Natural yoghurt
- Birchermüesli

#### IQ Air Cleaner & Purifier



20.- CHF

The IQ Air suits to allergy and asthma sufferers, thanks to its airborne particle, molecular and smell filtration system - Daily Rates and upon availabily.

#### Ionizer



15.- CHF

The ioniser generates purifying ions to cut down atmospheric pollution caused by pollen, bacteria, viruses, allergens and mites - Daily fee, subject to availability.



From paper to...

Da: Fabiana [mailto:

A: Hotel Lugano Dante Center: "Feel at home away From home..."

Oggetto: oK 478531 RE: reservation for one room

Dear Mr.Dettori

For Payment please take following number.

Mastercard 7634

Valid 0812

Thank you for your confirmation and best regards,

Fabiana

From: Hotel Lugano Dante Center: "Feel at home away From home..." [mailto:Info@hotel-luganodante.com]

o: Fabiana

Subject: R: reservation for one room

Dear Mrs.

Thank you for your booking.

Regarding the reservation for Mr. Wild, to have a complete confirmation we need a credit card number with its expire date as guarantee.

Best wishes,

Dettori Antonio / Guest Relations

Da: Fabiana [mailto:Fabiana

A: Hotel Lugano Dante Center: "Feel at home away From home..."

Oggetto: RE: reservation for one room

Dear Mr. Dettori

Thank you very much for the clarification on this. We would very like to take one comfort room for Peter

Please send me a confirmation. Thank you in advance and a good evening.

Best regards,

From: Hotel Lugano Dante Center: "Feel at home away From home..." [mailto:Info@hotel-luganodante.com]

To: Fabiana

Subject: R: reservation for one room

Dear Mrs.

Thank you very much for your request. Regarding your request, the price for one single room from January, 10<sup>th</sup> for one night is CHF 215.00 including Breakfast, Minibar and 100% connection of our WiFi. Escluded Local taxes CHF 4.70 per person and day.

Best regards,

Antonio Dettori / Guest Relations

Da: Fabiana [mailto:Fabiana.

A: Hotel Lugano Dante Center: "Feel at home away From home..."

Oggetto: reservation for one room

Dear Sir or Madame

Request you to kindly book one room comfort for one night:

Guest: Peter

Arvl: 10th January Return: 11th January Room: 1 room

Please inform me about your tariff for this room before you confirm the reservation.

Thank you in advance and have a nice evening.

Best regards,

Fabiana

... conversations threading

#### → REPLY TO THIS MESSAGE

10-06-2013 14:42

test§

▶ Details

#### → REPLY TO THIS MESSAGE

27-04-2013 18:26

test§

▼ Details

Dear Mr. Gasparini

following your request to receive an official confirmation in order to obtain your VISA, please follow the following instruction:

- 1. enter your Mybookings section on the right side
- 2. select PDF and print the reservation

Please know that we are not allowed to send any other document except this official confirmation.

Thanks a lot for your understanding and best regards.



Carlo Fontana General Manager

#### → REPLY TO THIS MESSAGE

16-04-2013 13:13

test nuova funzioanlità - RISPONDI

▼ Details

Dear Mr. Gasparini hallo



Antonia Guest relations

#### → REPLY TO THIS MESSAGE

16-04-2013 13:11	test nuova funzioanlità - RISPONDI	► Details
16-04-2013 12:59	test	► Details
16-04-2013 12:58	test	► Details
27-03-2013 15:16	test	► Details
15-03-2013 15:59	test	► Details



