

MOBILE

Trump Hotels rolls out mobile check-in to highlight customer service

June 21, 2011



By RACHEL LAMB



Trump Hotel Collection is launching an array of mobile options

that aim to make its guests' check-in and in-house experiences easier and more enjoyable.

The properties will be starting a cross-platform tablet service so that guests can check-in to the hotel before they arrive as well as use it for in-house amenities such as room service or housekeeping. The new application, OPERA2Go, is expected to roll out by the end of the third quarter.

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“We believe that this will revolutionize the check-in experience for our guests,” said Michael Straube, corporate director of finance for Trump Hotel Collection. “It will cut out the check-in service to ensure that the valuable time spent will actually be serving the

customer.”

The hotel collection is teaming with MICROS Systems for this new software.

Optimizing check-in

Trump plans to test out the software in its Trump SoHo and Trump Chicago properties before spreading to Las Vegas, Waikiki, New York, Panama and Toronto.



Trump Chicago

The software will be agnostic to any tablet a consumer tries to use, including Apple, Android and BlackBerry devices.

The app will enable guests to check-in and check-out from the device as well as other amenities such as order room service while they are staying on-property.

Some Trump suites already have tablets available upon request, and the brand is still deciding whether or not it will incorporate tablets in all guest rooms, per Mr. Straube.

“Trump brand is on a cutting edge of luxury and is using all of the best technologies available,” Mr. Straube said. “From a practical standpoint, we’ll be able to greet you at the front door and you won’t even have to see the front desk.

“This provides us with the opportunity to give what we think is a differentiator in our five-star service,” he said. “We can eliminate the front desk and take away that barrier between us and our guests to make it a much more seamless process.”



Trump Las Vegas

Transitioning to mobile

Trump is following the tail-end of other luxury hotel chains that have transitioned into mobile.

For instance, Starwood's Luxury Collection's SLS Hotel in Beverly Hills is attempting to provide its visitors with a well-rounded experience with extra emphasis on comfort by introducing a mobile application (see story).

Additionally, Starwood's St. Regis introduced a butler app that lets guests check in and out, make reservations, order room service and ask the concierge questions.

Many luxury hotel properties have indicated that their guests are moving away from traditional face-to-face contact with the staff.

Therefore, by providing a service that eliminates that as much as possible, a hotel property is actually increasing its customer service.

"We want to make sure the new app functions the way we want it to before we roll it out," Mr. Straube said. "We want to understand its capability and leverage its full-service opportunities to ensure that we can adjust it as we go along."