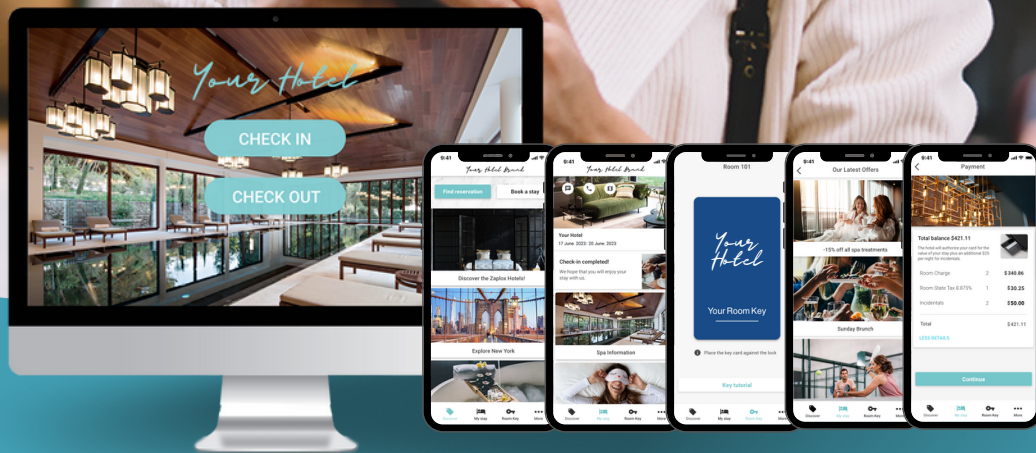


A Hotelier's Handbook to Contactless Guest Solutions

Everything you need to know about a digital guest journey for your properties



ZAPLOX

Welcome Your Guests With A Personalized Digital Experience

Digital transformation of the guest journey

In the last two years, the usage of digital solutions for handling daily activities and purchases has been widely accepted and adopted by users across all age groups.

In fact, self-service technology now supports many of the hotels' core processes and operations, resulting in significant improvement of the overall guest experience. In addition, self-service technology can reduce or eliminate the number of touch points between guests and staff – in support of current safety protocols.

Today's hotel guests want to control their stay and have the option to choose the way they check-in, manage access to their room, and interact with the hotel staff.

Personalized service without physical contact

Delivering an amazing guest experience is a challenging but rewarding mission for hoteliers – especially when operating in the post-pandemic era. Even if the traditional in-person greeting at check-in is no longer desired, guest safety and personalization are definitely a priority. Digital guest solutions such as the hotel app, empowers the guest and enables you to deliver safe and personalized service with fewer touch points

Jumpstart with Zaplox's eBook

This eBook highlights the advantages of an end-to-end digital guest journey and explains how it can be integrated with your hotel's core processes to support your staff. It enables your hotel to deliver high-class service and provide the digital choice guests want – with both short and long-term benefits for your business recovery.

55% of hotels plan to add mobile check-in during 2022

The Lodging Tech Study 2022





Zaplox Contactless Guest Solutions Benefit Your Entire Business

Scalable solutions for any type of property

No matter if you operate a city hotel, resort, or casino, Zaplox has a solution that works for you. Our contactless guest journey with mobile check-in and mobile keys are highly scalable and ideal for large chains as well as independent hotels, vacation homes, and long-stay apartments.

Extending your brand's reach

For hoteliers there are many advantages of going digital. It creates the opportunity for you to build your hotel brand and make it available in the hands of your guests – wherever they are. It promotes brand loyalty from new and recurring guests and simultaneously supports your staff to do their job even better during these challenging times.

