

GLORY

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





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AND WHY DOES IT NEED
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WHAT IS HOSPITALITY, AND WHY DOES IT NEED TO **TRANSFORM**?



WHAT IS HOSPITALITY?

Hospitality itself can be defined many ways, but at its essence is the act of making someone feel welcome, usually involving food, entertainment and comfort.



WHAT ARE ITS CHALLENGES?

Anyone who's in it, knows it – hospitality is a challenging industry.

Wouldn't it be lovely to design a product to a high standard and then just churn it out? Hospitality is not that.

This is an experience industry. Hospitality businesses have to be on top of their game all day, every day, ensuring that each customer is receiving the high level of attention and care they expect.

Within that landscape, challenges vary widely from business to business, as well as in different segments of the industry, but there are some challenges that are fairly universal:

- Customer experience
- Attracting and retaining employees
- Creating customer loyalty
- Productivity
- Security / shrinkage
- Implementation of technology
- Reputation management

WHY DOES HOSPITALITY NEED TO TRANSFORM?

The digital transformation of our lives is undeniable.

Can you think of a part of your day-to-day that hasn't been impacted by the digital revolution? Banking, shopping, socialising, admin, health, entertainment, travel, work... the list is endless. The world has been brought to our doorstep. Scratch that, to our pocket.

We've become accustomed to previously unimaginable speed and convenience in everything we do. This is what we now expect from the customer journey, and any industry that fails to meet this evolution is doomed to irrelevance. For most, the only answer to this challenge is undertaking some kind of digital transformation in their business.

Today, the covid pandemic has accelerated digital transformation by many years in almost every industry, forcing them to quickly expand digital services in order to meet customers where they are with a new, engaging and loyalty-building customer journey.

There's no doubt that hospitality has been one of, if not the, hardest hit industry by covid restrictions, leaving hospitality businesses in a difficult position to evolve. But the world is moving forward, as are customer expectations. Digital-only challengers such as Airbnb and Uber Eats are also changing the landscape, providing both opportunities and competition.

Hospitality cannot afford to be left behind, but many feel that it is.

The question is, what can be done?

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

**Acceleration of digital
progress in businesses
due to the pandemic**

 **2.25
YEARS**

**Small Organisations
(10-49 employees)**

 **3.6
YEARS**

**Medium Organisations
(50-249 employees)**

 **4.3
YEARS**

**Large Organisations
(250 employees or more)**

Source: Virgin Media O2 Business
- 'Three Years of Progress: How Covid-driven digital change is
transforming the way we work and live for the better'

