



# Digital Guest Solutions

Outstanding digital service solutions for  
hospitality businesses worldwide.





**Dr. Sulabh Dhanuka**  
Head of Digital Solutions -  
International



# C.P. GROUP

Thailand's largest private company and one of world's largest conglomerates, with a high level of presence in Asia market.

**\$ USD 63 B**  
(2018) Annual Revenue

**14**  
Business Groups



**true**



中国平安  
PING AN



**makro**

**310,000**  
People



**22**  
Country



**1921**  
(98 years)  
history



**Mr.Dhanin  
Chearavanont**  
Senior Chairman

**true**

Thailand's fully - integrated telecommunications provider offering mobile, broadband internet, television, content as well as other digital solutions that fully connects people, organization, economies and societies together to create sustainable value of life.



WE ARE

**true move H**

Thailand #2 Mobile  
Operator

**29.6**

Million Subscribers

**true online**

Thailand #1  
Broadband Operator

**3.5**

Million Subscribers

**true visions**

Thailand #1  
Nationwide Pay TV Provider

**4.1**

Million Subscribers

**true  
digital**

As of Mar 2019



## DIGITAL TRANSFORMATION ENABLER IN THAILAND AND SOUTHEAST ASIA

True Digital Group, a business unit launched by True Corporation - a leading telco conglomerate in Thailand, a company set out to be "digital transformation enabler in Thailand and Southeast Asia" by providing an end-to-end experience for a wide range of digital solutions and services based on the digital needs of consumers, merchants, enterprises and the wider economy through "a group of digital natives" that empowers "the world of limitless possibilities".

# ENABLING DIGITAL TRANSFORMATION



## Consumer

trueID  
trueIDTV  
trueYOU

- Content
- Communication
- Community
- CRM (Privilege)
- Commerce



## Merchant

true  
Point & Pay   
true  
POINT 

- Mobile Payment
- Digital CRM
- O2O-Commerce
- Last Mile Delivery
- Fulfillment



## Enterprise

true IoT  
regional  
true  
analytics

- Smart Healthcare
- Smart Retail
- Smart Transport
- Smart Farming
- Smart Property



## Talent

true digital  
academy 

- Agile
- Design/UX
- Data Analytics
- Software
- Cyber Security

# Our products for IoT & Digital Solutions

## Retail



Interactive Screen Signage, manage customer experience



Smart Retail Analytics



Personalization engines for e-commerce and supplier management portal

## Hospitality



Digitalize the in-room experience



Quickly and cheaply deploy an online ordering portal for F&B

## Agriculture



### true Digital Cow

AI enabled sensors to detect cows in heat and overall health



### Smart Chicken Farm

Computer vision and AI to accurately track chicken weight and Feed Conversion Ratio

## Healthcare



### Patient Smart QR Code

Hospital in-room guest solution to deliver services with just a QR code scan



We have been working closely with several  
Thai ministries and associations





A range of digital solutions are being delivered





# Our Digital Solutions for Smart Hospitality



## **Outstanding digital service solutions for the hotel in-room experience**

- Designed specifically for hotels to replace all paper in rooms
- Content is customized to hotel brand
- Provides access to guest services such as in-room dining, spa bookings, and concierge
- Available as either a custom tablet or QR code based "app"



## **Quickly and cheaply deploy an online ordering portal for F&B**

- Deploy a custom ordering solution in a few days for online food orders with restaurant's own branding, menu, and options
- Reduce operations costs and complexity
- QR code generated for each restaurant allows customers to access menu from own device without need to download app

# The Pain Points

To improve in-room experience and services



## Hotels need to provide a safe experience in the “new normal”

- Reduce touch-points for guests (e.g. paper menus, phones, etc.)
- Limit interaction with staff
- Allow guests to use their own device



## Guests expect and value a digital experience

- Boost customer experience through efficient and fast service
- Provide modern app-like interfaces
- Track and analyze every click