Interact throughout the entire guest journey

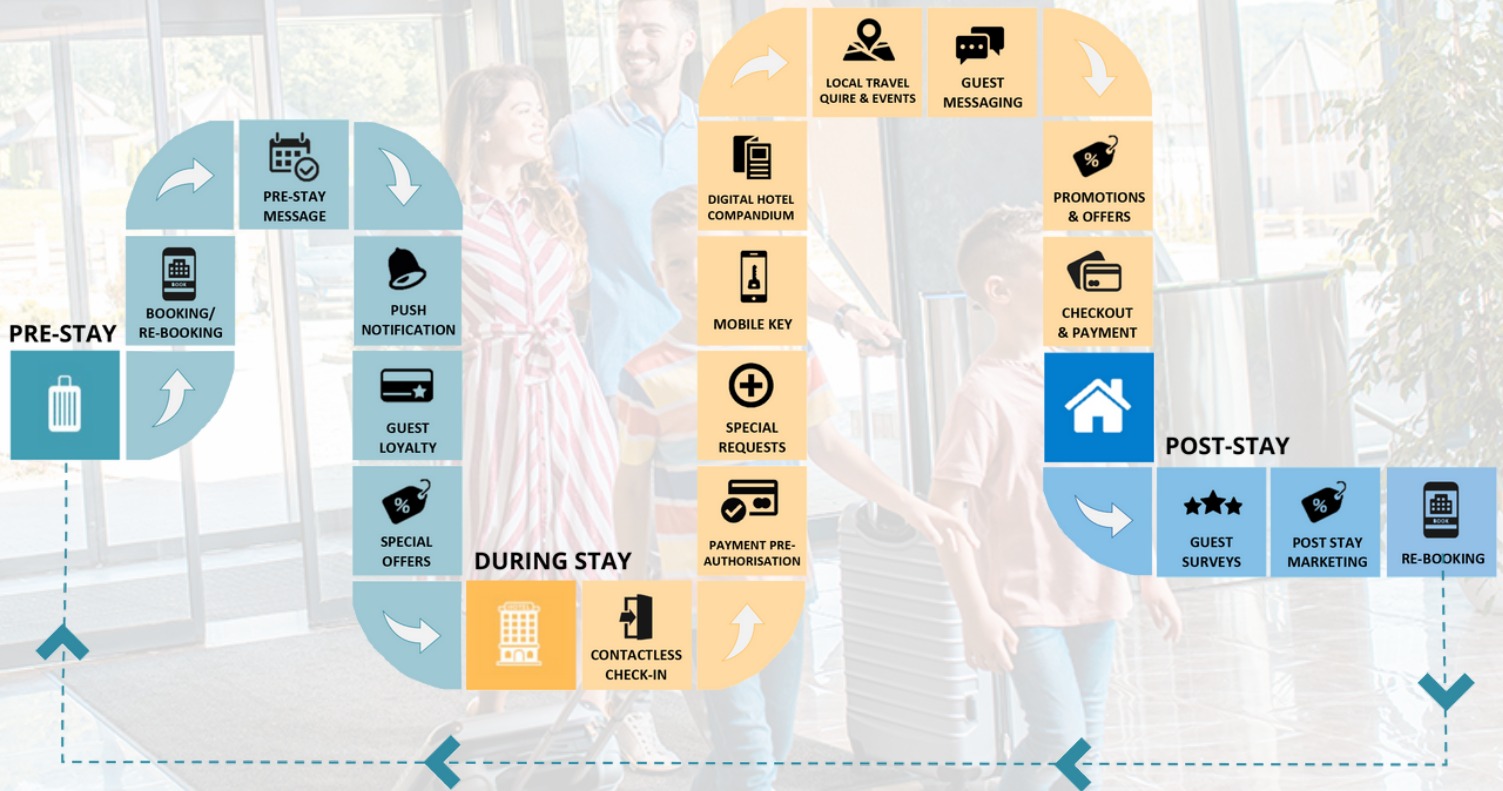
The introduction of the guest app, instantly extends the guest experience beyond the check-in process, enabling guests to digitally interact with the hotel throughout the entire guest journey, including pre-stay, during stay, and post-stay. Guests can use the app to communicate with the hotel staff, make requests, access promotions and personalized offers, submit reviews, and book their next stay. As a result, you can operate the front desk with fewer staff members. That way, your staff can focus on revenue-generating tasks and quickly respond to information or service requests in the app.

In short, Zaplox's guest journey supports your guest-facing operations and delivers a wide range of benefits for your guests, your staff, and for you, as a hotelier – resulting in increased guest satisfaction and recurring revenues.

77% of hotels rank driving guest loyalty as their top tech initiative
The Lodging Tech Study 2022

The Solution

The Mobile Guest Journey



The mobile guest app enables your hotel to stay engaged through every step of the guest journey.

Next-level guest engagement

Whereas a mobile guest app was a "nice-to-have" in the past, guests are now demanding a digital option. The hotel guest app supports every step of the hotel stay and enables your hotel to stay engaged with the guests – not only during the stay but also pre-stay and post-stay. This has a significant positive impact on guest satisfaction while it creates many new revenue opportunities for your hotel.

Covering the whole scale of hotels

No matter if you are running a casino with thousands of rooms, an all-inclusive resort chain, or an independent city hotel, there are many benefits from offering your own custom branded hotel app.



PRE-STAY

Drive ancillary sales. Plan for a smoother, contact-free arrival.



The guest app significantly improves the ability to communicate with guests before they arrive at the hotel, allowing you to confirm expectations and make sure their stay gets off to a good start.



Pre-stay message

Prior to arrival, the hotel sends a pre-stay message via text or email that prompts the guest to download the hotel's app via a link, which includes reservation information. Once downloaded from Google Play Store or Apple Store, the app provides access to the reservation with pre-populated information from the PMS.



Push notifications

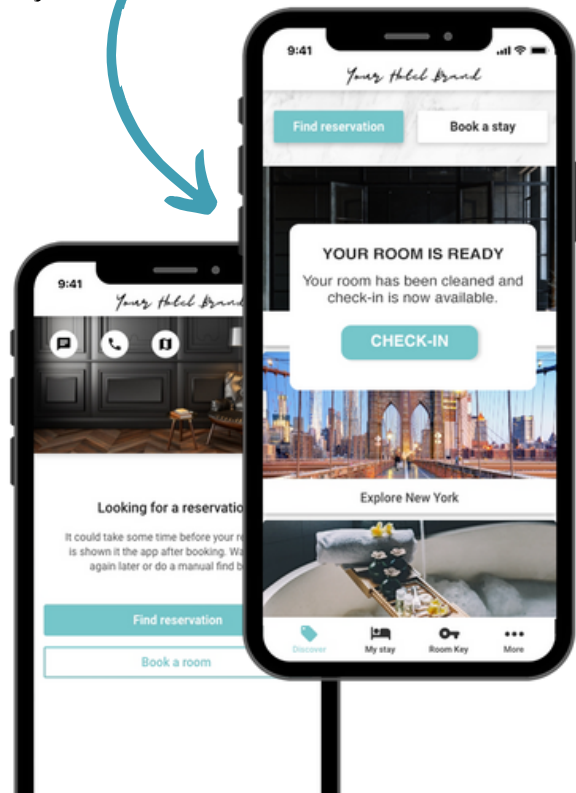
Before the guest arrives, the hotel can use the app to send push notifications with important pre-stay messages about check-in time, hotel's safety and cleaning protocols, parking, and shuttle options – contributing to a smoother arrival with less staff needed at the front desk.



Direct booking

If the hotel offers the ability to make a reservation via their website, this web page can be accessed from the app. Returning guests, who previously have downloaded the app, can be incentivized to book a room through the app. Direct bookings are a great source for repeat business and provides a significantly higher profit margin for your hotel.

