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SMARTER SOLUTIONS HOSPITALITY

Seamless Service Requests and Cost-Effective Hospitality Management



YOUR
LOGO



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The Hidden Cost of Poor Communication in Hospitality

We've all been there: Sitting in a bustling restaurant, eager to place our order, but struggling to catch the attention of an overwhelmed server. As the minutes tick by, both customers and staff feel the weight of long wait times, impacting the overall dining experience. In the fast-paced world of hospitality, long wait times not only dampen the experience but can also jeopardize a restaurant's reputation and profitability, making efficient communication between customers and staff essential.

For guests, the frustration of not being seen or heard can turn what should be a relaxing evening into a test of patience. First impressions matter, and delays in service—whether it's ordering, requesting the bill, or asking for assistance—can leave a lasting negative impression, even when the food and ambiance are on point.

For staff, the challenge is just as real. Without clear signals from guests or seamless communication between team members, waiters are forced to rely on constant scanning, guesswork, or being flagged down mid-task. It is a juggling act that leads to missed opportunities, uneven service, and added pressure during already busy shifts. Without a way to know which table or task needs attention most urgently, time and energy are spent inefficiently, and coordination among staff quickly breaks down.

Even the most attentive staff can't be everywhere at once. And when multiple tables are calling for attention at the same time, prioritizing becomes guesswork. A guest asking for the bill might wait longer than necessary, while another misses the chance to order altogether. These small breakdowns add up, creating friction in the service flow and frustration on both sides. Over time, it affects not just guest satisfaction, but staff morale, team performance, and ultimately, the bottom line.



The Power of IoT Technology



The hospitality industry is undergoing a digital transformation. As businesses work to meet rising customer expectations and streamline operations, smart technology has become more than a nice-to-have, **it's a strategic necessity**. At the heart of this evolution is the Internet of Things (IoT): a network of connected devices that can communicate with each other, collect data, and automate actions in real time.

In a service-driven environment, IoT presents an enormous opportunity to eliminate friction points, improve responsiveness, and create more personalized, efficient experiences. From smart room systems in hotels to connected ordering in restaurants, IoT devices can act as a bridge between guests, staff, and services, turning everyday interactions into seamless moments.

Flic is one of the tools making this shift a reality. Our wireless Smart Buttons are simple, tactile interfaces that can be easily integrated with hospitality apps and systems. A guest pushes a button at their table to call for service. A staff member presses a button to alert the kitchen that a dish is ready. A manager holds a button to log a recurring issue. Each action is fast, clear, and trackable.

By enabling instant communication between guests and teams, Flic helps businesses speed up service, reduce wait times, and improve the overall experience, **without overcomplicating operations**. As part of a broader IoT strategy, Flic brings a physical, human-friendly interface to an increasingly digital world. And in hospitality, where timing and attentiveness make all the difference, that's exactly what's needed.



Solutions For Hospitality



For Restaurants

Waiters can instantly notify the kitchen of new orders or special requests, request additional assistance during busy times, and guests can easily call for service.

Push: Guest needs to place an order

Double Push: Task completed

Hold: Urgent assistance required



Solutions For Hospitality



For Hotels

Guests can request room cleaning, order amenities, or call for assistance with just a button push, enhancing convenience and overall satisfaction.



Push: Guest requests room cleaning
Double Push: Room cleaning task completed
Hold: Guest requires urgent assistance (e.g., medical or security)

Solutions For Hospitality



For Amusement Halls

Flic Smart Buttons enable quick communication between staff for faster response times to inquiries and maintenance requests, while guests can easily call for assistance throughout theme parks and casino floors.

Push: Guest requests assistance

Double Push: Maintenance task completed

Hold: Staff needs immediate support for a guest issue



Solutions For Hospitality



For Events and Trade Fairs

Enable seamless communication and swift task coordination, by allowing guests to easily request assistance or services with a simple push.



Push: Guest requests assistance or service

Double Push: Service or request fulfilled

Hold: Staff needs urgent support for event coordination

Why Hospitality businesses are choosing Smart Buttons

Instant Assistance: Flic Smart Buttons eliminate the need to search for a phone. With a simple push, hotel staff or service teams can be alerted, ensuring a timely response to guest needs.

