

Hospitality & Clubs



ShiningBot

Explore the hidden data





Agenda



Challenges in Hospitality & Clubs



Shining Bot Solution Architecture



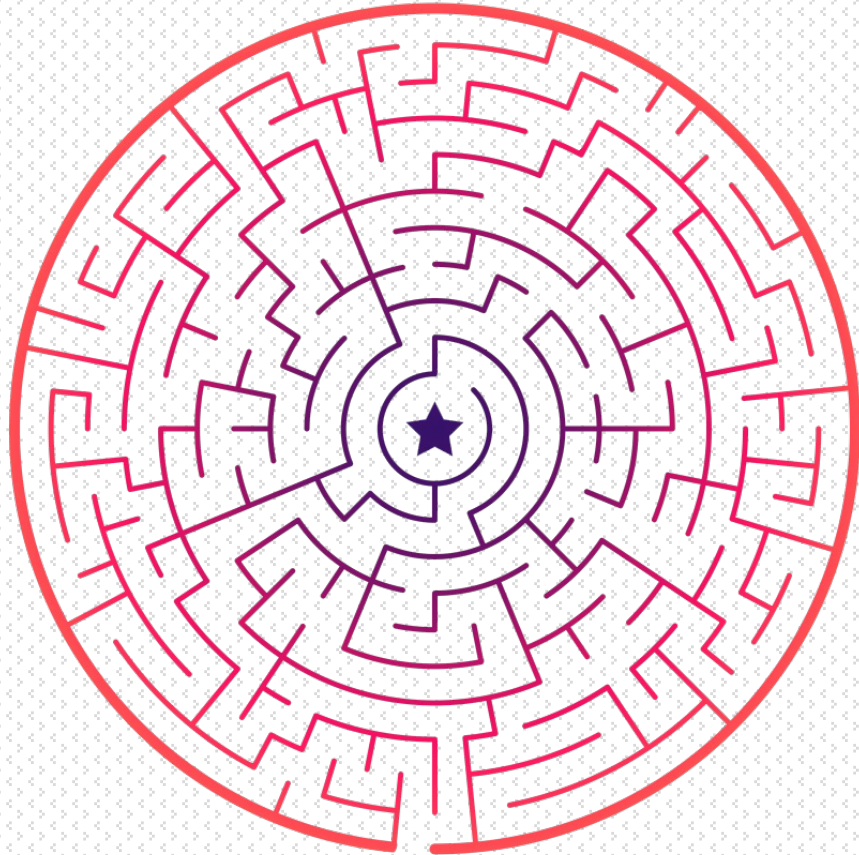
How Shining Bot addresses your need