Alert guests when the room is ready





Guest loyalty

If the hotel has a loyalty program, this information can be displayed in the mobile guest app. The membership sign-up page can also be accessed from the app.

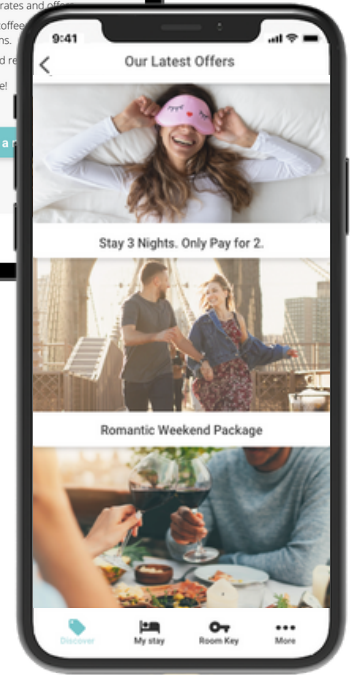
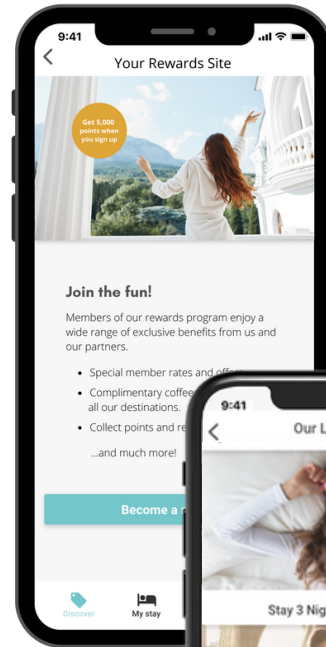


Promotions & special offers

The app provides a great opportunity to increase profits with special offers and promotions during the pre-stay phase. The hotel can encourage the booking of ancillary services such as spa treatments, romantic dinner packages, and golf outings prior to the guest's arrival. These offers can be promoted in the app or via in-app notifications, and are added to the guest's reservation with just a few clicks. The offers are easily managed by the hotel staff from the app's administrative portal and a date and time limit can be set for each promotion.



Offers can be seasonal or relevant to the time of the day such as "happy hour" and "early bird specials" and are easily managed by the hotel staff.



Drive more sales with promos in the app



20% off Spa Treatments

Pre-book a spa treatment. Get 20% off.



Free Ski Pass

Get a free ski pass when you book a 3 nights stay. Offer expires January 31, 2023.





DURING STAY

Contact-free,
high-quality
service at the
guest's
convenience.



The guest app enables you to meet your guests' expectations for a contactless experience with high quality service throughout their stay.

Contactless check-in

On the day of arrival, the app notifies the guest when it is time to check in. The guest can use his or her phone to check in with no need to stop by the front desk. The guest validates and updates the guest information and accepts the terms and conditions as part of the check-in process.

Preauthorization

The payment pre-authorization is done directly in the app with no need for the front desk staff to be involved in the process.

Special requests & add-ons

During the mobile check-in process, the guest is able to communicate special requests for late checkout or extra amenities as well as book other guest services such as a spa treatment or a round of golf.

 *Use phone as mobile key*



Mobile key

Once the guest has checked in, the mobile key is activated and becomes available in the app. Guests can go straight to their room and unlock the door by holding the phone against the electronic door lock. The mobile key can easily be shared digitally via SMS or email with other guests on the same reservation. Not only can the mobile key be used to unlock the hotel room, but it can also be used for access to other hotel amenities such as the pool, gym, or conference rooms.

Digital hotel compendium

Throughout the guest journey, guests can use the app to access updated information about the hotel's amenities, special events, restaurants, and more. By providing this data digitally, the hotel can ensure that the information is always accessible and up-to-date, resulting in fewer phone calls to the front desk. Guests appreciate the convenience while the cost and handling of printed materials are reduced.

Local travel guide & events

Travelers increasingly seek authentic experiences and the app is a great place for your staff to share their local favorites such as the best local brew, most authentic Mexican food, trendiest bar, etc. The app also allows you to share upcoming local events to further enrich your guests' stay at the hotel.

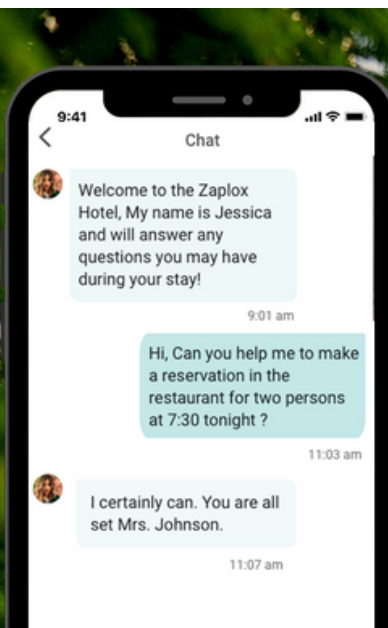
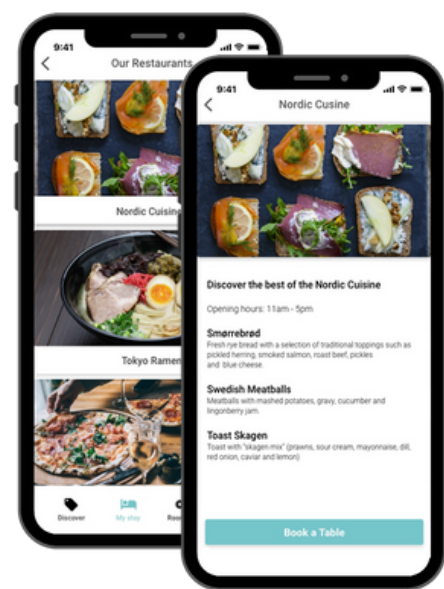


Cut down printing costs by providing information about the hotel and the amenities in the app and easily keep it up-to-date.

