

Digital Transformation Case Study: Mia's Boutique Hotel

Enhancing Guest Experience and Operational Efficiency

Project Overview

Overview of the Project



Mia's Boutique Hotel, located in the Outer Banks, NC, required a digital transformation to streamline operations and enhance the guest experience.



The transformation focused on integrating advanced technologies like AI, keyless entry, and automated booking.



We leveraged our experience with 9 OBX motels for seamless implementation.



Challenges

Key Challenges Faced



Manual Operations

Reliance on paper-based systems for bookings and check-ins.



Limited Online Presence

Minimal digital footprint impacting global bookings.



Guest Experience

Traditional check-in methods and lack of modern amenities.



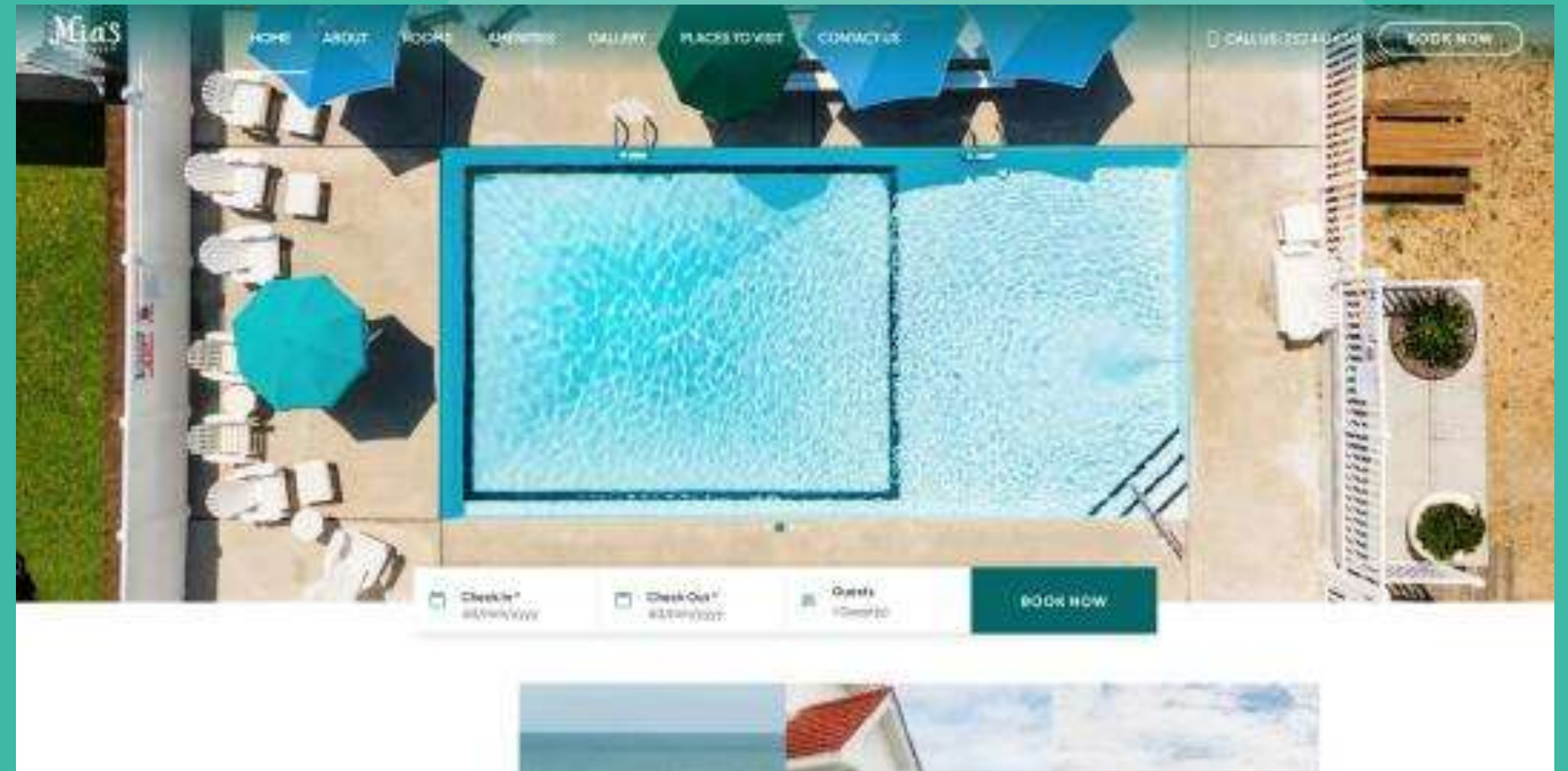
Scalability

Difficulty scaling operations during peak seasons.

Objectives

Objectives of the Digital Transformation

- Modernize hotel operations with cutting-edge digital solutions.
