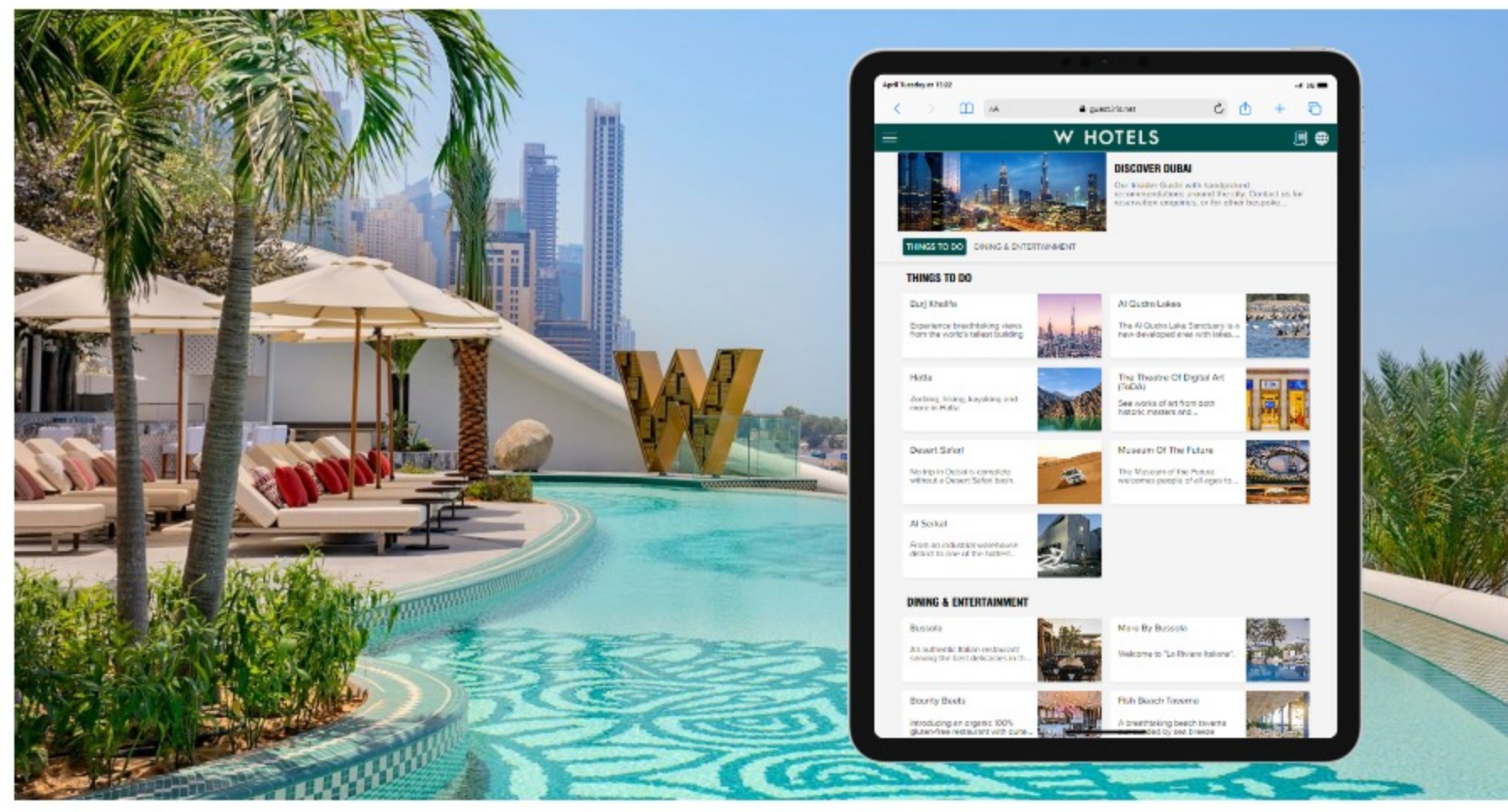


# W Dubai Mina Seyahi – IRIS mobile dining & digital guest directory

30 Apr | Written By Kate Fuller

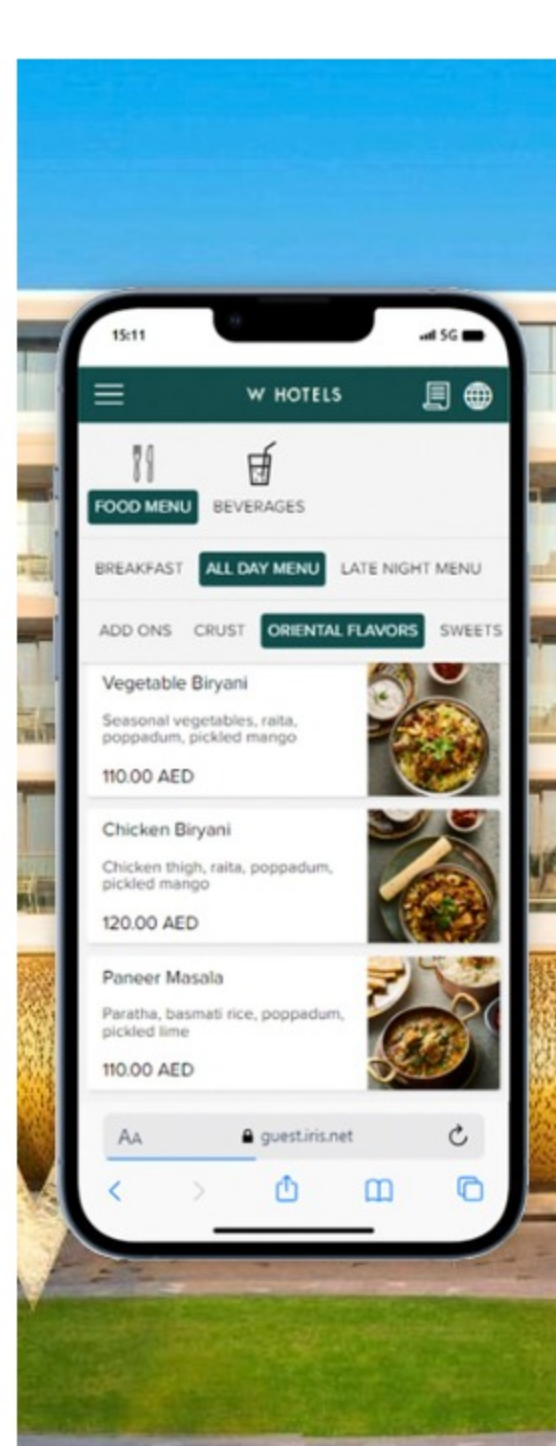


The W Dubai – Mina Seyahi's digital Guest Directory

## Hotel Overview

W Dubai – Mina Seyahi is a luxury adult-only hotel for travellers seeking new discoveries and adventure. Guests can enjoy dining at the Ginger Moon's infinity pool, the Japanese rooftop lounge, attiko that boasts 360 views across the city, and Farrago Bar and Lounge.

The five star hotel, situated in the heart of Dubai Marina offers unobstructed views from each of the 318 elegantly designed guest rooms and suites over the Arabian Gulf.



"Guests value efficiency and convenience so they appreciate being able to order food and beverages (and access information) in just a few clicks, without the need to wait in line or interact with staff directly.

The IRIS mobile dining and guest directory app works perfectly for our guests, most of whom are international, who prefer ordering and communicating with us online rather than over the phone.

Photos are the perfect visual aid if they're unsure what they're ordering – it helps drive order volumes and guest spend, especially as a lot of our guests enjoy dining in the comfort of their rooms with our stunning views!

This enhanced visibility of menu items and seamless ordering process has attributed to a significant boost in guest spend and revenue which we envisage will continue to rise.

By offering online ordering capabilities, we're meeting guests' expectations for a modern, user-friendly service. Providing a smooth digital experience not only enhances guest satisfaction but also strengthens our brand reputation and competitiveness in the market."