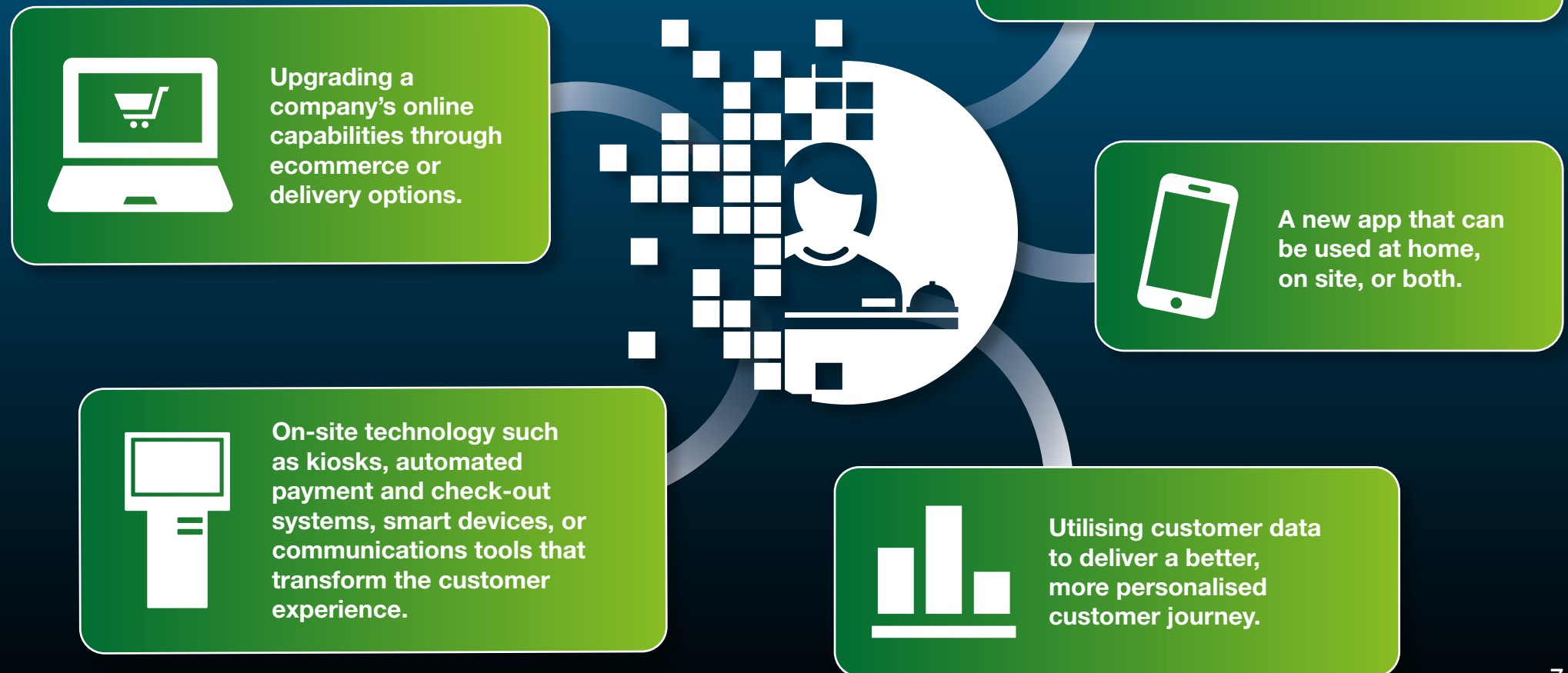
WHAT IS DIGITAL TRANSFORMATION?



WHAT DOES DIGITAL TRANSFORMATION LOOK LIKE?

