2020 will be regarded as a year of profound changes at a global scale. One that will probably reshape the way we do business, enjoy our vacations and how we relate to each other in general.

The hospitality industry is at the heart of this paradigm shift. Hoteliers are acting fast to be prepared for new operational requirements and guest services needs.

Oracle Hospitality is committed to partnering with our customers to adapt as fast as possible, to meet these new conditions and trends.

This technology guide provides ideas to support with these new scenarios, utilizing both core OPERA and Symphony functionality and our extended partner network. We are sure you'll find valuable ideas in this document and encourage you to reach out to your account executive should you need any assistance.
Guest Journey Touch Points

We have divided the guest journey into 6 main touch points, from booking to post-stay.

You will find, for each touch point, one or more activities where Oracle can help reducing unnecessary contact.

It will be clearly indicated if the functionality is achieved via OPERA Cloud ( ), OPERA 5 ( ), Hotel Mobile ( ), Simphony ( ) or if it’s leveraged via partner integrations ( ).

Each touch point has a hyperlink to quick-jump to its section.

The trail at the top will keep you oriented in your journey.

Theme icons designate the purpose of the suggested activity.

The icon on the bottom-left corner on each section will take you back to the main touch points map.

You can use the left and right chevrons on each topic to move forward and backward.
Booking has always been a contactless activity, but you can minimize contact at the property by enabling prepayment of reservations.

OPERA has lots of features that can help you prepare for a speedy, low touch check-in, both with core functionality and extending it via partner integrations.

From mobile, curbside check-in, to kiosks or guest device, we have all the options to drive a streamlined check in process.

Make sure you have the right tools to engage and enable your guests through their stay, keeping physical contact to the minimum.

Express Check-out, TV remote check-out, hotel and 3rd party apps can make it easy for guests to pay and leave at their convenience without stopping at front desk.

Whether it is just to say thank you, to ask your guests for feedback or to inform them or inquire them about health concerns, we have the right technology for the task.
Reservation Pre-payment

Business Case:
Collect room rate payment in advance to eliminate or minimize the need of payment collection at check-in.
Minimize the risk of charge backs.

How OPERA can help:
If you are booking directly in OPERA consider asking for the full Deposit amount in advance. Set up Deposit Rules and Schedules to automate the process. Users will automatically be prompted to collect the deposit. We can even mandate collection of the security code on the card if you have a Credit Card vendor that supports it. This eliminates the risks of chargebacks.
If bookings are coming from a Channel Manager sometimes it’s possible to arrange prepayment on the source. This is an option that some OTAs are offering.

Alternative via Partners
There are a few partners that can automate the deposit collection process. They get real-time reservation messages from OPERA and can send emails to customers with instructions on how to guarantee the booking via payment link.
Once the payment is confirmed by the online processor they can automatically insert the deposit into the reservation in OPERA.

Available with:
OPERA Cloud Auto Deposit Collection application control
**Business Case:**

Have rooms ready before guest arrival to avoid unnecessary waiting.

Assign the best possible room to each guest.

Rotate rooms to minimize risk of contagion.

**How OPERA can help:**

Assign Rooms functionality allows you to get the right room to the right guest in advance, so everything is set by the time they get to the hotel.

You can activate Advance Check In to allow guests to consume even if the room is not ready yet.

The Room Display Order application setting can be set to Least Used Rooms to minimize the risk of immediate room reutilization.
## Key Creation

### Business Case:
Quickly produce door keys and have them identified so guests can easily pick them up as they come in.

### How can OPERA to handle it:
OPERA can not only interface with door lock vendors to produce keys on demand. It can also produce keys in batches and you can enhance this via the **Key Packets** option so you can print customizable key labels to easily identify which key belongs to each guest.

### Extend it via integrations:
Engage with Kiosk-type vendors that offer the ability to opt-in for mobile audio keys.

Guests are contacted via email after they book and are directed to download an app where they have the option for the mobile key opt-in.

Many key vendors support the functionality out of the box or via the addition of a BLE (Bluetooth Low Energy) module to the existing lock.
Payment in Advance

**Business Case:**
Collect payment in advance to eliminate the need for the guest to present the card physically at front desk.

Minimize the risk of charge backs.

**How OPERA can help:**
The ability to receive credit card numbers via external systems has existed for a long time. In recent times we have improved this with our OPI (**Oracle Payment Interface**) solution to ensure everything is tokenized and secure end-to-end.

