

The background of the entire page is a photograph of a modern, multi-story hotel lobby. The space is characterized by its high ceilings, large glass windows, and a series of large, illuminated, leaf-shaped pendant lights that create a warm and sophisticated atmosphere. The architecture is contemporary, with clean lines and a mix of materials.

**How LUXURY HOTELS  
ENGINEER EXPERIENCES  
worth copying in  
EVERY INDUSTRY?**

**JOSUN PALACE**

*Seoul, South Korea*

# The First 90 Seconds Rule



## In Luxury Hotels

Marriott's Bonvoy app lets guests set room preferences before arrival – lighting, temperature, even favorite pillows, so the first moment feels personal.



## In Business

Design “first 90 seconds” onboarding flows that adapt instantly to user profiles. First touch = loyalty or churn.



# Invisible When it Should Be. Memorable When it Matters.



## **In Luxury Hotels**

In-room tablets for lighting, concierge, and language translation, seamlessly. Tech stays invisible unless it adds delight (e.g., clothes sanitizer, air purifier, one-touch curtains).



## **In Business**

Build tech that removes friction in the background. When it's visible, it must surprise, not stress.



# Anticipation Beats Reaction



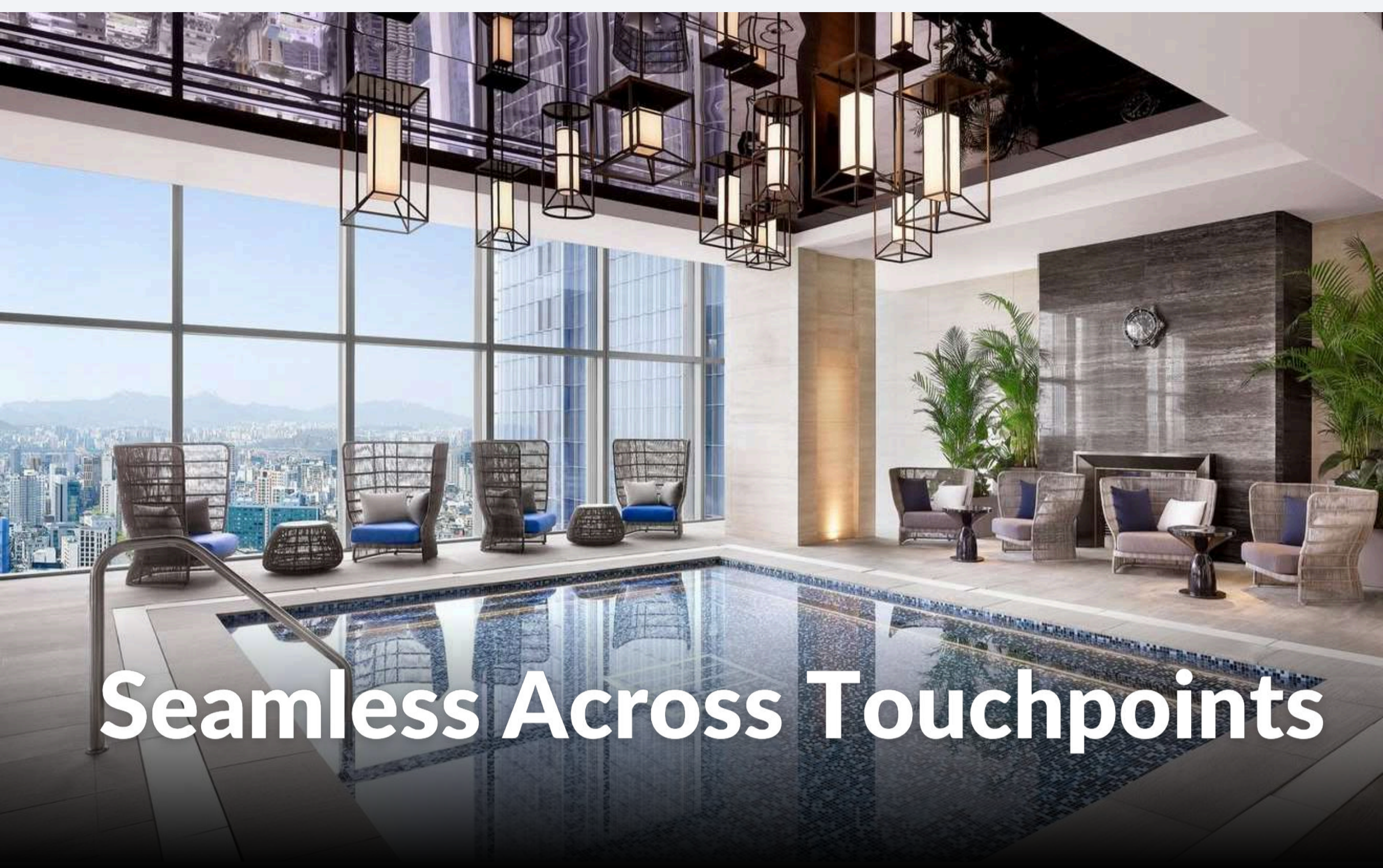
## In Luxury Hotels

Smart rooms predict needs, adjusting temperature, preparing the valet car automatically, staff track guest preferences so favorite drinks appear without asking etc.



## In Business

Predictive analytics and AI should work the same way identifying needs, solving problems, and delivering upgrades before the customer even thinks to ask.



# Seamless Across Touchpoints



## In Luxury Hotels

Whether it's room service, concierge, or spa, every interaction feels like one voice, one brand.



## In Business

Omnichannel must feel the same. A hospital app, call center, or front desk should never feel like separate worlds. Consistency is the currency of trust.



# Empowered People = Instant Magic



## In Luxury Hotels

Empowers frontline associates to resolve guest issues on the spot, whether it's offering complimentary meals, upgrading a room, or arranging quick fixes – without layers of managerial approval.



## In Business

Empowerment doesn't always mean a fixed dollar limit. It means creating a culture where employees know: "I'm trusted to make this right."



# From Transaction to Story



## In Luxury Hotels

Guests leave with stories — your favorite picture framed waiting into your room, the concierge who remembered their child's toy, the surprise cake for their anniversary, the ride waiting exactly when needed.



## In Business

Customers don't share invoices. They share stories of how you made them feel. That's marketing you can't buy.

**HOSPITALITY** is the world's most underrated business strategy. You can bring it into **HEALTHCARE, TELCO, TECH,** and **BEYOND.**

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# Let's talk about your 5-star potential.

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