— Kennedy K. Mutinda, In Room Dining and Studio Manager

## Hotel Requirements

- The hotel wanted to provide tech-savvy guests with an efficient, user-friendly means of ordering food and beverage items via their mobile devices.
- To cater for overseas guests and to mitigate any communications barriers, the hotel wanted to showcase their F&B offerings in a visual format (with photos of all the dishes) so guests could easily identify the items and order online without having to speak to someone over the phone.
- The hotel wanted to boost F&B revenue, improve their processes, and deliver an enhanced customer experience.

## Solutions

- [Mobile Dining \(For In-room Dining\)](#)
- [Guest Directory](#)

## Benefits

### Increase in online order volumes by 126%

Thanks to the seamless [mobile dining](#) platform, the growing demand for digital experiences, and the attractive selection of items on the digital menus, guests are placing more room service orders online now compared to a year ago.

Guests have 2 options for in-room dining – either place an order online or call the front desk. Most guests now opt for digital ordering as they prefer intuitive online experiences and find the app easier and quicker to use – as evidenced in the **126% rise** in order volumes year on year.

There are no physical menus in the rooms – guests can access the digital menus and guest directory via a QR code (on a wooden cube) in their rooms, no download required.

The hotel has a vast array of items to choose from on their Breakfast, All Day Menu and Late Night menu ensuring all guest's culinary needs are catered for, at all times of the day.