Guest messaging

Integration with several third-party communication platforms, allows hotels to add direct guest messaging as an additional service in the app – available through the entire guest journey. It allows members of the hotel staff to quickly respond to inquiries and service requests. Instead of calling the front desk, guests can easily get in contact and receive quick answers via chat. Guests also like using the messaging service to schedule spa treatments, order room service, make dinner reservations and arrange for transportation.

Easy access to hotel information



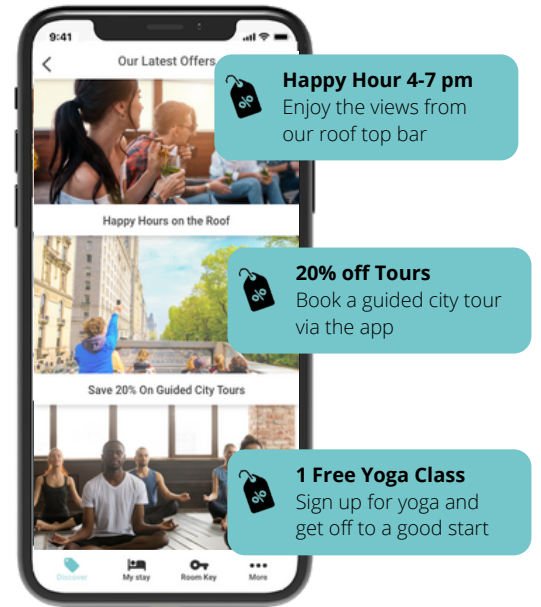
Can you help me to make a reservation for two people at 7:30 tonight ?

I certainly can. You are all set Mrs. Johnson.



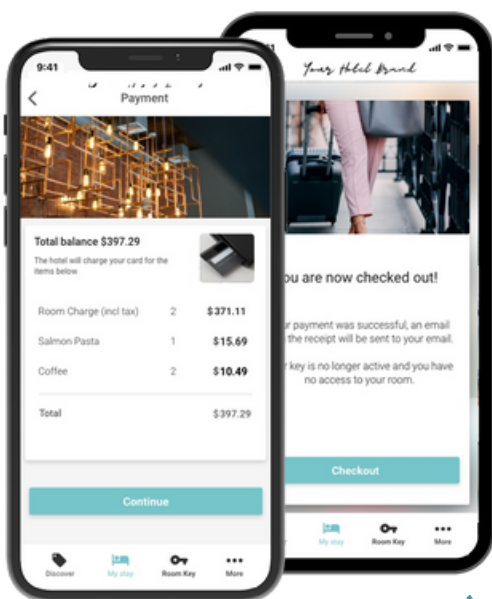
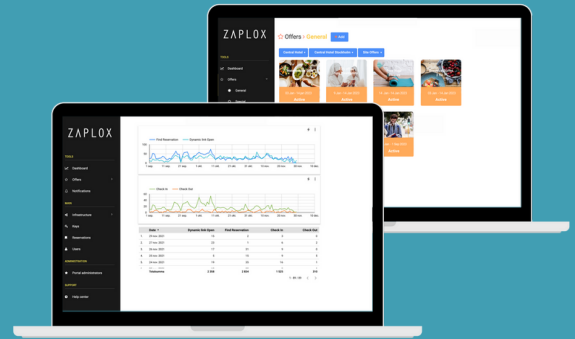
Promotions & offers

The app provides an excellent way to communicate special promotions and offers to increase the guest's spending throughout the stay. Hotel staff can quickly create new offers and instantly launch them through the app with support for in-app notifications. Offers can be time-limited and even available only during certain hours or days of the week. As an example, the hotel can offer a discount on spa treatments on weekdays or one free drink in the bar during happy hour.



Launch new promotions with a few clicks

Experiencing a lull in spa-bookings? Looking to provide time-sensitive holiday specials? Promotions and offers are easily managed and launched in a few simple steps from the Zaplox admin portal. The hotel's front desk staff or in-house marketing team can quickly launch new promotions to the hotel's guest app, providing flexibility to try new promos and time-limited offers.



Checkout & payment

On departure day, the app reminds the guest when it is time to check out. In a few simple clicks, the guest can review the folio, pay, and check out with no need to stop at the front desk. The mobile key is automatically deactivated upon checkout and a receipt can be viewed in the app or is emailed to the guest. This contactless checkout process significantly reduces the workload for the front desk during peak hours and eliminates the need for guests to wait in line in the lobby.

Contactless checkout with mobile payment



POST-STAY

Continued guest engagement until the next stay.

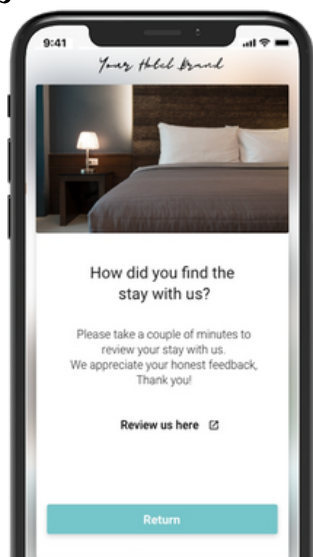


With a mobile guest journey in place, it's possible to continue to engage with guests long after they have checked out and left your hotel. Use it to your advantage and keep the conversation going to stimulate loyalty and recurring visits.

