

How much Automation is Too much Automation?



Then

- Guests were greeted by name
- Staff picked up on non-verbal cues
- Moments of delight happened naturally



Now

- Guests check in with their phones
- Interactions are minimal
- Personal touches are missing

The Real Issue:

Efficiency has taken the front seat but hospitality is about feeling seen, not just being served. **Let's Rebalance!**

Let tech handle the routine: Room info, directions, passwords

Free up your team for real moments: Conversations, surprises, thoughtful gesture.

Design smooth human hand-offs: Know when to switch from digital to personal

Bottom Line:

Automation should enhance the experience, not erase it.

Want to bring the human touch back to your hotel journey?