

A research on hotel room service technology essay

[Business](#), [Customers](#)



OMNI Hotels and Resorts implement an online room service for their dining and other services. This hotel implemented digital dining menu full service, bundled with pictures of the menu and description of each meal, at the convenience of the guest's location. Through this online system that the hotel employed, guests can now check on daily activities of the hotel, order room service for immediate delivery, request to have their luggage and bags reclaim from their rooms, request for valet to bring their car around as well as refresh their room's amenities. Such kind of technological innovation will allow the clients of OMNI hotel to avail for instant communication and to attend to their needs immediately .

It is also common that hotels allow online service request for implementing Wi-Fi and free internet access as part of its hotel room service to allow its customers to navigate the internet using the tablets and mobile devices. Although this set-up has become one of the most sought after services, hotels are seeing this as challenge to maintain the same degree of broadband service within the different areas of the hotel including the unit itself and the common areas. MP3 docking stations are now available in some hotels allowing the guest to use them to listen to their favorite songs and watch movies. Other services that clients may request online are technologies such as room with mirror television, including the saunas and swimming pool area. The mirror television has high definition quality screens as well allow touch screen technology . Furthermore, most of the hotels now are employing radio frequency television (RFID) door lock for a keyless entry

to a hotel. This technology allows the guest to conveniently tap in a provided hotel key card with RFID to validate and enter their assigned unit. For some high end hotels, instead of RFID keys, they provide face recognition keys, biometrics or retina recognition technology to allow entry to their respective rooms. These conveniences allow their guest to enjoy their stay in the hotel without the need to worry about where they left their keys and no need to bother receptionists once assigned. Some hotels also implement in-room spa services where a client needs to complete online forms including the client information and the requested service needed.

In Edinburg, an in-room service technology mobile application gets a nod from their customers when they implement QikServe App to access the menu and services from their bars and restaurants. This in-room service technology runs on both Apple and Android platform, therefore, it provides accessibility to most types of mobile phones. Once the customer checks-in and downloads the application, the client just need to scan the QR code in their room that will notify the hotel staff their exact room location to deliver their order. From the in-room mobile application itself, client gets to see the room fee service added and total bill that they to pay for.

Most hotels are implementing the use of social integration for guest management and client relation including the popular Facebook, Instagram and Twitter. Through this accessible technology, hoteliers can follow their guest, satisfied or not with their stay, to improve their services, manage customer feedback and voice complaints as well. To add to this convenience, hotels are also implementing online check-in to allow their customers to manage their reservations through their iPad or mobile phones.

With the advent of these technologies, hotels must remain ahead of what is available in the market and what their customers are frequently using and accessing to provide the best service and guarantee satisfaction. Customers who see which hotel provides more convenience in terms of technology avails their service. Thus, it is important the hotel industry to remain active about this to maintain their competitive edge.

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