



# 8 Steps to Transform Your Hotel's On-Property Guest Experience

## **Are you ready to shift your guest experience into high gear?**

For service brands like hotels, the way the guest feels is always at the center of the experience the brand provides. Guests are more demanding than ever, and with endless channels to vent their frustrations through, it's a challenge to navigate the guest journey effectively. In addition to this, Salesforce reports that "89% of customers have stopped doing business with a company after experiencing a poor customer experience".

The goal is not to deliver a cookie-cutter experience and focus on staying true to your brand promise before, during and after their stay. However, the magical moments created during the stay make the most lasting impressions. This checklist will help you ensure your on-property guest experience is optimized for success to drive revenue, positive reviews and keep guests coming back.



## 1 Offer both self-service and high-touch service

Guests have different personas and different needs and your hotel must be able to accommodate those. Mobile check-in, self-check in and smartphone room keys to bypass the front desk work best for low-touch travelers. For guests that want more interaction, empower your hotel staff with a mobile PMS so they can use tablets to check-in and interact with guests at every touch point instead of being confined to a front desk.

## 2 Collect data on guest profiles and train your teams to use history and preferences to customize the guest stay

Front-line staff need knowledge to connect with guests on a personal level. This could be as simple as welcoming the guest by name or offering to arrange spa appointments or dinner reservations based on their last visit. Acknowledge loyalty and VIP members and thank them for their repeat business.



### 3 Create memorable experiences

The hotel industry has an opportunity to not only drive ancillary sales on-property, but also to develop long lasting relationships with their guests by presenting products and services that are valued. Even before a guest checks in, automate relevant offers. The most popular of these is the upsell to an upgraded room type, breakfast or spa packages, early check-in or check-out later for a nominal fee.

### 4 Ensure your hotel offers omni-channel communication options

94% of business travelers and 80% of leisure travelers want to be able to use smartphones to request service and message hotel staff (Phocuswright). Guests should be able to reach out to your staff during their stay on any device and using their preferred communication channels. This includes SMS Text, email, in-person, phone and even social media.



## 5 **Showcase your brand personality and local flavor**

Use landscaping, amenities, and service to facilitate an authentic experience. If your hotel is a historical landmark, have themes, events and services that transcend guests to your rich past. If your property is about solitude and luxury, offer winding pathways to secret sanctuaries with unique spa services or venues to facilitate the escape from the ordinary.

## 6 **Streamline processes using technology and standard operating procedures**

Improving operational efficiencies generally translates into shorter wait times and fewer overall guest inconveniences. You can see a big impact just by streamlining the check-in, key retrieval, and check-out processes, accepting requests via mobile and arming your attendants with real-time PMS room status and updates via any touch device.



## 7 Monitor customer feedback via your hotel system dashboards and social media

Real-time monitoring is vital to ensuring consistency across experiences. It's important to remember in a world where guests are complaining on many different customer service channels, you must make sure you're doing everything you can to monitor customer complaints and resolve them quickly. Giving your customers a way to lodge complaints or provide feedback via surveys, text, email or in-person will help you be proactive in addressing issues before they leave negative reviews online.

## 8 Above all, master the basics

When it comes to making a better impression on guests throughout their stay, hoteliers need to address the fundamentals above all else: cleanliness, Wi-Fi access, climate control, entertainment, communication, housekeeping, room service and staff responsiveness. If you don't make the grade on the basic expectations, it will be an uphill battle to exceed guest expectations during their stay.