## Need to boost profitability has never been greater

- Replace paper directories and save printing and management costs
- Make more efficient use of staff
- Increase sales through new interface



## Our solutions digitalize the guest's experience across multiple sectors / industries



- Replace in-room collaterals and never print again
- Accept room-service orders, bookings, and other guest requests digitally
- Proven increase in guest experience and review scores
- Proven to drive increased guest spend and ROI up to 600%



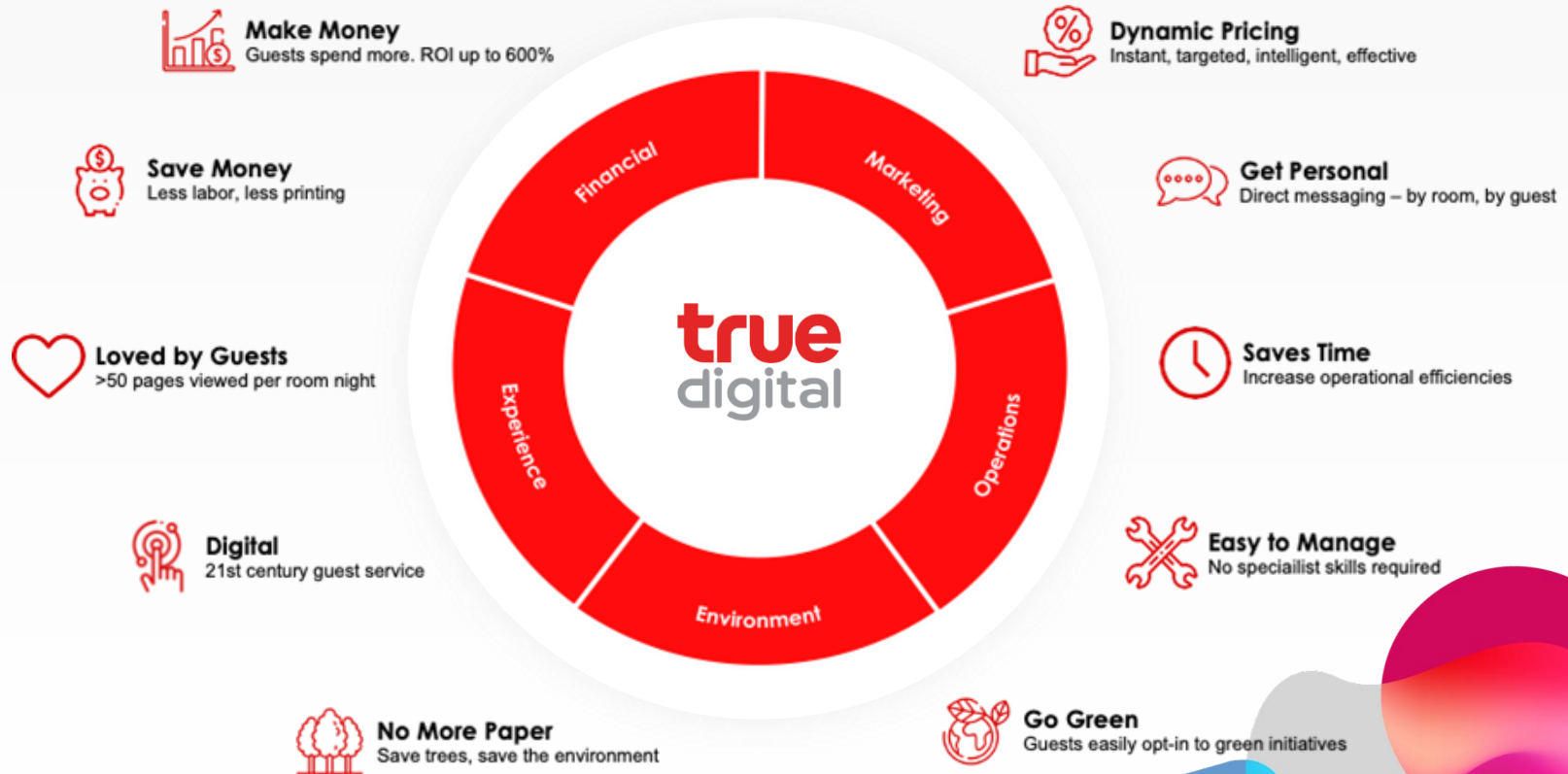
- Provide an easy and economical way to accept delivery and take-out orders online
- Stand-out with your own branding and restaurant image
- Encourage social distancing in restaurant through complete "waiter-less" guest experience