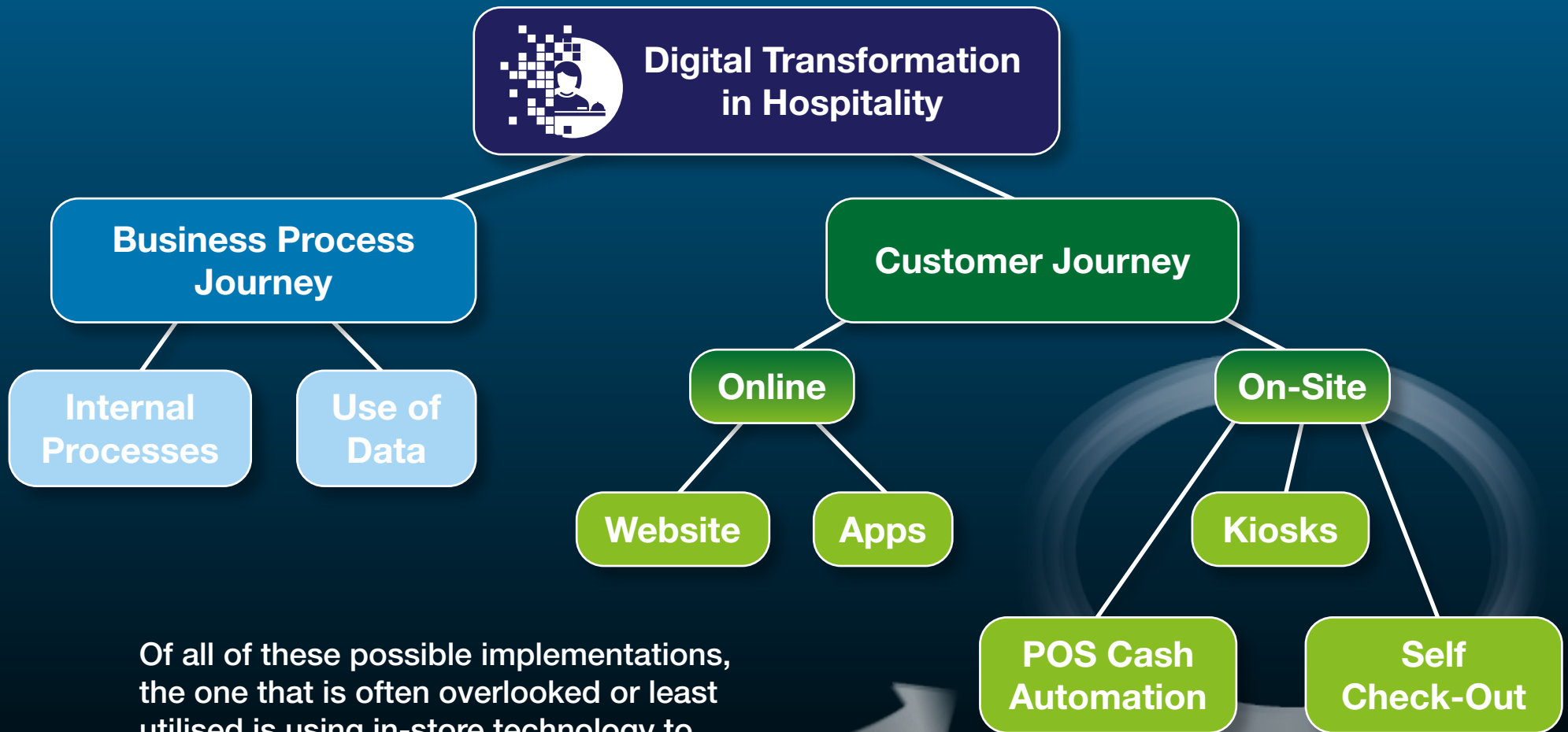
Digital transformation means different things to different types of business. At its core, it refers to a drastic change in the way a company operates and delivers vital information through digital technology, culminating in a new customer or employee journey.

