# Artificial Intelligence
## in Hotel Management

- **Reservation Assistant**

- Room Service

- **Order Taker**

- Rate (Yield) Management

- **Sustainability (GSTC norms)**

- Reputation Management

- **Guest Personalization**

- Security and Surveillance

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# elektraweb
## Hotel Management Software

- Market Leader in Turkish Tourism Technology

- In 4 Continents and 35 Countries and 4000+ Hotels

- Web Based, All-In-One Hotel Program Working in the Cloud

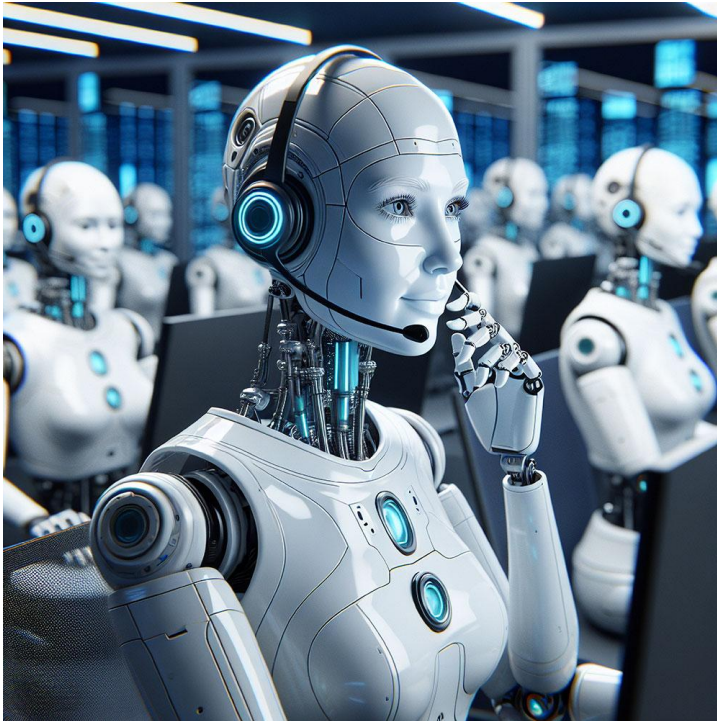- Includes Booking Engine and Channel Management

# Reservation Assistant



- Communicates by both text and voice
- Interacts in all languages
- Extracts accommodation info from dialogue (adult / child / arrival / departure)
- Calculates all options and offers the best one
- Takes guest names and completes booking
- Sends confirmation by email

# Room Service

- Gets online orders by IVR
- Can inform about ingredients, preparation time and allergens
- Keeps real-time track of orders, and informs guests about meals arrival
- Enhanced transparency and reduced anxiety about wait times.

# Order Taker



- Receives guest inquiries by calls
- Gives instant info about daily programs
- Understands the problem
- Searches through pre-defined tasks
- Assigns related tasks to housekeeping, technical and/or guest relations department

# Rate (Yield) Management



- Decides for the best price to maximize revenue
- Analyzes competitors
- Learns from past data (last year's sales and occupancy data)
- Searches over Internet for the events at destinations, flight information
- Recommends rates

# Sustainability (GSTC norms)



- Keeps track of consumed energy, plastic materials, toxic and organic waste
- Calculates carbon footprint
- Detects anomalies, sends warnings and suggests solutions
- Optimization according to GSTC standards
- Project is supported by TUBITAK and incorporated by Akdeniz University

