

How hospitality can, and must, transform for the digital age

WHY DOES HOSPITALITY NEED TO TRANSFORM?



50%

of consumers think that hospitality venues are behind other leisure and retail operators when it comes to their use of technology*

*Source: Harvard Business Review

Today, we have become accustomed to previously unimaginable speed and convenience in everything we do. This is what we've come to expect from the customer journey. Any industry that fails to meet this evolution in expectations is doomed to irrelevance.

WHAT DOES DIGITAL TRANSFORMATION LOOK LIKE?

Digital transformation means different things to different types of business. At its core, it refers to a drastic change in the way a company operates and delivers vital information through digital technology, culminating in a new customer or employee journey.

Some of the common transformations we see today are:

Upgrading a company's online capabilities through ecommerce or delivery options.

Behind-the-scenes technology that improves productivity and changes the way a company operates.

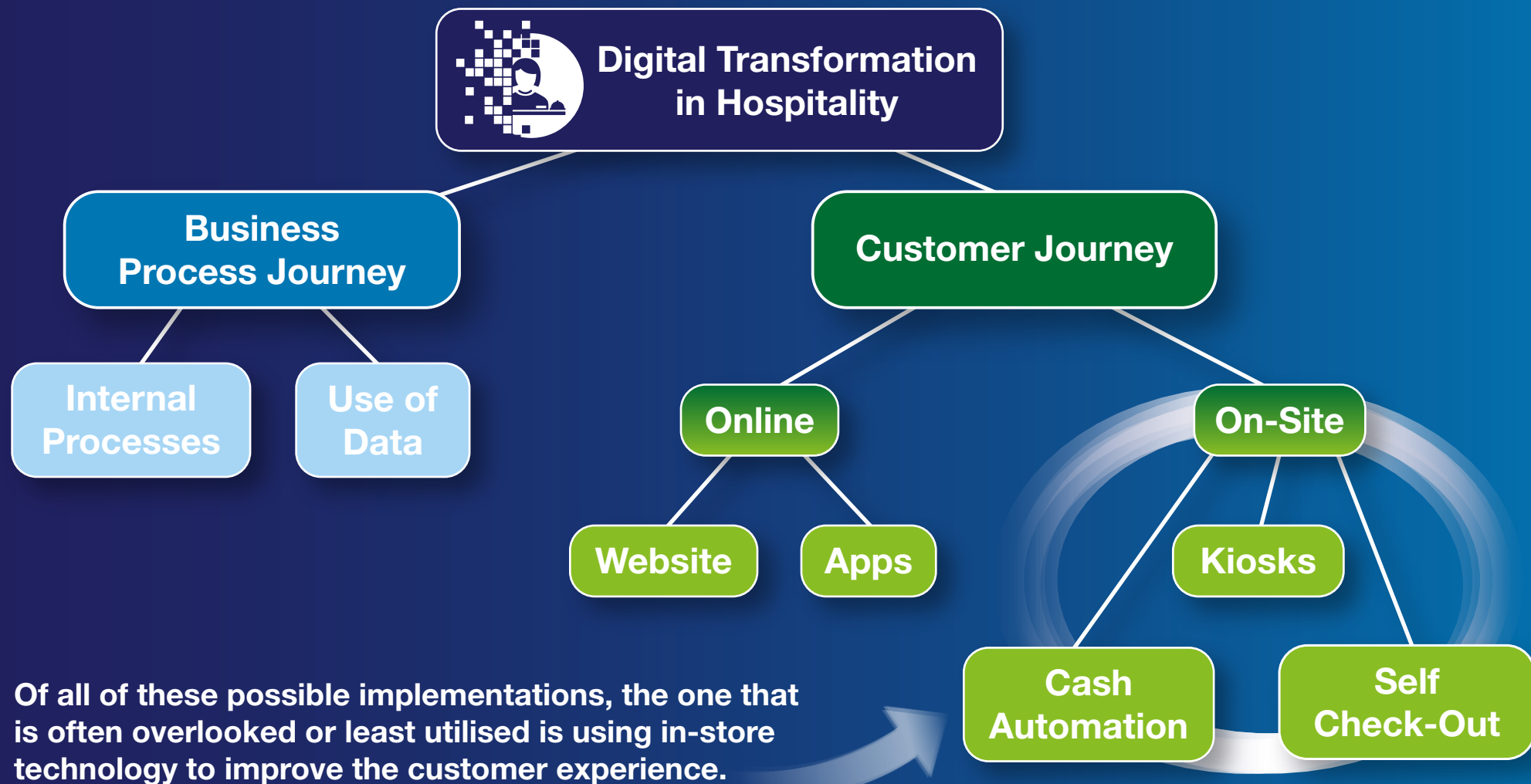
A new app that can be used at home, on site, or both.

