Guide to DELIVERING EXCEPTIONAL HOTEL GUEST EXPERIENCE

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INTRODUCTION

In the present age and time, there is little room, if any, for hoteliers to merely provide their hotel guests with decent places to sleep and count it as a job well done. On the contrary, this would be detrimental to their hotels because hotel guests have developed a high affinity for remarkable experiences when they visit any particular hotel.

Guests have a high likelihood of returning to a hotel if they are swept off their feet by the experience that they had there. In addition to this, there is an increased tendency of them becoming loyal customers and for those who are not in a position of visiting frequently, the hotel's great impression on them could be reflected in the exceptional online reviews that they will write.

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"mycloud PMS is a supremely efficient tool which is proving itself invaluable for our hotels. The feature we love most is the seamless integration with TripAdvisor, which rely on for a sizeable chunk of their business. Immediately after a guest checks out, TripAdvisor automatically generates an email inviting them to leave a review. This means that hotel teams can focus on giving guests the best possible service rather than sending individual follow up emails. We expected to have a few issues transitioning from the old system. However, the mycloud support team is second to none. Their product knowledge and responsiveness in answering our initial queries, ensured that the transition process ran quickly and efficiently."

Sandeep Chawla Hotel Manager

The Watermill – Hertfordshire

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WHAT IS THE ESSENCE OF CREATING EXCEPTIONAL HOTEL GUEST EXPERIENCE?

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INCREASE IN REVENUE AND BOOKINGS

By ensuring that guests' satisfaction is what their hotels revolve around, hoteliers can experience a paradigm-shifting increase in revenue and bookings. It is also important to note that with up to 88% of people reading reviews to determine a business' quality, the more the number of positive reviews a hotel receives, the better the online reputation of the hotel gets. This is just one of the many factors that influence the increment in a hotel's revenue due to delivering an exceptional guest experience.

The hotel staff is the backbone and main representatives of the hotel's brand and are the ones responsible for providing remarkable services to the guests, explaining the 292 million people that have jobs from the hotel and tourism sector alone.

HOW TO DELIVER EXCEPTIONAL HOTEL GUEST EXPERIENCE

One of the pillars of online marketing and awareness is the aspect of owning a website. With a website in place, it makes the task of implementing strategies for online booking much easier. However, other than visiting a particular hotel`s website, it's worth noting that the element of keeping them glued to it is equally important.

The genuine experience and story of staying at your hotel or property should be vividly conveyed for this to be achieved. The manner in which this will be implemented is by using the various customer segments for your property as well as the USPs that you have to act as a guide for the content you will put up on the hotel`s site. The website should have a Web booking engine and the website should be updated regularly and must provide details of not just hotel but also nearby attractions and events, important information and services for pickup and drop directions. This will help guests in making more direct bookings. In addition to that, the website should be created in such a manner that it has the ability to function competently across a variety of devices.

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RECRUITING HAPPY STAFF

It is almost impossible to improve guest satisfaction without a collective effort from the entire hotel staff. All the employees should have mastery of the objectives that have been put in place to achieve remarkable heights of customer experiences. In addition to this, employees must be aware of the roles that they have to play in order for these heights to be achieved. For you to have such a set of employees, the first step is always recruiting a team of happy staff.

This includes people who are as zealous and enthusiastic as you and also ride on the same passion that you have in providing hotel guests with an incomparable experience. Ensure that you share the feedback that you get from guests across the entire organization of staff members in order for them to have a vivid image of what needs to be done better. This way, your team is bound to feel nothing but motivated when they come to terms with the manner in which their hard work is being appreciated. In addition to the above, you should also provide your staff with the best of working conditions and resources that may be required to make them flourish in their job descriptions. A good example of this is by providing your staff with fast and reliable internet in order to help them to do their own personal research online, as well as help guests in a much better way.

The hotel staff is the backbone and main representatives of the hotel's brand and are the ones responsible for providing remarkable services to the guests, explaining the 292 million people that have jobs from the hotel and tourism sector alone. This interprets to the need for hoteliers to offer support and utmost guidance to the staff and avail to them adequate training and incentives. The result? Guests will get an awesome experience staying in your hotel.

ANALYZE GUEST FEEDBACK AND ACT ON IT

One of the best places that you can acquire enough material to enable you to understand the expectations of your guests is in their feedback. You should find competent feedback analytics to help you understand better the aspects that guests love about your hotel. Once you've learned some of these things, you should use them as tools to promote your hotel and attracting guests who enjoy these features to your hotel.
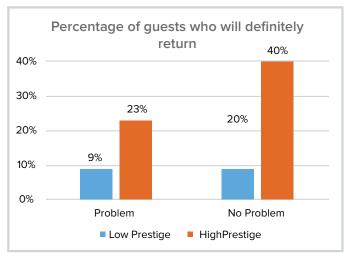
You shouldn't stop at this but instead, also take into account the feedback from guests that were disappointed. For the negative things arising from the guests' feedback that can be adjusted, ensure that you do so with the urgency that it deserves. This assists in the elimination of the flaws that could be the only reason standing between your future guests and them having an exceptional experience in your hotel.

