

# Staying Ahead of the Curve

How hotels and resorts can leverage mobile-access technology as a principal solution, in light of the growing emergence of a smart-device-equipped world



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It's an established reality that mobile technology has proven to be (and will continue to grow as) a global cultural game-changer. The power of mobile functionality, in fact, has basically reshaped entire industries by affording users enhanced convenience, along with the significant capability to personalize their experiences.

A case in point is the hospitality industry. There, interest in mobile services, such as the ability to order room service or access guestrooms through the use of personal smart devices, has skyrocketed. In fact, research has recently revealed that 67 percent of hotel guests would select a smartphone-enabled property over a non-enabled competitor.<sup>1</sup>

Today, one of the largest consumer groups consists of millennials, who are projected by 2020 to account for 50 percent of incoming revenue within the hospitality industry.<sup>2</sup> Quite naturally then, millennials are also heavily influencing the way hotels present their services to guests, many of whom (both millennials and others) consider smartphones to be a central feature in how they interact with just about any element of their environment. Chief among the millennial consumers' goals when using a mobile service is the ability to simplify tasks and have useful

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<sup>1</sup><http://www.softwareadvice.com/hotel-management/industryview/technology-use-report-2015/>

<sup>2</sup><https://www.daylighted.com/blog/millennials-in-the-hospitality-industry-how-hotels-need-to-adapt/>



information be more accessible. According to a recent study conducted by Adobe, for instance, 81 percent of millennials and other tech-savvy individuals use mobile devices as a way to research travel destinations, while 74 percent utilize mobile devices to compare travel prices. In addition, 68 percent ultimately use mobile devices to book a hotel room.<sup>3</sup>

## Why Mobile Access?

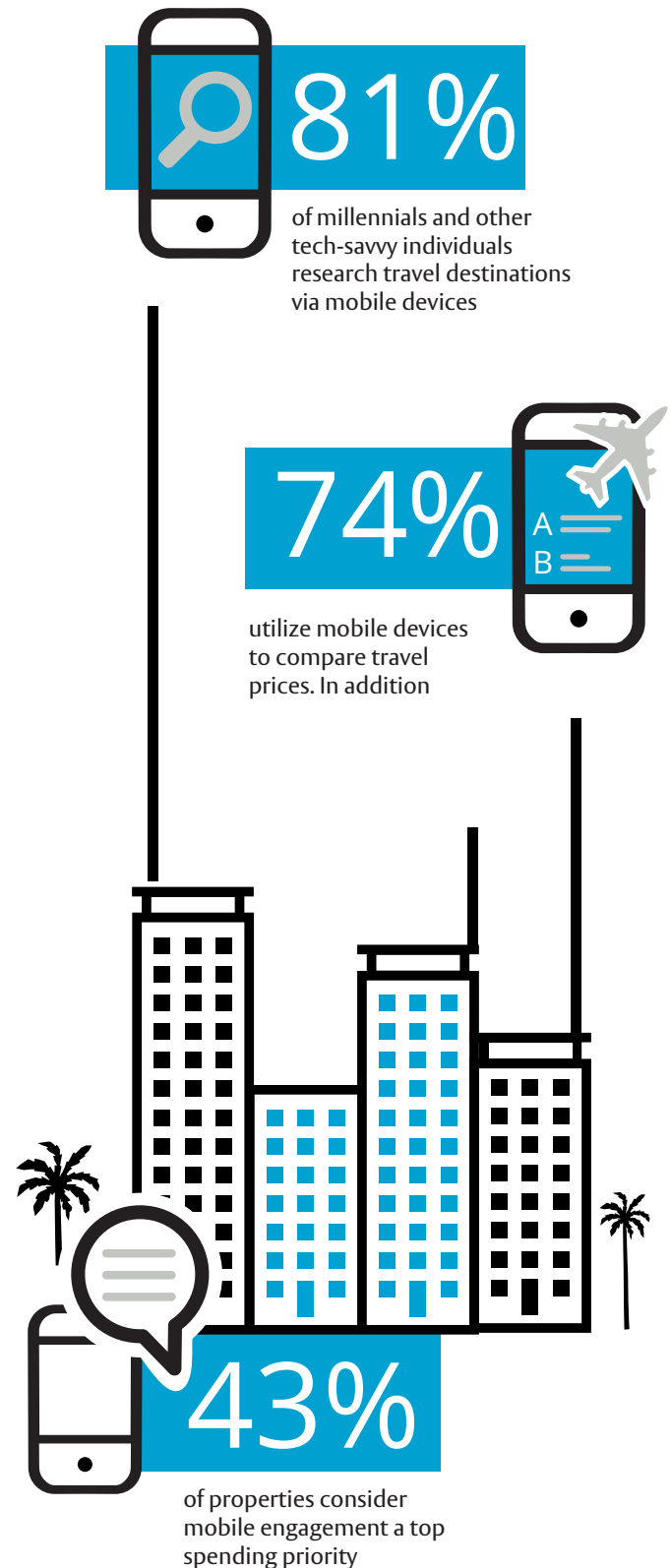
As a primary method to strengthen relationships with today's increasingly technologically minded guests, mobile technology's multiple advantages are becoming increasingly obvious. What merits further analysis, however, are the specific services and features that a property should strongly consider making available on a mobile app.