★★★ Guest surveys & ratings

Guest surveys and online review sites, such as TripAdvisor, are important to your hotel's success and the guest app is an excellent opportunity for you to connect directly with your guests. The app can be used to remind guests to participate in a quick survey and it can link directly to the website that provides this service. Guests who had a positive experience, are more likely to book another stay and can be rewarded a special promo code that may entice them to book another visit.

Get more ratings



Post-stay marketing

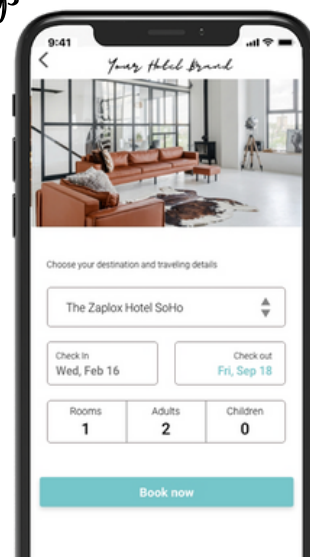
Leverage the app in your post-stay marketing efforts with the ability to share special promotions and special discount codes for returning guests. Easily create and distribute campaigns around special events or holidays to increase the number of direct bookings.



Book next stay

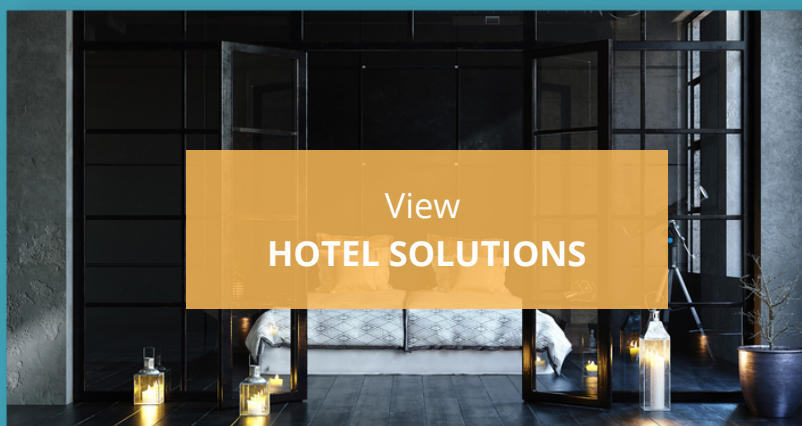
If the hotel offers booking via its website, this web page can be accessed from inside the app. The app provides a unique chance to stay engaged with guests and incentivize direct bookings. Push notifications with special promotions are one way to stay top of mind and increase direct bookings.

Increase direct bookings



Digital Guest Solutions for Any Type of Property

Learn more about how Zaplox solutions support different types of properties.
Visit our [website](#) for more property-specific information.



Zaplox Self-Service Kiosk

An alternative or complement to Zaplox Guest Apps



Reduce in-person contact and streamline the check-in process by enabling convenient self-service check-in with 24/7 availability, using Zaplox Kiosk. The kiosk is a great alternative to Zaplox mobile guest apps.



Contactless check-in

Located in the lobby area, guests can use the kiosk to quickly look up their reservation and check-in with no need to interact with the staff members at the front desk.



Guest registration

As part of the check-in process, guests review and accept the hotel's terms and conditions as well as validate and update the guest details directly on the screen.



Preauthorization

In the next step, hotels that don't use the prepaid option, will ask guests to swipe the card they want to use for the room and incidentals. The hotel puts a temporary hold on the card, which at checkout is transformed into a charge.

✓ **Customizable** – Use colors and images that reflect your brand.

✓ **Flexible** – Select kiosk hardware that fits your lobby's style.

✓ **Scalable** – Have multiple kiosks or use them in combination with Zaplox Mobile Guest App.

✓ **Fast Deployment** – Integrated with leading PMS and locks. Available for RFID locks and does not require upgrade BLE locks.

Hardware & Locks

Zaplox Kiosk is a web-based solution that can be used with any type of touch screen and tablet-based hardware that fits your space. Since Zaplox Kiosk does not require an upgrade to BLE locks, your hotel can continue using key cards for RFID locks with no further investments needed.

Key card encoding

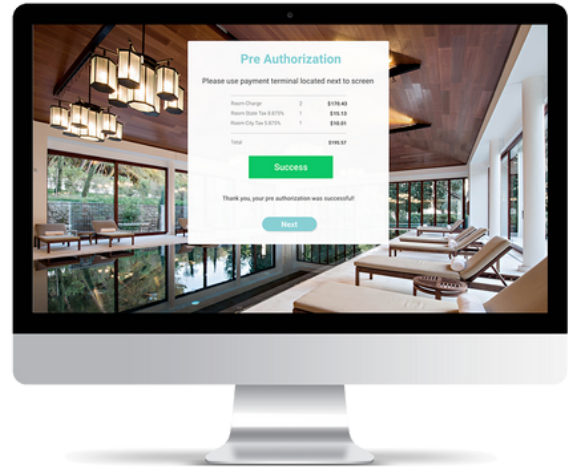
Once checked in, guests can encode their key card by themselves – without any help from the front desk staff.

Checkout & payment

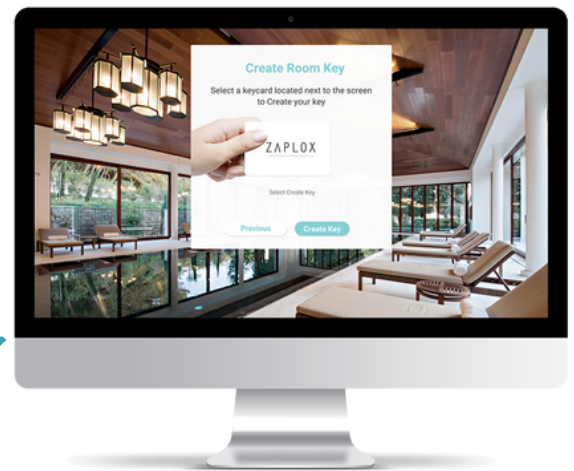
At departure, guests use the kiosk to check out and the key card is automatically deactivated. Guests are able to review the outstanding balance with room charges, taxes, and incidental charges. Once approved, charges are credited to the card on file and the guest can print a paper receipt or request a digital receipt.

