

Framework of the *future*

Connecting employee, customer,
and service experiences in hospitality

The hospitality industry is changing rapidly. Despite [travel price inflation](#), customers are flocking to their favorite destinations, and bringing with them increased expectations for personalized, digital-first experiences.

Delivering on those expectations will require large-scale transformation, and that is a huge opportunity for companies that embrace three fundamental pillars of business success: products and services, customers, and employees.

Introducing the *Framework of the Future*

Capgemini's Framework of the Future helps companies connect products, services, customers, and employees to get the biggest return on their investment and solve common wwpain points.

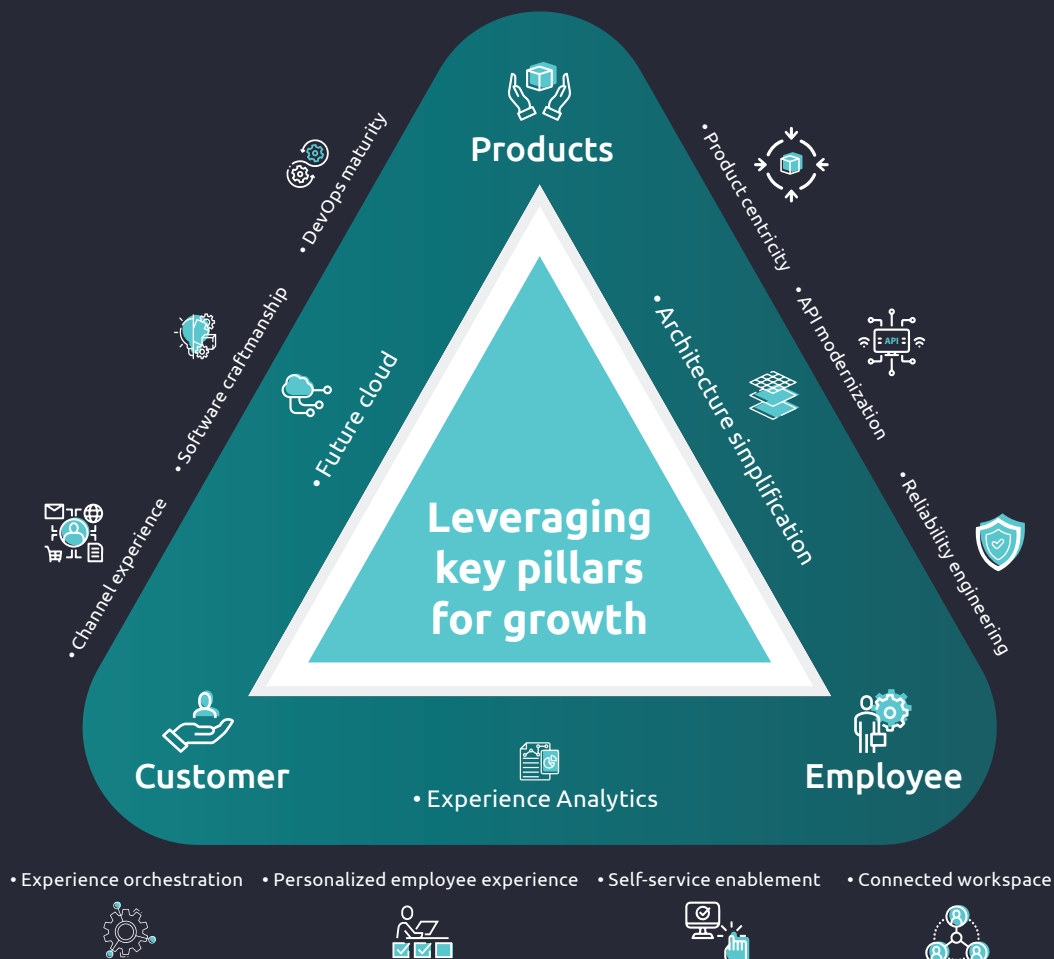
This helps companies evolve the delivery of products and services using simplified and more stable architectures. These systems use data and analytics to power decision making and long-term strategies to give

companies a better understanding of how customers want to engage, and how well employees are equipped to serve them.

For customers, this can create a connected customer journey with engagement at every touchpoint – enabling lasting relationships and promoting ongoing loyalty. New technologies and processes can also boost efficiency and reduce stress for employees, addressing the all-

important goal of increasing morale and retention, resulting in happier customers and increased revenue.

This guide demonstrates how travel and hospitality companies can apply the Framework of the Future to develop a connected approach to transformation that improves products and services, customer experience, and employee engagement.



Contents

01

Products and services

A holistic approach to implementing transformative technologies

02

Customer experience

Delivering best-in-class customer experiences

03

Employee experience

Taking a data-driven approach to employee retention and customer engagement

01 Products and services

A holistic method to implement transformative technologies

A streamlined ecosystem and customer-centric approach can lead to cost efficiency and revenue

Few industries have implemented complex and diverse technologies as rapidly as travel and hospitality.

New products and services like ticket and accommodation booking systems, big-data tracking and analysis apps, Internet of Things (IoT) technologies, operations platforms, social and web marketing suites, and integration of loyalty systems have transformed how businesses interact with customers.

Customers are also looking for opportunities to engage with hospitality providers through solutions like AR/VR, apps, and QR codes. Customers care deeply about these tech-fueled stays, with high-speed Wi-Fi, keyless check-in, and in-room smart devices ranked as the most sought-after products and services, according to [Morning Consult](#).