With consumers demonstrating that they are willing to retry an app only once or twice<sup>4</sup>, it is becoming even more imperative that hoteliers implement a solution which is seamless, and which actually provides guests with the tools they seek in order to streamline their hotel-stay experience. The overall result is that many hoteliers are beginning to take investment in mobile engagement much more seriously, with statistics in 2016 demonstrating that 43 percent of properties consider mobile engagement a top spending priority.<sup>5</sup>

<sup>3</sup>file:///Users/PlanA\_PR/Downloads/adobe\_mobile\_consumer\_study.pdf

<sup>4</sup>file:///Users/PlanA\_PR/Downloads/adobe\_mobile\_consumer\_study.pdf

<sup>5</sup><http://hospitalitytechnology.edgl.com/news/6-mega-trends-in-hotel-technology105033>



Among the leading mobile solutions anticipated for greater expenditure, according to the same statistics, is mobile key technology (also often referred to as digital key technology). In fact, mobile key solutions have already seen significant adoption success, with ASSA ABLOY Global Solutions Mobile Access leading the way with more than 100,000 guestroom door installations to date.

More closely examining current trends in guest behavior, the shift in focus is not even remotely surprising. From the moment they arrive on the premises, today's guests expect to gain the capability to instantly interact with the hotel on the guests' own terms.

This reality has fomented a dramatic increase in self-service and instant-gratification solutions in virtually all areas of hotel operations. Mobile Access therefore serves as a bridge that allows a guest to continue building a personalized experience after booking a stay using the guest's personal mobile device.

As the rise of the "silent traveler" clearly illustrates<sup>6</sup>, more and more individuals are opting to avoid the more traditional forms of people-oriented guest service in favor of alternatives that enable them to rely less on the actions of others, and thereby to obtain far quicker results. By implementing a mobile-access solution, a hotel can further empower these tech-savvy guests by giving them ultimate control over how and when they access their rooms.