Effortless & Discreet Activation: By bypassing the time-consuming process of unlocking a phone and navigating through apps, Flic simplifies the activation of service requests, all without drawing attention.

Versatility and Easy Integration: Flic Buttons have three triggers activated by Push, Double Push, & Hold, which can be easily customized thanks to our free SDKs.

Enhanced Efficiency: Whether guests need assistance or staff requires immediate support, all it takes is a simple push of a Flic button, which can be attached to the uniform or worn with our wristband.



Flic Smart Buttons for Hospitality apps & services



And more...

TRUSTED BY COMPANIES WORLDWIDE



ABOUT US

We are Flic- Shortcut Labs AB, from Stockholm, Sweden. Our mission is to simplify life and empower all people through technology.

Founded in 2013, we are proud to be the world leader in the Smart Button industry, empowering through technology both consumers and businesses around the world.

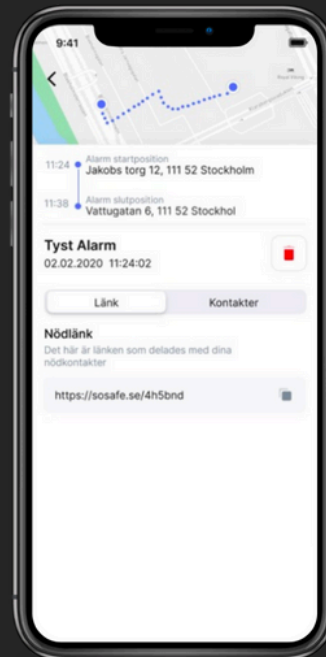
Our flagship product is the Flic Smart Button. A small wireless programmable controller that allows you to trigger shortcuts to frequently used actions.

Flic is extremely versatile. We provide everything you need so that you can easily customize these buttons to fit your needs! Order call? Staff Assistance? Emergency Alert? We got you!

Your own app or software



It starts with a push.



HOW IT WORKS

Flic buttons can be easily integrated to your app or business system, thanks to our free SDKs.

Empower your staff and customers with physical customizable buttons to enable key functions, making your solution radically more accessible and easier to use.



The Easy way to manage and implement new processes

- ✓ **Simplicity:** We provide Software Development Kits, libraries, guides, and even an example app so developers have an easy workload without any additional costs.
- ✓ **Device Manager:** Our platform allows for centralized management of Flic buttons, enabling administrators to track usage, monitor battery levels, and ensure optimal functionality at all times.
- ✓ **Short Integration Time:** With our Open SDK, integration into your existing systems is quick and seamless, minimizing disruption to your operations.
- ✓ **Scalable Solution:** Whether your customers are a small restaurant or a large amusement hall, our button solutions can be scaled to meet your needs, providing flexibility and adaptability as your organization grows.
- ✓ **Long-lasting Battery Life:** Our buttons have three-year battery life, powered by easily replaceable coin batteries. This ensures continuous protection without the need for frequent maintenance or downtime.



Best Practices and Success Stories

Flic & ButtonQuail



In busy restaurants, long wait times can hurt both customer satisfaction and revenue. ButtonQuail solved this by integrating Flic Smart Buttons into their platform, enabling guests to call for service with just a push, resulting in faster responses, higher sales, and happier diners.

Discover more on www.flic.io/blog/ButtonQuail



Best Practices and Success Stories

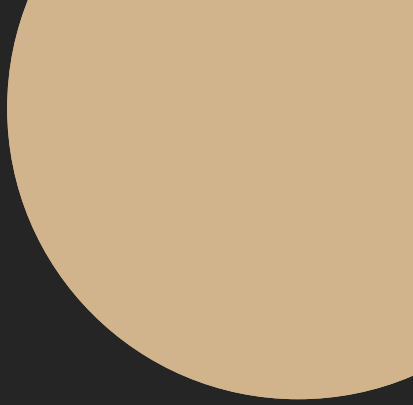
Flic & Swiss Delicious



Swiss Delicious developed a flexible call system for restaurants, hotels, and retail stores that helps staff respond faster and more efficiently.

By integrating Flic Smart Buttons, they created a modern solution that replaces outdated systems with smart and customizable technology that enhances service and improves operations.

Discover more on www.flic.io/blog/SwissDelicious



Want to learn more?
Hop on a quick call with us!

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