

Hospitality



The Caligoo platform creates a virtual a guest-centric environment allowing to securely interact with all the objects in the room. Each device, from the TV to the air conditioner and the lights, can be controlled by the customer's smartphone without any specific configuration. The presence of the user in the room is the enabled that the Caligoo system use to set up its virtual environment until the guest leaves the hotel.

The system collects in real time an immense amount of information related to the habits of customers, linking the physical behavior with its online experience, for a highly profiled communication.

Goals



Increased loyalty and use of the brand's digital tools



Optimized digital and multi channel communication to support and **incentivate the use of Hotel's Services** such as Restaurant, Gym, etc...

Applications

- **Seamless Access to the WiFi Network.**
- **Collection of data regarding guest's habits and their online activities in the Hotel.**
- **Guest location and presence inside and outside the Hotel.**
- **Real-time personalized multi channel engagement (e.g., Mobile App, Digital Wallet and E-mail).**
- **Virtual Environment, Service Discovery and Seamless interaction for and People and Objects/Things.**

