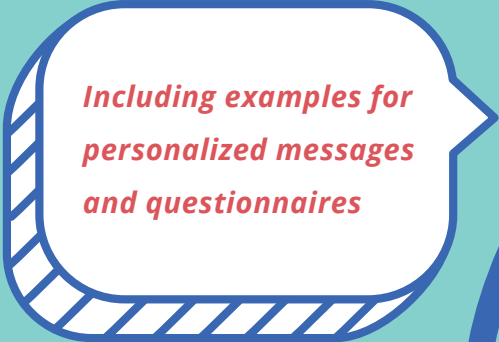
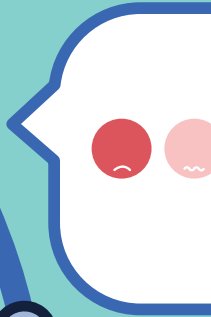


GUIDE TO YOUR DIGITAL GUEST COMMUNICATION

HOW TO INCREASE GUEST SATISFACTION
AND GENERATE MORE REVENUE
ALONG THE GUEST JOURNEY



*Including examples for
personalized messages
and questionnaires*

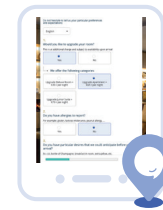




A consistent and proactive guest communication along the entire guest journey is highly important - both online and offline. In addition to the personal interaction within the hotel, **digital communication also plays a key role** when it comes to offering your guests a unique and positive experience. Besides a booking confirmation via mail and the invitation to share feedback after the stay, there are **many other touch points along the guest journey** at which you should communicate digitally with your guests.

With our **Guest Journey Editor**, you have **full control over your communication!** Automated messages and individual questionnaires allow you to create a unique and positive experience before, during and after the stay. Increase the satisfaction and loyalty of your guests and collect valuable feedback which enables you to optimize processes and reduce the workload of your staff. Various up-selling options let you generate additional revenue.

In this guide, we have compiled the most important points along the guest journey. This allows you to **share the right information with your guests at the right time and to offer a consistently positive experience.** Moreover, we also prepared various pre-phrased messages and questionnaires for you. Get some inspiration and feel free to use them in your personal communication.



Pre-Stay Communication

- Welcoming Your Guests
- Answering Frequently Asked Questions
- Asking for Preferences and Generating Additional Revenue
- Offering a Pre-Check-In Service



During-Stay Communication

- Collecting Feedback During the Stay
- Generating Additional Revenue
- