

7 ways to improve the hotel guest experience with face authentication



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Introduction

Covid-19 changed the world of travel.

The industry was hit hard by the pandemic and many hotels have taken innovative actions to keep afloat. After long lockdown periods and restrictions, people want to travel again, probably more than ever. But what changed then?

Guests have new angles on hotel experience, such as frictionless and contactless interactions, avoiding crowds at the front desk, to name a few.

They're looking for convenient end-to-end journeys with minimal effort and top-notch service. While there's no silver bullet, biometric authentication will certainly help hoteliers to streamline processes.

In this ebook, we take a deep look into this article, bringing in some additional insights:

- Benefits for guests and hoteliers.
- An "in a nutshell" explanation for those who are in a rush.
- Considerations on privacy and other legal requirements.
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Short on time? Check the key takeaways and advantages at the end of each page.

Online booking in seconds

When it comes to the hotel guest experience, there's a lot of steps and information to give to complete a reservation. The process may hinder the restless guests: why do I need to type all my personal information just to book a room?

The traditional booking process requires guests to fill out long forms. Because most reservations happen on smartphones, the process is even more difficult, resulting in mistakes, frustration, and high abandonment rates.

With automatic data capture of the guests' identification documents (such as passports or driver's licenses, for example), the process of making a reservation is made easier, and the guests are able to save time.

Benefit for the guest: Guests can book a room in minutes, creating a digital identity that can be reused in future interactions.

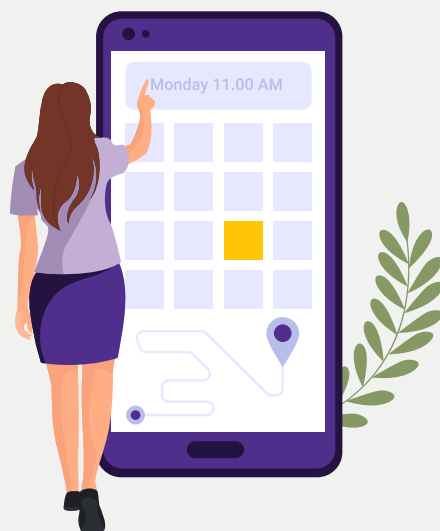
Benefit for the hotelier: By reducing the friction on the booking process, hoteliers can achieve higher occupancy rates.



In short, the online booking and data capture for reservation can be streamlined by a solution that combines face authentication and identity verification. Guests are enabled to fill the forms just by taking a selfie and showing off their ID cards to the camera during the booking process.

An identity solution that combines [face authentication](#) with identity verification allows your guests to book a hotel with just a look. By integrating face authentication into your website or app, you can create a reusable identity for each guest when they book, through a virtual wallet. All guests need to do is take a selfie during the booking process, take a picture to their identity document and, using OCR, the system will take care of the rest.

All guests need to do is take a selfie during the booking process, take a picture to their identity document, and the system (powered by OCC technology) will take care of the rest.



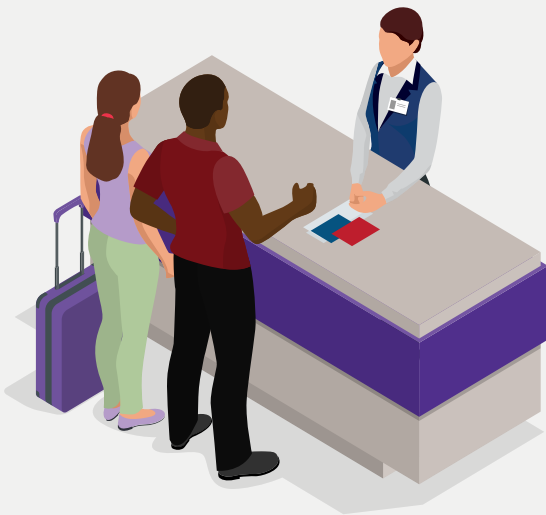
Easy and frictionless check-in

People have started to experience everything at a high speed. One click, one look and it's done. What about check-in? Why not provide an amazing experience? People don't want to go through a long check-in process anymore or wait in line to deal with paperwork.

As described in detail in our article [Online check-in that just works](#), face authentication technology can be leveraged to enable fast and seamless identity verification. If your guest booked a room a few days before, waiting at the reception will negatively affect their customer experience. Don't ask booking questions twice. Offer a fast, hands-free, and private solution with face authentication. Provide easy and frictionless check-in.