# Reputation Management
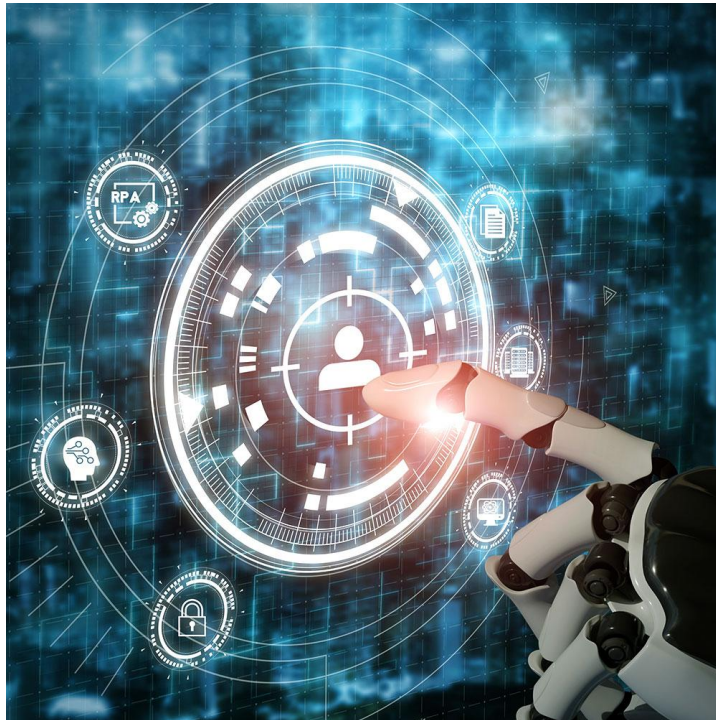


- Collects data from customer feedback, comments and surveys

- Classifies positive or negative comments

- For negative feedbacks sends automatic warnings

- All feedbacks are gathered in guest profile

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# Guest Personalization
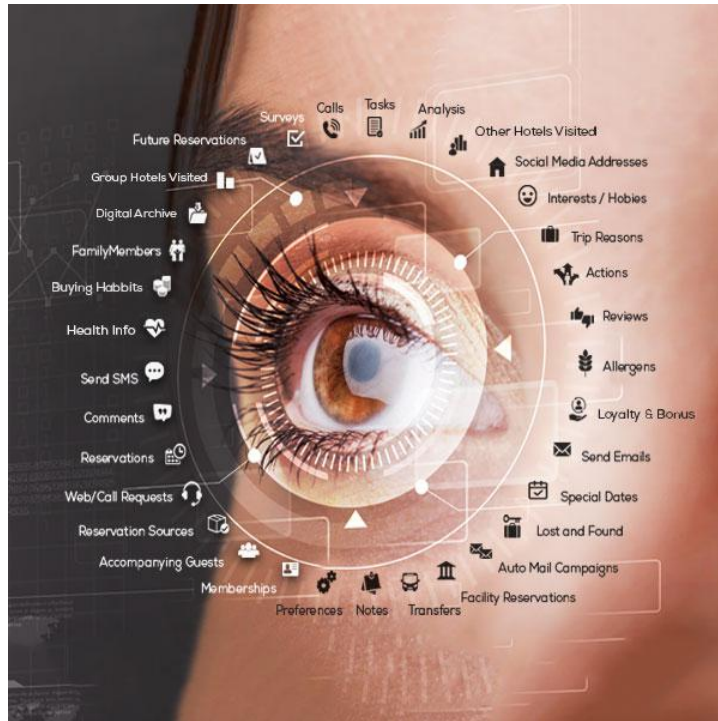


- Analyzes past preferences
- Studies expenses
- Searches and learns from Social Media
- Offers tailored services
- Gives special discounts and promotions

# Security and Surveillance
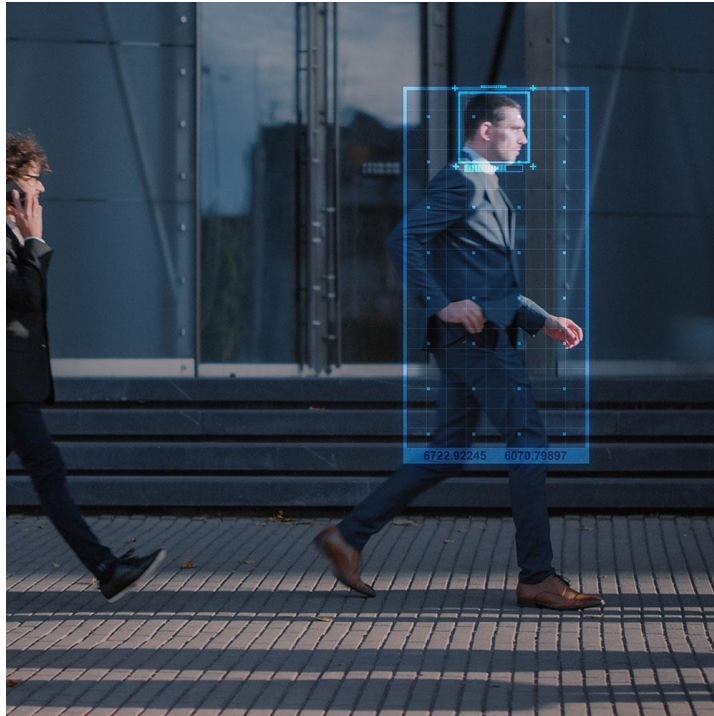
- Use of AI-driven cameras and monitoring systems
- Analyzes video feeds in real time, detects unusual behavior or potential security threats.
- Access control
- Analyzes transaction patterns to identify and flag suspicious activities
- Performs guest verification

# Presenters



**Kemal ORAL**
Elektraweb CEO



**Edina AJANOVIC PhD**
Akdeniz University Tourism Faculty

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