

Hotels embrace keyless entry

By Nancy Trejos, USA Today

Hotel companies are starting to conclude that guest room key cards are no longer the key to customer satisfaction.

The largest hotel companies in the world are experimenting with technology that allows guests to use their smartphones to open the doors to their rooms, bypassing the front desk upon arrival.

Many of the hotels require guests to become members of their loyalty programs in order to use keyless entry. The functionality is also tied to mobile check-in on the hotel's app.

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