In hotel settings, biometric authentication technology holds the promise of providing an experience that is frictionless, eliminating the need for guests to wait in line to check in and to get their access cards or room keys. Face authentication and identity verification software allow hotels to seamlessly verify guest identity at arrival, in a self-service kiosk or directly on the hotels' app, and instantly grant them access to their room. Just a look away from having the perfect time at your hotel!

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Benefit for the guest: A frictionless check-in experience without time waiting in the line to give personal data and get the room keys.

Benefit for the company: By reducing the paperwork, hoteliers can free staff from repetitive procedures to connect with guests and help creating memorable experiences.



Overall, providing a quick and easy experience with face authentication and instant identity verification at check-in will increase the guest satisfaction rate, encouraging your guests to recommend your hotel to friends and family and to return in the future.

Pay-by-face

Is it that Turkish and Portuguese cuisine have common roots? This is one of the many topics that your guests can talk about while eating your specialties, instead of focusing on explaining their dietary restrictions to a waiter or trying to understand how to pay with their specific debit card. If you want to provide your guests with peace of mind and pure experience enjoyment, then simplifying their Food and Beverage experience and payment process is key.

Payments have changed so much over the last decade. Fintechs and convenience apps introduced the concept of paying with ease. As Covid pushes the trend of contactless payments, guests are more comfortable with invisible payments. An automated payment system supported by face authentication allows hoteliers to make operations more efficient, improving the guest experience while also helping revenue to grow.

Benefit for the guest: Paying conveniently and easily allows guests to relax and enjoy the experience instead of worrying about payment methods.

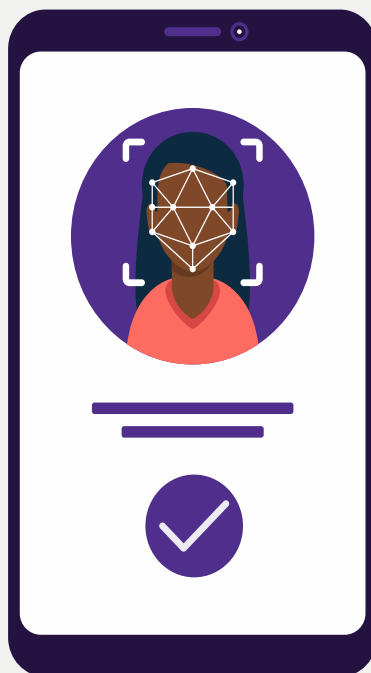
Benefit for the hotelier: An automated payment system gives hoteliers the opportunity to easily scale revenue with extras and add-ons.



In summary, an automated payment system leveraged by face authentication allows hoteliers to make operations more efficient, delivering a convenient payment experience that delights guests and potentially increases the hotel revenue.

With face authentication, the guest room and/or payment method can be associated to their face and a perfect guest experience emerges. Your guests can access the restaurant hands-free, pay by face at any point of sale, including self-service machines – all that with increased security.

What's more, you can provide personalized offers. Let your guests enjoy the experience, with the hotel adapting to their needs and not the other way around.



Personalized experiences in the right context

Frequent travelers, especially business ones, are always in a rush. And they expect their frequent hotels to know their preferences, their personal choices and not have to repeat requests over and over again. Maybe even greet them by name when they arrive.

The first step in personalizing is recognizing your guest, potentially associating their face with a loyalty number or reservation number. We know how your CRM has all kinds of useful information about your guests.

But how can you leverage that information and make it somehow useful if you cannot bring it to action in the right context?

Face authentication is very fast, convenient, accurate and, above all, can be made [privacy-compliant and trustworthy](#). With a single enrollment associated with a branded loyalty program or app, you can completely revamp your guest experience and provide the right recommendations or upsell options in seconds. Simplify your guest's life and improve guest satisfaction rates with a simple look.



Benefit for the guest: A fully customized experience, according to the guest's preferences and needs, with no effort on the part of the guest.

Benefit for the hotelier: When hoteliers use CRM data in the right context, they win guests' hearts.



In a nutshell, face authentication takes VIP experiences to a whole new level, allowing hoteliers to deliver in-context personalized guest experiences in a privacy-compliant way.

Walk-in processes

Modern processes have most of the guest experience the other way around. Guests are treated as suspects until proof in contrary. They need to prove who they are in strict scrutiny; they need to provide retainer payment even before they enter their room; they need cards to access many areas of the hotel. In essence, guests always need to find the right way to do things, even simply entering the buffet lounge, when they're just looking to have a great time and relax.