Contact details



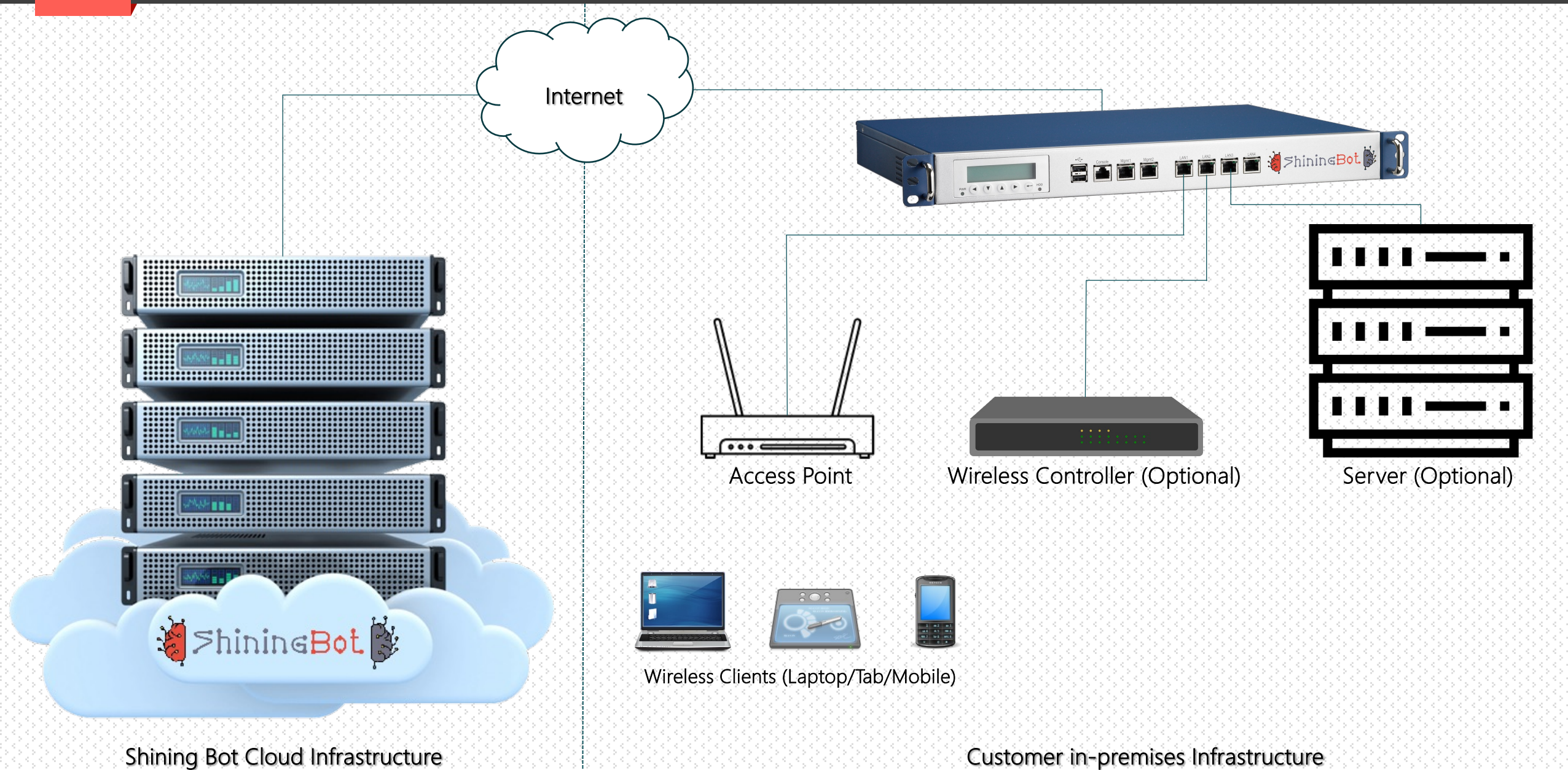
Challenges in Hospitality & Clubs



- 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

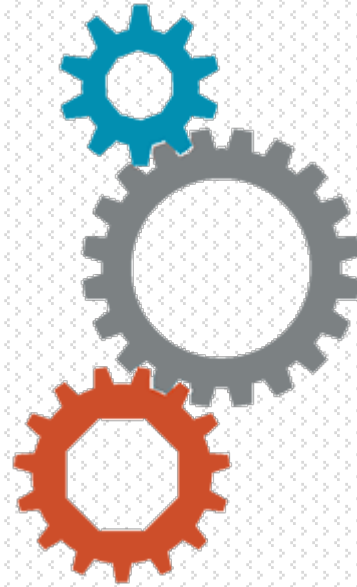
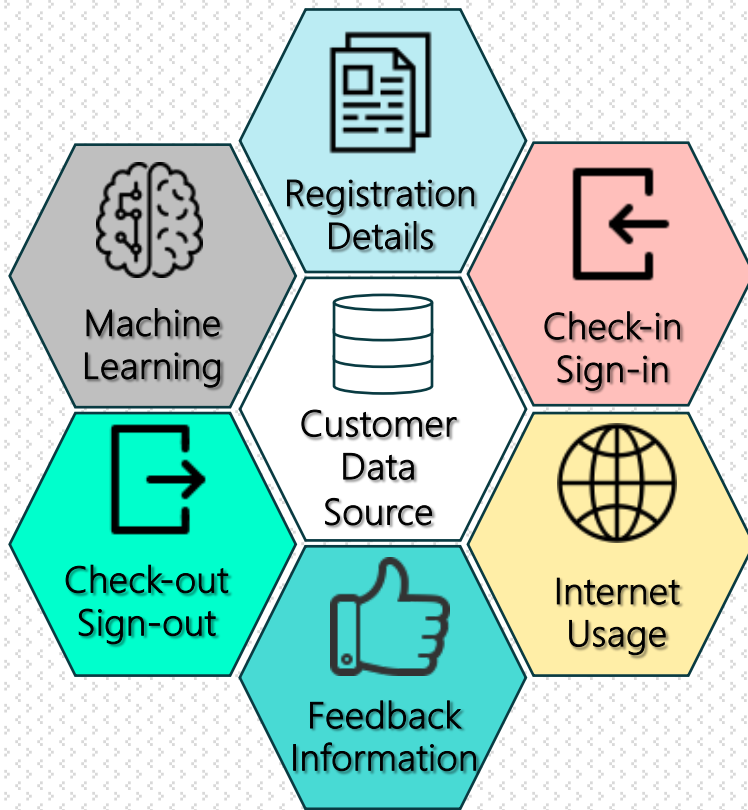


