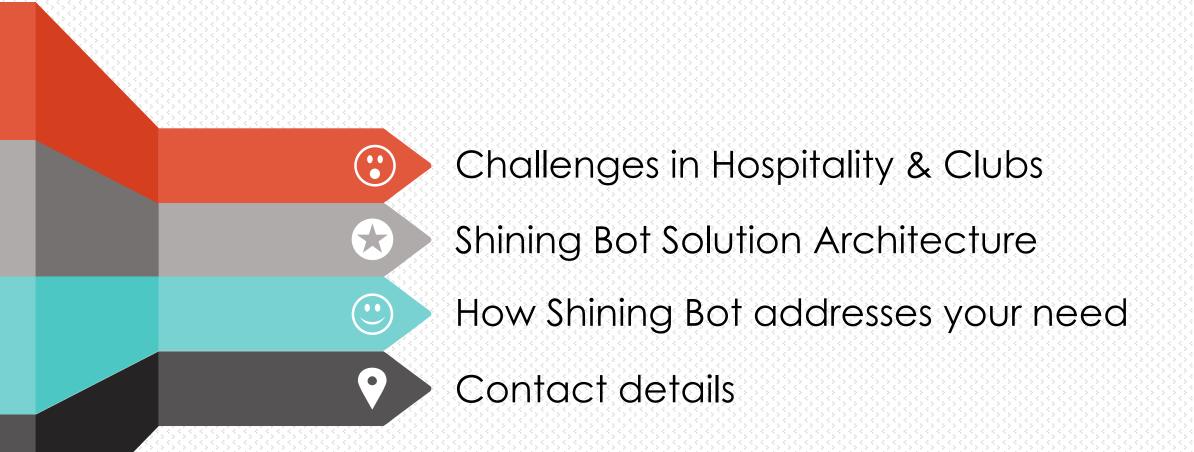
Hospitality & Clubs





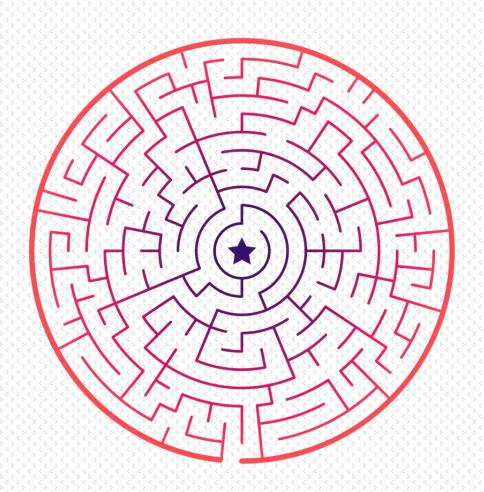






Challenges in Hospitality & Clubs



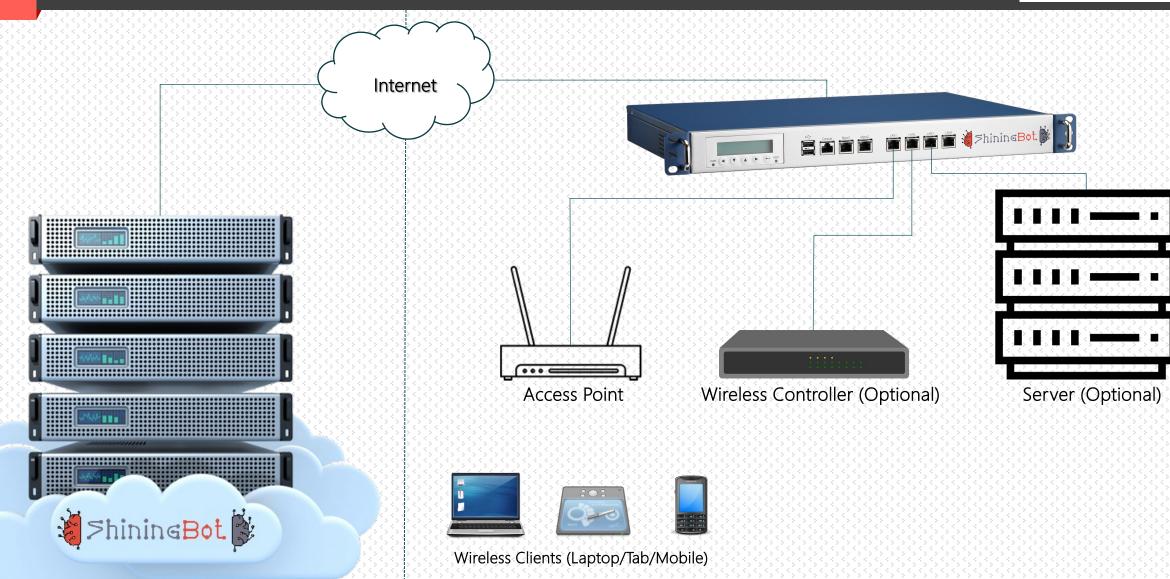


- Lack of Customer insights
 - Do not the insight regarding who are the visitors, their visiting pattern, trend, likes & dislike, etc.
- Maintaining Customer Loyalty
 - Retaining the loyalty starts with insights, how you measure the loyalty other than simple cards & coupons
- Managing individual preferences
 - Providing various range of service for individual needs
- Conference & Banquet related WiFi issues
 - Managing high density WiFi authentication
 - Managing bandwidth control for individual users
 - Managing concurrent access control



Hardware Architecture





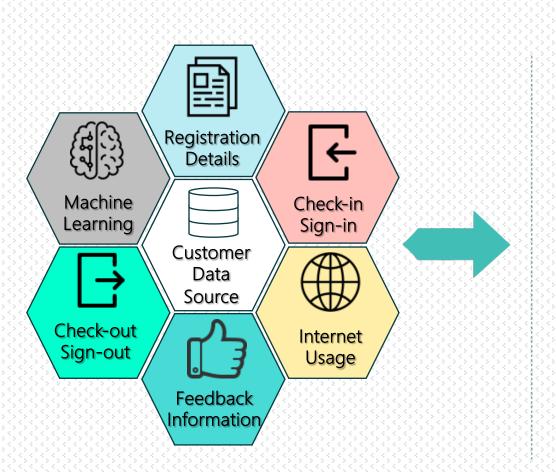
Shining Bot Cloud Infrastructure

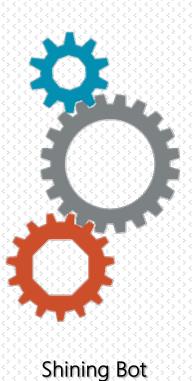
Customer in-premises Infrastructure



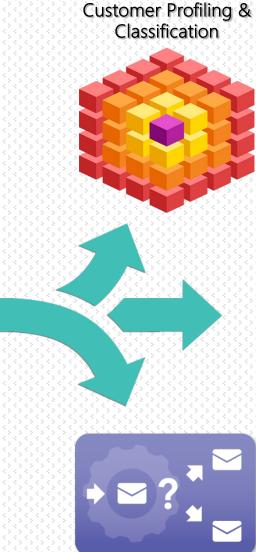
How Shining Bot works ...







Omicron Engine





Automated Marketing by SMS / WhatsApp / Email



Product Features



Customer Profiling & Classification

Shining Bot Machine Learning Engine profiles customers based on economic status for marketing

Digital Signage

Display full-hd Signages on Android TV using ShiningBot DS television APP and control via web





Self Service Menu, Order & KOT Printing

Manage restaurant, room-service & amenities delivery via automatic self service system using QR Code & Mobile browser

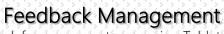
VIP Recognition

Recognize your important customer customers across your outlets and give preferential treatment



Location based Service & Advertisement

Machine Learning Engine understands customer interests based on their location & advertises in login & status pages



Collect feedback from your customer using Tablet based feedback management system & reports





Al based Automated Marketing

Automatically markets products & services based on the customer interests and preferences



Industry Standard Category based Content Filter with complete user control for URL filtering





Business Intelligence & KPI

Provides advanced reports and Key Performance Indicator data based on the various inputs