Turn that around by ensuring all checks are done automatically behind the scenes and your friendly staff can focus on helping and turning your guests' journey into a memorable one. With face authentication, you can give total freedom to your guests to enter special function areas such as conference rooms, spa, gym, buffet breakfast lounges and so many others.

Benefit for the guest: Guests can wander freely, enjoying the experience and feeling in full control of what they can do every single moment of their stay.

Benefit for the hotelier: With face authentication, hoteliers save time and money on keycard replacement and management.

They can wander around like at home, be pampered by the experience, and feel they are in full control of what they can do every single instant of their stay. No keys or cards are required. Guests can access hotel facilities with just their faces.

Key cards for hotel rooms and facilities are problematic for a number of reasons, including the fact that they are easily lost or stolen. Besides the hassle of making a trip to the check-in desk to get a replacement, the expense of having new keycards made is also significant. Apart from improving the overall guest experience, face authentication also allows hoteliers to cut costs by eliminating access cards and keys.



In summary, face authentication streamlines access to the hotel facilities, allowing guests to roam freely and get easy access to the areas they're allowed to.

Dedicated human touch activities

“Science is what we understand well enough to explain to a computer.

Art is everything else we do.” *Donald Knuth, Computer Scientist*

As Artificial Intelligence helps humans automate complex tasks, such as automatically processing guest data and checking them in to a hotel room, just by recognizing their face, human beings are freed to do high-touch activities that only humans can do. That’s the art of humans, social beings at heart.

Not only can your guests focus on doing what they enjoy most individually or as a group, but your staff can also be liberated to interact with guests and work towards higher rates of guest satisfaction. Nothing is more powerful than the fully dedicated personalized attention of friendly staff to make guests feel at home on any occasion. Automating processes will give hoteliers additional staff time to promote such premium invaluable interactions.

Benefit for the guest: With staff liberated from administrative tasks, guests can have all their attention — and get all the support and attention they thrive for.

Benefit for the hotelier: Having staff that is truly focused on the guest will result in memorable experiences for the guest - and the level of guest satisfaction will skyrocket.



In summary, there are many things that contribute to an excellent guest experience. However, one of the most critical factors is staff being focused on the customer, rather than on filling out forms and following procedures.

Overall elevated guest experience and privacy compliance

When you look at the combination of these improvements, the truth is that the whole is more than the sum of the parts. By bringing together all the above experiences, your guests will feel a unified futuristic, seamless, personalized, high-touch experience and will want to return. They will rate your property much higher than what they would without these features. And, these days, customer ratings have a direct influence on your reservation demand and, ultimately, on the revenue per available room of your property or chain. Just imagine the end-to-end guest journey in a “do anything with a look” world.

Overall, the fact that all the above processes are automated, including identity-related ones, brings privacy and security to a whole new level. Just think about the liability and compliance issues hotel management teams need to consider when storing credit card numbers or passport scans. Should that really be a task hotels do on a daily basis? Or should they simply implement a way to associate a face to a hotel guest and then rely on external third-party services to store and deal with such sensitive personal identifiable information?



Benefit for the guest: Face authentication simplifies hands-free and full private identification in seconds

Benefit for the hotelier: Hoteliers can be avoid any unwanted costs from security risks with face authentication.



In summary, whether you hadn't come across the possibility of using face authentication to create frictionless employee experiences or weren't sure if it would come at the cost of security, our recommendation is that you should certainly consider it, as cost savings and increased productivity are significant and potential costs originating from security risks are decreased.

How can you offer these features to your clients?

Youverse provides most of the face authentication solutions described above and would love to bring them to your company. At Youverse we think that seeing is believing. And because we trust so much in the quality of our products, we make it possible for anyone to integrate and test our solutions in minutes.

If you're a technical leader or developer, to start integrating and testing, just [register](#) and [subscribe a free plan](#). Feel free to get help on our [discord channel](#) or get in touch directly with our [support team](#).

If you're a business leader or decision-maker and want to know more about how to offer improved banking experiences, send us a message or feel free to book a meeting with our team of specialists, who will be happy to help.



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Youverse

About Youverse

Youverse simplifies all customer interactions with private, convenient, and secure face authentication on any device. Ranking Top 5 for accuracy in live face matching in the combined business regions of Europe and the Americas, as independently certified by the international benchmark, Youverse enables a fully handsfree experience, bringing unprecedented levels of convenience and accuracy when adopting face authentication in daily routines.



**Anything with a simple look
Anyone, anywhere, any device
Handsfree and fully private**

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