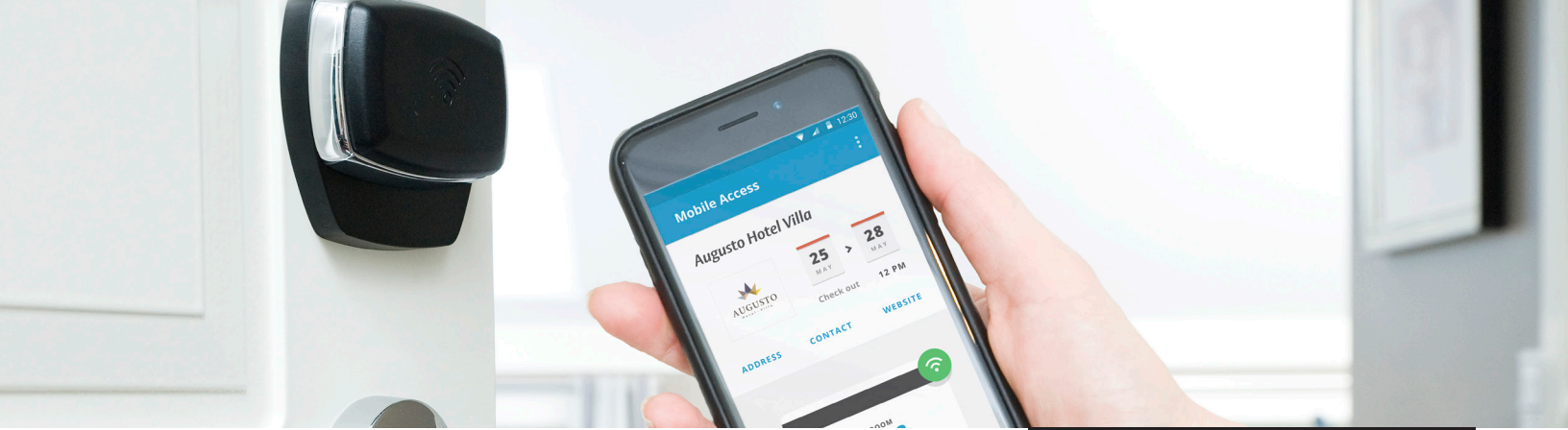
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<sup>6</sup><https://skift.com/2014/01/22/skift-global-trend-for-2014-rise-of-the-silent-traveler/>

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## Ins and Outs of ASSA ABLOY Global Solutions Mobile Access

When comparing solutions, hoteliers should always investigate a platform's capability to provide guests a streamlined experience that requires minimal effort on the part of the guests. After a guest initiates a request to use ASSA ABLOY Global Solutions Mobile Access on a hotel's mobile app, for example, "push" notifications are automatically sent, including the alerting of guests as to when they have officially checked in. Other notifications update the mobile app with the guestroom number and mobile key, thereby finally providing today's travelers the ability to bypass the front desk altogether, and instead to go directly to their rooms and begin enjoying their hotel experience immediately.

For guests weary of long front-desk lines after a lengthy journey or business travelers on a tight schedule, Mobile Access represents a valuable tool that can allow them to save vital time and ensure their satisfaction. For hoteliers, meanwhile, Mobile Access helps meet the ever-increasing demand for greater personalization and the growing dominance of a mobile world.

Although still a relatively new technology that does, indeed, substantially alter the way hotels interact with their

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guests, ASSA ABLOY Global Solutions Mobile Access is designed for cost-effectiveness and easy availability to a broad number of hotels and resorts around the world.

While certain aspects may vary depending on pre-existing hardware and third-party vendors, properties can typically implement ASSA ABLOY Global Solutions Mobile Access with little disruption to operations and minimal hardware modification. Many electronic door locks, for example, may only require the addition of a small Bluetooth Low Energy (BLE) board, while many other electronic door locks can keep most of the locking hardware intact through simple installation of the BLE board along with an RFID electronic reader. Properties must also have access to the Visionline lock system so a digital key can be created and assigned to each guest.

Just as the guests require solutions that meet their specific individual needs, hoteliers should also investigate and find a mobile-access solution compatible with the property's current mobile-app goals and objectives. With ASSA ABLOY Global Solutions Mobile Access, properties may choose to integrate the service into their own existing app and back-end systems. Those hotels interested in pursuing this route can streamline the integration process by leveraging the ASSA ABLOY Global Solutions Mobile Access Software Development Kit (SDK), together with dedicated onboarding services. A hotel may also opt to provide a basic Mobile Access solution, which can be accomplished using ASSA ABLOY Global Solutions's standalone solution.

Those who wish to offer a mobile app beyond simple access control but do not have an app of their own might choose

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to select a solution from a third-party certified partner. By selecting an ASSA ABLOY Global Solutions approved mobile application and solutions provider, hotels can quickly gain the ability to integrate all desired mobile functionality into one solution; leveraging the appeal of a mobile access application, and increasing the potential of guests viewing other services and amenities promoted within the same app.