- Provide a convenient digital platform for in-room patients
- Release non-medical care from nurses by directing patient communication to right channel
- Allow doctors to perform remote assessment to patients
- Easily support multiple languages

# Our hotel solution has a proven ROI and is loved by guests

**true**  
digital



# Introducing



**Digitize your customer interactions across all hospitality sectors through both innovative tablets and/or QR codes**

- Designed specifically for hotels to replace all paper in rooms
- Provides access to guest services such as in-room dining, spa bookings, and concierge
- Content is customized to hotel and brand
- Proven to increase guest engagement, positive reviews, and F&B revenue (by up to 30%)
- Available as either a custom tablet or QR code based "app"

We are experts in  
creating outstanding digital service solutions  
for hospitality businesses worldwide.



800

Million guest  
interactions per year



50%

Operational saving



20%

Increase in sales

**Built in infrared**  
For control of any TV.

**Durable Casing**  
designed to be robust in even the most  
dynamic hotel environments.

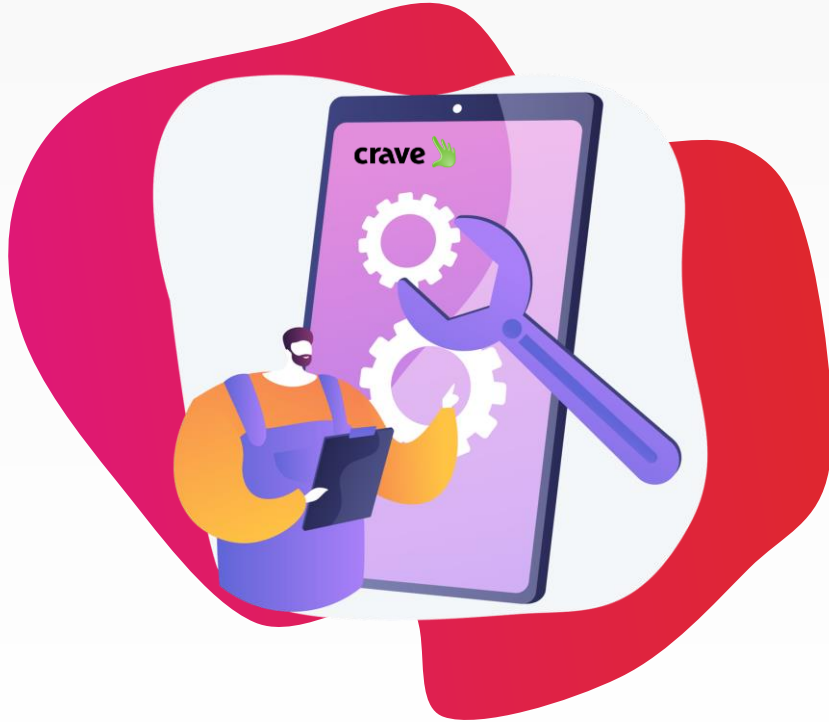
**Removable 8" Tablet**  
for ease of use anywhere in the hotel room.