Adoption of multiple technology systems and platforms can result in silos, leading to issues with complexity, fragmentation, lack of integration, and redundancies. It also results in a more complex employee experience, with a greater need for training and process redefinition for new systems.

Technology, along with the products and services it supports, ultimately needs to work for those who will be using it. Products and services that are overcomplicated can create a cognitive burden for employees and customers, resulting in frustration, lack of adoption, and poor experiences.

In an industry sector as diverse and widespread as hospitality, where multiple functions, systems, and user bases exist under one roof, escalating costs may seem inevitable. IT and finance teams must understand which technologies offer the biggest return on investment when it comes to customer experience, along with cost savings from increased employee and operational efficiencies.

Companies can take a more holistic approach to digital transformation by implementing integrated systems that eliminate silos, simplify operations, and improve both customer and employee experiences.



Framework of the Future: Implementing the right technologies

The Framework of the Future empowers CIOs to partner with CMOs on smart technology plays tied to unified goals. These goals consider how technology can drive growth while improving the customer journey and the employee experience. Here's how companies can get started.

Align on experience. Put customers and employees at the center of business goals. This allows companies to capitalize on the true benefit of digital transformation: technology-fueled success.

Take a simplified approach. When organizations adopt technology for technology's sake and continuously upgrade to the latest products, they create an increasingly complex ecosystem that makes it harder for employees and customers to keep up. Instead, simplify the architecture, ensure platform stability, focus on core capabilities, and scale only after building a secure foundation.

Tap into data. Companies collect data on every aspect of business operations. But the key is in collecting the right data, assessing outcomes, translating them into insights, and using those insights to drive customer and employee experiences forward. Use data to identify what matters to customers and employees and apply those learnings to develop products and services that resonate.

Modernize applications. A simpler ecosystem reduces complexity and operating costs. Modernized applications and integrated systems can reduce maintenance and monitoring costs, while decreasing system downtime and optimizing performance. Use data to understand how customers want to engage and how well employees are equipped to engage them, and offer modern applications that cater to those preferences.



Watch now: [Framework of the Future: The competitive advantage](#)

02 Customer experience

Delivering best-in-class customer experiences

Boost customer engagement through connectivity and continuity

The hospitality industry has always been hyper-focused on the customer experience – and for good reason. [Seventy-six percent of US consumers](#) say they'll make an extra effort to do business with a company that delivers great service, and [88 percent of customers](#) say that good customer service will make them more likely to purchase from a brand again.

Technology has redefined nearly everything about the way customers experience brands, with touchpoints increasingly tied to a mix of in-person and digital

channels. The customer journey has become one of digital connectivity and continuity. At least, when it's working well.

To reach digitally connected customers, companies must rethink their approach to marketing and sales, and take a more holistic view when delivering personalized experiences.



Framework of the Future: Implementing the right technologies

While hospitality organizations typically prioritize engagement with customers to drive growth, Capgemini's Framework of the Future gives brands a broader view on how to boost customer engagement through connectivity and continuity. Here's how.

Meet customers where they are. Digital transformation has made it critical for companies to understand the omnichannel customer experience and create a seamless journey. This requires understanding how customers want to engage with products and services in-person and online. Companies can use technology to bridge those gaps, with connected data providing insights across all touchpoints.

Make it simple. Technology should be used to create emotional connections with customers, but not at the expense of experience. Complicated connection points, multiple siloed systems, or an overabundance of data can create unnecessary complexity – preventing organizations from achieving seamless, impactful connections with customers. Simplified internal architecture can help streamline the development of products and services that are easy for customers to understand.



Watch now: [Servicing customers with the Framework of the Future](#)

03 Employee experience

Taking a data-driven approach to employee retention and customer engagement

Connect the experience with an operational approach that is seamless, data-driven, and focused on growth

Employees play a critical role in influencing customer experiences through the services they provide. A positive employee experience often translates to [improved business results](#), less absenteeism, lower turnover, higher productivity, better sales, and increased profitability.

But transformation can't happen in a vacuum. Solving employee experience challenges requires an understanding of how employee and customer experiences intersect. Technology solutions can reduce employee stress and increase efficiency, but products and services, customer experience, and brand integration across offerings and channels must simultaneously evolve to remain consistent.



Framework of the Future: Implementing the right technologies

Hospitality companies can use the Framework of the Future to understand how the employee experience influences customers – and how products and services can be used effectively. Here's how.

Make products and services simpler. Too many siloed systems cause confusion, unnecessary complexity, and frustration for employees. Unified systems offer simplicity by giving full visibility into customer preferences across the organization. Imagine a restaurant operating within a hotel that integrates reservations and billing, while registering customer preferences, preorders, and specialized service requirements – all within a single platform. It's a win-win for employees and customers alike.

Use experience analytics. Companies collect employee data, but many aren't leveraging its full potential. Understanding metrics like employee engagement and satisfaction rates can help identify ways to improve the employee experience. Customer experience analytics and product user data can also help identify ways to strengthen engagement between customers and employees more effectively.

Integrate technologies. The fewer systems employees need to learn and engage with, the more they can focus on strategic tasks – and the customer. Developing simplified, seamless, and integrated experiences empowers employees to better serve customers in a more unified – and ultimately more meaningful – way. Customers will see and appreciate the new approach, which can help build loyalty.



Watch now: [Framework of the Future: The digital approach](#)

Getting started with the *Framework of the Future*

The *Framework of the Future* empowers organizations to create a work environment that is purpose-built for engagement, connection, and meaning by way of technology. By connecting these three pillars, organizations can create an environment that helps employees focus less on simple tasks, and more on the customer.

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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