



Shangri-La Singapore Case Study

Raising Hospitality Standards Through Smart Digital Touchpoints

How Shangri-La Singapore upgraded the guest journey for
check-in with at-visions

About Shangri-La



Shangri-La Singapore, located on the prestigious Orange Grove Road just off Orchard, is one of the region's most iconic five-star hotels. With 792 rooms and suites spread across three distinct wings, the property offers a unique blend of resort-style luxury and forward-thinking innovation. As the flagship of the Shangri-La Group, it was the perfect choice to pioneer a **fully digital check-in journey**, seamlessly integrating both mobile and kiosk options into their daily operations and the **Shangri-La Circle** loyalty app.

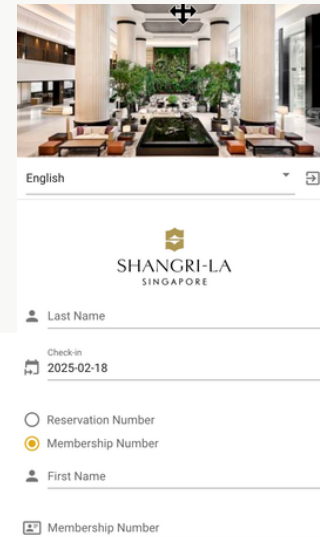
Challenges & Goals

Shangri-La Singapore's objective was to create a truly frictionless and premium check-in journey whether online (via app or web) or on-site at a kiosk. This solution needed to reflect the brand's luxury standards, support operational excellence, and deliver measurable improvements in guest satisfaction, staff workload, and data accuracy.



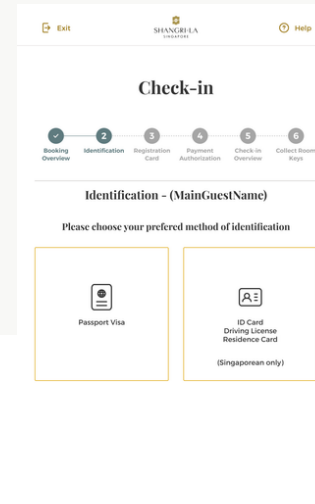
Creating a fully digital pre-arrival process

Covering personalised communication, seamless ID verification, and streamlined registration.



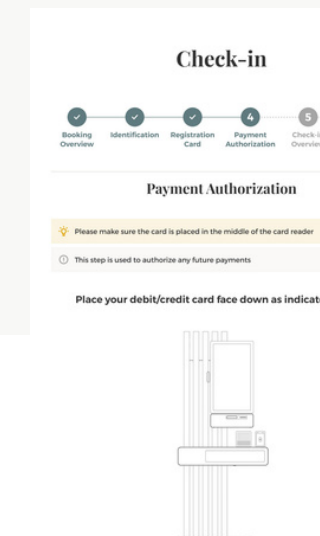
Designing two check-in processes

One for Shangri-La Circle loyalty members that offers quicker access and special benefits, and another for new or non-member guests.



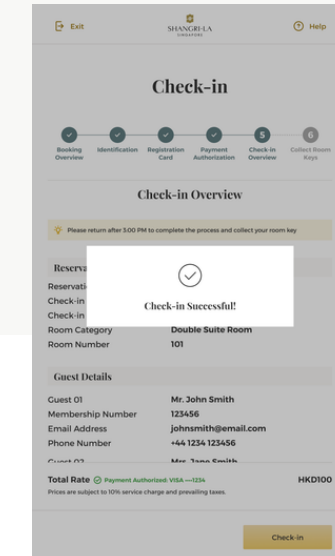
Handling the complete check-in process

This covers pre-registration, filling out digital forms, processing payments, and issuing keys.



Connecting all systems

Linking the property management system (Oracle Opera), key system (Assa Abloy), Singapore's STB EVA system, the payment provider (Fiserv), and guest identity management.



Streamlining operations

Cutting down on manual steps while keeping the hotel's high service standards.



Why at-visions?

To bring this idea to life, Shangri-La worked with us at at-visions. They chose our digital guest journey platform because of its **flexibility, dependability,** and our **commitment to supporting Shangri-La's premium service.** Our solution offers:

Real-time connection with the hotel's current tech systems (Oracle Opera, Assa Abloy, STB EVA, Fiserv, etc.)

Mobile key features for guests' smartphones or via self-service kiosks

Check-In processes tailored for both loyalty and non-loyalty guests

An easy-to-use guest interface that fits well with Shangri-La's trusted style of service

Implementation & Results

With our ONEguest solution, Shangri-La Singapore revamped its **entire Check-In process**—from pre-arrival communication to smooth room access.