Hardware Architecture

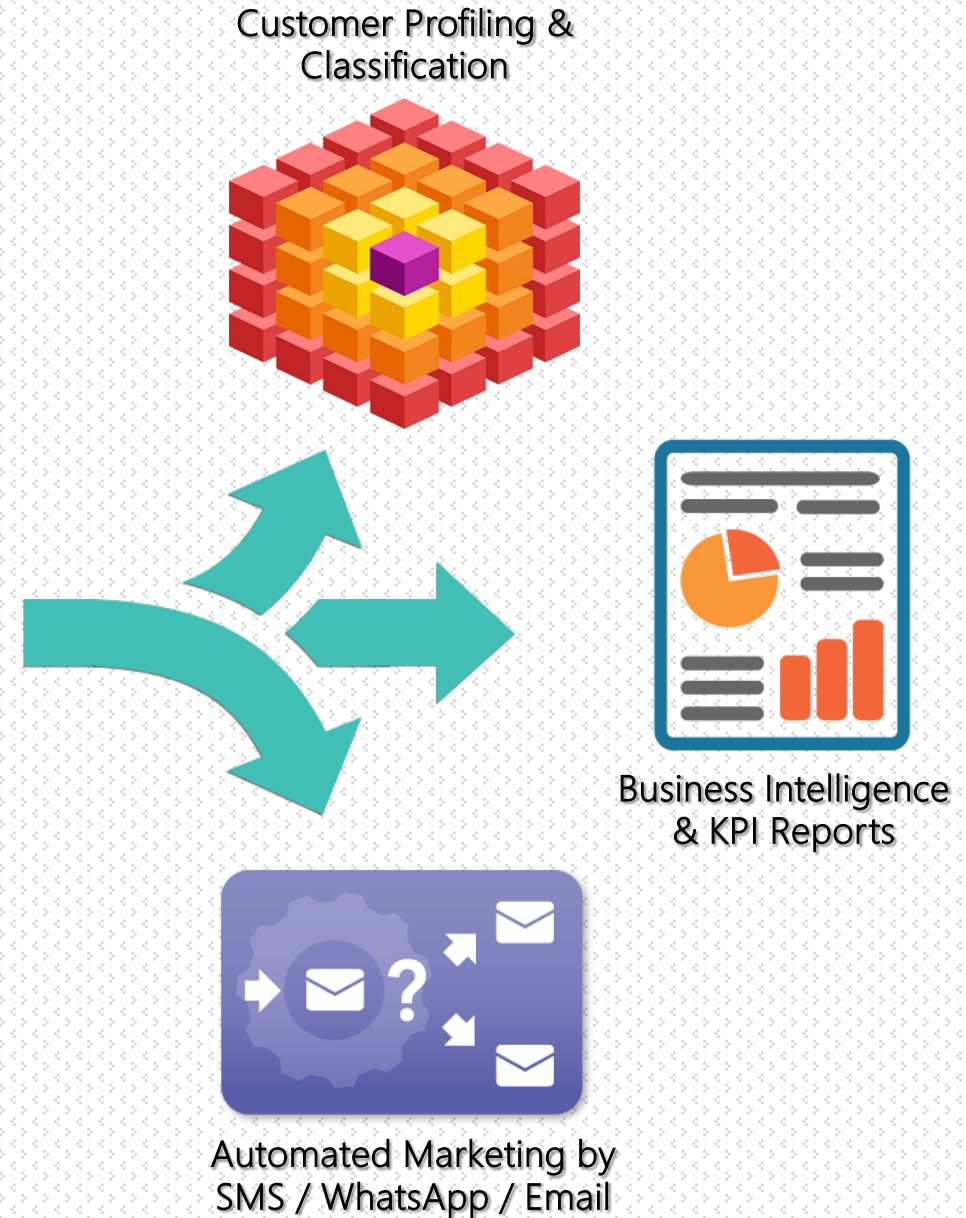




How Shining Bot works ...