Branding & Licensing

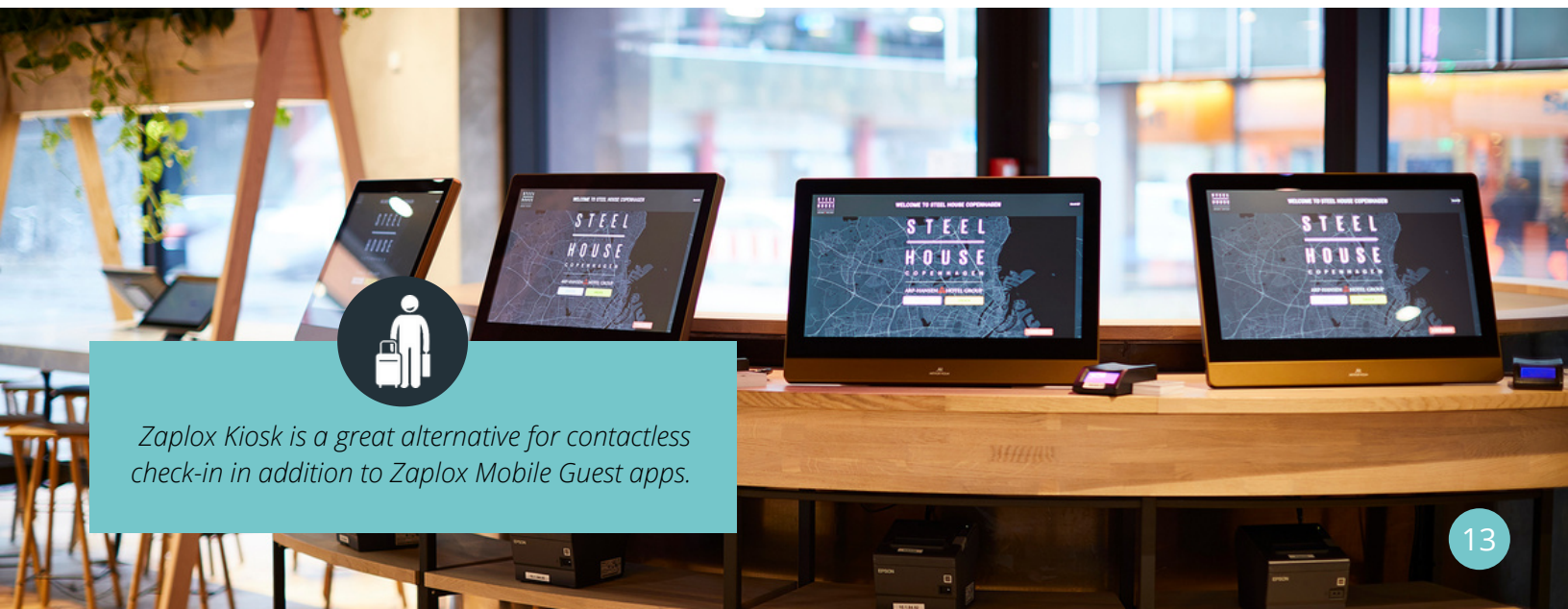
The kiosk user interface can easily be customized to match your hotel's brand and needs. Once your hotel has paid for the kiosk solution, the application can be used for an unlimited number of kiosks at the property without occurring any extra cost.