Mobile Check-In via Web & App

Key elements:

- Pre-arrival emails lead guests to a fully branded and mobile-optimised check-in flow
- Secure ID verification using Sonio's Identity Orchestration Platform
- Integration with Singapore Tourism Board's EVA system
- Pre-authorisation to reduce fraud and chargebacks
- Loyalty-based experience routing: Shangri-La Circle members get added features like room selection, offers, and digital key
- Non-members go through a streamlined standard path handled automatically



Kiosk Check-In

Placed in the lobby, our kiosks support both independent and assisted check-in with:

- Multi-language UI, guest lookup via ID, QR code, phone number, email address, last name, membership number, or biometrics
- Reusable digital identity means guests skip steps on future stays
- Full ID/passport and payment processing
- Encoding and dispensing of sustainable wooden room keycards—a brand-first with no compromise on design or security
- Integration with PMS, keycard encoder, secure payment gateway, airport-grade passport scanner, and ID verification



Real Results

- 1 Pre-arrival communication was personalised according to loyalty status.
- 2 Guests could verify their ID digitally, fill out registration forms, and make payments before arriving at the hotel.
- 3 On arrival, guests had the option to use self-service kiosks or receive their mobile key, avoiding the front desk.



- 4 Guest preferences—such as high floors or room locations—were set automatically through the integration with the PMS.
- 5 The separate flows for loyalty and non-loyalty guests made check-in quick and welcoming.
- 6 All payments were processed securely through tokenization, meeting guest expectations and industry standards.

Standout Features

Dynamic guest journey based on loyalty status

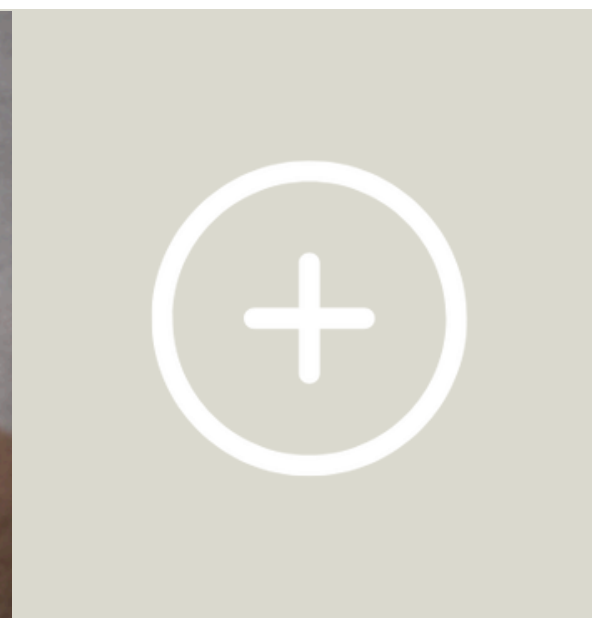
Guests identified as loyalty members are automatically routed through an enhanced digital journey with added services such as room selection, exclusive upsell offers, and digital key. Non-members receive a streamlined standard flow. This differentiation happens seamlessly and in real time, with no manual guest profile handling required.

Automated room allocation based on guest preferences

ONEguest can automatically assign rooms by evaluating guest preferences (e.g., high floor, near elevator, corner room, etc.), cross-checked with real-time room availability from the PMS. This removes the need for front-desk intervention while improving the overall experience.

Encoding and dispensing of sustainable wooden keycards

We've integrated the encoding and dispensing of wooden RFID keycards at the kiosk—a first for many properties due to the mechanical and technical constraints compared to standard plastic cards. It's a strong USP in terms of sustainability and guest perception.



Reusable digital identity

Whether a guest checks in online or at the kiosk, their identity is securely verified and stored, allowing for a consistent and reusable digital profile throughout future stays and channels, significantly reducing friction for returning guests.

The Outcome

The rollout at Shangri-La Singapore marks a new standard for how luxury hospitality and digital processes can work hand in hand. Guests now benefit from **a modern, contactless check-in option** while the hotel gains speed, accuracy, and operational relief at the front desk. Most importantly, it proves that digital doesn't mean impersonal. With smart routing, identity intelligence, and seamless handoffs between mobile, kiosk, and human touchpoints, we've built a solution that respects the **guest journey**, whether you're a Shangri-La Circle member or a first-time visitor.





Testimonial

Voices from the Journey

“

I don't travel often, so I was a bit nervous—but wow! The hotel's mobile Check-In was amazing. I verified my ID on my phone, and everything was set when I arrived. No waiting, no confusion.

Anna-Michelle

“

Efficient and exactly what modern travel needs. The self-service kiosk let me check in within minutes—no queues, no delays. As someone always on the move, I really appreciate tech that saves my time. Well done!

Florian

“

Impressed by the intuitive Check-In—fast, smart, and a glimpse into the future of hospitality. This is the kind of experience I want to see more of.

Roland

“

Loved the self Check-In! Super quick, super smooth, and honestly... kind of fun. No lines, no stress—just tap, check in, and go. Totally my vibe.

