

Streamlining operations with IoT technology

Delivering better experiences
informed by real-time, relevant data



Connected Solutions

A PwC Product



Tech-enabled connectivity fuels today's business landscape. And Internet of Things (IoT) technologies are playing an expanding role. From tracking assets to building more compliant and energy efficient environments to collecting data remotely and generating insights — IoT can be put to work across industries to improve experiences while increasing the bottom line.

Powered by huge amounts of disparate sources of data from billions of sensors, IoT essentially digitizes an environment, allowing you to draw insights that can inform improvements.

You can leverage these capabilities to help increase employees' sense of well-being, prevent losses, drive efficiencies, enhance customer experiences and much more.

Most industries spend millions of dollars in staff time searching for lost equipment or finding people who need assistance, and that loss is compounded by the decreased productivity and increased frustration of workers who have to manually intervene. IoT can help you keep track of assets, locate people in need of assistance and make your physical spaces digitally smarter. These capabilities can help your organization:



Improve employee experiences



Increase your brand with better customer experiences



Reduce costs and waste

Indoor geolocation and remote data collection solutions are just two ways IoT can also help you harness real-time data that can help you drive operational efficiencies and improve stakeholder experiences.



Improve employee experiences

A disruptive labor market has led to a lot of unfilled positions— the hospitality and healthcare sectors in particular have been hit hard. Less staff, coupled with more people to serve, can make it more difficult to deliver the same level of service, security and efficiency delivered pre-pandemic. Investing in an IoT geolocation platform can be an unexpected source of stress reduction for staff and cost savings for the organization.

The ability to pinpoint the whereabouts of your most critical assets — your employees — when they request assistance using a rapid response button powered by IoT tech is a significant benefit. Not only can it help you meet state, local or union compliance requirements imposed on your industry, it can provide reassurance to staff that help can be on the way at the push of a button, no matter where they are on site. These capabilities can prove critical in an industry like healthcare where 73% of workplace injuries were due to patients harming staff members.

Less staff is also an increasing concern to employee safety in hospitality. In pre-pandemic times, hotel properties may have had two to three room attendants per floor. Now, you may only have one. Less staff on duty can make it harder to deliver guest services and brand promises. Additionally, many hospitality companies, unions and jurisdictions are mandating that hotels provide staff with rapid-response buttons and can fine owners thousands of dollars for not complying.



Rapid response buttons enabled by IoT geolocation platforms allow staff to send alerts and call for assistance in emergencies. Location-based data pinpoints exactly where they are — helping managers, emergency responders and maintenance staff save precious time and help minimize harm.

When employers deploy measures to help their workers' well-being, staff will likely feel more valued as well, which can lead to higher retention rates and reduced costs associated with turnover and recruiting.



Improve customer service and experiences

Delivering value to customers is at the center of any business and loyalty can translate directly into increased revenue opportunities. Consumer habits are changing, however, and businesses should evolve to keep pace. Sensors, analytics, dashboards and notifications can elevate and even transform the customer experience.

IoT solutions can identify opportunities for upselling, upgrading, cross-selling and more. By harnessing data analytics to discover customer behavioral fingerprints you can deliver more focused, targeted notifications, promotions — and experiences.

For example, a loyalty app bolstered with IoT tech can help identify and reward loyal customers by offering perks, reduced wait times or shorter lines.

You can also use analytics to determine how to deliver the right products and services at the right time and in the right context, in a highly personalized way. Using IoT tech involving biometric and remote data collection, a resort in a tourist town could create a heat map of popular destinations and send relevant discounts and promotions for nearby services, like restaurants, to individuals' mobile devices. Or they could leverage heat map data to determine which parts of their own property might need upgrading to improve customer experiences. These outreach applications, personalized experiences and perks can translate into potential increased sales, revenue, loyalty and more efficient staff deployment.

IoT solutions can identify opportunities for upselling, upgrading, cross-selling and more.



Track and locate assets — faster

For businesses with sprawling properties, like manufacturing plants, hospital systems and resorts, finding assets can quickly turn into low worker productivity — not to mention, frustration. Take the example from the hospitality industry: from fifteen luggage carts on Monday to two come the Friday rush, staff may have no idea that one cart is on floor nine, the other in the parking lot, while another four are dispersed in various guest rooms. Similar scenarios occur with room-service carts, housekeeping trolleys and other hotel property.

Luckily, the same technology that enables rapid-response buttons can be used to track other essential assets, adding more incremental value.

With an IoT geolocation solution already installed, assets can be easily outfitted with smart sensors. Knowing where your inventory is can help prevent losses and drive greater operational efficiency.

No more time lost to staff looking for assets — more time producing high priority work.

These measures can also help save precious time your staff can put toward focusing on what really matters — the people you serve. Better monitoring capabilities can increase asset usage and tracking, which can in turn increase productivity and customer satisfaction. Improving experiences for employees and customers can give you a competitive advantage while building brand loyalty and trust.



Reduce waste and cut costs by making spaces smarter

With an IoT-enabled geolocation solution in place, you can leverage a continuous flow of analytics from your environment to contribute to cost savings through efficient energy monitoring. You can get alerts that help you monitor capacity and density levels in the physical spaces your business operates in. This can mean real-time visibility into assets and your supply chain at large that you can use to drive efficiencies and even help meet sustainability targets.

The use case application of IoT is long, and one IoT geolocation platform can be paired with a large number of sensors to create a truly digitally-intelligent business environment.



You can equip rooms, doors, machinery and other energy meters with IoT sensors to comply with environmental, social and governance (ESG) standards. You can pair the geolocation platform with occupancy sensors to detect vacant rooms and open doors. It can even automatically adjust lighting and temperature as well as reduce HVAC runtime and energy consumption. The list goes on: Water sensors can also be installed to report leaks immediately so maintenance can stop water waste. Temperature sensors enable instant messages to managers about refrigerator or freezer malfunctions — this can be critical in hospitality and healthcare sectors where food and medicine integrity is temperature-dependent.

Equipping your business with an IoT geolocation platform can improve collective cost savings. Operating capital can be restored while your brand stands out as an environmentally-conscious destination.



Increase the speed — and efficiency — of business

There are many ways IoT-enabled tech can help businesses across retail, manufacturing, hospitality, healthcare and more. Geolocation, remote and biometric data collection can be customized and scaled to suit your business case.

Rapid response buttons can arm staff with a tool that makes them feel more secure, no matter where they are. Tracking assets such as housekeeping carts, room service equipment, medical equipment or tools can be made easier, faster and more efficient.

IoT technology also streamlines service delivery. If a problem arises, the closest maintenance staff technician can be sent to fix the issue quickly. And if a customer reports a defective item, it's easier to find and deliver a replacement, leading to higher customer satisfaction.





Connect Solutions runs on a platform that can be up and running quickly and customized to your needs.

Backed by a legacy of industry knowledge, our team designs scaled connectivity solutions you can count on. Let our IoT tech go to work for you, so you can focus on what's really important — safeguarding assets, while delivering better employee and customer experiences informed by real-time, relevant data.

Start a conversation with our team today.

Contact us



Connected Solutions

A PwC Product