



150  
YEARS OF

# INNOVATION AND LOOKING TO THE FUTURE

**T**he HSH approach to innovation offers significant value to shareholders and ensures that our company stays relevant in today's interconnected world, where a reliance on technology has become second nature to most of our guests. This is also part of our heritage; from the time The Peninsula was conceived in 1928, HSH was determined to present "an establishment containing the most modern hotel equipment and hygienic appliances to an extent without parallel in this part of the world", according to the first managing director of HSH, James Taggart, speaking at the hotel's opening. This has been the cornerstone of our approach to innovation ever since those early days and today our innovative IT and Research & Technology approach is part of our DNA.

As mentioned on page 71, to keep abreast of industry trends and ensure that we are well prepared for the future and protected from Cybersecurity risks, in 2016 we established a Technology Steering Committee (TSC) to oversee the strategic direction of the company's technology innovation, research and product development programs. TSC will deliver on the value of technology, service, efficiency, financial resource allocation and organisational performance at HSH for long-term commercial benefits.

## **An innovative, sustainable future**

With the technology industry moving at such breakneck speed, what lies ahead? The research and technology team is working with Projects for sustainable innovative solutions; for example to produce an improved lighting system to control energy-saving LED lighting to Peninsula standards. As Peninsula

## **R&T Guest Experience & In-Room Tech**

Creating a seamless user guestroom technology experience by collaborating with the latest in consumer hardware technology and intelligent software development.



in-room technology evolves, the hotels can save on printing materials and enjoy enhanced communication between guests and staff. Big data analysis is underway to help the research team better understand guest behaviour and spending inside the hotel. The team is also working on further developing the Wi-fi phone which can be used in all locations in the hotel.

## Customer Information & Marketing

Optimise our web and digital channels to offer the most inspiring, useful, and bespoke experience in the luxury sector – one that will not only express the essence and DNA of the Brand, but also drive additional revenue and generate leads across the Group (rooms / F&B / spa / event / online gifting) by delivering the right experience, to the right person, at the right time.



## Customer Information & Sales

Maximise revenue for the hotels by using the most effective systems and tools to make informed and intelligent strategic revenue management decisions, properly manage and maintain a clean client's database, efficiently identify, grow and service sales accounts whilst enabling sales managers to instantaneously secure vital business ahead of competitors. Hotel general managers, senior management, sales teams and corporate office will be able to accurately measure their revenue accountability at any given period.



# Our Approach to Innovation

The Technology Steering Committee has set out a vision with six themes:

## HR & Technology

The HR Team strives to deploy HR technology that will enhance internal communications, employee engagement, talent attraction and HR efficiency, and to leverage data and discover HR insights to optimise HR-related business decisions.

## Operations, Efficiency & Improvements

Implement systems and associated processes that (1) improve efficiency and communication by removing barriers to guest service, (2) analyse existing data and capture additional data about our current and prospective guests and (3) use this to offer a more personalised and bespoke experience to them, with the ultimate goal of enhanced emotional engagement resulting in higher return guest ratios and more profitable relationships. At the same time, seek opportunities to enhance productivity through the strategic use of technology that will provide appropriate return on investment while improving the guest experience.



## Financial Processing

Streamline Finance and Accounting processes to improve efficiencies. Unite and centralise processes to drive effectiveness up and costs down. Analyse financial information and make observations in a timely manner to aid in strategic decision making.