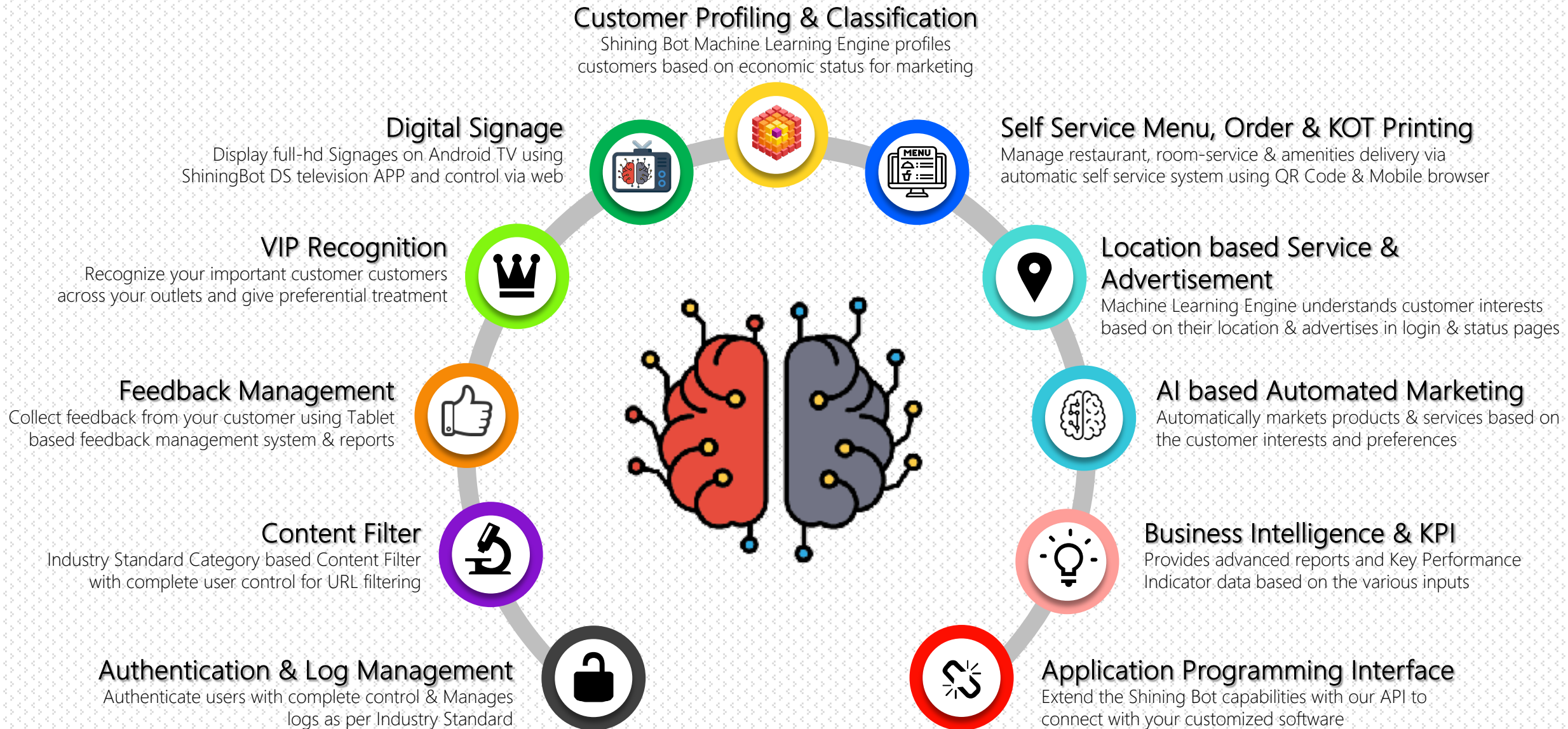


Shining Bot
Omicron Engine



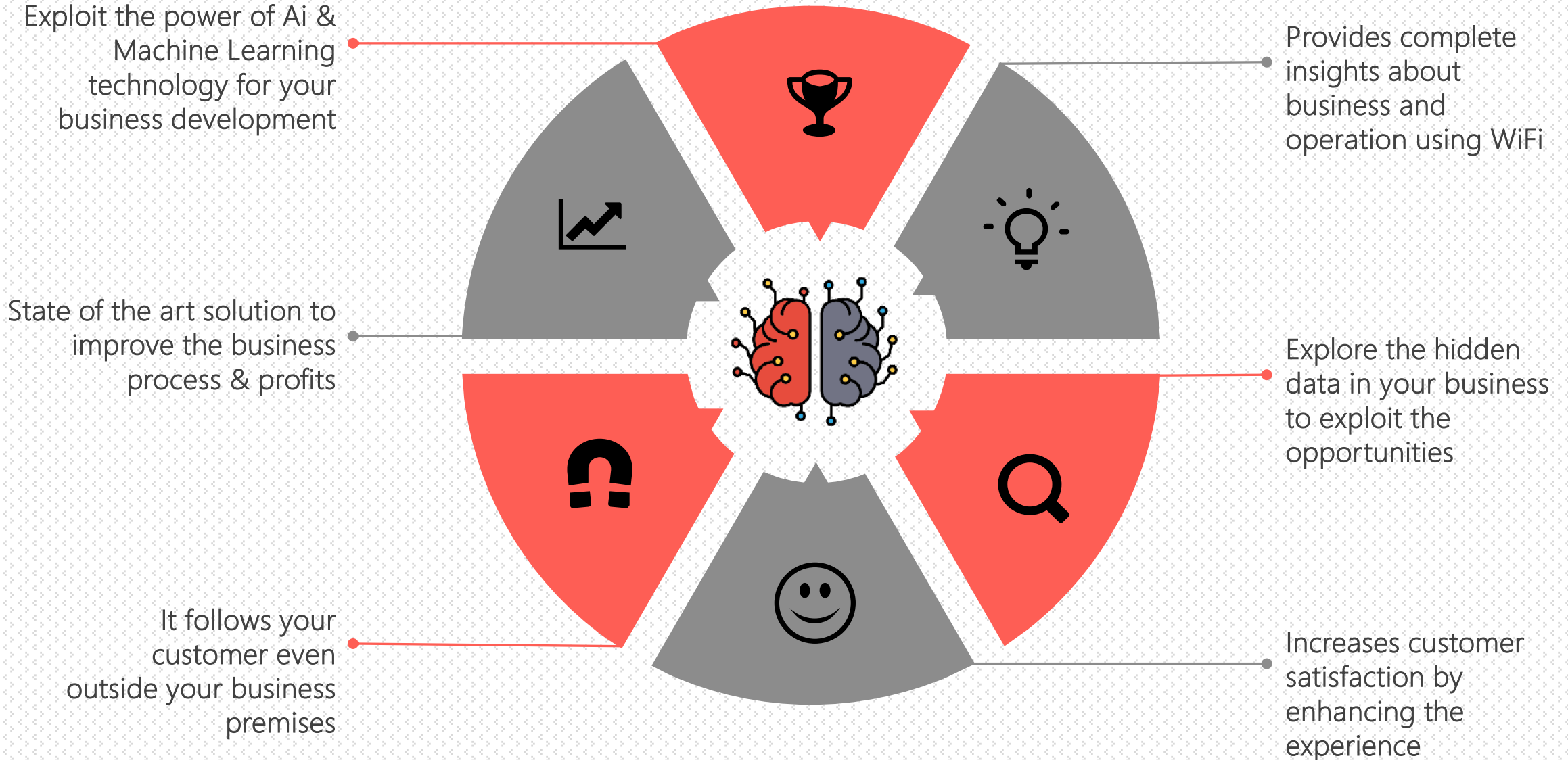


Product Features





