NCR Hotel Solution Improves Guest Experience by Making Check-In Faster and Easier

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User friendly display and configuration manager simplify check-in for guests, administration for hotel operators

DULUTH, Ga., Jun 21, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) today announced an enhanced self-service hotel check-in solution that further improves the guest experience while giving hotel managers greater flexibility to quickly and easily customize content.

Designed to improve guest success rates, the new NCR Hotel solution features a more user-friendly interface, fewer steps, faster processing time and enhanced on-screen error messaging to better guide guests when checking themselves in, locating and modifying reservations, obtaining room keys and printing reservations or receipts.

A 2010 study from Cornell's Center for Hospitality Research points out that when self-service functions correctly, it enhances guest satisfaction and improves hotels' financial results. A recent Aberdeen report, entitled "Hospitality Self-Service:Innovating Towards a Best-in-Class Guest Experience," corroborates these findings, citing that best-in-class hospitality organizations are twice as likely to utilize self-service.

"While the hotel industry struggles with declining rates and occupancy, property managers must find new ways of driving revenue," said Theresa Heinz, NCR General Manager, Travel and Gaming. "Once the market stabilizes, it will be equally important to strengthen customer loyalty and give guests a reason to return by providing a superior guest experience. Self-service can support both objectives by targeting upgrades and cross-selling, while giving guests more control over how and where they interact with the property."

NCR Hotel also gives more control to property managers by allowing them to quickly and easily make changes to the user interface. By changing colors, graphics and text, hotels can extend their brand and customize the application to better complement the look and feel of the property. The solution provides greater flexibility to modify the entire flow of the application based on current needs as well. For example, the kiosk administrator can 'turn off' the option to select room preferences based on current room availability.

A 2010 survey conducted by BuzzBack Market Research for NCR reveals that nearly 3 in 4 respondents would be more likely to choose a travel provider that offered them greater control over managing their entire travel experience through self-service, such as by facilitating searching for, securing, or making changes to flight, car rental and hotel reservations.

NCR is a leading provider of self-service across industries, providing software, hardware, consulting and support services to help improve the travel experience, drive revenue and increase efficiency for airlines, car rental agencies, casinos and hotels worldwide.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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NCR Corporation
Caroline Rose, 770-623-7608
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caroline.rose@ncr.com