# Housekeeping



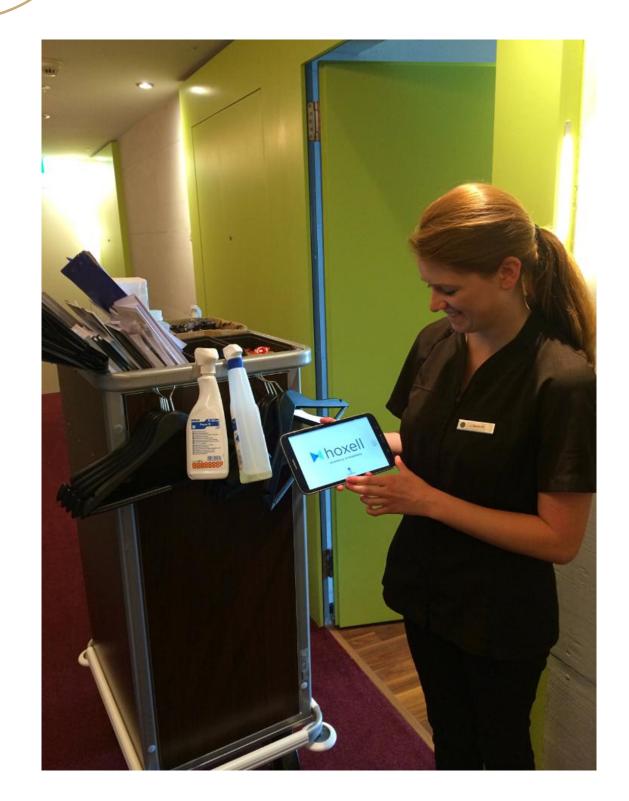
## From paper to mobile

Hotel Lugano Dante, Lugano 11/11/13

Pulizia Camere

14:44

Camera	Cliente	Partenza	Adults	Children	Arrivo	
101	Kwon, Seong Hee	15/11/13	1	0	11/11/13	
102	Bouhmida, Fairouz	12/11/13	1	0	11/11/13	
103	Arnone, David	13/11/13	1	0	11/11/13	
104	Camerlingo, Francesco	12/11/13	1	0	11/11/13	
107	Mendoza Beggiato, Juan	12/11/13	1	0	11/11/13	
	Manuel					
130	Tracy, Timothy Matthew	13/11/13	1	0	10/11/13	
133	Meier, Michael	15/11/13	1	0	10/11/13	
134	Dana, Victor	13/11/13	1	0	11/11/13	
202	Goo, Ee May	14/11/13	2	0	10/11/13	
203	Dierna, Assunta	12/11/13	1	0	10/11/13	
204	Weber, Roger	12/11/13	1	0	11/11/13	
205	Tan, Poh Lee	13/11/13	1	0	10/11/13	
207	Winzenried, Patrick	14/11/13	1	0	11/11/13	
208	Amstutz, Gianluca	12/11/13	1	0	11/11/13	
209	Tressoldi Simao, Patricia	14/11/13	2	0	10/11/13	
211	Cipolletti, Roberto	12/11/13	2	0	10/11/13	
212	Attias, Sarah Deborah	15/11/13	1	0	11/11/13	
214	Schnider, Stephan	15/11/13	1	0	11/11/13	
230	De Dottori Degli Alberoni,	12/11/13	2	0	10/11/13	
	Andrea					
232	Valeri, Pier Giorgio	12/11/13	1	0	10/11/13	
303	Chen, Yi Han	14/11/13	1	0	10/11/13	
307	Mccann, Timothy	12/11/13	1	0	10/11/13	
309	Heng, Selena	14/11/13	2	0	10/11/13	
310	Papavasileiou, Apostolos	12/11/13	1	0	11/11/13	
311	Di Benedetto, David	12/11/13	1	0	10/11/13	
312	Furestier, Romain	15/11/13	1	0	11/11/13	
330	Schreiber, Benjamin	13/11/13	1	0	10/11/13	
331	Schreiber, Benjamin	13/11/13	1	0	10/11/13	
333	Djunaedi, Femin	13/11/13	2	0	10/11/13	
334	laffaldano, Laura	14/11/13	1	0	10/11/13	
335	Brugger, Steffen	15/11/13	1	0	11/11/13	
336	Robins, Garry	14/11/13	2	0	11/11/13	
402	Yeo, Shi Jing Gavin	14/11/13	1	0	10/11/13	
403	Probst, Manuel	13/11/13	1	0	10/11/13	
404	Azzi, Carlo	12/11/13	1	0	10/11/13	
406	Ferro, Michelangelo	12/11/13	2	0	09/11/13	
407	Garbani, Ivo	12/11/13	1	0	11/11/13	
409	Gasperoni, Sergio	12/11/13	2	0	10/11/13	
410	Cassigneul, Thomas	15/11/13	1	0	11/11/13	
411	Braemer, Lars	12/11/13	1	0	10/11/13	
412	Mathys, David Yves	15/11/13	1	0	11/11/13	
414	Waling, Thomas	13/11/13	1	0	11/11/13	
430	Tramonti, Dario Severin	15/11/13	1	0	11/11/13	
431	Meletta, Pierre	12/11/13	1	0	11/11/13	
		F	Page 1 of 2			pulizia





