



**WELCOME CUSTOMERS
WITH THESE SMART CARDS
TO GO THE EXTRA MILE.**

HOSPITALITY

HOSPITALITY SMART CARDS RAISE THE STANDARD

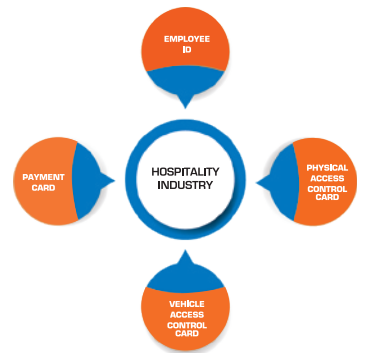
The tourism sector is a fast-paced competitive environment, relentless at acquiring visitor market share by placing untiring efforts to retain guests. The hotel industry is that of the most prominence within this service sector. Every detail dictates how much every minute will count.

However, this nature of hospitality businesses has cultivated a learner's mindset with rapid technology adoption and the testing of smart tactics for unparalleled service.

Hotels implement numerous smart card application types for their obvious instant benefits:

- Seamless Check-ins
- Safe Servicing
- Rewarding Loyalty
- Cashless Services

Owning a card issuance and management system is a fast-track route to customer satisfaction, staff workload relief, and heightened security. This article covers key tactics that have radically improved customer feedback and engagement with hotel services, online and offline.



Smart cards keep customers and save costs.

SEAMLESS CHECK-INS | ID PERSONALIZATION FOR SAFE INTERACTIONS

Issuing ID cards to staff members helps verify individual service roles and access rights. In another respect, customers will feel rest assured when seeking assistance.



Most importantly, staff ID cards are a core management tool to organize efficient workflows and track employee attendance with more accuracy.



ID cards are equally employed to the service of regular customers to store personal identification information and service history. The days of archiving customer contacts in hardcopy are over. Thanks to smart card systems, hospitality businesses now have access to a wealth of data on visitor profiles and preferences.

By offering customers smart ID cards, hotels and guesthouses establish a sense of community and affinity among regulars. These cards can be applied to build membership programs.

REWARDING LOYALTY | MEMBER-EXCLUSIVE BENEFITS

Seasoned hospitality businesses demonstrate how rewarding customer loyalty peaks service satisfaction. By configuring smart cards as point systems, reward programs can be better planned for multi-tier returns such as free access to facilities, gifts, discounts, and invitations.



Loyalty programs are a strategic tactic goodwill to empower the relationship with customers and serve happy experiences by offering complimentary services. Smart card technology makes it easy to implement reward programs as they are a highly advanced means of collecting data for marketing and storing the information securely.

SAFE SERVICING | ACCESS CONTROL FOR PRIVACY

Hotels are in the business of convenience services. In essence, this revolves around securing both physical and data access. Guests aim for peace of mind and privacy when resorting to commercial stays. By adopting the latest advancements in card and card reader technology, customers immediately gain a sense of trust in the credibility of the administration.

Smart card applications control every access point:

■ PHYSICAL ACCESS CARDS

Smart cards grant access to staff and guests into hotel facilities. This is vital for instant access, guest privacy, and protection against unauthorized intrusions.

■ VEHICLE ACCESS CARDS

Access for vehicles configures permissions to activate gates and manage entry authorization. Any breach would be immediately detected by the gate readers.

■ INFORMATION SECURITY

Chip-enabled cards use smart technology that encrypts customer and access information, to protect guests against risks of card loss or theft.

Offer guests accessibility free from concerns during their stay. Smart cards can also provide customers a cash-free purchase experience.



CASHLESS SERVICES | CONTACTLESS PAYMENTS FOR SAFETY

The moment hotels set up smart card issuance solutions, they capture the opportunity to serve feature-rich member cards that are smart enough to also manage guest payments. Despite the size of the business, contactless experiences are highly in demand nowadays. They provide hygiene security, convenience, access management, and cost control.



Once smart cards are issued to walk-in guests, they can be preloaded in a matter of minutes. The cards can be used at any point of sale (POS) for cashless payments. Guests can enjoy frictionless purchase experiences and no longer have to worry about not having enough cash on hand or losing paper money.

Payment-enable ID cards hold numerous benefits to hospitality staff members too. They can benefit from canteen purchases, staff discounts, and employee deals.

The convenience of reloadable smart cards has encouraged more spending and eliminated any risks of theft. Enabling payments on cards is the ultimate service quality in hospitality.



HOSPITALITY TAKES ON TRANSFORMATION

Our hospitality clients have seen substantial returns by additionally implementing our very own CP55-K automated kiosks to fulfill instant self-service card printing through a user-friendly interface to customers seeking instant hospitality-related membership cards. All smart card applications are run and managed by a centralized smart issuance system.

At Heidi, we empower customers with end-to-end customized and branded issuance solutions that include software, hardware, and dynamic card design.

For more details, contact the Heidi team: heidi@getgroup.com