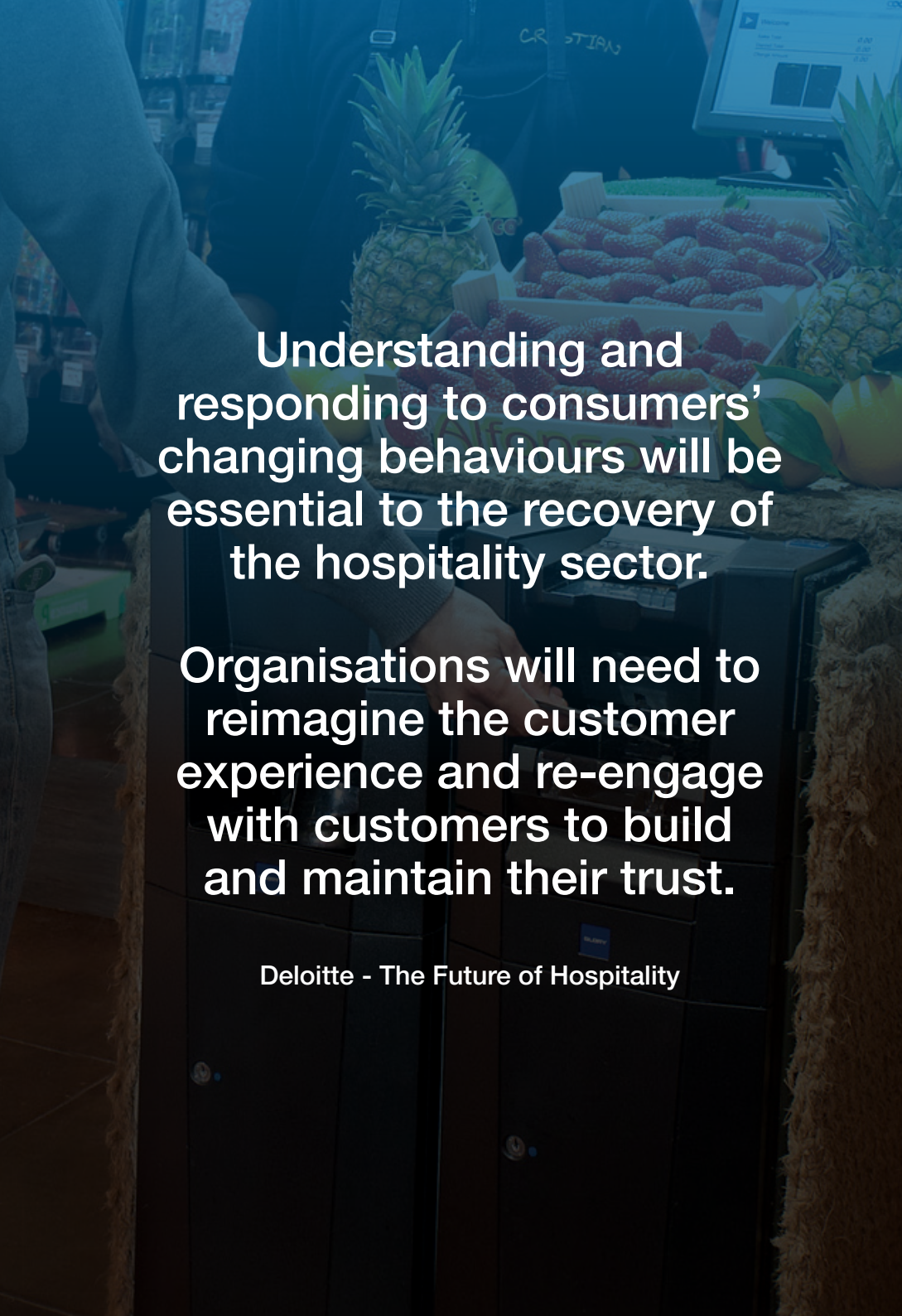
Some of the common transformations we see today are:



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:





Understanding and responding to consumers' changing behaviours will be essential to the recovery of the hospitality sector.

Organisations will need to reimagine the customer experience and re-engage with customers to build and maintain their trust.

Deloitte - The Future of Hospitality

WHAT IS THE FOCUS OF DIGITAL TRANSFORMATION IN HOSPITALITY TODAY?

We've gotten much better at serving our customers at home, and at improving our processes behind the scenes, but what about when someone has actually made the effort to leave their sofa and make their way into your store or venue?

Aside from a few specific segments such as quick service restaurants and cinemas, much of the digital transformation in the hospitality industry to date has been focused online or in the back office, as opposed to solutions that people directly interact with on-site.

But that could be changing.

When asked about the priorities for their overall digital strategy for 2021 and 2022, 37% of hospitality businesses answered that they wanted to *"improve our overall customer experience"* while only 14% said that they wanted to *"optimize our e-commerce experience"*.*

These stats are revealing. They demonstrate a trend we are seeing every day, that while hospitality businesses are looking to improve their customer experience with digital technology, the focus is shifting away from their online experience – which is already well developed in most cases – and towards technologies that can enhance the on-site experience.

*Source: SKIFT & AMAZON WEB SERVICES – The 2021 Digital Transformation Report

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 solutions which have already proven highly effective *on-site* are **kiosks**, **self check-out**, and **cash automation**.

