



The key to operational success at TOWNHOUSE will be exceeding guest expectations at every stage of their journey with us. Our aim is to offer an enhanced and integrated experience which unites all aspects of the business around a central view of the guests and their needs. We believe the key markers to friction free customer service are:









# PRE- BOOKING

Our website will be content rich with great images and video and a very clearly identifiable booking button. It must remain true to our brand and therefore be as simple as our product.

# POST STAY

Our reputation management tool is our final opportunity for us to exceed expectations, build the brand and ensure loyalty. For the few guests that do experience the odd hiccup we will ensure we respond with honesty & humility and for everyone else we will encourage them to tell their story across all digital platforms.



# STAY

Our training will be focused on the guest experience. It will empower our hosts with confidence and ensure they're armed with all the details our discerning guests require. We will frequently use tailored mystery guest visits to ensure we are meeting our operational KPI's within each department.

# PRE- ARRIVAL

Our pre-arrival communication should be clear, concise with a specific aim of improving our guest experience and enabling additional spend at TOWNHOUSE, either through commission sales on partnerships or retail sales within the property.

# BOOKING PROCESS

The Booking process will be slick, quick and trustworthy. We will partner with industry leaders such as TripTease to ensure that our rates are clear and competitive & our channel manager is intuitive with clearly defined booking steps & abandoned booking triggers to ensure we don't lose the sale.











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