The Optimal Hotel Management Solution for the New Era

LG Pro:Centric Cloud

LG | Business Solutions

PREPARING FOR THE NEXT PHASE OF HOSPITALITY INDUSTRY

The Hospitality Industry's Next Chapter

Of all the industries, hospitality has been hit the hardest by the pandemic. Guest behavior has changed so drastically that the attributes of choosing hotels and what was once expected of them, are no longer recognizable. They are looking for personalized services while minimizing face-to-face interactions. The hospitality industry must cater to these delicate and sensitive needs of guests while also dealing with the shortage of staff due to COVID realities.

Introducing "Pro:Centric Cloud"

We believe the solution lies in digital transformation. LG's Pro:Centric Cloud solution is a powerful yet convenient cloud-based solution that allows for integrated management. With this solution, hotel managers can systematically control customized contents and interactive services. By providing more targeted messages with programs void of physical limitations, hotels can position their brand identity and minimize operational hassles.

Improve Brand Image and Identity

Build Easy-to-Use Experiences for Guest

Improve Operating Efficiency & Employee Productivity

Wireless and Contact-Free Site Management

Simplicity
Easy and quick deployment with less cost
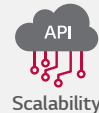
Scalability
Customizable and easy to integrate APIs

Flexibility
Work from anywhere, anytime, from any device while connected to the Internet

Recency
Updates, patches and fixes are installed automatically and regularly

WORLDWIDE SITE MANAGEMENT
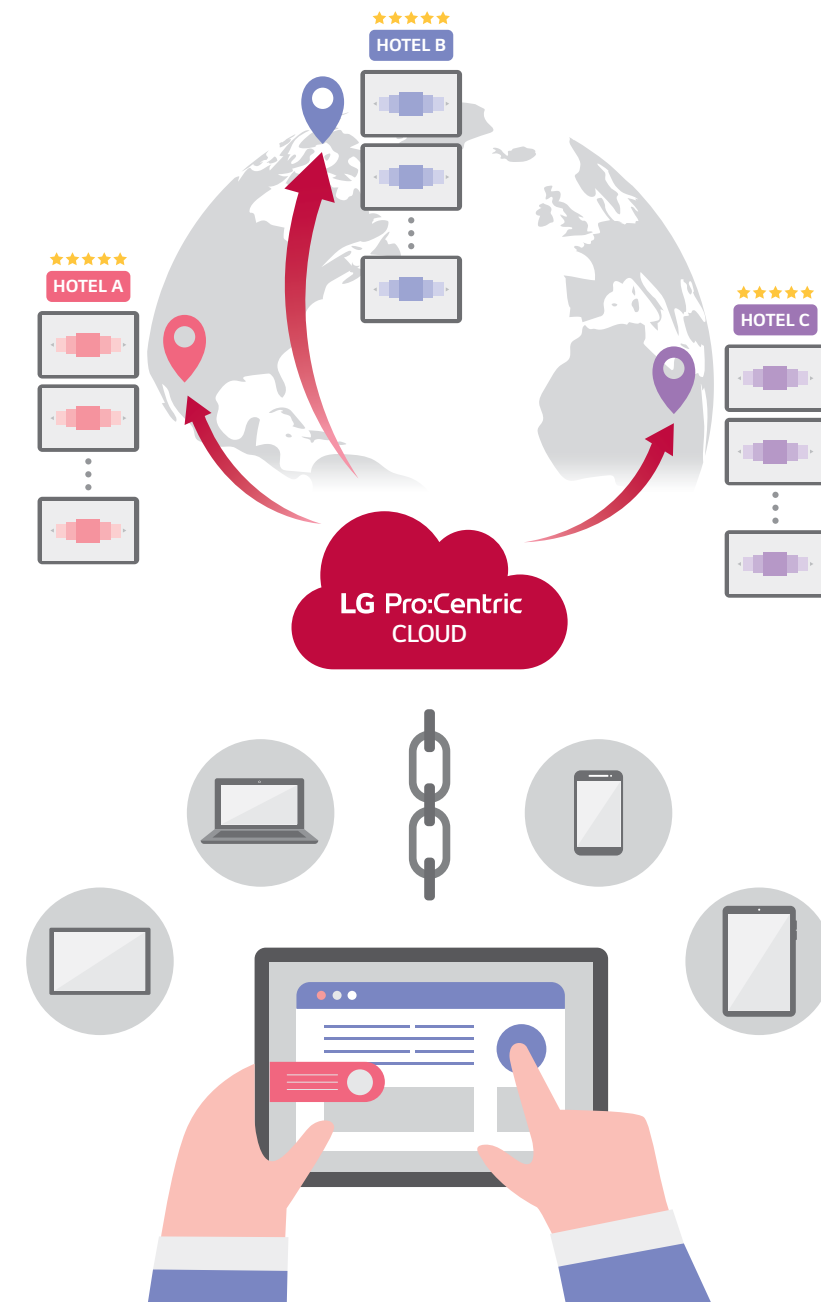
Many prestigious hotel brands have hotels and resorts in all corners of the world. A critical function for management is to maintain synchronous and consistent communication across multiple branches.
With LG Pro:Centric Cloud, multiple properties around the globe can be managed comprehensively regardless of where the manager is located.* An Internet-connected device is all that is needed to control various establishments. Also, a common problem with integrated administration authorization, can easily be solved with LG Pro:Centric Cloud's multilevel authorizations that allow the assigning of authorizations to suit different managerial roles.