You can use these cards, however, in some geographies this may pose a risk of chargebacks since these are card-not-present transactions.

**Enhancement via Partner Integrations**
Partners that offer guest facing apps often have the ability to collect payment in advance. This may be with direct connections to payment providers or utilizing your existing OPERA credit card interface as the gateway.

They can also include verbiage and consent forms for the guest to sign or agree to, which can minimize or directly eliminate the risk of a charge backs.

Available with:

- OC
- V5
- Kiosk/Mobile
ID Scanning

Business Case:
Improve data accuracy by reading guest data out of ID documents.
Comply with local regulations that mandate to get a copy of the passport/ID.

Guest Facing option:
Enable guest-facing vendor apps that offer the ability to scan ID documents.
The scans themselves are not sent back to OPERA, but these vendors offer a portal where you can retrieve these images, should you require it for compliance.
Guest Awareness

Business Case:
Provide relevant information to your guests about the check-in process and options, as well as any sanitary procedures in place.

How can you do it with OPERA:
You are not bound to just one Confirmation letter, in fact, it doesn't even need to be a “confirmation”.

With Oracle BI Publisher it’s easy to create or modify stationary, allowing you to create multiple guests communications, which you can use to greet and inform your guests before arrival on any important aspect of the check-in process or stay. Consider also asking them to provide necessary information for you to fill-in in advance.

You can send email batch confirmations from the Reservation Workspace.
**Business Case:**
With all the extra measures that you need to take into account on this new scenario, it’s important to keep your bottom-line. Entice guests to upgrade their experience.

**OPERA can do that?**
In case you didn’t know, OPERA has a built-in **Upsell** engine you can use. You can set it up to fire upsell suggestions configured to your desired business rules.

These can be triggered at the time of booking or at the time of check-in. Everything is automated, including reporting to recognize the staff for their accomplishments.

**Also via Partners**
We also have a select set of partners that have the ability to receive reservations from OPERA as they are created and send a message to your guests to tempt them to upgrade.

They also allow you to build your own rules for the upsells and provide the necessary reporting for tracking purposes.

You can test your upsell scenarios before you enable them.
Pre Check-In

Business Case:
Get an accurate forecast of different guest amenities, such as a sanitary kit, to make sure you have sufficient stock.

How can OPERA help:
You can configure the number of elements for each room type and program their frequency without the need to manually enter these tasks for each reservation. Housekeeping will be able to forecast accordingly for future dates.

You can specify the facility tasks that will be associated with a room type, along with the related task frequency, priority, and facility codes filtered by VIP code, Market or Rate code or apply to all the guests.
Room Assignments

**Business Case:**
Assign rooms based on guest preferences and ensure rooms are rotated evenly to avoid the same rooms from being rented continuously.

**How can OPERA handle it:**
With **Enhanced Room Assignments** active, OPERA will ensure that rooms are assigned to the guest based on the ranking of room features as well as ensuring **Least Used Rooms** are used so that rooms have the opportunity to “rest”. Rooms can be assigned in batch, based on Groups or many other filters.

**Extend it via integrations:**
Kiosk/Mobile Vendors will have the ability to present a guest with a list of rooms, a floor plan or system generated room for the guest based on their preferences and request.
### Business Case:
Improve data quality by capturing guest details right from their ID.
Comply with local regulations mandating a copy/scan of the guest ID to be taken.
Avoid unnecessary contact by capturing the ID via a mobile device.

### Kiosk:
Many kiosk vendors offer the ability to scan ID documents.
As long as you sanitize the kiosk after each use, your guests should feel safe.

### Mobile:
OPERA Cloud can take advantage of its mobile-first design to accomplish this.
Some ID Scanning vendors provide the link to capture right from the tablet running OPERA Cloud.
The ID picture can be stored in OPERA, just as with the desktop version.
## Secure Payment

**Available in:**

| OC | V5 | HM | Sim | + | Cashless |

### Business Case
- Focus on Digital Payments
- Faster transaction times with Single Point of Entry
- Stronger Payment Data Security
- Easier reconciliation and accounting processes
- Lower administration costs
- Streamline Operations

### How can we handle it:

**Oracle Payment Interface (OPI)** provides a standard interface for partners to capture payments via secure EMV (Chip & Pin) enabled terminals, for the collection of credit card data and processing of payment transactions. With OPI the removal of sensitive cardholder data is achieved through the concept of tokenization.

