

HEXAWARE

Innovating the Guest Experience

Improving guest satisfaction and efficiency for a hospitality company through scalable digital solutions



Client

- | Client
- Challenge
- Solution
- Benefits
- Summary

The client is a global hospitality group offering a wide range of hotel experiences, from luxury to affordable stays. They are known for their commitment to delivering exceptional guest services, fostering sustainable and responsible hospitality, and continually evolving their offerings to meet the needs of travelers across various segments.



Challenge

Client	
Challenge	The client’s marketing team faced several challenges in enhancing the hotel guest experience through its digital channels. They needed a strategy to improve guest experience management, ensuring seamless integration of new digital solutions while maintaining operational efficiency. Additionally, they wanted to personalize guest interactions and reduce reliance on customer service reps without compromising service quality. Balancing these goals required a robust, scalable digital infrastructure that could support multiple channels and deliver real-time, contextualized experiences, all while efficiently bringing new channels to market.
Solution	
Benefits	
Summary	



Solution

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Hexaware partnered with the client to elevate the guest experience with innovative conversational UI. Our solution included:

- **Voice and Chatbots:** We introduced two new digital endpoints—voice and chatbots. We designed and developed an Amazon Alexa skill that acts as a virtual concierge, allowing guests to control in-room lighting, temperature, and music, order room service, and perform other tasks.
- **Facebook Messenger Chatbot:** A chatbot was built for Facebook Messenger to enhance customer service. This chatbot sends pre-stay notifications, provides key reservation details, offers neighborhood guides, helps set stay preferences, and allows guests to communicate with the hotel’s social care team.
- **Custom Digital Engagement Platform:** To quickly launch these new channels, we designed a custom digital engagement platform using AWS tools and services. This platform provides a centralized ecosystem with micro-services, backend services, and elastic infrastructure for managing digital touchpoints. It also enables increased personalization and contextualization through analytics and machine learning.



Benefits

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By prioritizing digital experience, the client significantly enhanced guest satisfaction. Guests found great value in the added convenience of the Amazon Alexa skill and Facebook Messenger chatbot. The chatbot not only made interactions smoother but also reduced the time guests spend with customer service reps, which allowed those reps to assist other customers more efficiently.

The custom digital engagement platform will continue to provide a scalable foundation for the client. It will support the addition and integration of new channels, ensuring that each one is managed effectively and continues to deliver a seamless guest experience.



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The client, a global hospitality group, aimed to enhance their guest experience by refining their digital strategy. They partnered with Hexaware to introduce innovative conversational UI solutions, including an Amazon Alexa skill and a Facebook Messenger chatbot. The Alexa skill allows guests to control in-room settings and order room service, while the Messenger chatbot provides pre-stay notifications, reservation details, and neighborhood guides. Hexaware also developed a custom digital engagement platform using AWS, offering a scalable and centralized system for managing digital touchpoints. This platform supports personalization and contextualization through analytics and machine learning. As a result, the client improved guest satisfaction and operational efficiency while also positioning themselves for future digital growth.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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