In a nutshell, it is one thing to have adequate feedback collection techniques up your sleeve from guest surveys and online reviews. However, the real value is found in how you act on the feedback that you acquire. Ensure that the information you flesh out of the reviews directs you on how to make service and operational improvements in your hotel.

ENSURE THAT GUESTS ARE MADE TO FEEL SPECIAL

Percentage of guests who will definitely return

Source: J.D. Power, 2015 North American Hotel Guest Satissfaction Indes Study

This does not necessarily mean that you have to incorporate activities that are way above your means. In making hotel guests feel special, it is the small things that go a long way into melting their hearts. A warm smile from the staff receiving them at the entrance or even a free glass of water upon arrival are some of the things that will make you stand out from other hotels. You should also ensure that you direct your staff to form a culture of striking a great rapport with the guests. This will enable them to have real conversations with the guests thus providing a gateway to being of more assistance to the guests. Some of the things that a good conversation can lead to are things like the guests being provided with local tips on how to get from one point to another and some nitty-gritty details about the local culture around.

It goes without saying that the more a guest feels special, the higher the chances that they will be back to your hotel. Ensure that your hotel guests are made to feel special from the moment they arrive until the last minute they spend in your hotel, and you will have a great share in the $7.6 trillion that is generated by the hotel and tourism industry.

In addition to this, ensure that you don`t mess up the great bond you will have built with your guests by lacking spare necessities at hand in case emergencies emerge. Some of these could include converters, power sockets and a competent wifi connection that has troubleshooting properties in case of any problems. In relation to this, you should think outside the box as compared to your other contemporaries and factor in situations like guests checking in at late hours like midnight. Always have a spare set of vital items such as toiletries to help out the guests and you will be sure to have entered their good books.

PERSONALIZE THE EXPERIENCE BY USE OF CRM INSIGHTS

In the data-driven world that we live in today, managing communication with hotel guests has become one of the most crucial areas in the strategies meant for improving guest experiences. Through the creation of guest profiles, CRM systems assist hoteliers to forge services according to customer requirements. In addition to this, they also enable hotels to be in a position to provide specialized services to its regular guests.
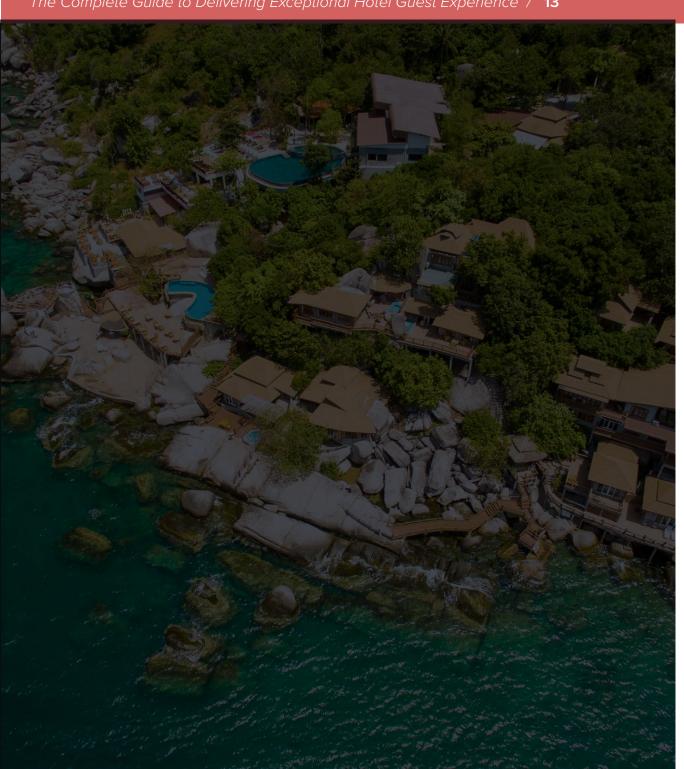
With CRM systems in place, it also becomes possible to leverage diverse guest information that is gathered from direct surveys and online reviews. This data can then be used to help in communicating better with hotel guests and also to deliver more targeted offers and customized messages. As a hotelier, you should also ensure that your PMS systems are kept updated with instructions, tasks and checkout times. This will help your staff to provide better customer services because there will be no confusion given that there will be pinpoint order in the flow of schedules thus eliminating surprises even when there are late night checkouts.

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CONCLUSION

The guidelines brought to the light in this eBook could be the missing piece of the puzzle of achieving great guest experiences at your hotel. Following them will enable you to come up with an outstanding guest-centered hotel culture and will help you focus on how to identify the essence of positive change in your hotel. With these tools at hand, there is an increased likelihood for you to acquire more remarkable online reviews that will result in increased revenue and better online rankings!

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"Our experience with mycloud Hospitality is splendid.

Kannika Akarasilpwong

Managing Director

Dusit Buncha Resort- KOH TAO

ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East.

One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer.

We you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)

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