- Enhance the guest experience by offering seamless and intuitive interfaces.
- Integrate smart technologies like keyless entry and AI chatbots.
- Boost online visibility and improve booking capabilities.



Technologies Integrated

Technologies Integrated

Booking Engine: SiteMinder

Automates the booking process, ensuring real-time inventory and seamless booking experience.



Property Management System (PMS): SkyTouch

Centralized hotel operations management, including reservations, housekeeping, and accounting.

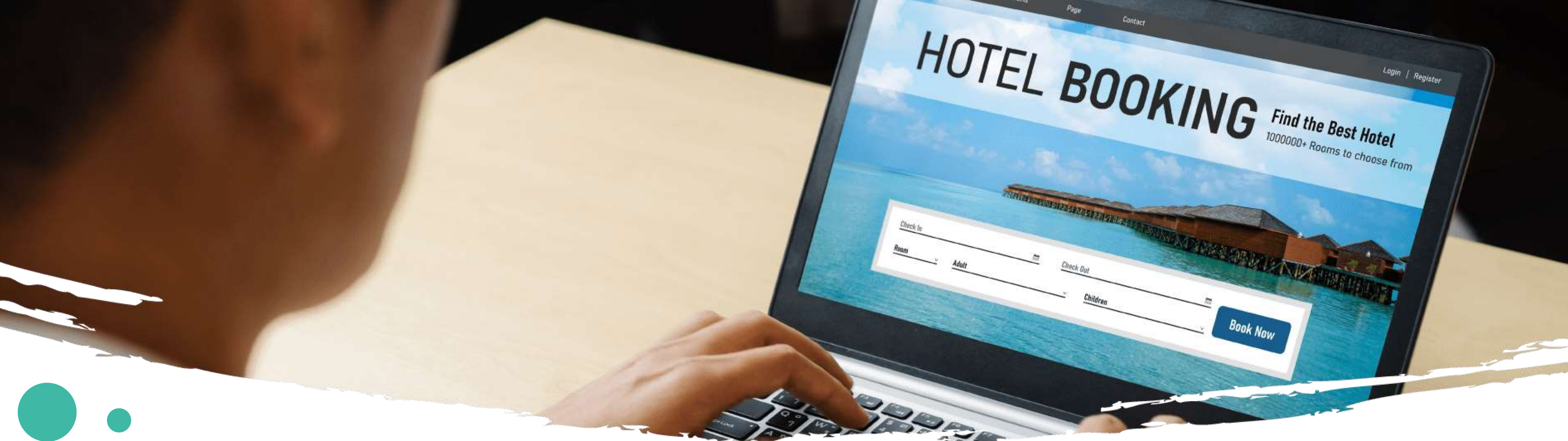
AI Chatbots:

Personalized guest support and real-time responses for inquiries and bookings.



Keyless Entry:

Secure and convenient entry system, improving guest autonomy.



Booking Engine - SiteMinder

SiteMinder Integration

- Integrated SiteMinder to simplify the booking process and connect Mia's Boutique Hotel to a global network of booking platforms.
- Enabled real-time updates of room availability and pricing across multiple channels.
- Improved online bookings and reduced overbooking issues.