These have become common in other industries, or particular segments of hospitality, but have not been widely deployed across the hospitality industry.

Each of these can help transform the customer journey.

First, by providing autonomy and choice in the ordering process, reducing errors, speeding up payment and shortening customer waiting times.

They can all also function to save staff time from mundane repetitive tasks, freeing them up to focus more on the customer, providing tailored support and advice, and creating a better customer experience.

Kiosks in particular are highly flexible, and can be customised for many other tasks such as guest check-in and -out, stock search, providing product information, and much more.

Kiosks



Self Check-Out



Cash Automation



Carl's Jr.

WHAT ARE
THE BENEFITS?



IMPROVING CUSTOMER EXPERIENCE

It may be obvious to say, but in an experience industry, customer experience is everything.

Serving customers better online, making delivery easier, using data to show them products and services that are more relevant to them – all of these things are important. But when a customer actually walks onto your premises, it is arguably your best opportunity to build a relationship with them.

So how can our digital transformations so often miss this opportunity to improve customer experience?

People often make the mistake of thinking that using digital technology to automate parts of the customer journey means sacrificing the human touch. If done properly, it's the exact opposite.

Automating elements of your customer journey frees your employees up from mundane tasks to allow them to do what they do best – making customers feel welcome and appreciated, offering them the kind of assistance only a human can give.

It's also about choice. It's not about removing options, but giving them the freedom to do certain things themselves, or engaging a member of staff if they prefer.



A one-star increase in a restaurant's Yelp rating correlated with a 5-9% increase in revenue

Source: Harvard Business Review

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

INCREASING PRODUCTIVITY

Hospitality often operates on tight margins, and maximising productivity is one of its core challenges.

The real difficulty, though, is maintaining the highest levels of service while doing so. Digital transformation can increase productivity in a huge number of ways, automating simple tasks and allowing you to utilise labour on higher-value activities.

By creating new, more productive customer journeys, you remove time-consuming tasks, free up your staff from routine and engage them to enhance the customer experience.

How can digital transformation improve productivity?

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

CUTTING COSTS


The other side of the coin to productivity is cutting costs.

A wise man once said that the only thing you can truly control in business is your outgoings.

We've all seen the many ways that digital transformation can increase efficiency in our back office processes, but bringing digital technology in to support the ordering and payment processes can benefit more than just the customer experience – it can actively cut costs in a number of ways.

How can digital transformation save costs?

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



Hospitality businesses will need to manage the operational realities of the new normal, investing in technology to help deal with the burden while building a more flexible, agile workforce.

Deloitte - The Future of Hospitality

DOING MORE WITH LESS LABOUR

A labour shortage is plaguing many industries today, but hospitality is one of the hardest hit.

Many of those that left the industry during the pandemic have no desire to return. And while companies scramble for ways to attract new workers, the current reality for many is having to operate with fewer employees, and needing them to be more productive. Digital technology can enable your employees to do more with their time, and create a new, improved customer journey along the way.

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 such as cash reconciliation
- Freeing up capital with which to attract new talent

It's clear that, while the hospitality industry has already undergone some degree of digital transformation, for most segments the on-site customer experience has been left largely untouched.

This is a huge, untapped opportunity.

