



Photo courtesy: Four Seasons Hotel Bengaluru at Embassy ONE.

Personal Touch, Powered by Technology

Hotels have always valued personalised service, but it is the tech edge that is making things matter...

By Bindu Gopal Rao

Hospitality has always been about remembering a guest’s name, their favourite room, or their meal, which has been part of the art of great service. The intent hasn’t changed, but the ability to deliver that experience consistently to thousands of guests and multiple properties has.

Do the New

Personalised service has always been the cornerstone of hospitality. Traditionally, however, it depended largely on the memory and intuition of hotel colleagues, making it difficult to deliver consistently across every stay and every property. What has changed today is the ability to connect guest insights across multiple touchpoints through technology.

“With integrated platforms, real-time data and AI-enabled insights, hotels can now develop a much deeper understanding of guest preferences and behaviour. Whether it

is recognising a returning guest, understanding travel patterns, or anticipating specific requirements before arrival, technology enables us to deliver a level of consistency that was previously difficult to achieve. That said, data is only an enabler. Hospitality remains an inherently human business. The real value lies in equipping our colleagues with meaningful insights so they can spend less time gathering information and more time creating thoughtful, memorable experiences for every guest,” explains Abhishek Sadhoo, General Manager, Shangri-La Eros New Delhi.

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Making it Count

Hotels are ensuring that guests’ preferences, from room temperature and pillow type to dietary choices, are consistent across different properties in India.

“We’re expanding meaningfully across mid-scale and lifestyle segments and increasingly in tier 2 and tier 3 cities alongside



Abhishek Sadhoo, General Manager, Shangri-La Eros New Delhi



Rahool Macarius, Market Managing Director, Eurasia, Wyndham Hotels & Resorts



Manish Pathak, Hotel Manager, Novotel Vijayawada Varun

metros, from spiritual destinations like Ayodhya and Vrindavan to emerging leisure markets like Kochi. A guest who stays with us in one of these cities and then travels to another should feel that continuity, whether it’s something as simple as a room preference or as specific as a dietary requirement. Because our model is asset-light and franchise-led, this continuity depends heavily on shared systems rather than individual property effort. We invest in cloud-based, mobile-first infrastructure precisely so that our owners across these very different markets can plug into the same guest data ecosystem. Our connected systems and the Wyndham Rewards ecosystem help ensure that guest preferences, from room and dining choices to service expectations, travel with the guest across our portfolio,” says Rahool Macarius, Market Managing Director, Eurasia, Wyndham Hotels & Resorts.

Hospitality is built on relationships, and every stay should strengthen that relationship rather than start from scratch, which is the aim of most hotels today.

Loyalty Matters

Loyalty used to be transactional: stay more, earn more, and redeem for a free night. ALL, Accor Live Limitless, has moved beyond that. As Accor’s global loyalty programme, ALL works alongside ACDC, the group’s global guest profile platform, which supports personalised service across the network. The two complement each other: ALL rewards and recognises guests, while ACDC carries the guest preferences and service history that make that recognition meaningful.

“At Novotel Vijayawada Varun, this reflects how we treat a returning guest, using relevant guest preferences and service history to deliver a more consistent and personalised experience. The programme gives us the profile; our people give it meaning. Accor’s ACDC (AccorHotels Customer Digital Card) platform, which builds a single, shared guest profile across every Accor hotel worldwide. If a guest stays with us in Vijayawada and later checks into an Accor



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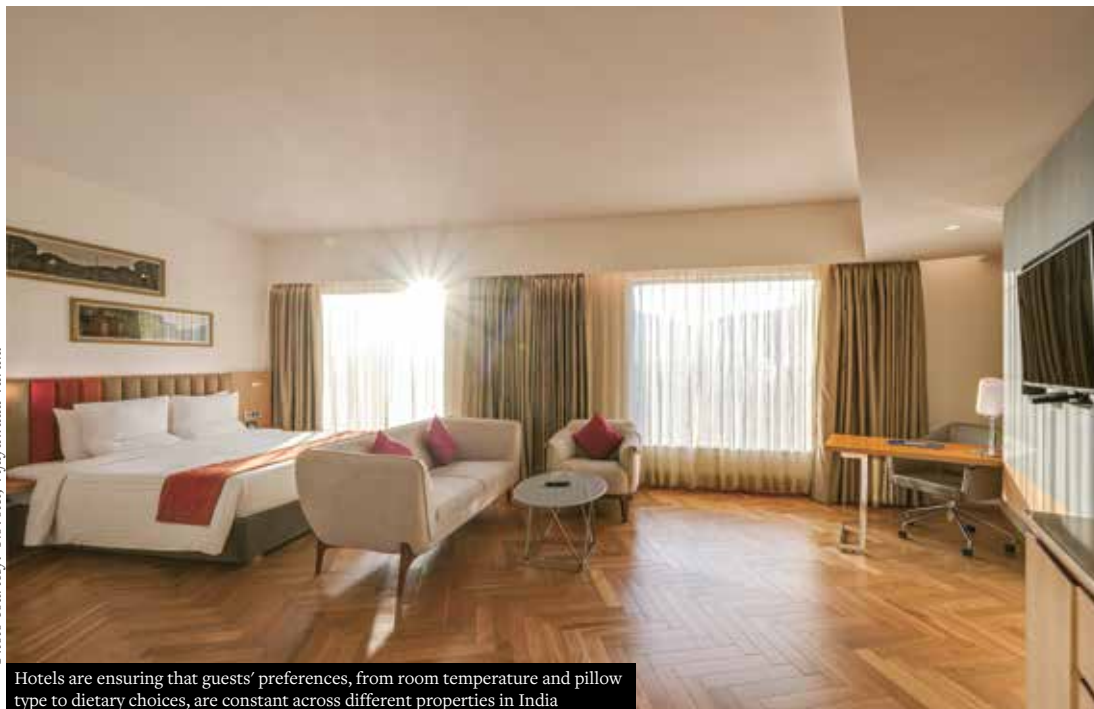