**Secure Payment** is paramount in today’s landscape and our OPI validated partner network is committed to providing solutions which reduce exposure to PCI security standards. Our partners provide the means for both traditional and contactless payments through secure EMV terminals.
Mobile Keys

Business Case
Facilitate opportunity for guests to use personal devices in a dual purpose capacity to access their guest room.
Eliminate the need for queuing at front desk for key pickup.

How can OPERA to handle it:
During the Check-in process OPERA provides a mechanism for Generating Keys directly from within OPERA Cloud, or Hotel Mobile. For some of our door locking partners, there is the ability to designate the key request as a mobile key request.

Extend it via integrations:
Mobile Keys is best supported through guest facing applications in which the APP developer communicates directly with OPERA door locking partners to generate the key request and update the guest phone with the mobile key on their personal device.
Guests can achieve this function either through a hotel guest facing APP or an APP provided by one of our kiosk-type vendors.
Many key vendors support this functionality in their base offering.
**Guest Messaging**

**Business Case:**
A mobile device is something that every traveler has in common. Send information and communicate with your guests via text messaging limiting contact with staff during the stay.

**How can OPERA handle it:**
With Text Messaging Handling active and the hotel’s SMS Service provider configured in OPERA, you can send important messages to your guest in real time directly from OPERA.

**With Partners:**
Vendors with mobile apps can offer messaging services for guests to interact with your staff from their mobile device. Sometimes also extending this to service request tracking, where you can record, follow up and resolve the requests, offering better traceability and accountability.

**Available in:**

- **Operational Cloud**
- **Version 5**

**Communication**
Interactive Hotel TV

Business Case:
Use your Hotel TV’s for more than just watching movies and allow your guests to interact through it.

How can OPERA handle it:
You can either use newer smart TVs or add an external module to your existing ones to enable the IPTV interface. Services provided with this interface can include:

• Guest welcome note, automatic language selection
• Guide to the hotel & surrounding area
• Total bill for hotel service, including pay TV
• Order to the room from the catalog of goods and services
• Express check-out

Certain providers can also extend this allowing guests to control the TV with their own mobile device limiting the contact with staff and the remotes in the room.
Opt-Out of Housekeeping Service

Business Case:
Hotel guests can choose which days to opt/in and out for housekeeping services. They can also set their preferred frequency of getting their room serviced.

How can OPERA handle it:
With Your Choice Housekeeping functionality guests can opt-out of receiving housekeeping services. A report can be generated (Your Choice Housekeeping) for housekeeping staff showing the guests who’ve opted out for daily housekeeping.

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Chatbots

Business Case:
Guests can interact and communicate requests all by using their own mobile device.

Introducing a chatbot provides seamless communication between your guests and all departments in the hotel. Everything that a guest needs during their stay can be communicated via the chatbot from asking a question about check out time to reserving a table at the restaurant.

How can OPERA handle it:
There’s no out-of-the-box solution for chatbots to date. But we have a few examples of customers that have enabled this functionality with OPERA.

All it takes is a systems integrator with the capability of making the bridge between the AI and OPERA using our APIs.

With the latest improvements on Oracle’s Digital Assistant you are not limited to text-only chatbot, you may also go for voice recognition.
Room Service

**Business Case:**
Enrich guest experience by allowing them to browse the Room Service menu on their own device, order, and charge to their room folio.

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**Available in:**
With Simphony, OPERA, and select Partners:
In-room dining will never be more convenient. Guests can order from their own mobile device or you can provide in-room tablets also.

Vendors integrate both with OPERA to gather guest details, as well as Simphony to obtain live menu options. Once the guests confirms the order the check is automatically opened at the appropriate revenue center.

Room Service Delivery attendants, using the MICROS Oracle Tablet 700 Series, enable guest to sign for room charge directly on the tablet.

Simphony and OPERA integration allows front desk to view full check detail for room charge.
Business Case:
Maintain guest experience by adoption of operational practices that ensure the safety of your guests and your staff.

Available in:

With Simphony, OPERA, and select Partners:
Dining will never be more convenient. Oracle Tablet 700 Series provide staff with their own ordering device; increasing speed of service, maintaining level of service excellence, and minimizing cross contamination.

Guests can also order from their mobile device using an App, Website, or QR code. This ordering process can be utilized in various dining outlets such as restaurants, room service, and pool bars.

Pay at Table or within the partner ordering solution enable contactless payment options.