Room plan: seamless

TOTAL: arrivals: 40 | departures: 38 | remaining: 45 Cleaned: 15 (DI 15) | Marija: 15 (DI 15) | Olivera: 15 (DI 15) | Riffadije: 15 (DI 15) | Roza: 16 (DI 16) | Suzana: 11 (DI 11) | COMUNI 3 5 1 2 4 all OUT 06/10 Servizio Pulizia Sehr geehrte Frau \* 101 Los\*\*\* Ste\*\*\* (A:1 C:0) 07/10 Change bedding Guest in the room Dear Mr. IN 07/10 ... Ban\*\*\* Dan\*\*\* (A:1 C:0) 08/10 **OUT** 06/10 Servizio Pulizia Egregio Signor 102 Spi\*\*\* Dan\*\*\* (A:1 C:0) Change bedding 07/10 IN 07/10 Ger\*\*\* Lis\*\*\* (A:1 C:0) 08/10 OUT 06/10  $\triangle$ •• Suzana Savic 103 Egregio Signor Nuc\*\*\* And\*\*\* (A:1 C:0) 07/10 Change bedding 07/10 • Dear Mr. Kra\*\*\* Yur\*\*\* (A:1 C:0) 08/10 **OUT** 06/10 Suzana Savic 104 Alh\*\*\* Fat\*\*\* (A:1 C:0) 07/10 Change bedding IN 06/10 Suzana Savic Dear Mrs 105 Gro\*\*\* Eli\*\*\* (A:2 C:0) 08/10 Guest in the room



All room information in one place



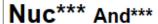














departure: 07 October 2014 adults: 1 children: 0 TOTAL: 189.85

language: IT

birthday: 22 February

previous presences and next: (7) 03/11/2013 room: 407 (Quality singola) 29/10/2013 room: 432 (Superior singola) 28/10/2013 room: 432 (Comfort singola) 18/08/2013 room: 302 (Comfort singola)



#### **PREFERENCES**

the guest has not selected any preferences previous preferences

21°C/70°F - Letto Nordico - Letto Mediterraneo - Naturale in piuma - Flora by JJB

Benson -

We have noticed nothing

ADD A NOTE 🔠





#### Kra\*\*\* Yur\*\*\*

room: 103 (COMFORT DOPPIA) - VC arrival: 07 October 2014

departure: 08 October 2014 adults: 1 children: 0

TOTAL: 307.0

language: E birthday: 02 April first stay









#### **PREFERENCES**

the guest has not selected any preferences The guest has not got any previous preferences

We have noticed nothing

ADD A NOTE 🔠







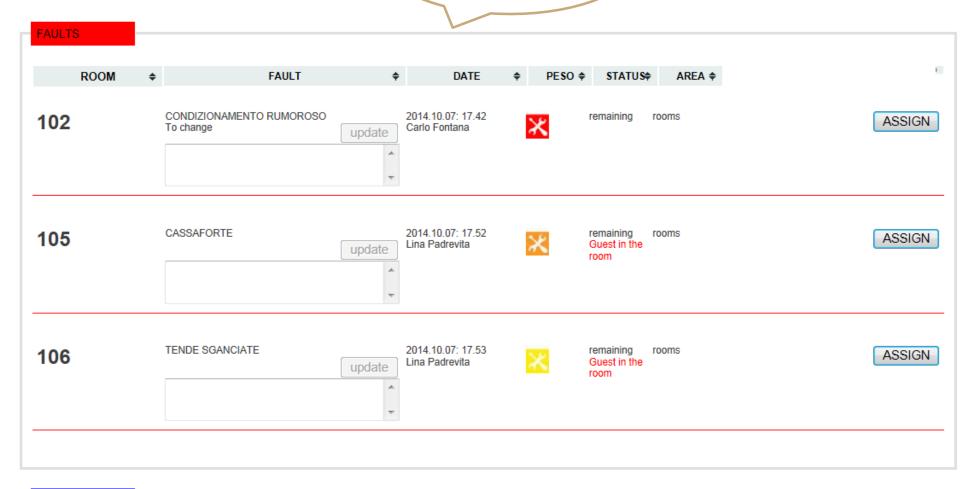


Minibar consumption monitoring

	CHA	RGE			
CONTENT	USAGE			DAILY	
Bevande					
2 acqua	-	0	+	0	
2 Coca Cola	-	0	+	0	
2 Coca Cola Light	-	0	+	0	
2 Succhi di frutta	-	0	+	0	
1 Birra Heineken	-	0	+	0	
2 the freddo	-	0	+	0	
TOTAL				0	