## Maintaining Security as a Priority

Whenever hoteliers consider implementing a mobile-access solution at any property location, the ability to cater to the growing demand for independence and self-service is certainly a significant factor. However, it's a factor that should never be considered at the price of compromised security.

Because hotels are inherently dedicated to provide both comfort and peace of mind to their guests, the hotel's first and foremost responsibility is to fundamentally ensure a safe and secure environment at all times. Any decision to implement a solution that includes access security must therefore place the utmost priority on guest safety. When comparing mobile-access solutions, hotel management must bear in mind whether a particular platform can provide a level of security that meets the highest industry standards.

As they were developing Mobile Access, ASSA ABLOY Global Solutions engineers worked diligently to ensure that the solution incorporates the latest in security-technology innovation available to the hotel industry today. Leveraging ASSA ABLOY's Seos technology to provide hotels with







the world's first multi-platform for issuing, delivering and revoking digital keys, Seos meets the most stringent security standards and includes messaging, strong authentication and data confidentiality.

ASSA ABLOY Global Solutions Mobile Access works with a hotel's property-management system (PMS) to allocate a guestroom and generate a digital key that is encrypted – and, as a result, is securely delivered to a guest's smartphone. The smartphone, in turn, places the key in a secure key vault within the hotel's mobile app. When presented to the appropriate lock, the app then transmits the encrypted key via a secure-communication channel via Bluetooth , thus ensuring that only authorized users are able to receive digital key information and gain access.

With data privacy and security becoming an increasingly serious issue in the past several years due to many functions of the industry evolving to embrace digital functionality, hoteliers must always conduct a stringent review as to how vendors use guest data, as well as what specific measures are implemented to safeguard the data.

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A worthwhile mobile-access solution should maintain an internal log showing when a guestroom has been accessed, and which mobile key was used. Such implementations go a long way to further enhance the peace of mind of guests and hotel staff.

## Mobile Access as a User-Friendly and Adoptable Solution

Properties that implement ASSA ABLOY Global Solutions Mobile Access gain a feature that is extremely easy to learn and use. As a new technology, however, adoption rates are at their highest when properties actively inform guests about the security and convenience benefits of the system. With that in mind, staff members should be knowledgeable to the extent that they can readily provide answers relating to how mobile access can enhance the guest experience. To ensure that staff members have access to all relevant information and can adequately pass knowledge along to guests, hotel management would be wise to select a solution provider that is known for providing first-rate customer support and training.

Hoteliers with multiple properties around the world must additionally be sure that the provider they are working with is capable of providing local assistance within each market whenever needed. By taking time to explain the unique advantages to staff members (who can then inform guests) on issues such as the capability to skip the front desk altogether or to gain quick access to shared guest areas, hoteliers are likely to find that the resulting increase in guest satisfaction and property reputation more than justifies the initial cost and effort.

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## Making Sure a Mobile-Access Solution Works for Both Property and Guests

The introduction of mobile applications into the hospitality industry has served as a critical solution to maintaining communication and loyalty with a guest demographic that increasingly avoids interpersonal exchanges in favor of greater self-reliance and faster service. Such apps have achieved tremendous success in accomplishing this goal, but only when they first address the basic need to cater to a guest's preferences when interacting with hotel services.

Mobile-access solutions serve as a vital extension of the convenience that guests enjoy when searching for a hotel and booking via a smart device – and one they now increasingly expect to continue once they arrive at their destination. Only by working with a reputable security-access-solutions provider can hotels ensure that they are capable of addressing such needs in a cost-effective manner that is compatible with pre-existing systems, and able to guarantee unparalleled security for each guest at all times.

As the leading provider of mobile-access solutions for the hospitality industry, with over 100,000 mobile-enabled guestrooms installed worldwide and with global support and service in more than 160 countries, ASSA ABLOY Global Solutions is here to ensure that Mobile Access delivers the results expected both by hotels and by guests.

To schedule an appointment to assess your property's own mobile-access goals and requirements, please contact [www.assaabloyglobalsolutions.com/mobile-access](http://www.assaabloyglobalsolutions.com/mobile-access).

