

# Empower Your Staff to Transform Experiences

Cisco Workforce Productivity for Hospitality



## Benefits

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

## Help Employees Be Guest-Centric and 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.

A Cisco study<sup>1</sup> shows that the single greatest financial benefit of digitization is in improving the productivity of employees. 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 increase employee effectiveness and help make every visitor's stay memorable.

## Empower Staff with the Right Information and Tools

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 guests, who wait to be served in their rooms, at the poolside, or at the front desk.

<sup>1</sup> Cisco Private Sector Value at Stake

Cisco® Workforce Productivity for Hospitality transforms this experience. Based on a powerful, highly 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, sightseeing, shopping, and other excursions.

### Digitize and Automate Workflows and Processes

Cisco solutions also help train employees by enabling faster onboarding for new workers. If your company is launching a new facility—or a new initiative—employees can be brought up to date about new offerings and capabilities on short notice, either 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 Cisco hospitality solution helps you

increase 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](http://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

