

Comprehensive Hotel Management Platform

A comprehensive, cloud-based hotel management platform with a mobility suite for both guests and staff, transforming the traditional hotel experience.

Overview

QBurst developed a cloud-based Enterprise Property Management System (PMS) and mobility platform that modernized hotel operations and significantly improved guest and staff experience.

- **Mobile-First Experience:** The solution provided mobile applications for guests and staff, enabling self-service and remote management of key tasks.
- **Enhanced Guest Engagement:** Integrated technologies like iBeacon to deliver personalized, location-based messages and promotions, strengthening guest loyalty and driving revenue.
- **Operational Efficiency:** The intuitive, consumer-grade interface reduced staff training time by 80% and empowered them to serve guests from anywhere.



Client Profile

Our client is a pioneer in new technology for the hospitality sector. They develop next-generation, cloud-based mobility solutions for staff and guests at hotels and resorts.

Challenges: Working with Legacy Property Management Systems

- **Legacy Technology:** The system was complex and did not support modern technologies, preventing the implementation of cloud, mobile, or touch-based experiences.
- **Lack of Mobility:** Staff were tied to a central terminal, and guests had no digital self-service options, leading to long queues and limited interactions.
- **Disconnected Experience:** There was no direct digital channel to connect with guests, offer personalized services, or promote on-site amenities.

- **Inefficient Staff Onboarding:** The complicated interface of the legacy system resulted in lengthy training periods for new staff, impacting operational efficiency.

QBurst Solution

We built a comprehensive, cloud-based Enterprise Property Management System (PMS) with a mobility platform designed for both guests and hotel staff. We developed a suite of mobile, tablet, and web applications that transform key hotel activities from check-in to concierge services.

Key Components of Our Solution

- **Mobile PMS for Staff:** A PhoneGap-based tablet application empowers staff to manage payments, reservations, and room allocations on the go; includes on-the-spot key creation using RFID and MSR key dispensers.
- **Middleware Integration:** A Ruby on Rails (RoR) middleware was developed to seamlessly connect the new platform with existing backend applications, including the PMS, payment gateways, and room key management systems.
- **Guest Mobile App:** The guest-facing mobile app offers a complete self-service experience, including remote check-in/check-out, room upgrades, and F&B service requests.
- **iBeacon Integration:** The iOS app uses iBeacon technology to deliver location-based, personalized messages and promotions, such as welcome messages upon entry or special offers when a guest walks by the hotel bar.

Technical Highlights

- **Cloud-Based Architecture:** The solution is built on a cloud-based enterprise-level PMS, providing a scalable and accessible platform for hotel chains.

- **Real-Time Middleware:** The RoR middleware ensures seamless interaction with multiple backend systems, providing a single source of truth for all hotel operations.
- **Personalized Experiences:** The integration of Core Location Framework and iBeacon technology allows for hyper-personalized messaging, enhancing the guest experience.
- **Consumer-Grade Interface:** The applications were designed with intuitive, consumer-grade interfaces, significantly reducing the learning curve for staff.

Impact: Driving Guest Engagement and Revenue

- **Reduced Staff Training:** The intuitive design resulted in an 80% reduction in training and onboarding time for new staff, drastically improving operational efficiency.
- **Enhanced Guest Engagement & Revenue:** The self-service features and personalized promotions drive incremental revenue by encouraging room upgrades, late check-outs, and add-on services.
- **Deeper Guest Connections:** The mobile platform empowers staff to connect with guests from anywhere, enabling them to provide a higher level of personalized service.
- **Increased Efficiency:** The ability for both guests and staff to check in and check out from anywhere streamlines a traditionally time-consuming process, improving overall guest satisfaction.