PMS - SkyTouch Technology

SkyTouch Property Management System (PMS)

- Implemented SkyTouch for efficient property management, integrating front desk, housekeeping, and guest services.
- Enabled streamlined back-end operations, reducing staff workload and improving response times.
- Centralized reporting and analytics for data-driven decision-making.



Keyless Entry System

Keyless Entry for Enhanced Convenience

- Implemented a secure and convenient keyless entry system using mobile devices.
- Guests can check-in digitally and access their rooms via a smartphone app.
- Reduced wait times at the front desk, enhancing guest satisfaction.





AI Chatbots

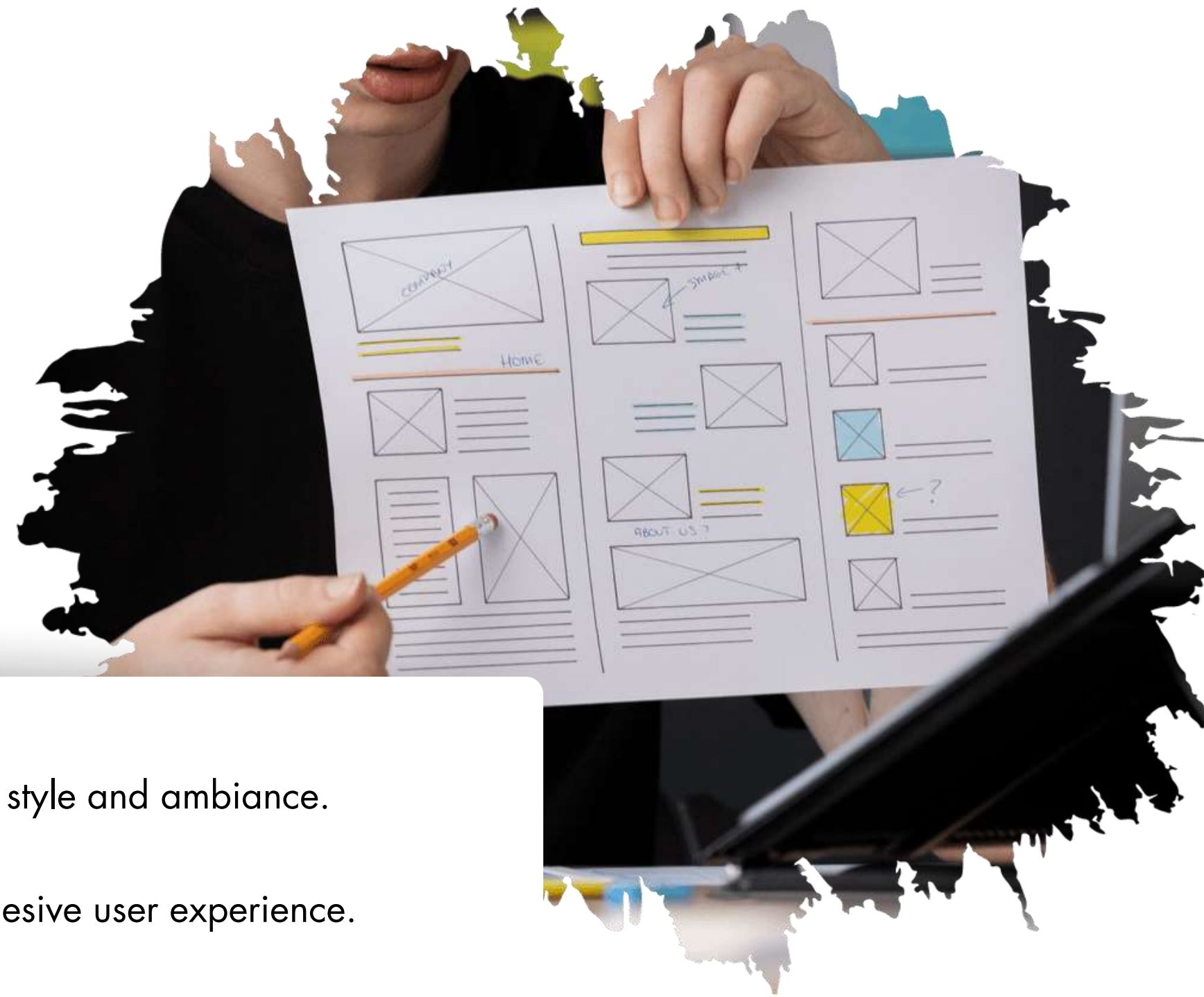
AI Chatbots for Personalized Service

- Integrated AI-powered chatbots to provide 24/7 customer support.
- Guests can make reservations, inquire about services, or request support in real-time.
- The chatbot learns from guest interactions, improving with every query.
- Reduced the load on staff by handling common queries and requests autonomously.

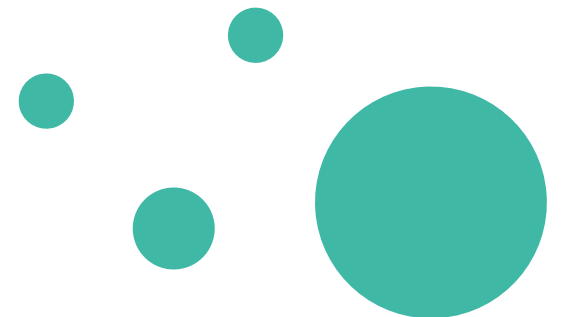


Visual and Aesthetic Redesign

Website Redesign Inspired by Outer Banks



- Redesigned the website to reflect the local Outer Banks architectural style and ambiance.
- Focused on a visually appealing, intuitive layout that provides a cohesive user experience.
- Utilized high-quality imagery and branding that resonates with Mia's Boutique Hotel's OBX location and history.
- Design choices influenced by long-standing relationships with nine motels in the region.



Outcomes

Results & Outcomes



Enhanced Guest Experience:

Keyless entry, AI chatbots, and simplified booking improved guest satisfaction.



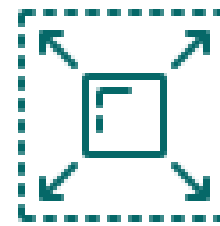