Simphony and OPERA integration allows front desk to view full check detail for room charge.
Table Management

**Business Case:**
Monitor and enforce local requirements of lowered maximum occupancy and social distancing.

**With Simphony and select Partners:**
Utilize Table Management to close or limit # of tables and seats enforcing new maximum occupancy and social distancing requirements.

Reservation and Waitlist enables you to maintain occupancy, and report, under new maximum occupancy requirements.

Offer and enforce “Early Bird” Breakfast or Lunch hours using Reservation, Waitlist, and Table Management in combination with Simphony’s Menu Availability.
### Business Case:
Constant industry, social, compliance, and security changes require flexible and resilient technologies to enable the ability to meet and exceed guest expectations.

### With Simphony and select Partners:
Retain control over your brand and business needs with Simphony to design your technology strategies for today and tomorrow.

- IoT
- Tray Retrieval
- Digital Menu Boards
- Mobile Ordering
- Voice Ordering
- Pay at Table

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**Available in:**
- Simphony
- API

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**Innovate**

**Stay**
**Business Case:**
Maintain the traditional style of service and warmth of hospitality while keeping up with the new normal.

**Available in:**

**Engage**

**With Simphony:**
Keeping your staff fully informed while adhering to updated procedures gets easier with Engagement.

Engagement is a content delivery screen on Simphony workstations that provides direct access to vital information.

Your staff will be able to access the following:

- Specialty menu item descriptions
- Specialty menu item allergens
- Pre-shift notes
- Property information
- Special events and promotions
Scheduled Checkout

Business Case:
Eliminate the need for an in-person check out by performing an automatic check out at a specified time.
Ideal for guests who have settled their charges or where charges are routed to a PM or other guest, or direct billed to a third-party.

How can OPERA to handle it:
The Scheduled Check Out feature in OPERA allows for a guest’s reservation status to be automatically changed to Checked Out at the specified check out time on the departure date. When scheduled, and the reservation meets the defined criteria, OPERA will automatically check out reservations that fall within that time frame.
Self Check-Out

**Business Case:**
Eliminate the need for an in-person check-out and have the ability to check-out from your room, your mobile device or from a kiosk.

Ideal for guests who do not have any additional charges on the day of check-out.

**Extend it via integrations:**
Through OPERA's APIs, Kiosk and Mobile vendors can offer guests the ability to self check-out from a Kiosk or personal mobile device by-passing a face-to-face interaction with staff.

This can also be achieved with partners that offer video check-out from the guest’s room. With the video check-out, the guest can view their current charges on the in-room tv. If there are no errors or additional charges, guests can simply check-out on the tv and leave the keys in the room.

Available in:
- Cloud
- V5
- Kiosk/Mobile
Guest Communication

Business Case:
Stay in contact with your guests after they leave your hotel.
Share your direct contact details for any further question or health concern your guest might have after their stay at your hotel.

How can OPERA handle it:
Similar to the pre-stay capabilities, you can easily add post-stay communication to your daily processes.
With Oracle BI Publisher, it's easy to create or modify stationary, allowing you to create multiple guests communications, which you can use to say THANK YOU to your guests after they leave the hotel.
Use this opportunity to remind your guest about all the benefits when doing the next booking via your direct website.
You can search for guests by departure date and use the confirmation functionality to send a personal greeting via email to your guest.
Guest Survey

Business Case:
Get in contact with departed guests and ask them to share some personal feedback with you and/or Social Communities. Build a relationship, listen to their comments about their stay in the hotel and deliver a response.

Deliver data to Online Reputation Management Solutions
Use either OPERA Exports or Scheduled Reports capabilities to send daily details about checked out guests to Online Reputation Management System vendors. This will enable them to send out follow up emails with direct links to online guest surveys or online rating tools.

Guest feedback and rating is not sent back to OPERA, but details are generally available in the ORM solution.

Available in:

Available in: OPERA Cloud Report Scheduler allows you to automate report delivery
A Technology Guide for a Touchless Guest Journey

Thank you for taking the time to review this technology guide.

As noted in the above pages, OPERA, Simphony and Oracle’s extensive Vendor Partner Network can provide many options to assist with a touchless Guest Journey but also can be used for empowering your guests whiles still providing your unique services.

Use them today and beyond, regardless of any foreseeable changes to the current global condition.

Please feel free to connect with us at https://www.oracle.com/industries/hospitality/ where you can find the latest information about our solutions but also the most up to date information on how we can help you navigate through the COVID-19 crisis.
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