

Sustainable mobile guest services

In an age of social distancing and innovative contact solutions, **TigerTMS** offers single QR code solutions to provide the easiest and most efficient user experience possible.

The Covid crisis has resulted in many changes to our daily lives, and technology development has accelerated to meet the requirements of our adjusted times. The humble QR-code, which prior to the pandemic was fast-becoming a historical curio, has re-emerged as the must-have gateway to all online services and is now prominently displayed in coffee shops, airports, on trains and a multitude of other locations.

Hoteliers have eagerly embraced the QR-code as the easy and safe solution to inform guests of their services – and codes have sprung up like mushrooms in hundreds of properties. One each for parking, F&B ordering, hotel information, loyalty schemes, social media access, feedback forms, local amenities and so on. There are so many different codes that guests become confused and disoriented – everywhere they turn there is a different QR-code.

“iPortal is a fabulous simple solution introduced in a number of our hotels in the UK. It took me under 60 minutes to configure the screen and buttons – just so simple yet so effective.”

IT manager, HIE Bicester

One such hotel was Holiday Inn Express at Bicester Village in the UK. In order to provide safe access to information during the pandemic, guests were presented with six individual QR-codes to scan for each particular service.

Instead, they now have only one QR-code that is prominently advertised at reception with the strap line ‘everything you need, at your fingertips’. Guests can order food and drink, register their vehicle for parking, access information about this and other Atlas hotels, book

again, gain information about IHG Rewards programme and gain discount coupons for the neighbouring Bicester Outlet Village retail park. This has been possible due to iPortal – TigerTMS’ mobile guest solution that allows easy access to all services via scanning a single QR-code.

Quality and quantity together

iPortal fills the chasm for both the guest and the hotelier, in a green and sustainable way by enabling guests to scan a QR-code from their phones to gain access to a rich set of features, including secure messaging, speed-dials to hotel departments, automatic checkout, hotel directory and a range of other services.

iPortal also allows Hoteliers to deliver all the information that guests may need in a sustainable way, direct to their mobile device, providing a superior guest experience without the need to develop an App or create and print a

guest directory, and at a fraction of the alternative cost.

At the heart of iPortal is an online configurator that enables hoteliers to build their own custom mobile guest services solution. The system provides ultimate flexibility – choose a design from the templates available, brand it to your colour scheme, upload logos, content and images. Features include social media buttons that link directly to social media channels. Partners can also attract valuable feedback from



iPortal allows hoteliers to build their own custom mobile guest services solution.

guests about their experiences with a pre-configured rating feedback button. For multi-site properties, replicate one design for all your hotels to save time, whilst reinforcing brand guidelines.

The configurator has been designed to be used without technical training, with useful tips and help features throughout. There is also a quick start guide incorporated in the tools section and live help is available by calling any of the published regional support numbers. Dashboard reporting allows you to analyse how guests are using iPortal – see at a glance how many guests are using iPortal and which buttons are the most popular. Moreover, analytics can be viewed by hour, day, week and month.

As the group IT manager responsible for HIE Bicester said: “iPortal is a fabulous simple solution introduced in a number of our hotels in the UK. It took me under 60 minutes to configure the screen and buttons – just so simple yet so effective.”

iPortal is easy for both the guest and the hotelier. ●

www.tigertms.com/solutions/iportal/