



7 Questions to Ask Before You Invest in a Hotel Mobile App

With high rates of mobile device users and high expectations to digitally connect, what should your hotel app do? Besides providing a great digital guest experience, your hotel mobile app should be a reflection of your property and should give your guest the digital access they need to experience your property to the fullest. Plus, it should help your team work more efficiently.

Here Are 7 Essential Questions to Answer



Check all options that apply

1. How robust is the mobile check-in and check-out experience?
 - ☐ Mobile Check-In
 - ☐ Digital Payment
 - ☐ ID Capture
 - ☐ Mobile Key
 - ☐ Shared Key
 - ☐ Mobile Check-Out
2. Are there guest messaging capabilities? If yes, how extensive is it?
 - ☐ Automated / Scheduled
 - ☐ Real-Time
 - ☐ Personalized
 - ☐ Group
 - ☐ Mass
3. Are there ways to send guests timely information about events, discounts, and your property's amenities?
 - ☐ Banner Promotions
 - ☐ Scheduled Promotions
 - ☐ Real-Time Promotions
 - ☐ In-app Messaging
4. How comprehensive is the F&B ordering experience?
 - ☐ Digital Dining Menus
 - ☐ Ordering
 - ☐ Schedule Delivery
 - ☐ Select Delivery Location
 - ☐ Order Status Updates
 - ☐ Update Menus in Real-Time
5. How are guests' requests addressed with the mobile app? Are there ways to differentiate requests to ensure the best guest experience?
 - ☐ Pre-Arrival
 - ☐ General Service
 - ☐ Maintenance
 - ☐ Housekeeping
 - ☐ Valet Car Retrieval
 - ☐ Wake-Up Call
6. What additional information or functionality can guests interact with?
 - ☐ Digital Compendium
 - ☐ Digital Concierge
 - ☐ Retail Storefront
 - ☐ Spa
 - ☐ Hotel Amenities
 - ☐ Maps / Local Attractions
7. What systems need to be integrated for the hotel mobile app to run efficiently? Also, make sure to note if there are limitations to system versions.
 - ☐ PMS
 - ☐ POS
 - ☐ Ticketing
 - ☐ BLE Locks
 - ☐ Spa

Bonus Question: How often are new features, functionalities, and integrations introduced?



- ☐ Yearly Basis or Sooner
- ☐ Every 18 Months
- ☐ Every 2 Years or Longer

Greet Your Guests Where They Are

As our digital world continues to grow, our mobile device usage has followed in kind. By considering these questions, hoteliers can select a hotel mobile app that enhances guest satisfaction, improves operational efficiency, and aligns with the hotel's overall objectives. Don't stress about getting all the bells and whistles right away, just get the hotel mobile app features that work for you, your property, your team, and your guests.

As for how to get started, you can ask us!
We can answer all these questions and more.
Schedule a demo of the INTELITY platform now.



Send Us an Email

Email demos@integrity.com to talk to a member of our Sales team



Learn More

Scan the QR code or visit integrity.com/demo



Already have a hotel mobile app?

No problem, we've got **APIs** for you to **unlock the digital experience!**