### 138% boost in guest spend and F&B revenue

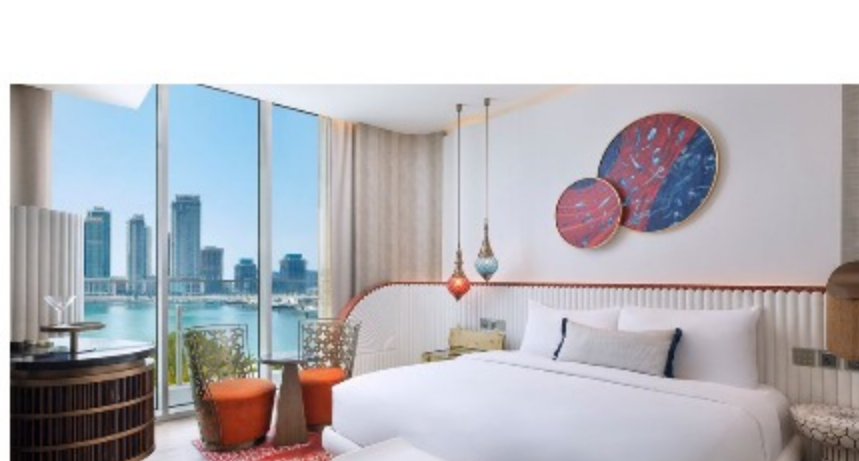
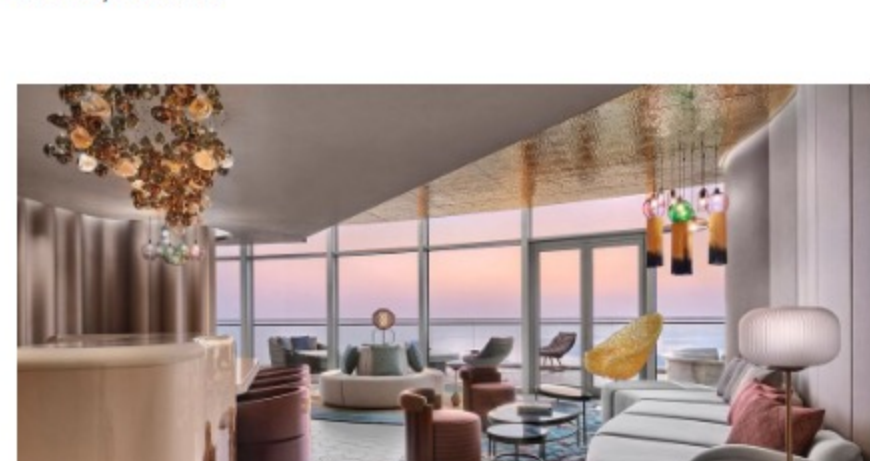
The captivating professional photos and tempting descriptions enhances the appeal of the dishes, enticing guests to indulge without limitations and spend more per transaction than traditional methods. Visual representation allows guests to see exactly what they are ordering and increases the likelihood of guests making impulse purchases and exploring a wider variety of menu items.

With guests being able to order at their own leisure with all items clearly displayed on their own device, guests are fully in control and enjoy managing their own experience. All of which has attributed to a **138% boost** in average guest spend YOY.

### Saves staff time and improves customer wait times

Mobile ordering saves hoteliers time and efficiencies – with direct POS integration, orders go straight through to the kitchen so to be processed, freeing up staff and reducing customer wait times for guests. The Chef receives online orders quicker than if they're taken over the phone (a longer process), especially if the phone lines are busy. Customer wait times are therefore reduced and guest services enhanced.

The seamless POS integration also ensures that all the prices and descriptions are synchronised between the two systems.



## Meets the demand from younger travellers

With mobile phone usage and digital ordering being ubiquitous for younger guests, it satisfies their need for a digital, self-service experience they have in other areas of their lives. They enjoy being able to control their hotel experience at the click of a button and have all the information they need at their fingertips.

## Minimal staff contact

With guests self serving, and orders going direct to the kitchen to be processed (due to the POS integration) there is less contact with staff and more accuracy – thanks to these automated processes, staff time is freed up and they can focus on alternative duties.

## Improved communication

The hotel hosts international guests who speak several different languages. To resolve any language barriers, guests can write messages to the concierge team or to the Chef alleviating any miscommunication or errors in their order or service requests.

Photos of the items also ensures the guests can see what they're ordering which helps improve order accuracy, reduce waste, and enhance guest satisfaction.

## Local destination and hotel guide

The [guest directory](#) provides a seamless means of discovering the local area with handpicked recommendations around the city. It also provides a wealth of information on the hotel, it's services, facilities and the Marriott Bonvoy loyalty programme – all clearly detailed and laid out.

With instant access with the QR code, it's an easy and convenient means of accessing the information and contains everything the guest could need in the palm of their hand, when they need it.

## Simple to edit

The team find it easy to amend the information to ensure that all the content is on-brand, up-to-date and accurate.



Learn how to **boost your F&B revenue with our free guide.**

Book a **customised Demo** to see what's possible for your hotel.

For more information on [W Dubai Mina Seyahi](#)