

collaborating across the hotel

to capitalize on human assest and drive productivity with blueKiwi solutions

Tomorrow's connected hotel workers present a great opportunity to leverage social networking skills for the good of the business

A new generation of workers is about to dominate the hotel industry. They communicate differently from older generations. They have grown up using social software, and they expect to do the same at work.

The good news is that tomorrow's employees present an amazing opportunity to transform the way your hotel does business. Those natural skills in social collaboration and informal interchanges can be your path to productivity, efficiency, innovation, and enhanced guest experience.

blueKiwi is an Atos company, Europe's leading provider of enterprise social collaboration software, with solutions to help hotel employees, partners and customers easily:

- ▶ Communicate and converse
- ▶ Share ideas and documents
- ▶ Capture and promote knowledge and best practices
- ▶ Manage and complete projects in a secure enterprise environment.

blueKiwi solutions have achieved remarkable business benefits for our clients: 15% reduction in travel and communication costs, 10% decrease in operational costs, and 30% faster customer care process, for example.



Our clients also report:

Enhanced team work and collaboration that makes employees more productive and effective in getting work done faster

Lower sales and marketing costs and shorter time to revenue accrual, by breaking down barriers to information and enabling direct engagement with customers

Higher loyalty and better relationships among employees, partners, customers and investors, because of open collaboration and information sharing

Greater innovation and creativity, making real contributors visible to everybody regardless of their hierarchy or location

Improved talent assessment and nurturing through transparent communications.

The hotel as a social hub

Consider how your hotel working day might revolve around a blueKiwi social hub.

Your most important concern is of course how it affects your guests, and the quality of their stay with you. The arguments in favour are compelling.

For a start, by freeing your people from email, you will probably save 25% of their working day, enabling them to add more value to the guest experience as a result. By accelerating communications about guest issues between employees, you could well speed up service and improve guest satisfaction.

You will also be sharing business information provided by guests who are increasingly communicating with you online. Tomorrow's customer is going to be just as connected as your employees, and intelligence data you receive will be critical to your competitive position.

But invaluable as it is, Big Data also threatens to overwhelm you, so in future you must make it easy for your people to access and analyse only the information they need, to help decision-making become devolved, faster, and more accurate.

Your staff will have more guest and marketing information than did previous generations of hotel workers. So your hotel social hub will open up all kinds of new opportunities for them to generate innovative ideas to attract new guests, or improve the quality of the guest stay - ideas to be swapped and tested between your employees in any geographical location.

Managing tomorrow's connected hotel staff will also set new challenges. Although the number of guests is likely to grow, at the same time hotels seem susceptible to staff shortages. According to a Manpower 2010 survey, 'restaurant and hotel staff' was in the top ten of workforce shortages across the Western world. An innovative and efficient hotel workplace will be imperative for retaining and getting best value from employees.

Your social hub will help you attract the 'Facebook Generation' in the first place. It will help you train and onboard new employees faster. It will then strengthen your relationships by enabling you to recognize employee productivity and performance, and reward your champions. You will also drive significant labour savings by reducing the number and frequency of face to face meetings.

“blueKiwi offers comprehensive functionality, with strong support for participation, social networking analytics, microblogging, rich media (including video), extensive community management, polling and ideation. It combines these in a single platform that can simultaneously support internal networking, external communities and social media engagement ...”

Gartner Magic Quadrant for Social Software in the Workplace, 2012



The blueKiwi difference

- ▶ Gartner Magic Quadrant for Social Software in the Workplace, 2012
- ▶ Europe's leading provider of Enterprise Social Collaboration SaaS
- ▶ Proven methodology and great integration capabilities
- ▶ Easy to deploy and use
- ▶ Supported by Atos technology and industry knowledge.

About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

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