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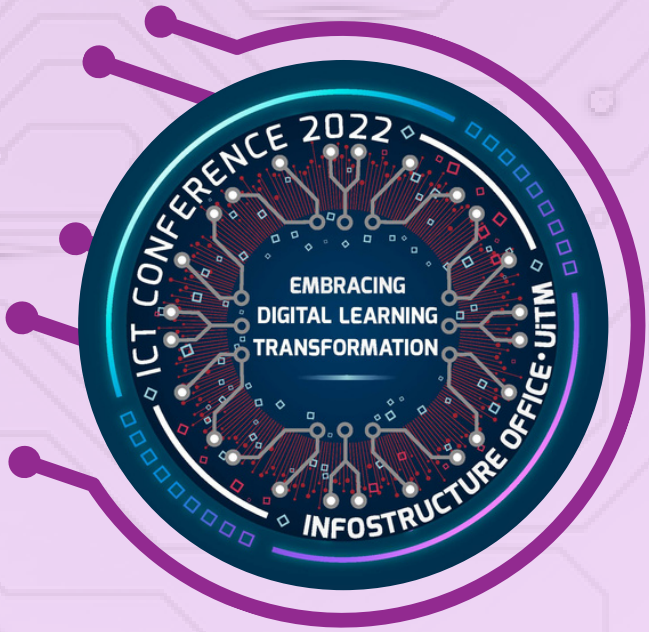
E-Poster of the 1st ICT Conference 2022

ICT CONFERENCE 2022

"Embracing Digital Learning Transformation"

22 - 23 November 2022



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ICT Conference: Embracing Digital Learning Transformation

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HOTEL LIVE CHAT BOX

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ABSTRACT

This idea will be developed during the 21 century this project that will be a new innovation for the hotel. It is because some of hotel will neglect the or ignore about the services in the hotel. This development also important to the hotel in virtually because the role of technology can make the business will growth and profitability. The development of innovation can be run as project because the innovation and project go together when they being develop. In this project we will use the concept that innovation project management and specify the conventional project. By doing this innovation we can contribute to the academic program and debate between the innovation and project management.

INTRODUCTION

There are a lot of articles, new papers and books that tell us about the innovation and project management that being popular day by days. It is because in book there are a topic innovation. In that book they already summarize the theory and the example of innovations project that. Then the purpose of innovation project is to create the new product or improved the products, technology, process and services.

Actually, this project management is a combination between technology and services but at the same time is about to realisation the new ideas in hotel management. At most of hotel didn't applies the services at their hotel. However, the understanding of how to create the innovation project by our experience and research that really obvious. This innovation project involved the development of hotel to create the new live chat and to improved the services in their hotel. By launching the new business model and new practices about how the project applied to our life.

METHODOLOGY

The main purpose of this project is to build a live chat box section for hotel service. Where it is can facilitate customers who want to find information or complain about any problems about the hotel. For example, they can ask questions in the live chat box at any time. The advantage of this live chat box section, it is automatic and quick to provide feedback to customers where they can interact at any time. Hence, they don't have to wait long to get the answer. Since there are various complaints and problems faced by customers that cannot be resolved in a short time, then with the live chat box section this can help customers to get answers quickly.

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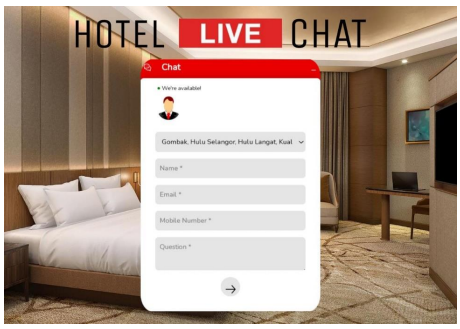

RESULTS

The result of this idea is that hotel customers will be able to enjoy good and the best of the hotel service. This can also help hotel management and ease the work of employees who work as customer service. Hence, with the existence of this live chat box technology in all hotels in Malaysia and abroad, this can further raise the standard of service of the hotel management.

CONCLUSION

In conclusion, innovation is lifeblood to any large organizational technological that can provide the potential to change the competitive status as well as management in an industry that involves the effective integration of people, processes and organizational plans. Currently, countries are adopting national strategic roadmaps to foster innovation and increase their economic impact especially in the areas of tourism and hospitality. Therefore, the use of innovative technology such as hotel live chat not only strengthens the service of a hotel but also improves the smoothness of work.

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