

Transformative Use-Cases Shaping the Future

DIGITAL TRANSFORMATION IN HOSPITALITY

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In **Hospitality Industry**, digital transformation is enhancing guest experiences, streamlining operations, and driving sustainability. From personalized marketing to smart energy management, the industry is leveraging digital tools to deliver exceptional services

These key use cases explore the potential to revolutionize the industry, highlighting the immense impact of digital solutions in shaping the future, redefining, and shaping the future of hospitality, offering insights into how businesses can stay ahead in a competitive landscape.

1. Personalized Guest Engagement (CRM)

Description - Data-driven analysis suggests tailored activities, dining, and experiences based on guest preferences and behavior

AI Model Type - Prescriptive Model

Solution Type - Platform



2. Dynamic Pricing Optimization

Description - Pricing optimization recommends pricing adjustments based on demand, seasonality, and competitor analysis to maximize revenue

AI Model Type - Prescriptive Model

Solution Type - Platform



3. Smart Room Automation

Description - Enables energy-saving automation in rooms, such as lighting, temperature, and appliances based on usage

AI Model Type - Prescriptive Model

Solution Type - Product



4. Customer Feedback Management

Description - Analyzes guest reviews to identify sentiment trends and areas for improvement in service delivery

AI Model Type - Diagnostic Model

Solution Type - Service



5. Resource Management

Description - Real-Time Resource Allocation predicts guest traffic and allocates staff/resources efficiently to optimize operations and reduce costs

AI Model Type - Prescriptive Model

Solution Type - Platform / Ecosystem



THANK YOU

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