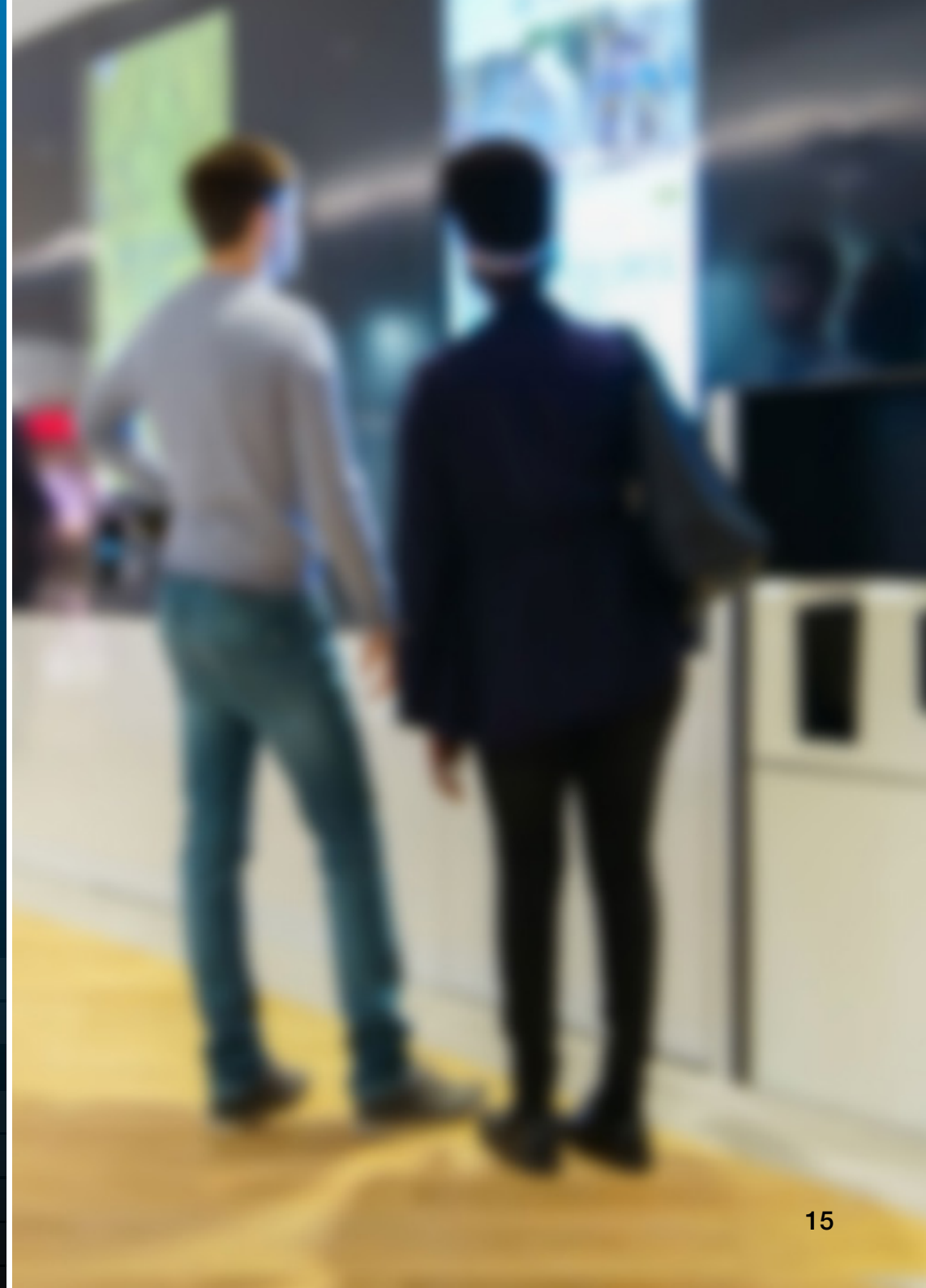
Solutions such as kiosks, self check-out, and cash automation devices have the opportunity to revolutionise the way customers interact with these businesses, and provide a huge range of benefits to those who run them.

Let's talk about how GLORY can help your business transform to meet a new age of consumer demand.

 www.glory-global.com

 info@uk.glory-global.com

 +44 (0)844 811 2006



Glory, Infinity View, 1 Hazelwood, Lime Tree Way, Chineham, Basingstoke, Hampshire RG24 8WZ, UK

☎ +44 (0)1256 368000 Sales enquiries +44 (0)844 811 2006 ✉ info@uk.glory-global.com 🌐 [glory-global.com](https://www.glory-global.com)

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