Preauthorize the charge



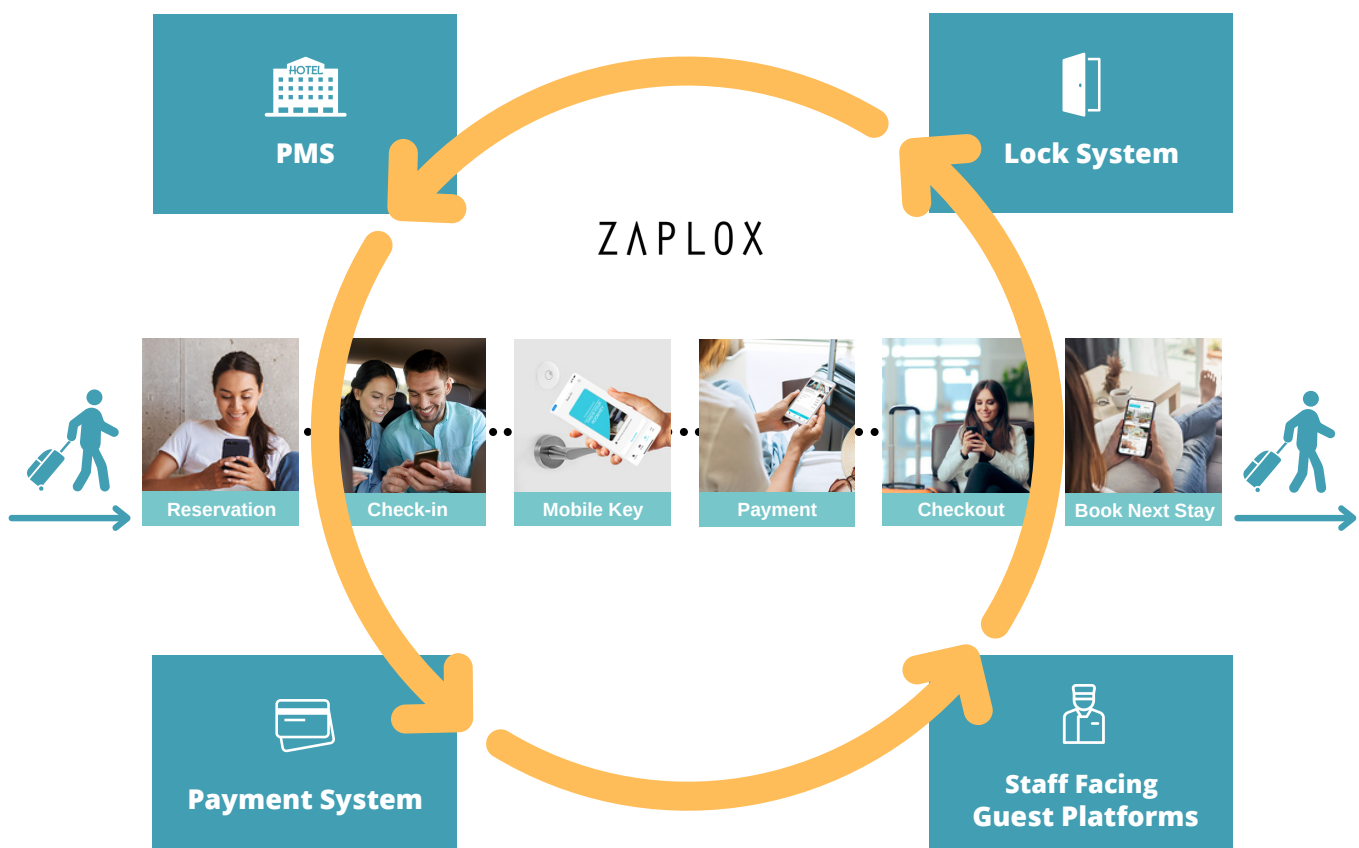
Print a Key



Zaplox Kiosk is a great alternative for contactless check-in in addition to Zaplox Mobile Guest apps.

Integrations with Leading Locks, PMS and Payment Solutions for a Seamless Guest Experience

As hotel operations consist of various platforms and systems, Zaplox has made sure to offer integrations with the leading locks, PMS, payment and guest platforms. Acting as the glue, Zaplox connects the solutions and unites its offerings into one seamless mobile guest journey for a truly contactless experience. Because of our deep integrations, customers can enjoy a faster and smoother deployment process.



Zaplox Partner Network

ADYEN | AGILYSYS | AKIA | ALICE | ARISTOCRAT | ASSA ABLOY | DORMAKABA
ELAVON | FETCH | INFOR | JOINGO | MAESTRO | MEWS | NETS | ONITY
ORACLE HOSPITALITY | PLANET | PROTEL | SALTO SYSTEMS | SHIFT 4
STAYNTOUCH | VISBOOK

New integrations are continuously added, visit the [Zaplox partner page](#) for a full list.

A Customized Guest App Matching Your Hotel Persona

Long gone are the days when choosing a hotel was just about the price and the location. Today the personality and the story behind the hotel equally matters. Zaplox Mobile Guest solutions allow you to begin the storytelling and the hotel experience long before the guests arrive to your hotel. By using colors, images, and a branding that represent who you truly are - you give guests a taste of what they can expect of their stay, while also supporting the overall hotel experience by communicating a coherent brand promise.