Why Shining Bot ...





How we address the challenges



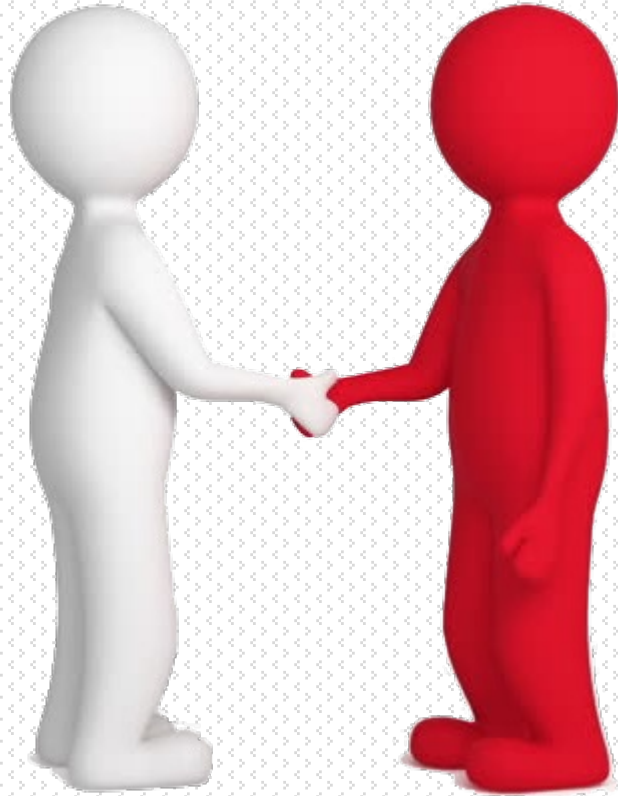
Making you more aware of your customers/visitors



