

How Customer Feedback Has Shaped the Evolution of Harmony with Webex

Customer feedback has been integral to the continuous development and refinement of **Harmony with Webex**, enabling the platform to stay in tune with the ever-changing needs of the hospitality industry. Through direct engagement with hotel operators, staff, and even guests, as well as monitoring feedback from the broader hospitality sector, several **key insights** have shaped the platform's evolution. Here's how **customer feedback** has driven the innovation process and the **new features** being prioritized based on industry demand:

Feature	Feedback from Customers	Response to Feedback	Benefit
1. Enhanced Integration with Hotel Management Systems (PMS/CRM)	Hotel management teams wanted seamless integration with Property Management Systems (PMS) and Customer Relationship Management (CRM) systems to access guest profiles, bookings, and requests.	<ul style="list-style-type: none"> - Out-of-the-box integration with popular PMS systems like Opera and Protel. - CRM tool integration to access guest preferences and past interactions. 	Streamlined workflows and enhanced personalized guest experiences, improving operational efficiency and guest satisfaction.
2. AI-Powered Automation and Virtual Assistants	Hotel staff and guests wanted automation to reduce response times and lighten workloads. Guests desired 24/7 service availability via AI-driven agents.	<ul style="list-style-type: none"> - Advanced AI virtual agents to handle check-ins, answer questions, and make service recommendations. - Proactive AI anticipating guest needs (e.g., reminders, personalized amenities). 	Reduced reliance on human resources for routine tasks, faster guest service, and enhanced personalization while cutting operational costs.
3. Mobile-Friendly Features for On-the-Go Operations	Mobile-dependent staff needed flexible, mobile-friendly solutions to manage tasks remotely.	<ul style="list-style-type: none"> - Mobile app updates for real-time guest communication, task management, and staff coordination. - Push notifications for urgent updates to keep staff informed. 	Improved staff connectivity and efficiency, enabling prompt service even when away from the front desk or office.
4. Improved Multilingual Capabilities for Global Guests	International hotels needed multilingual support for seamless communication with guests from diverse linguistic backgrounds.	<ul style="list-style-type: none"> - Real-time translation features within chat and voice calls. - Expanded language options for virtual assistants and staff communication. 	Increased global guest satisfaction by breaking down language barriers and offering seamless communication across cultures.
5. Scalability and Flexibility for Hotels of All Sizes	Hotels of different sizes needed scalable solutions. Smaller hotels sought cost-effective options, while larger chains needed a system capable of handling high communication volumes.	<ul style="list-style-type: none"> - Flexible Per User Monthly Payment (PUMP) model for smaller hotels. - Cloud-hosted infrastructure that scales with demand for large hotel chains. 	Cost-effective scalability, enabling both small and large hotels to access advanced tools while keeping operations efficient.
6. Integration with IoT and Smart Hotel Technologies	Hotels wanted to integrate communication tools with Internet of Things (IoT) devices for more efficient operations.	<ul style="list-style-type: none"> - Integration with IoT devices (e.g., smart thermostats, lighting). - Voice-activated communication tools for staff and guests to control hotel features. 	Optimized energy use, improved guest comfort, and simplified operations through a connected experience across all hotel systems.
7. Increased Focus on Security and Compliance	Hotels expressed a need for enhanced security and compliance tools, particularly for data privacy regulations like GDPR.	<ul style="list-style-type: none"> - End-to-end encryption, multi-factor authentication, and secure access controls. - Tools to meet global regulatory standards like GDPR and CCPA. 	Ensures data security and privacy, building guest trust and helping hotels meet regulatory compliance.

Conclusion

Customer feedback has significantly shaped the development of Harmony with Webex, leading to enhanced automation, multilingual capabilities, deeper integrations with hotel management systems and IoT, and stronger security features. The platform continues to evolve with a focus on flexibility, scalability, and user-centric innovations, ensuring that it remains a future-proof solution for the global hospitality industry.