



ITAnyplace’s **Smart Hotel** solution improves customer service by providing customers access to information on any device, including mobile phones, generates additional revenue through customer retention and referrals, increases staff productivity through online and offline access to data and cuts costs by eliminating paper.

Mobile Portal/On-device app: The number of customers who want to access the web on their mobile device is growing by leaps and bounds. Enables the customer to access your “correctly formatted” website from their device of choice and improves customer service.

Mobile Reservations/Confirmations: Allows customers to make/confirm reservations on their mobile phones or computers. This improves the customer service and reduces the operating cost for the hotel.

Mobile Inspections: Enables staff to inspect facilities and equipment from handhelds. Also allows internal hotel employees to be in touch through an internal group as well as pass work orders etc. to maintenance/housekeeping. This improves quality and eliminates the cost of paper based inspections.

Mobile Location Finder: Allows the hotels/hotel chains to have consumers pull their locations with a click of a button based on Zipcode, GPS, City or Airport (with Directions/Map). This will increase the traffic for the hotels and reduce the calls (e.g. operating cost) for directions/location.

Customer Community groups: Enable Hotels to set up groups, post pictures, share stories, discuss various aspects of the hotel, ask questions, post events, news, polls and much more from laptops and mobile devices. This builds a sense of community, helps retain customers and generates referrals.

Mobile Reminders: Notify customers of their reservations or any other necessary information. Mobile text alerts help prevent no-shows and thus lost revenues.

Loyalty Program: Customers who stick to a particular hotel/hotel-chain get Loyalty Rewards like free stays, free parking, other gifts etc. This drives more traffic to the hotel.

Suggestion Box: Customers can send feedback from their mobile phones or computers. This helps improve the quality of the service greatly. This also helps the hotel keep their interiors/facilities inline with changing customer trends.

Mobile Coupons: Hotels can send coupons to new and existing customers on their phones or computers. This allows for “one-to-one” communication and brings in new business as well as repeat business without the cost of publishing paper coupons.

Rate it: Enable customers to rate hotels, service, rooms, other facilities and treatments. Track ratings over time as a stock chart. This improves customer service and quality of service.

In summary, this is how we can make your business run better:

Highlights

- Improve customer service by providing anytime, anywhere access to information
- Generate additional revenue through customer retention and referrals
- Cut costs by automating processes and eliminating paper
- Increase staff productivity through online, offline access

Why ITAnyplace

- Lower Total Cost of Ownership (upto 80% less)
- Software-as-a-Service model for lower upfront investment, quicker deployment
- Broadest device support

	Improved Customer Service	Increased Revenue	Lower Cost	Higher Productivity
Mobile Portal	Y	Y	Y	Y
Mobile Reservations	Y	Y	Y	Y
Mobile Inspections			Y	Y
Mobile Location Finder	Y	Y	Y	
Customer Community groups	Y			
Mobile Reminders		Y	Y	
Loyalty Program	Y	Y		
Suggestion Box	Y			Y
Mobile Coupons		Y	Y	
Rate it	Y			