

# «Special Protection» Program

BWH's commitment to  
ensuring **safety** to guests and  
staff



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**Technologies to support the interaction  
between guest/staff  
respecting the distances**



# Customer Journey and Chatbot as tools to manage social distancing

Available digital tools to promote social distancing:

- **Web Check-in**
- **Web Check-out**
- **Digital Concierge**
- **Chat conversations with the Front Desk**
- **Hotel Payment Studio** for online payments in complete safety





**BWH | Hotel Group**<sup>SM</sup>



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COLLECTION

**BW | Best Western.**  
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