

Case Study

“sequence” Hotel Tokyo, Japan

Forget your keys! – How “sequence” Hotels created a touchless guest experience with NEC’s face recognition solutions

The challenge



Japan’s Mitsui Fudosan Hotel Management wanted to offer guests a truly touchless experience for its third hotel brand – “sequence” Hotels. The hotel wanted to continue delivering “heartfelt connections” by turning it into a place for guests to spend their free time. They were looking to:

- Streamline the check-in process so that guests can enjoy the hotel experience without carrying any keys
- Solve labor shortage issues by freeing up staff from the reception desk to focus on other tasks
- Reduce unnecessary face-to-face interactions between guests and staff to minimize the risk of infections
- Create a seamless guest experience from check-in to shopping and dining, with the possibility of including a baggage delivery service straight from the airport



The solution



NEC’s face recognition solutions were installed at the check-in desks, room doors, and different guest-only areas such as spas, saunas, and pools at “sequence” hotels.



Convenience



Safety



Seamless vacation experience

Face recognition system lets guests use their faces to check in and out, unlock their room doors, and use different facilities – all they need to do is to register once when they book their stay

Guests and hotel staff feel safer because NEC uses [the world’s most accurate face recognition technology](#), which can identify guests even through their face masks

- The biometrics-powered system can be easily expanded to include shopping, dining, and other partners such as tourist attractions
- Guests can soon look forward to having their baggage sent straight from the airport to their hotel, so they can start sightseeing from the moment they disembark

“NEC’s Smart Hospitality Service makes a lot of sense (for “sequence”) in achieving comfort, safety, and security. I’m highly appreciative that we adopted this service, and “sequence” would not have been possible without NEC’s technical expertise.”

Mr Shuichi Hasebe, General Manager at “sequence” Miyashita Park

Learn more about NEC I:Delight at nec.com/idelight/hospitality