**Includes Crave Directory**  
our comprehensive guest service  
software platform.

**Durable Docking Station**  
With multiple connectivity options.

**2 USB Slots**  
for fast charging of personal devices, auto-  
sensing up to 2 amps





## Custom to your brand

The possibilities are endless, and you can add or amend services instantly. Help you delight your guests while increasing your sales and profits.

## Extensive range of services

**Our great range of services include**

Housekeeping requests

In-room dining ordering

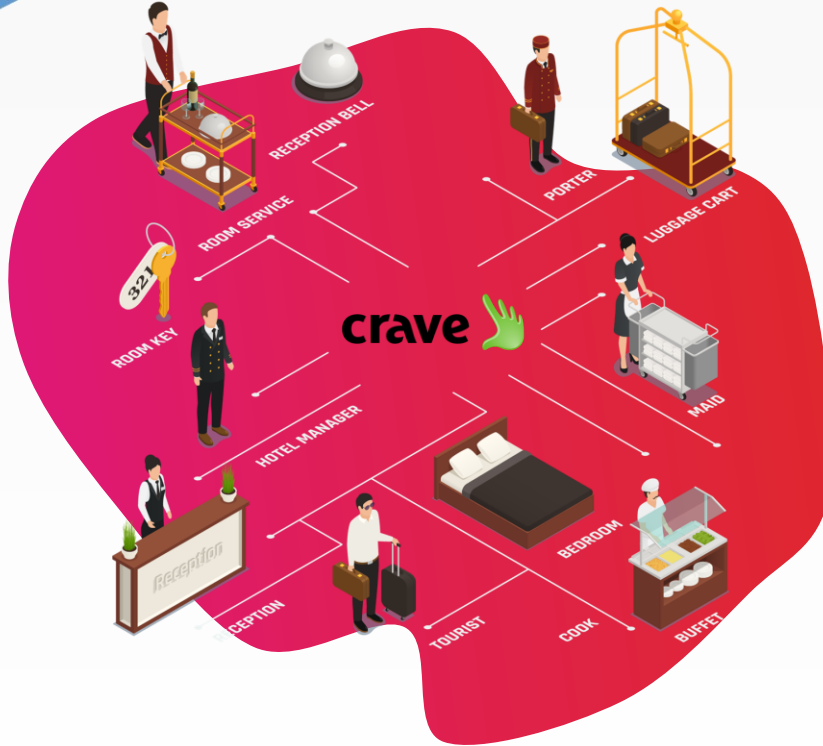
Restaurant and poolside ordering

Spa requests

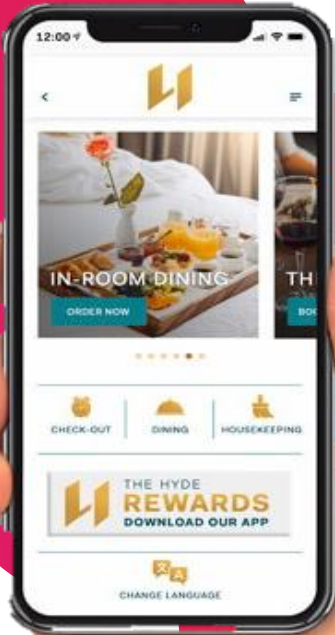
Room controls, TV controls

Concierge and local area guides

Guest communication can be provided by messaging Voice call and even live video call.



The same experience is now available to guests **through their own devices**



Reduce your Capex and provide guests with a **"safer" option post Covid-19**

- Allow hotel guests frictionless access to digital guest services on their own devices, without the need to download a mobile App
- QR codes can be placed in guest rooms, tables, cabanas and other locations around your property, and included in booking emails
- Services offered by each QR code can provide access to a full range of guest services or be limited and specific to the location of the code
- Lower cost and easy to implement