Authenticate users with complete control & Manages logs as per Industry Standard





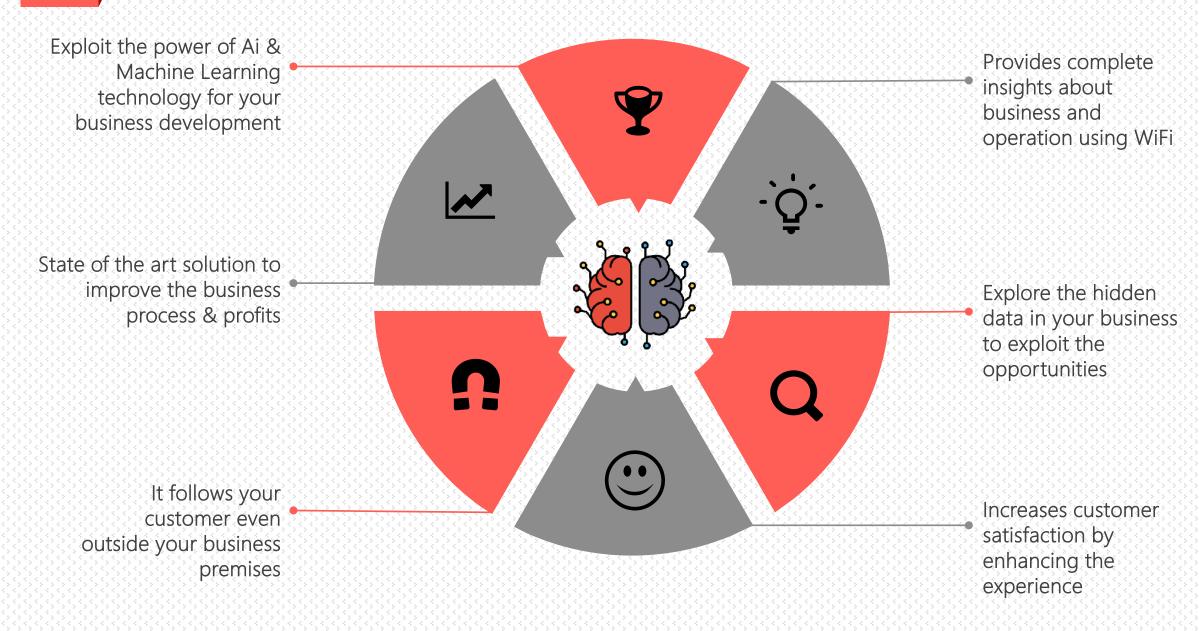
Application Programming Interface

Extend the Shining Bot capabilities with our API to connect with your customized software



Why Shining Bot ...







How we address the challenges

Making you more aware of your customers/visitors



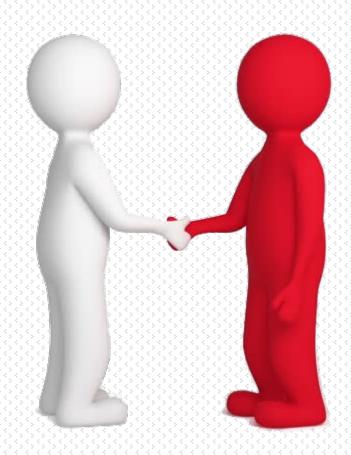


- Shining Bot provides the following insights:
 - Registration details (provided by visitor)
 - Mobile number (verified by OTP)
 - Devices used (Automatic detection)
 - Time spent & Visiting pattern & trends
 - Locations visited and time spent at each location
- Additional insights by Omicron
 - Profiling & Classification identifying the economic status
 - Product / Service interested in
 - Customer Dwell Time KPI report
 - Customer Retention KPI report
 - Customer Satisfaction KPI report
 - Sentiment analysis on feedbacks provided



How it works – Service Provider's view





- User uses the given password to access Internet
- ShiningBot Cloud logs usage
 - MAC address, Time, Sites Visited
- Omicron Engine Generates Additional Information
 - Profile customers using devices
 - Update frequency & time Analysis
 - Sends SMS / WhatsApp alert to users regarding the products/Services
 - Location mapping & Movement Analysis
 - Generates Consolidation Reports



How it works – User view





- User sees WiFi Availability & connects the device
- Device Pop-up with Authentication request
- User selects "Registration" & Submit required details including Mobile number.
- ShiningBot Cloud delivers OTP by SMS
- User uses the given password to access Internet
- On expiry, ShiningBot forces user to logout



