

The role of Mobile Technology in Hospitality

An interview with Kimberley Ramsey, Director of Sales, UK Ireland and South Africa, TigerTMS

1. Could you share your professional background and what sparked your journey into hospitality technology? What ultimately drew you to work with TigerTMS, and what fuels your passion for enhancing guest experiences?

My career has been deeply rooted in the hospitality sector – I was born in the Isle of Man, and my family ran a hotel. It was a real family affair, with grandparents, aunts and uncles contributing hands to the pumps – quite literally in my grandfather’s case; he ran the dedicated TT bar. Many a famous face frequented, our establishment provided a traditional home-from-home vibe to hospitality. We also managed the arcade close by, so the entertainment I experienced as a child was endless!



Kimberley Ramsey
*Director of Sales UK,
Ireland and South Africa*

I wanted to stay in hospitality and joining TigerTMS was a natural progression. It has a long-standing reputation for delivering established hospitality solutions - used by thousands of hotels across the globe. I was keen to join a company that had plans to continue to drive innovation in hospitality. Their commitment to solutions using mobile technology to enhance the guest journey really resonated with me.

2. There are many trends that have dramatically transformed the hospitality technology in recent times – why do you feel advancements in the use of Mobile Technology are important?

Mobile technology stands out because it directly bridges the gap between guest expectations and operational excellence. Giving guests the ability to enjoy a seamless, personalised experience through their mobile device not only elevates their overall stay but also enables hotels to respond faster, more efficiently, and with greater consistency.

Today’s guests expect convenience at their fingertips - mobile solutions can support this by enabling real-time responses to enquiries and requests, reducing wait times and enhancing satisfaction. That immediacy and personalisation contributes significantly to creating memorable experiences that guests are more likely to share and return for.

Mobile technology also aligns perfectly with the hospitality industry's growing focus on sustainability. At its lowest level, simply by providing a digital guest directory, menus and other in-room materials, hotels can reduce paper and printing costs, while offering a modern, high-touch experience.



Mobile platforms are a powerful tool to improve operational efficiencies. Removing repetitive and time-consuming requests from guests relieves pressures on staff, freeing them to focus on more meaningful guest interactions.

In short, mobile technology is more than an advancement in technology development - it's a foundation of modern, responsive, and responsible hospitality.

3. iPortal is a QR code-based mobile guest services solution. In your view, what advantages does this approach offer compared to traditional app-based mobile solutions?

One of the key advantages of QR code-based solutions like iPortal is the simplicity and immediacy they offer. Unlike app-based platforms that require guests to download and install an app - often a barrier to engagement - iPortal allows instant access to services by simply scanning a QR code. This frictionless entry point significantly improves adoption and usage, especially for short-stay guests or those with limited phone storage.

Another major benefit is the seamless delivery of services across all mobile devices and operating systems, without compatibility concerns. It's a truly universal solution that guests use on their own devices, with no learning curve.

From a hotel's standpoint, iPortal is more cost-effective and easier to maintain than traditional apps. Updates and changes can be made centrally, directly by hotel staff, and reflected in real-time.

Ultimately, QR-based solutions like iPortal strike the perfect balance between convenience, accessibility, and efficiency - for both guests and hoteliers.

4. Is it possible to benefit from a mobile guest services solution as a standalone system, without integrating it with a Property Management System, or does that significantly limit its effectiveness?

Yes, it is absolutely possible to benefit from a mobile guest services solution as a standalone system without integrating it with a PMS. Many hoteliers use solutions like iPortal in this way - as a digital compendium or hotel directory - to provide guests with convenient access to hotel information, local recommendations, and chat to staff features. This alone can enhance the guest experience and reduce the reliance on printed materials or in-room phones.

However, integrating iPortal with the PMS does unlock a deeper layer of functionality that significantly expands its value. Many of our hotelier customers choose to integrate iPortal to enable features like "View Bill" and "Express Checkout," as well as allowing guests to set their "Do Not Disturb" status, "Order Food and Beverages and Charge to Room", or even send housekeeping requests such as "Make Up My Room". These integrated services create a

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seamless and personalised experience for guests, while also improving operational efficiency for staff.

In summary, a standalone setup offers strong benefits, particularly for guest engagement and digital convenience. But for hoteliers looking to provide a truly connected, high-touch guest experience, PMS integration can make a meaningful difference.

5. You've mentioned the ability for guests to send instructions that request their room be made up – how does that work?

If a hotel is using TigerTMS's Housekeeping solution iReadyRooms and iPortal, guests can click a button within iPortal to send instructions for their room be cleaned/made up. The guest's request is routed directly to the iReadyRooms housekeeping solution.

iReadyRooms bridges the communication gap between guests, housekeeping, and hotel management with three key elements:

- i) For Management – It provides a centralised interface to allocate housekeeping tasks in real-time, helping streamline task instructions and improve efficiency.
- ii) For Housekeeping staff – Tasks are easily accessed via mobile phones, so team members can see their assigned rooms, see their prioritised tasks, and update the status of jobs as they complete them.
- iii) For Guests – they may conveniently notify the hotel when they are ready for their room to be cleaned, or for those who wish to be environmentally friendly, may opt to skip the service.

Housekeeping instructions don't go into a general inbox - they directly trigger housekeeping updates and actions, ensuring quicker response times and a more personalised experience. iReadyRooms and iPortal – two of TigerTMS's mobile technology solutions working together - provides a win-win for both staff efficiency and guest satisfaction.

6. Do you see future advancements in mobile technology further benefitting the hospitality industry?

Looking ahead, mobile technology will continue to evolve as a basis of modern hospitality. We are set to see it becoming even more intelligent and integrated - offering hyper-personalised guest experiences, streamlined operations, and smarter automation. At TigerTMS, we're already leading with solutions like iPortal and iReadyRooms. But our R&D is going further to deliver technology to empower guests and staff alike. As mobile technologies grow in capability, it's important the focus remains on enhancing convenience, responsiveness, and sustainability - ensuring that technology supports not just operational needs but enhances the experiences of a guest's stay.

Ultimately, success will hinge on how well owners and operators invest based on their understanding of guests' needs and the most effective ways to meet them.