- 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



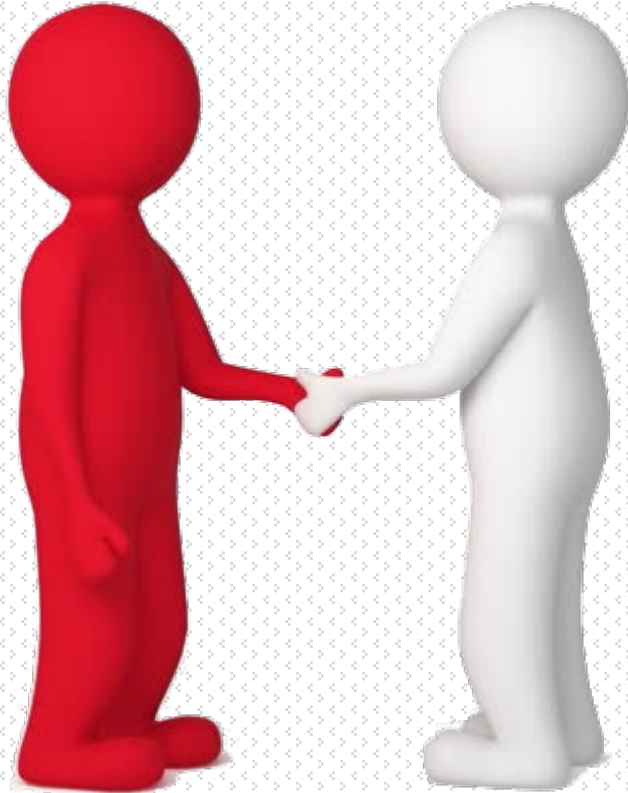
How it works – Service Provider's view



- 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

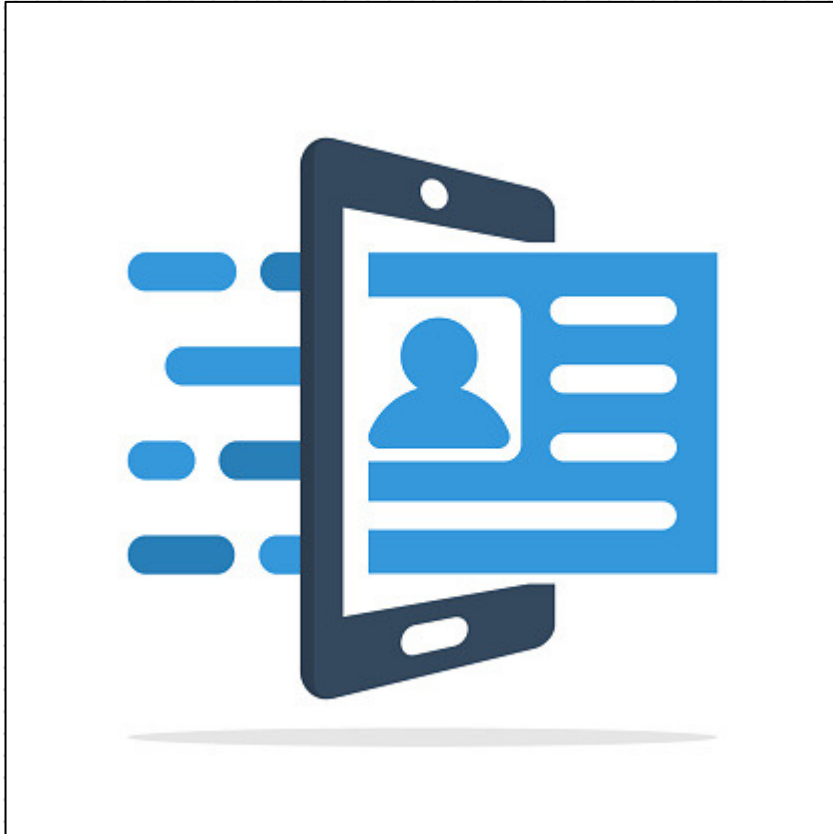


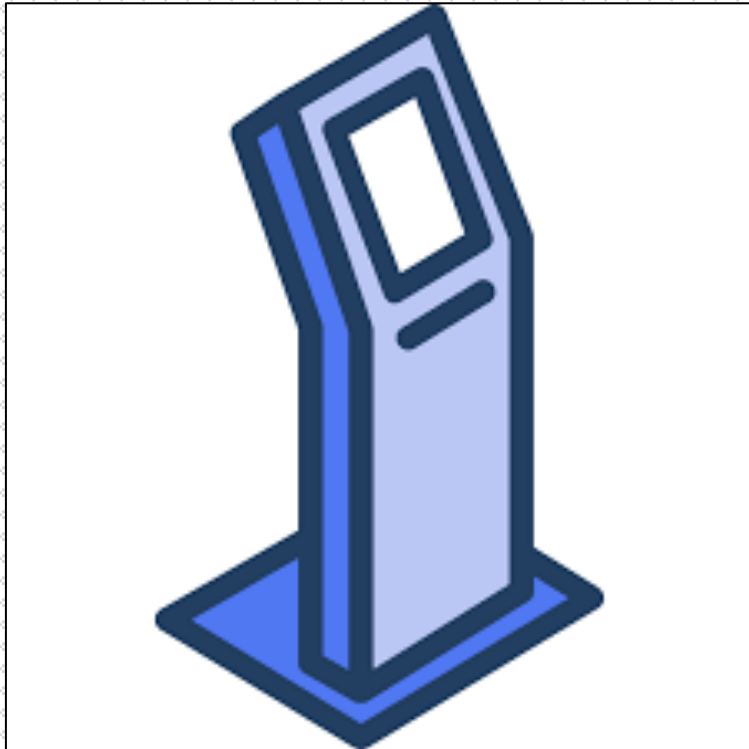
User Authentication Mechanisms



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