Photo courtesy: Novotel, Vijayawada Varun.

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property elsewhere, relevant preferences and service notes can be accessed by that hotel. Relevant service history can also help hotels proactively deliver a better experience where needed. That's the real shift; personalisation used to live in one manager's memory or one hotel's records. Now it can move with the guests," avers Manish Pathak, hotel manager, Novotel Vijayawada Varun.

Ultimately, the objective is to build an ongoing relationship rather than simply reward transactions. When guests feel understood, their connection with the brand becomes much stronger than any points the programme alone can achieve.

Tech Edge

Technology has become an invaluable tool in modern hospitality, particularly when it comes to identifying patterns and anticipating guest expectations. AI can analyse previous stays, dining preferences, booking behaviour and feedback to help hotels prepare for a guest's arrival in a far more informed manner.

"Today, integrated technologies link reservation systems, property management systems, loyalty programmes, mobile apps, and guest feedback into one view of the guest journey. This data, when combined with AI and advanced analytics, enables hotels to better understand preferences, anticipate needs and personalise experiences more effectively. Technology may make it possible on a grand scale, but real hospitality is still powered by people. The mission is still the same – to ensure that every guest feels seen, appreciated, and cared for during their entire stay," says Gaurav Tokas, Director of Rooms, Sheraton Grand Bangalore Hotel at Brigade Gateway.

Integration Cues

Hotels are integrating information from booking platforms, restaurant reservations, spa visits, mobile apps and guest feedback into a single customer profile.

Biswajit Chakraborty, General Manager at Four Seasons Hotel Bengaluru at Embassy ONE, says, "Four Seasons Bengaluru integrates these diverse touchpoints into a single profile using a centralised proprietary guest recognition platform. By utilising advanced data-matching algorithms linked to unique identifiers like verified emails or phone numbers, it automatically merges transactional records; dining choices from outlets like CUR8 or Copitas; spa preferences; real-time mobile app interactions; and guest feedback into one master profile – that we call the 'Golden Profile'. This unified dashboard provides operational teams with a single, synchronised view of a guest's preferences to ensure seamless, proactive personalisation throughout the entire property. Furthermore, our team continuously updates preferences and special requests made in person; once captured, this real-time data is instantly synchronised and accessible across all Four Seasons properties worldwide to ensure

seamless, proactive personalisation."

"If guests continue to choose your brand because every stay feels familiar, effortless, and tailored to them, that is the strongest indicator that personalisation is delivering meaningful business value."

- Manish Dayya

Number Crunching

The impact is genuinely visible in how guests behave, and that tells hotels more than any spreadsheet could. While the primary objective of personalisation is to elevate the guest experience, it also delivers tangible business outcomes. Guests who feel recognised and valued are naturally more inclined to return, engage with additional hotel offerings and develop a stronger



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Biswajit Chakraborty, General Manager
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Manish Dayya, General Manager,
Pullman and Novotel New Delhi
Aerocity

Photo courtesy: Sheraton Grand Bangalore Hotel.



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emotional connection with the brand.

“The numbers are certainly encouraging. Total revenue grew 17.6% year to date, and alongside that, we’ve seen strong guest sentiment: a guest satisfaction score of 91.32, with individual platform ratings of 95.02 on Google, 96.76 on TripAdvisor, 97.14 on Goibibo and 96.00 on Trip.com,” says Pathak.

Putting People First

Hospitality has always been, and will continue to be, a people-centric industry. While technology is transforming how hotels understand guests and deliver more intuitive experiences, it should never replace the warmth, empathy and authenticity that define exceptional service.

Manish Dayya, General Manager, Pullman and Novotel New Delhi Aerocity, says, “When guests feel recognised and their preferences are anticipated, they are naturally more inclined to return. Personalisation also

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creates opportunities to recommend experiences that are genuinely relevant to the guest, whether it’s a restaurant they are likely to enjoy, a wellness experience or a room upgrade rather than offering generic promotions. This leads to better engagement and, in many cases, stronger ancillary revenue. Beyond revenue, one of the most significant outcomes is stronger brand affinity. Ultimately, the success of personalisation is measured not just by higher spend but by the quality of the guest relationship. If guests continue to choose your brand because every stay feels familiar, effortless, and tailored to them, that is the strongest indicator that personalisation is delivering meaningful business value.”

As guest expectations continue to evolve, hoteliers believe the future of hospitality will belong to brands that successfully combine digital intelligence with heartfelt human service. 