

Empowering the Digital Employee

Cisco Associate Productivity for Hospitality



Benefits

- Enable customer service by equipping employees with mobile devices.
- Improve responsiveness with onsite Wi-Fi networks.
- Speed on-boarding with on-demand training.
- Increase productivity with on-demand education.
- Optimize staffing based on traffic patterns and analytics.

Making Employees More Productive

With the transition to digital technologies, hospitality employees are evolving from clerks and concierges sitting behind a desk into flexible, trusted advisors to your guests. Today's hotels, casinos, cruise lines, and convention centers are using mobile technologies to help these workers be more responsive, better trained, and always accessible to visitors.

Cisco® studies show that the single greatest financial benefit of digitization is in improving the productivity of employees and associates. With digitization you can also create on-premises applications that provide innovative services and promotions. Most importantly, with these capabilities you can capture, digitize, and transform guest data into insights that drive employee effectiveness and help make every visitor's stay memorable.

Transforming the Guest Experience

All too often in today's hospitality businesses, weary, impatient guests still have to wait for hospitality staff to search for reservations, assign a room, and process requests for upgrades and extra services. Workers are frequently slow to respond to guest needs, who wait to be served in their rooms, at the poolside, or at the front desk.

The Cisco Associate Productivity for Hospitality solution transforms this experience. Based on a powerful, secure Wi-Fi network, the Cisco mobile solution enables workers to deliver more personalized experiences based on a rich rules engine integrated with guest profiles from past purchasing data.

To help them advise your guests more effectively, associates can access a pool of virtual experts to provide face-to-face concierge services on their mobile devices: This capability helps associates answer questions about local entertainment, site-seeing, shopping, and other excursions.

Cisco solutions also help train employees by enabling faster on-boarding for new workers. If your company is launching a new facility—or launching a new initiative—employees can be brought up to date about new offerings and capabilities on short notice, on demand, or as a group. By providing ready access to information that helps associates do their work better, you increase job satisfaction, reduce turnover, and improve the traveler experience.

Cisco helps define and deliver a workforce strategy that backs your business goals and initiatives. This hospitality solution helps to achieve

better employee productivity and optimize your operations, and increases revenue opportunities through a real-time, value-added relationship between associate and guest.

Next Steps

Let us help you define and launch a winning productivity strategy for your operation, helping you make workers more effective, improve responsiveness, and reimagine the travel experience. For additional information, visit www.cisco.com/go/hospitality.

“We are able to return to the days when people stayed at hotels, and the experience was significantly better than what they had at home. It is wonderful to be bringing back the grand tradition of exceptional hospitality.”

— **Scott Watts**

Corporate Director of Information Technology,
PCH Hotels and Resorts