Choose the Story You Want to Tell



**Customized
Color Palette**



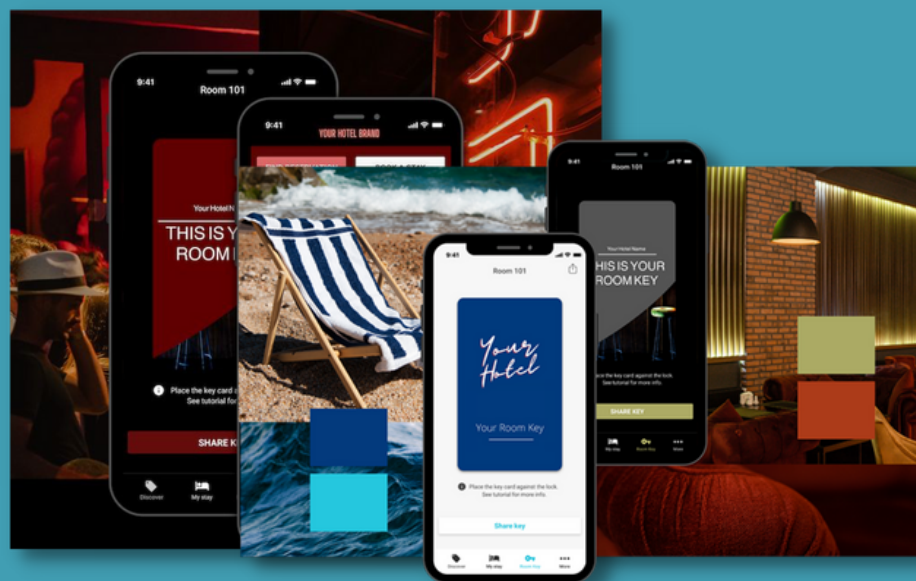
Hotel Logo



**Images
of Choice**

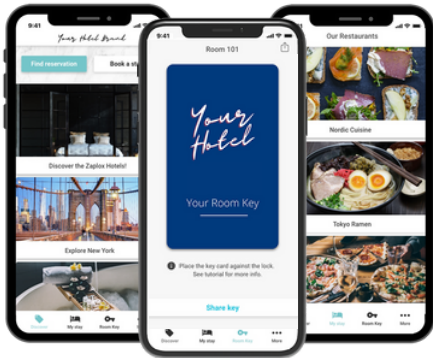


**Your Own
Tone of Voice**



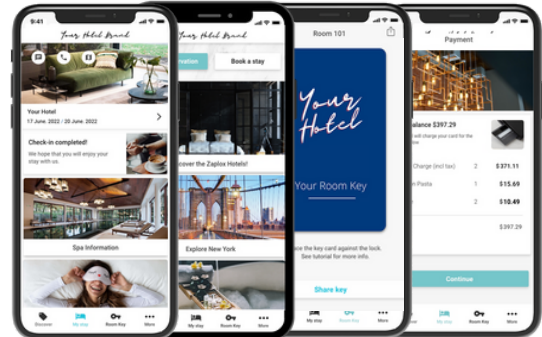
Visit our [App Gallery](#) to see how other hotels have custom branded their apps.

Contactless Guest Solutions for All Your Needs



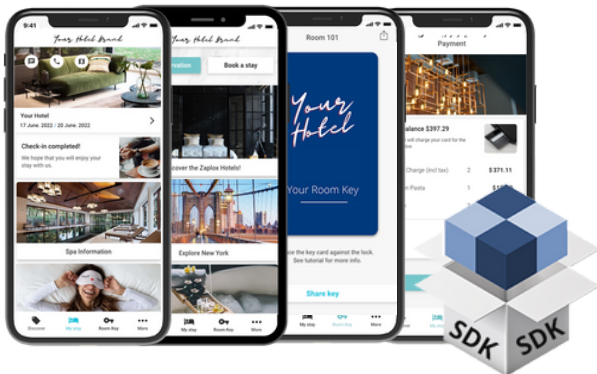
Zaplox Mobile Key App (Premium 1)

A custom branded app that enables hotels to offer a mobile room key with integration to the hotel's electronic lock system. Guests can use their phone to unlock the door and have access to hotel information and promotions directly in the app.



Zaplox Mobile Guest App (Premium 2 & 3)

A turnkey mobile guest app that allows hotels to offer contactless check-in, check-out, and mobile keys with PMS and lock integration. Premium 3 includes mobile payment with integration with the hotel's payment system.



Zaplox SDK

Zaplox SDK makes it easy for hotels and partners to add contactless check-in and check-out and mobile keys to their own apps with integration to leading PMS and lock systems.



Zaplox Kiosk

Zaplox Kiosk is a great complement to Zaplox mobile guest apps and an excellent option for hotels that have not implemented BLE locks yet. It makes it easy for guests to check-in, print a key card, check-out and pay for the stay.

Learn more about Zaplox solutions, visit the [Zaplox solutions overview](#) for more details



Learn more about
our customers
on [our website](#)

Zaplox is Transforming the Hospitality Industry

Our mission is to transform the hospitality industry and the guest stays with our contactless, scalable, and well-proven guest-facing digital solutions that deliver improved guest experience, staff support, and increased revenue. Zaplox's mobile guest journey with contactless check-in, checkout, payment, promotions, and mobile keys provide safe, secure, and high-end guest satisfaction.

Some of Our Customers

2 Ten Hotel, South Africa | Arena del Mar, Washington | Arp-Hansen Hotel Group, Denmark
Best Western Strand & Solhem Hotel, Sweden | Bluewater Resort & Casino, Arizona | Big Cypress Lodge State, Tennessee
City Hotel Wood, Netherlands | Coast Canmore Hotel & Conference Centre, Canada | Fortune Bay Resort Casino,
Minnesota | Grand Traverse Resort & Casino, Michigan | Guy Harvey Resort, Florida | Hotel Lundia, Sweden
Hotel Verdandi, Norway | Island Resort & Casino, Michigan | La Cantera Resort & Spa, Texas | La Jolla Cove Hotel & Suites,
California | Little River Casino Resort, Michigan | Myrtle Beach Seaside Resorts, South Carolina | Mohonk Mountain House,
New York | Mount Airy Casino, Pennsylvania | Next House Copenhagen, Denmark | Pacifica Hotels California
Park Regis Birmingham, United Kingdom | Prairie Band Casino & Resort, Kansas | Radisson Blue Mountain Resort, Norway
Roxy Hotels, New York City | Schani Hotels, Austria | Shooting Star Casino Minnesota | SkiStar, Sweden
Soho Grand Hotel, New York City | Steel House Denmark | Tradewinds Island Resort, Florida | Stone Resort Casino,
New York | The Lake House on Canandaigua, New York | Thunder Valley Casino Resort, California
Turning Stone Resort Casino, New York | Union Hotels Collection, Slovenia | Venice V Hotel, California
Wakeup Hotels, Denmark | The Woodlands Resort, Texas | XV Beacon Hotel, Massachusetts



Talk to Us

Find out how your property can benefit from Zaplox solutions

*Contact us to schedule an introduction call or a **personal demo** of Zaplox Contactless Guest Solutions
Let us help you start your digital transformation!*



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Mobile Key & Guest Journey Innovator

Zaplox is a market innovator of the contact-free mobile guest journey and mobile key services for the global hospitality market. The company operates in Europe and North America and offers a turnkey platform for managing the guest's hotel stay, improving the check-in and checkout process, and distributing mobile keys for the hotel rooms directly to the guest's phone. Zaplox solutions allow hotels to add Zaplox functionality to their existing hotel app or launch their own mobile app in a cost-effective way. In addition, Zaplox solutions save time and reduce costs while providing hotels a direct channel to communicate with guests and generate additional revenue. Zaplox solutions have been commercially available since 2011 and the company is listed on the NASDAQ First North Growth Market.

Follow Zaplox on social media



ZAPLOX

www.zaplox.com