Empower employees to provide outstanding service while enabling them to collaborate and share with their peers. To ensure that associates are at least as informed as the guests they serve, hospitality and transportation organizations must modernize how they communicate. Digital solutions improve communication and flow of information to improve guest experience.

Hospitality and travel organizations are embracing digital transformation to thrive in today’s competitive environment.

Microsoft solutions and its intelligent platform enable hospitality and travel organizations to combine the best of digital and in-store to deliver personal, seamless, and differentiated guest experiences by empowering people and capturing insights to drive growth.
Engage your customers

Put customers first with technology that engages at a personal level. Microsoft offers solutions to collect and understand customer behaviors and respond with offers and experiences that are personal, engaging, and relevant. Customers respond best to offers that are personal and relevant, leading to increased promotional effectiveness, higher conversion, and larger basket size. Personalization can be delivered through location-aware mobile devices, targeted email marketing, and personalized online shopping.

Empower your employees

Engage employees with role-optimized solutions that empower them to provide outstanding service and to collaborate with ease. Providing the right information for all job functions helps increase employee engagement and allows retailers to deliver differentiated and personalized customer service. Microsoft offers familiar productivity, collaboration, and social solutions that engage and empower your people.

Employee Productivity and Collaboration solutions help your employees engage more effectively, with access to productivity tools, guest and product information from the floor or out in the field. With solutions from Microsoft, you can empower your staff to do their best work and spend the maximum amount of time driving revenue.

Optimize your operations

Improve forecasting and optimize merchandizing and supply chains through an aggregate understanding of guest and market insights combined with external data. Microsoft provides end-to-end business processes that optimize cloud scale, industry-leading security, and manageability. These intelligent solutions enable real-time connections across a wide range of innovative devices uniquely suited to every need in the guest services environment.

Transform your products

Manage a pipeline of ideas and align them with strategic priorities to bring new and innovative products and services to market rapidly and effectively. To succeed in a competitive environment, hospitality and travel organizations must continually deliver new products and services, improve processes, and find new ways to deliver value to customers.
## Solution overview

Employee Productivity & Collaboration

### Summary of benefits

Through interviews, surveys, and data aggregation, Forrester concluded that Office 365 has the following financial impact on a hospitality organization:

- **ROI/IRR**: 111%/262%
- **Payback**: 7 months
- **NPV**: $4.9M

More importantly, the TEI study looked at benefits and related costs across five areas for the composite organization of 5,000 users:

<table>
<thead>
<tr>
<th>Net Present Value*</th>
<th>Benefits: $9.3M</th>
<th>Costs: $4.4 M</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology</strong></td>
<td>Hardware, software, and IT labor savings</td>
<td>$4,295,454</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td>Worker efficiency with anytime access</td>
<td>$2,395,713</td>
</tr>
<tr>
<td><strong>Control &amp; Compliance</strong></td>
<td>Lower compliance costs</td>
<td>$1,712,875</td>
</tr>
<tr>
<td><strong>Business Intelligence</strong></td>
<td>Savings through better decisions from more timely access to data</td>
<td>$1,693,359</td>
</tr>
<tr>
<td><strong>Real-time Communication</strong></td>
<td>Greater efficiency and improved productivity</td>
<td>$1,137,938</td>
</tr>
</tbody>
</table>
Why Microsoft

Hospitality and Transportation is embracing digital transformation to thrive in today’s competitive environment. Microsoft and partner solutions enable hospitality and transportation organizations to combine the best of digital and on-premise to deliver personal, seamless, and differentiated customer experiences. Empower people to deliver maximum business impact. Personalize your customer engagement by using advanced analytics to understand, predict, and better serve customers. Transform your business through an intelligent, modern platform. With our solutions, you can engage employees, turn data into insights, and take advantage of dynamic, agile systems that adapt to business needs and secure data.

Engage your customers. Microsoft offers solutions to collect and understand customer behaviors and respond with offers and experiences that are personal, engaging, and relevant.

Empower your employees. Microsoft offers familiar productivity, collaboration, and social solutions that engage and empower your people.

Optimize your operations. Microsoft provides end-to-end business processes that optimize cloud scale, industry-leading security, and manageability.

Transform your products. Microsoft can help you foster a culture of innovation by making it easier for people to connect, share information, and work together across organizational and geographical boundaries.

“Mobility and flexibility; anywhere, anytime access to data; real-time communications; sharing and storing files in a secure manner online—all these capabilities pointed us to Microsoft Office 365.”

Julie Boddy
Business and Technology Improvement Manager, Service Transformation Department, British Airways

“From the photo gallery to the digital signage to the point-of-sale solutions, everything works together seamlessly. The guests love it because they know we’re catering to them, and we like it because we can make more money.”

Bill Martin
Vice President and CIO, Royal Caribbean Cruises Ltd

British Airways is a full service global airline, offering year-round low fares with an extensive global route network flying to and from centrally-located airports.

Royal Caribbean International is known for driving innovation at sea and has continuously redefined cruise vacationing since its launch in 1969.

Learn more
microsoft.com/hospitality