User Authentication Mechanisms



Self Registration with Coupon

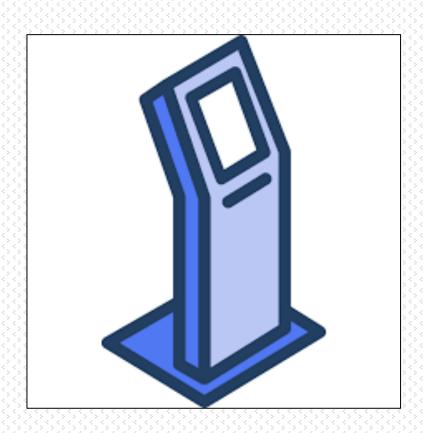




- WiFi Users register themselves using the registration link available in the login page but need coupon code.
- Application
 - Café, Restaurant, Hotels, Shopping Mall, Hospitals, etc.
- Advantages
 - Controlled access as coupon required for registration
- Challenges
 - Requires facility to supply coupons to WiFi Users

Service KIOSK



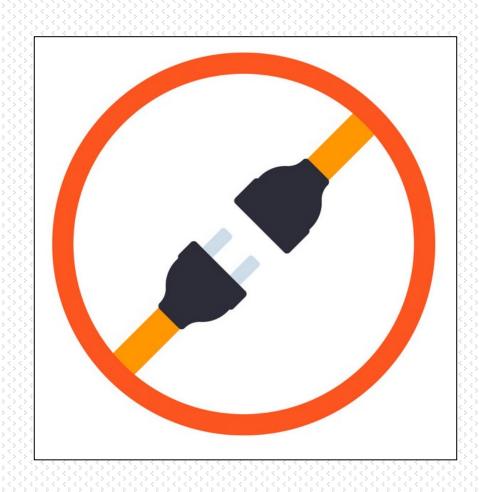


- Self/Assisted registration using KIOSK (one of your computer may also be used as KIOSK).
- Application
 - Café, Restaurants, Hotels, Shopping Mall, Hospitals, etc.
- Advantages
 - Controlled access as registration done at KIOSK
- Challenges
 - Requires facility/manpower to help registration



Third Party Software Integration





 ShiningBot will be connected to external thirdparty software solution like Hotel Management System or Hospital Management System or Loyalty Programs. ShiningBot Automatically authenticate software users.

Application

 Restaurant, Hotel, Resorts, Hospitals, Retail Outlets, etc.

Advantages

Controlled, access only for validated guests

Challenges

Requires support from third party software vendor

Customized





- ShiningBot authentication solution can be customized to suit your unique requirements like subscribers, membership systems, privilege customer, etc.
- Application
 - Club or any membership-based programs
- Advantages
 - Controlled access
 - Enhanced used experience
- Challenges
 - Requires technical support in integration
 - Will attract additional development charges

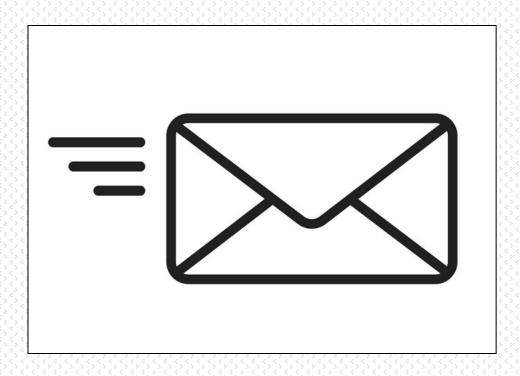


Password Delivery Mechanisms



Password Delivery Options & Challenges





- Coupons
 - Pre-printed coupons may be given to users.
- SMS Short Message Service
 - Password directly delivered to user's mobile via SMS
- Challenges in SMS
 - Customer should have connectivity to receive SMS
 - Sending SMS to foreign numbers will be costly
 - Foreigners can obtain mobile connection only after 24 hours of stay within India



Business Intelligence & Automated Marketing



ShiningBot Business Intelligence Reporting





- Customer Database Building & Profiling
 - Builds customer database with mobile no confirmation
 - Profiles customer using device & Access details
 - Frequency of visit & Time Spent Reports



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