* This service requires Internet connected LG hotel TVs manufactured after June 2021 with LG webOS 5.0 or higher.

EFFECTIVE CONTENT MANAGEMENT

Simple and Easy UI Management

Pro:Centric Cloud's intuitive editing tool allows users to easily put together intriguing screen images with various template options and widgets. The ideal design becomes easier than ever since everything from choosing fonts and changing sizes, inserting images and video clips, to applying various animation effects can be done with the simple drag and drop functionality.

Page Creation
From customizable blank pages to easy-to-use 6 templates

Drag & Drop Editing
Intuitively add various widgets by using the drag and drop feature

Widget Setting
Compose your own page with various widgets such as weather, maps, flight info, etc.
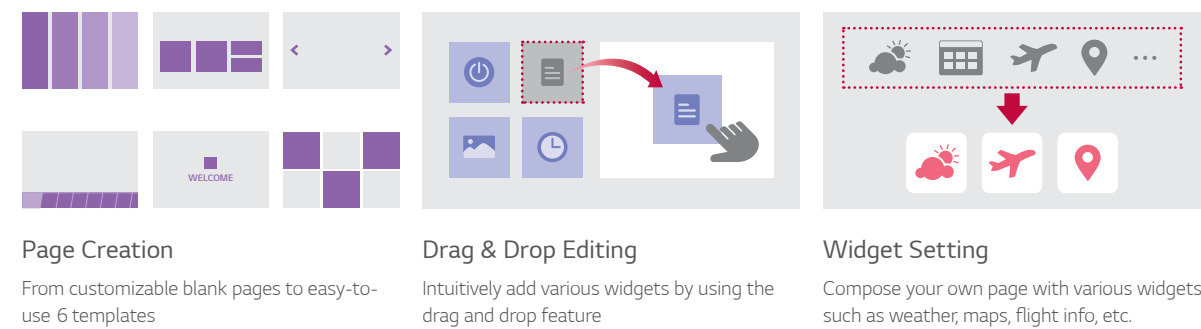
Flexible Group Management