Jasmin

Conclusion

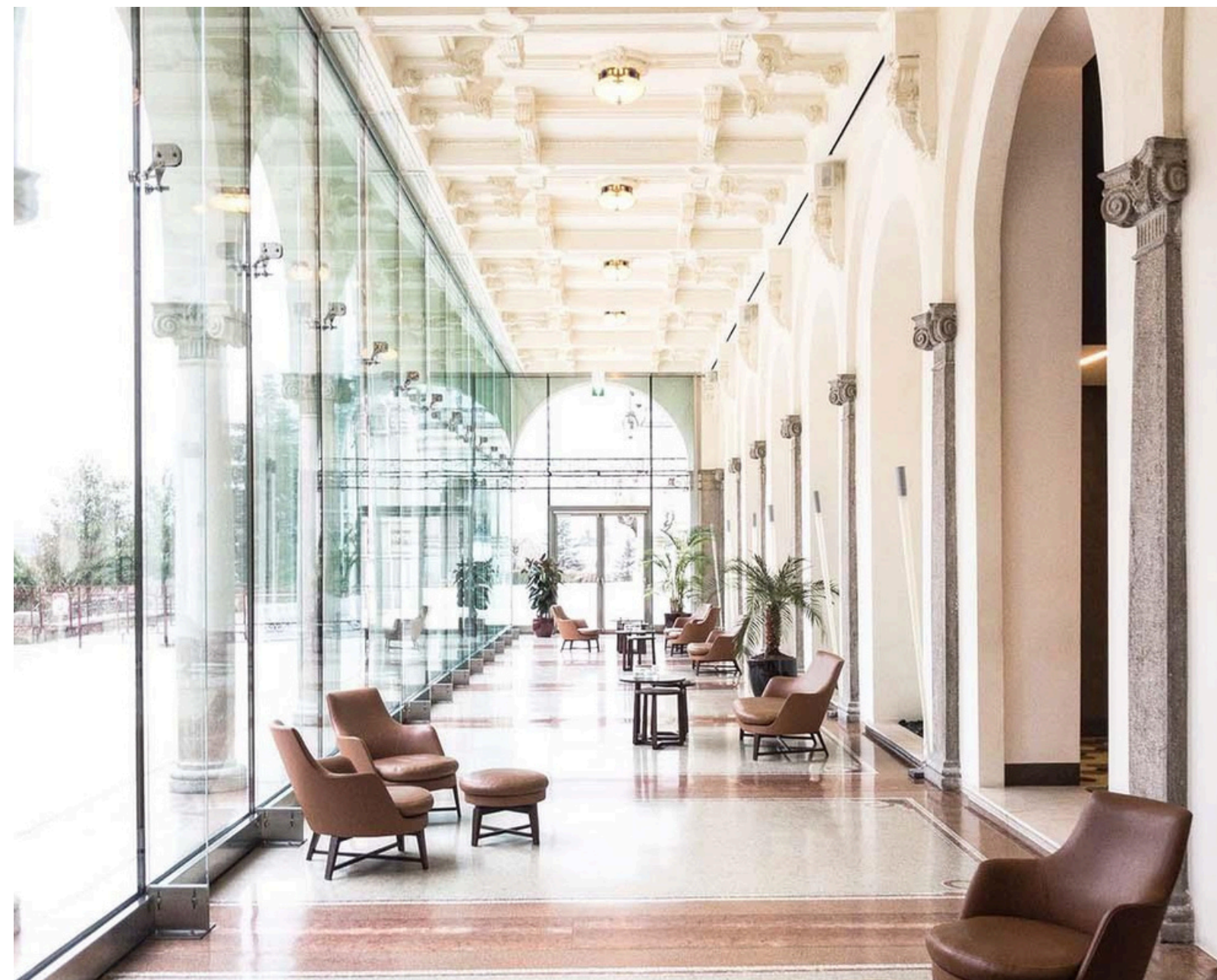
Our solutions at at-visions have enabled Shangri-La Singapore to take a significant leap in modernising its guest services. By combining advanced technology with Shangri-La's trusted style of quality service, we've demonstrated that **digital convenience** and **exceptional hospitality** can go hand in hand, enhancing the overall guest experience without compromising on personal touch.



About at-visions

At at-visions, we specialize in developing cutting-edge guest technologies for the global hotel industry. Our comprehensive solutions remove friction, enhance ancillary revenue and enable unparalleled hospitality experiences tailored to each brand's identity . As your single point of contact for digital transformation we bring deep expertise in IPTV & streaming, network & WiFi, digital signage, mobile web apps and check-In/out solutions.

All of our technology is developed and supported 24/7 in-house. Our innovative solutions are trusted by prestigious hotel chains including Accor, IHG, Rosewood, Kempinski and One & Only.





Thank
You!

www.at-visions.com