Operational Efficiency:

40% reduction in manual tasks, saving time and reducing staff workload.



Website Traffic:

The hotel website now has one of the highest footfalls among OBX properties



Scalability:

Able to handle peak season demand effortlessly.



Increased Online Bookings:

30% increase in online bookings through integrated channels.



Positive Feedback:

Both staff and guests appreciated the seamless technology upgrades.



Conclusion & Next Steps

Conclusion and Future Growth

- Mia's Boutique Hotel has transformed into a digitally-driven hospitality business.
- The integration of modern technologies set the foundation for future scalability.
- Future plans include extending AI functionalities, enhancing personalization, and exploring IoT-based guest services.
- Intermind Digital continues to monitor the hotel's progress and provide ongoing support.

Portfolio

Some of our work in Motel Industry



Mariner Inn & Suites

www.marinerobx.com



Scarborough Inn

www.scarboroughinnmanteo.com



Heart of Manteo

www.heartofmanteo.com



Outer Banks Motor Lodge

www.obxmotorlodge.com



Blue Heron Motel

www.blueheronnc.com



Hatteras Island Inn

www.hatterasislandinn.com



Seahorse Inn & Cottages

www.seahorseinnobx.com



Colonial Inn Motel

www.colonialinnmotel.com



Driftin Sands Motel

www.driftinsandsmotel.com

A vibrant beach scene with a teal brushstroke graphic in the center. The graphic contains the text "THANK YOU" in white, bold, uppercase letters. The background shows a sandy beach, turquoise water, and a city skyline in the distance under a blue sky with light clouds. In the foreground, there is a wooden table and a large, woven, spherical chair.

THANK YOU