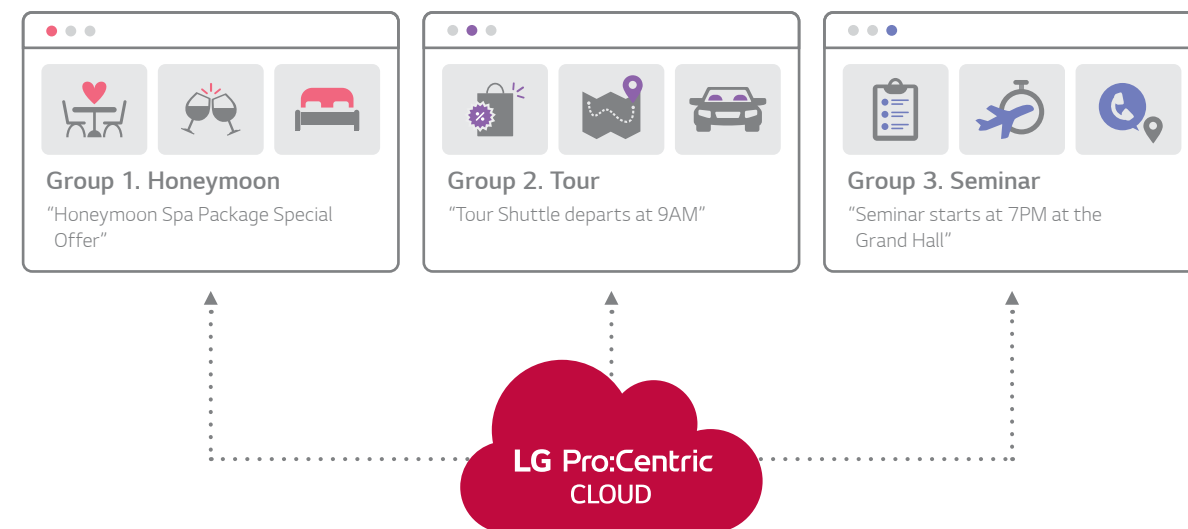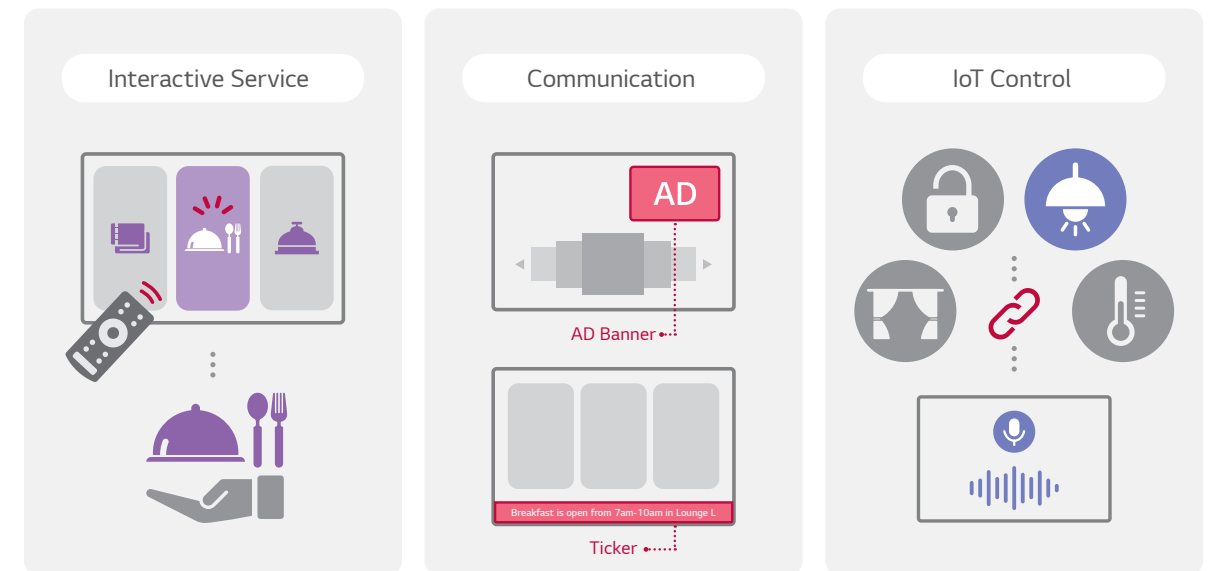Hotel managers can coordinate in-room TV channels to fit each guest. Different channels and messages can be provided to each group according to their preferences, purpose of visit, room grade, etc.* Not only that, special promotions and notices can be sent to select groups with customized services and more effective marketing.

Group 1. Honeymoon
"Honeymoon Spa Package Special Offer"

Group 2. Tour
"Tour Shuttle departs at 9AM"

Group 3. Seminar
"Seminar starts at 7PM at the Grand Hall"

LG Pro:Centric CLOUD

* LG Pro:Centric Cloud does not collect any personal information of guests as a tool that helps hotels to group rooms and manage tailored contents.

Specialized Guest Services

Guest experiences become more tailored and interactive. Guests can send messages to the front desk via in-room TVs, which allow them to make requests without leaving the room or having to wait on the phone. Hotels can also provide customized information to serve each guest's interests. Managers may set the communication schedule to reach the target easily and effectively. With LG Pro:Centric Cloud, hotel rooms can be automated by connecting various in-room devices to an IoT capable TV. Guests can choose to use the remote control or the voice recognition feature to control each device.

Interactive Service

Communication

AD

AD Banner

Breakfast is open from 7am-10am in Lounge L.

