



QWASI
Innovation Realized™



TOP GLOBAL HOTEL CHAIN SELECTS QWASI TO IMPLEMENT REAL-TIME MOBILE CUSTOMER SUPPORT SERVICES

QWASI TECHNOLOGY PARTNERED WITH MARRIOTT INTERNATIONAL TO OFFER GUESTS DIGITAL AND PERSONALIZED EXPERIENCES TO DRIVE ENGAGEMENT AND INCREASE THE USE OF STARWOOD HOTEL SERVICES



CHALLENGE

Encouraging guests to engage fully with digitized hotel services and experiences and become loyal customers

Hotels have been working to improve the quality of their services and develop better means of communication with guests. Starwood Hotels and Resorts lacked an integrated digital platform to drive connectivity and engagement by visitors.



“The travel experience has become inherently mobile, and we know our members expect to use their mobile devices to enrich their experiences. At Starwood, we are adapting to this ongoing evolution of customer behavior by continuing to integrate mobile technology into all aspects of the guest experience, both in booking and planning, as well as on property.”

JULIE ATKINSON

SENIOR VICE PRESIDENT OF
GLOBAL DIGITAL



SOLUTION

Giving visitors the ability to receive reservation alerts and updates, contact hotel staff directly, and utilize mobile services

QWASI worked with Marriott International to activate the Starwood hotels and increase overall engagement with guests. QWASI Technology utilized digitized assets and technology to elevate guest experiences with mobile access to hotel services, a platform to ensure two-way communication with staff and guests, and digitized resources. This digital integration aimed to drive hotel brand loyalty.

Marriott[®]
INTERNATIONAL

starwood
Hotels and
Resorts



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RESULTS



- +3x more productivity
- +230% increase in 2-way communication with guests
- +25% increase in customer satisfaction

QWASI provides a flexible contactless management platform for hotels that drives engagement by creating gamified mobile experiences, offering personalized services, and leveraging communication technology. This digital integration with Marriott International allowed the brand to communicate with over 1 million global customers and serviced an average of 35% more guests over mobile devices.



81%

of travelers want greater digital customer experience from hotel brands.

PWC

62%

of guests say the ability to request service from a mobile phone or tablet is important to them and 65% of guests report they will pay more for available technology

INTEILITY

95%

Of millennials are more likely to book a hotel with tech amenities like keyless entry, Smart TVs, or mobile payments

eRevMax

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