On-site technology such as kiosks, automated payment and check-out systems, smart devices, or communications tools that transform the customer experience.

Utilising customer data to deliver a better, more personalised customer journey.

WHERE DOES DIGITAL TRANSFORMATION TAKE PLACE?

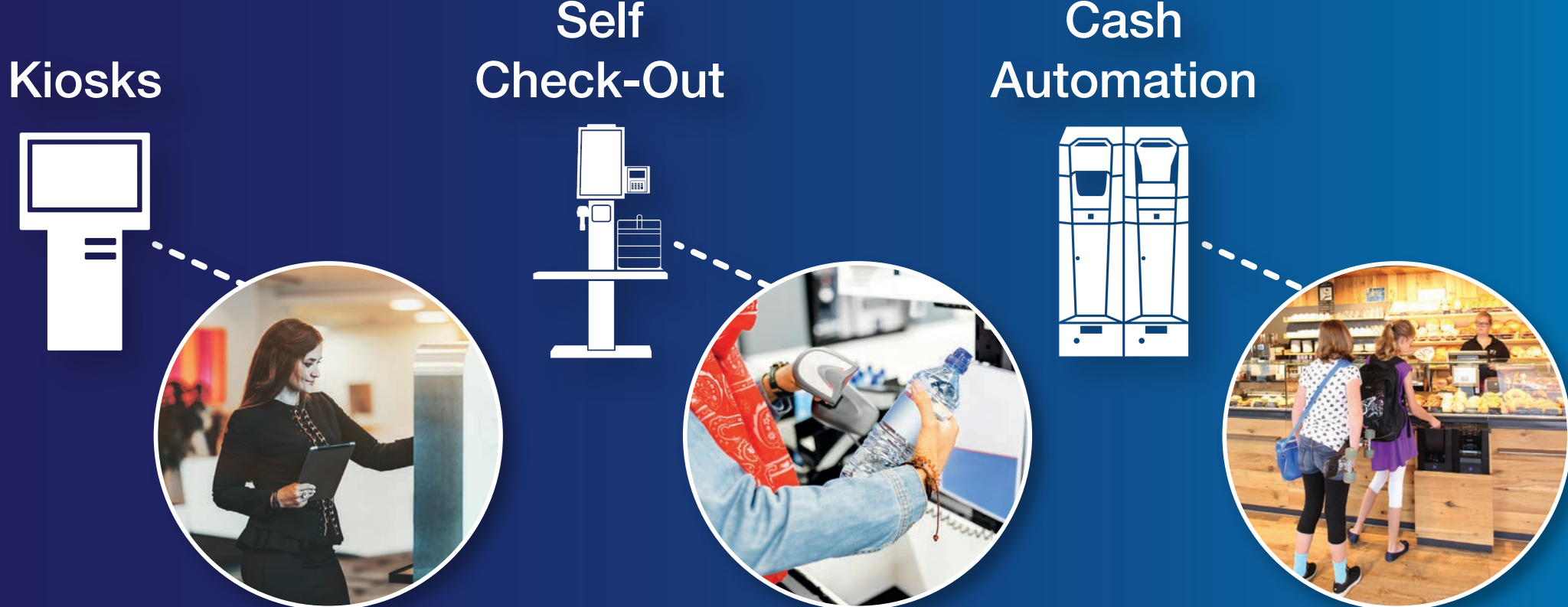
There are many different points in a business operation that can be transformed, either to improve operational efficiency or to benefit the customer experience and increase sales:



Of all of these possible implementations, the one that is often overlooked or least utilised is using in-store technology to improve the customer experience.

WHICH SOLUTIONS COULD TRANSFORM THE ON-SITE HOSPITALITY EXPERIENCE?

There are an endless list of potential options when it comes to digital transformation, but some key customer-facing solutions which have already proven highly effective are **kiosks**, **self check-out**, and **cash automation**.



What are the **benefits?**

IMPROVING CUSTOMER EXPERIENCE

How can digital transformation improve customer experience?

- Freeing staff up to be more attentive
- Building brand engagement and loyalty
- Reducing queue and waiting times
- Eliminating inaccuracies
- Providing choice and information



DOING MORE WITH LESS LABOUR

How can digital transformation help with the labour shortage?

- Freeing up staff from simple, time consuming tasks so they can be more productive
- Creating more efficient processes
- Enabling a better customer journey, even when short-staffed
- Improving retention by minimising higher-stress tasks
- Freeing up capital with which to attract new talent



INCREASING PRODUCTIVITY

How can digital transformation improve productivity?

- Automating simple, time consuming tasks
- Freeing up staff for higher-value work
- Streamlining processes



SAVING COSTS

How can digital transformation save costs?

- Reducing the need for cash transport / bank runs through better cash management
- Reducing labour costs
- Reducing shrinkage



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