Ticker

IoT Control

LG Pro:Centric Cloud works hand in hand with third-party service providers to offer various solutions directly to guest rooms like the "GYG (Get Your Guide) Trip Service". This service provides guests with a wide range of local tour packages and excursion programs via in-room TVs, helping guests to discover information and make purchases* from their rooms. Hotel managers can arrange trip lists and check the sales status by period.

Get Your Guide (GYG) Service

Guest

Explore

Top Attractions

QR Scanning for Purchase
PAY

Hotels

Install 'Travel Service'

Organize Trip List

Check Sales by Period
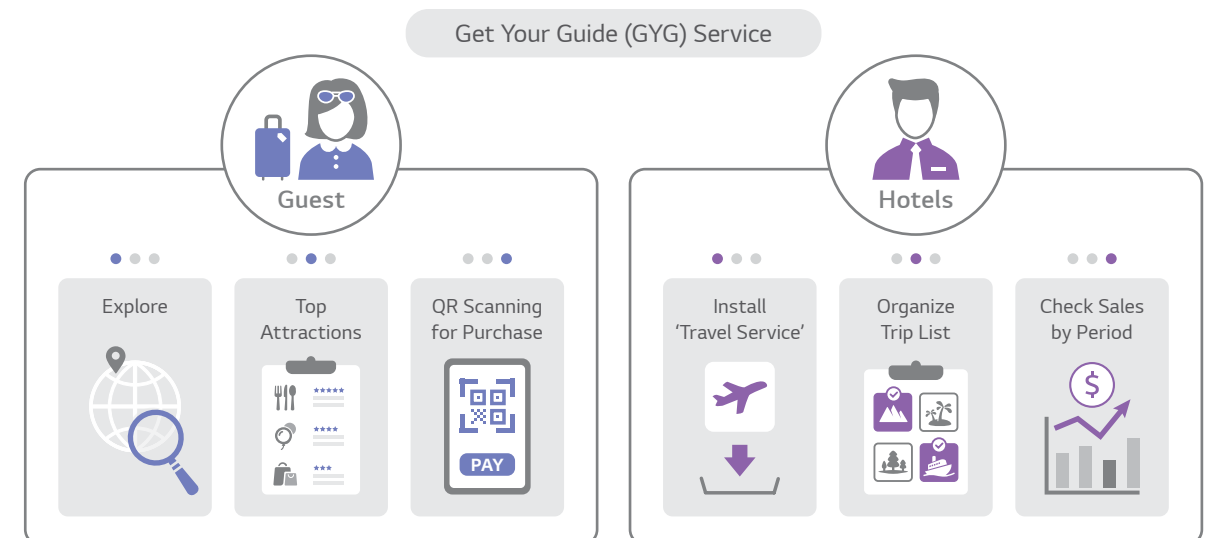
* Purchases can be made via a guest's phone by scanning the QR code on the TV to access purchase links.

INSIGHTFUL DATA COLLECTION AND ANALYSIS

Hotels can learn a lot about customer behavior via Pro:Centric Cloud by analyzing the TV viewing patterns of each guest and deriving valuable insights. For example, how long do guests stay in their rooms or what channels do they prefer. Based on this information, the administrator can make suitable suggestions or rearrange channels to suit guest preferences.

TV Channel Usage

Hotel Service

TV App Usage

TV Warning Status

Customer Behavior

Data Collection & Analysis

Applied to Services

CH.01

CH.10

CH.11

CH.12

CH.13

CH.14

CH.15

CH.16

OPENING THE DOOR TO THE FUTURE HOSPITALITY INDUSTRY

The concept of traveling is changing quickly so it remains critical for the hospitality industry to evolve simultaneously. Guests are constantly seeking out supplemental experiences on top of accommodation that allow them to explore both business and entertainment related services. With LG Pro:Centric Cloud, hotels can operate proficiently and agilely cater to these diverse needs by enabling unique interactive services to make guest experiences seamless and more satisfying. LG Pro:Centric Cloud will partner with you on the hospitality industry's revolutionizing journey with guaranteed and continued innovative thinking to help elevate guest experiences to a whole new level.

LG Pro:Centric CLOUD

HOTEL

System Requirements

The following system is required to use LG Pro:Centric Cloud.

Pro:Centric Cloud URL	lgprocloud.com
Account	LG Account Creation Required (via Pro:Centric Cloud Site)
License	Regional Sales Manager Contact Required
Browser Support	Chrome
Web Accessibility Support	Support
Network	Internet Accessible Environment
Language (Admin Site)	English