#### Maintenance list







## Traces & Preferences

#### **INTRACES**:

room: 209

Bom\*\*\* Chr\*\*\* (E) - adults: 2 - children: 2 arrival: 08 October 2014 - departure: 10 October 2014 - Nights: 2 (HOU) preparare culla e Pelusch 2 mesi + 3° letto



room: 314

Alg\*\*\* sae\*\*\* (E) - adults: 2 - children: 1 arrival: 08 October 2014 - departure: 11 October 2014 - Nights: 3 (HOU) preparare 3° Letto 7 anni



room: 134

Bar\*\*\* Vic\*\*\* (E) - adults: 2 - children: 1 arrival: 08 October 2014 - departure: 10 October 2014 - Nights: 2 (HOU) Culla (e Peluche)



room: 209

Bom\*\*\* Chr\*\*\* (E) - adults: 2 - children: 2 arrival: 08 October 2014 - departure: 10 October 2014 - Nights: 2 (HOU) preparare culla e Peluches 2 mesi + 3° letto



#### ■ PREFERENCES:

room: 102

She\*\*\* Nad\*\*\* (E) - adults: 2 - children: 0 arrival: 08 October 2014 - departure: 11 October 2014 - Nights: 3

Naturale in Iana - Succhi di frutta - Acqua - Fanta - Letto Nordico - Coca Cola Zero - Flora by JJB Benson - 22°C/72°F - Anallergico in memory foam - Carta Igienica Ultra Morbida - Choco Drink -



room: 105

Hae\*\*\* Jes\*\*\* (E) - adults: 2 - children: 0 arrival: 08 October 2014 - departure: 10 October 2014 - Nights: 2

21°C/70°F - Letto Nordico - Naturale in piuma - Carta Igienica Ultra Morbida - Asciugamani aggiuntivi - Acqua - Coca Cola - Coca Cola Light -



room: 109

Wyd\*\*\* Ale\*\*\* (D) - adults: 0 - children: 0 arrival: 08 October 2014 - departure: 10 October 2014 - Nights: 2

Succhi di frutta - Letto Nordico - Naturale in piuma - Choco Drink -





One to one messages

Open conversations and today's conversations Select Language ▼ **G ₽** make up room 232 as a priority Carlo Fontana 07 October 17:30 READ DONE REPLY Bring an additional pillow (n. 5) to room 133 Carlo Fontana 07 October 17:29 READ DONE REPLY Room 132 arrived after a long trip and with a great jet lag. They want to sleep: please be careful. Carlo Fontana 07 October 17:28 READ DONE REPLY



Daily room cleaning checklist

	YES	NO
Bagno		
<b>Pavimento</b> Pulito e senza capelli/peli	•	0
Piastrelle pareti e porta Pulite	•	0
Asciugamani e tappetino In ordine con logo in evidenza dove possibile	0	•
Accappatoio In ordine su sgabello	•	0
Cabina doccia/vasca Piatto doccia, stipiti e soffione puliti e senza capelli	•	0
Specchio e mensolina Puliti e senza impronte	•	0
Lavabo Pulito dentro e fuori, saltarello che tiene e senza capelli	0	•
Scopettino WC Pulito, integro e senza acqua restante	•	0
Water e Bidet Senza calcare, puliti dentro e fuori, asse wc non traballante e con tappini	•	•
C <b>assetta W</b> C Senza perdita di acqua	•	0
<b>Rubinetteria</b> Pulita e lucida	•	0
<b>Aspiratore</b> Pulito	•	0
Luci Funzionanti, interruttori puliti	•	0

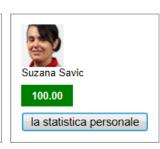
Results: daily, weekly, monthly, etc.

#### from 01/09/2014 to 01/10/2014





















#### ORARI INGRESSO-USCITA





Antonio Dettori



Christian Oddo



Cristina Vignone



Federica Camplani



Giovanni Bernacchi



Pietro Pompeo



Roberta Fagetti



Sara Ballista



Simona della Marianna



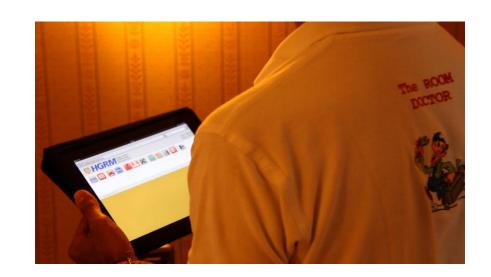
Valentina Panarisi



## Flawless communication...













# The HGRM experience





## What is service innovation

Maybe a combination of the following areas?

- People
- Organizations
- ☐ Data (Big data)
- □ Technology



# Thank you!



High Tech for High Touch