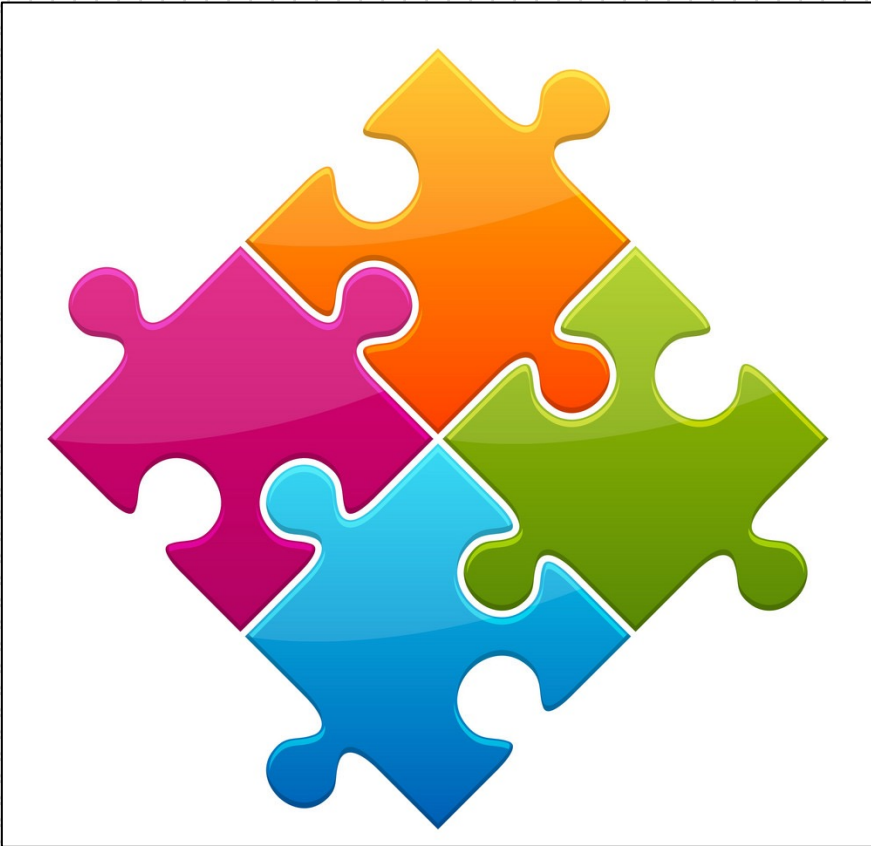
- Self/Assisted registration using KIOSK (one of your computer may also be used as KIOSK).
- Application
 - Café, Restaurants, Hotels, Shopping Mall, Hospitals, etc
- Advantages
 - Controlled access as registration done at KIOSK
- Challenges
 - Requires facility/manpower to help registration



