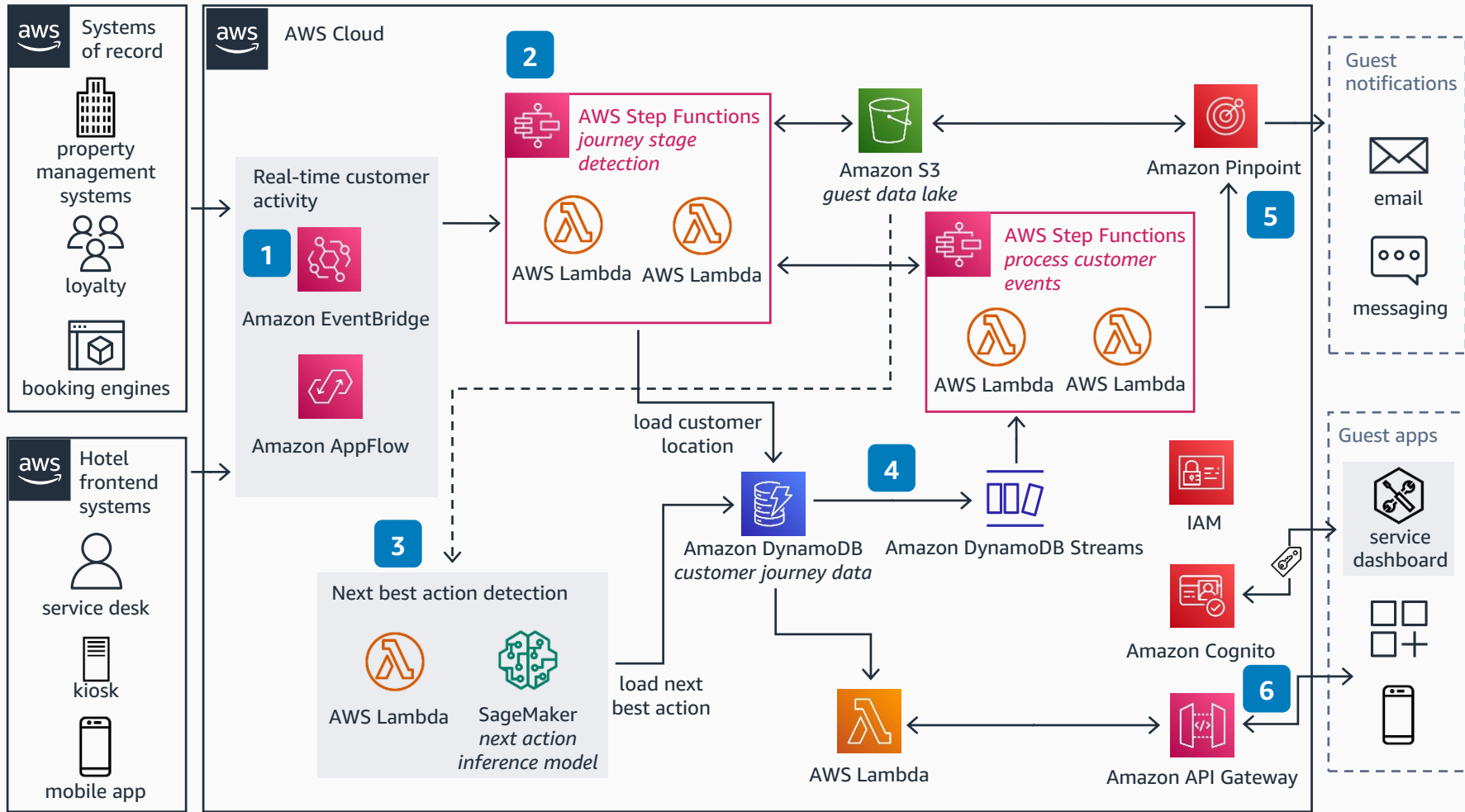


Guidance for Hotel Check-In Experience on AWS

Provide a frictionless check-in experience for guests whether they use mobile, web, or kiosk. Create personalized interactions by checking in guests anywhere in the lobby while upselling upgrades and amenities during the process.



- 1** Ingest real-time customer activity either from central and on-premises systems as application events with **Amazon EventBridge** or directly from software as a service (SaaS) applications with **Amazon AppFlow**.
- 2** Process customer activity and detect the guest location and journey stage (for example, checking in) with **AWS Step Functions**.
- 3** Infer the next best action by invoking **AWS Lambda** and **Amazon SageMaker** trained machine learning (ML) model.
- 4** **Amazon DynamoDB** tables store customer check-in info, location, and recommended next best action, then triggers guest notifications with **Amazon DynamoDB Streams**.
- 5** Use **Amazon Pinpoint** to notify guests about check in, room readiness, and other events over channels like email, SMS, push, or in-app messaging.
- 6** The hotel's mobile or web app or on-property guest service apps send requests through an **Amazon API Gateway** endpoint.