Keeping your guests excited and your staff happy

Technology solutions for the hospitality industry

Next Generation Hospitality

Empowering guests and staff

Elevating hospitality experiences with Hospitality Next Generation

As hospitality professionals, you understand the importance of delivering exceptional experiences to your guests while managing operational costs and staff satisfaction. With C&W Business Hospitality Next Generation, you gain access to a suite of solutions designed to help you stand out in the industry, providing the tools you need to create unforgettable guest experiences that drive loyalty and revenue.

The current Landscape

The Caribbean hospitality industry is continuing its upswing, with revenue per available room (RevPAR) up by 27% in 2023 and occupancy rates climbing to 69.5% for the year, according to analytics firm STR[1]. However, success can bring challenges, and many hoteliers have been struggling to keep up with staff recruitment needs and shifting customer expectations. C&W Business is here to help you navigate this landscape with a suite of tools that provide the key to keeping your rooms full, your guests excited, your costs down and your staff happy.

Expanding staff capabilities

Key findings

Retain your workforce

Per Shiji Insights, 70% of hoteliers in the Caribbean are reportedly struggling to find staff, and 60% said that they are offering higher wages to attract employees.

Improving operational efficiency

In the face of staffing shortages, it's more important than ever to enable your staff to be more productive and effective while serving your guests.

Maintaining security

Hospitality is among the top three industries most vulnerable to payment card breaches, and the industry now accounts for 4% of data breaches worldwide[2], up from just 2% in 2019.

Meeting new guest expectations

Key findings

New expectations

Travelers are now in search of rich and meaningful experiences.

New travel trends

'Bleisure' travel is a growing trend and hotels are investing in attracting the new "digital nomads".

A shift in guest satisfaction

In-room experiences have a major impact on guest satisfaction, with 77% of guests expecting attractive amenities.

Information should be quickly accessible:

According to Google Customer Insights[3], 45% of travellers will look for other alternatives if it takes too many steps to book or get information. While 52% of travellers will drop a website that takes too long to load.

Hospitality Next Generation Solutions

Elevate your guest experience with Hospitality Next Generation, a comprehensive suite of solutions designed to propel your hotel into the future.

SmartRoom

- Smart technology for personalised digital guest experiences.
- Diverse amenities, including smart signage, mobile casting, and personalised content.
- Enhanced operational efficiency and guest satisfaction through innovative room solutions.

Hotel 360

- Proactive monitoring solution for seamless guest experiences.
- Centralised visibility into wired and wireless devices, ensuring minimal guest disruptions.
- Swift issue resolution through real-time fault identification.

GuestChat

- Customised chat capability to enhance guest communication and satisfaction
- Efficient room reservations and guest query resolution driven by artificial intelligence.
- Direct bookings and reduced reliance on OTA commissions.

Digital Signage

- Engaging digital displays with real-time updates, menus, and local attractions.
- Revenue generation through targeted ads for local businesses and hotel services.
- Simplified content management with easy-to-use tools for up-to-date information.

Managed Security

- Round-the-clock guest data privacy protection, allowing you to safely handle their credit card information.
- A suite of reliable, flexible, and effective security solutions that provides comprehensive application protection through real-time monitoring.
- Security consulting services to assess vulnerabilities and design a robust security strategy that addresses your cyberthreat concerns.

Connectivity

- Improved access to cloud services and better internet speeds for your guests and staff.
- Quick to deploy, easy to scale, and customised to provide the best possible user experience.
- A complete dashboard to review in real time the performance and traffic of the network.
- Monitored connections through a VPN for remote workers.

At C&W Business, we partner with technology stakeholders to accelerate and support enterprises and governments. Our comprehensive suite of streamlined, scalable, and secure I.T. solutions are designed to enable effective digital transformation. We are proud to operate the largest and best-performing network in the Pan-Caribbean region, providing a solid foundation for your success.

1. 2023 Insights | The Caribbean Hotel Market is on Fire! https://www.base-4.com/2023-insights-the-caribbean-hotel-market-is-on-fire/
2. 3 Cyberattacks That Devastated Hospitality in 2023 and 2024, https://asimily.com/blog/3-cyberattacks-hospitality-2023-2024/
3. Travel booking trends revealed in let's-book-it moments, https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/travel-booking-trends-book-it-moments/

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