Third Party Software Integration



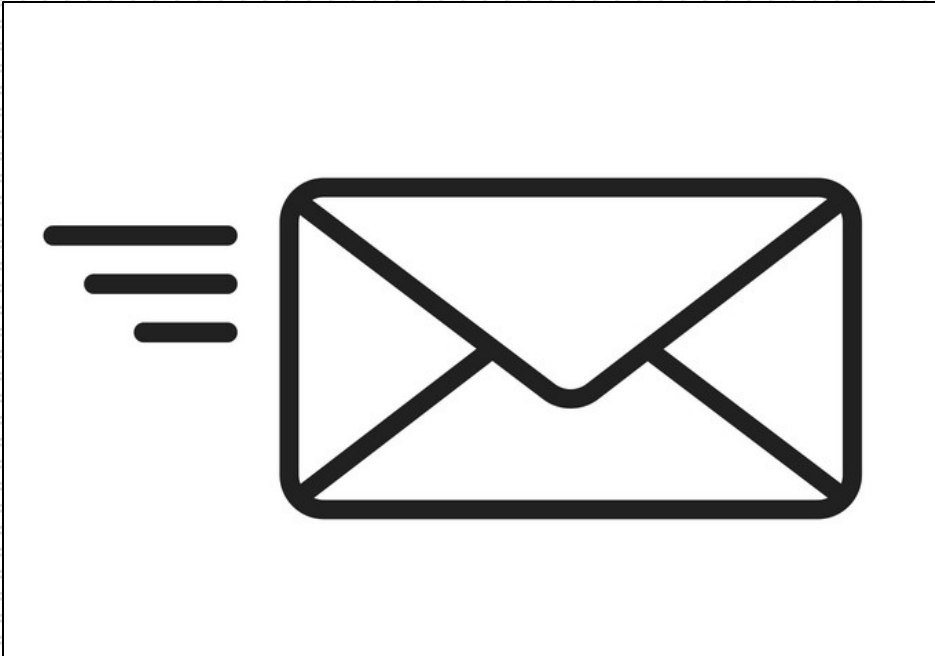
- ShiningBot will be connected to external third-party software solution like Hotel Management System or Hospital Management System or Loyalty Programs. ShiningBot Automatically authenticate software users.
- Application
 - Restaurant, Hotel, Resorts, Hospitals, Retail Outlets, etc.
- Advantages
 - Controlled, access only for validated guests
- Challenges
 - Requires support from third party software vendor



- 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 user experience
- Challenges
 - Requires technical support in integration
 - Will attract additional development charges



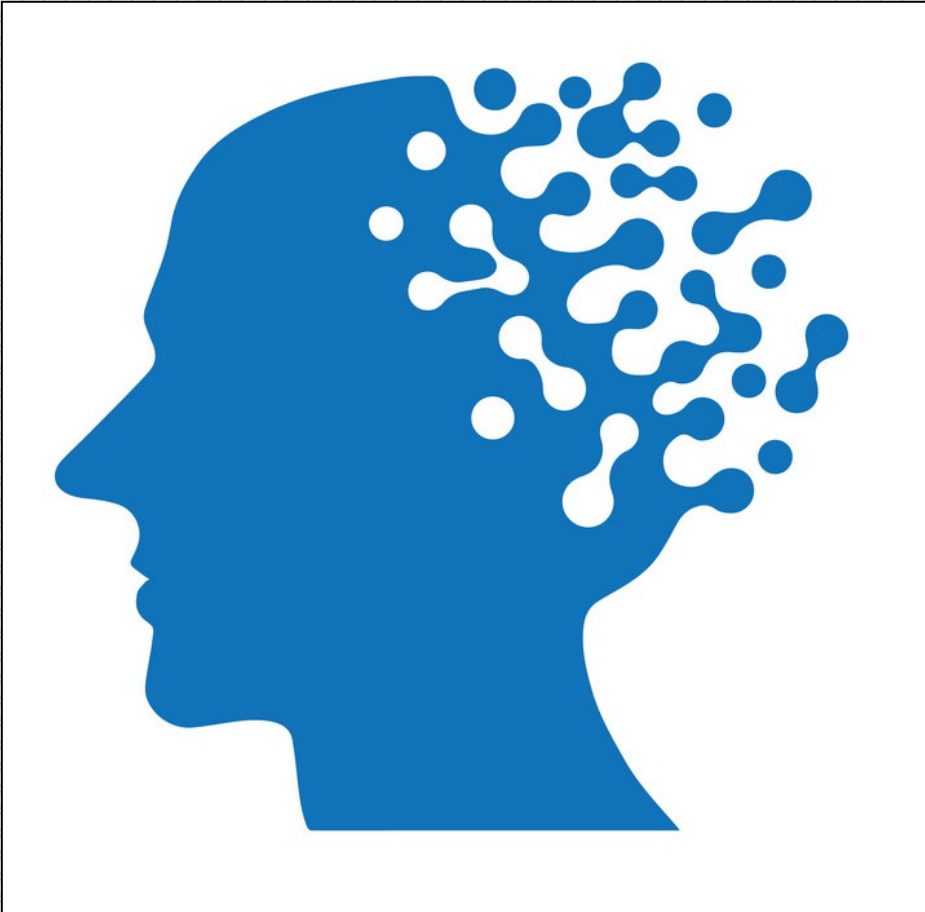
Password Delivery Mechanisms



- 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



- 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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