# An innovative QR-code based solution brings the hotel's services to the guest's device

Easy access on guest's own device through QR code

Modern app-like interface with no download required

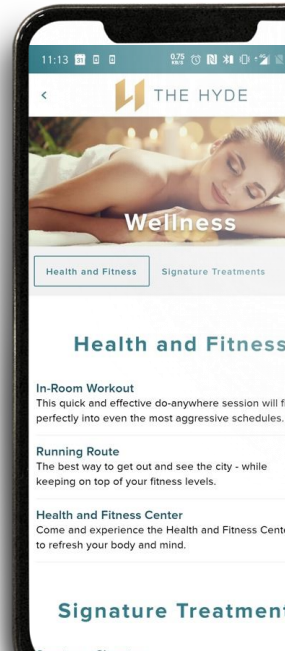
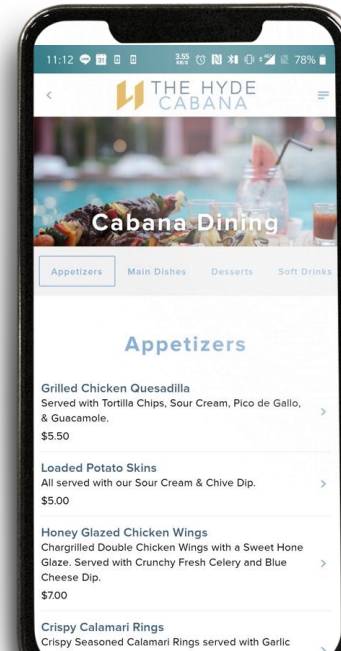
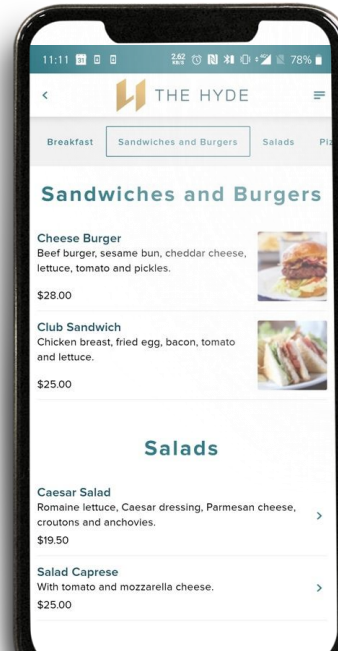
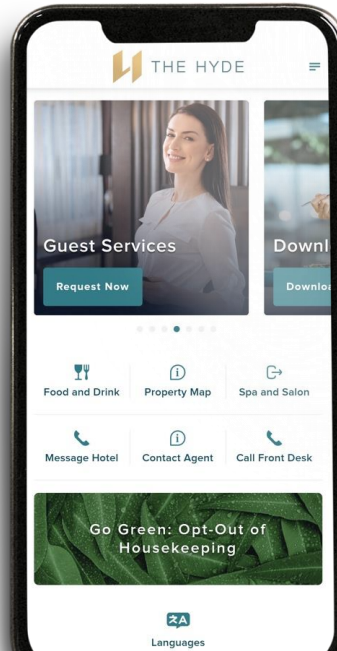
Easy food ordering both in-room and anywhere in hotel

Customize menus available at different locations

Offer all other services (e.g. spa, concierge, etc.)



Scan Me



# Proven to boost guest experience



**Over 90% of reviews** that mention Crave tablets are positive.

*Technology in room was awesome. You didn't have to leave your bed to do anything.*

*ARIA Las Vegas  
January 2018*

*We especially liked the tablets in the room with events, hotel info, etc. It made you feel more "connected" with the resort.*

*Secrets Playa Mujeres  
December 2017*

*It put a smile on my husband's face to see that on his birthday, there was a personalized Happy Birthday message for him displayed on our in-room tablet.*

*Hyatt Ziva Cancun  
January 2018*



**Scan me!**

Special offer

Crave solution free trial

<https://forms.gle/5ZFPsUYzAzYRqBoB6>



UNLEASH POSSIBILITIES TOGETHER



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True Digital Group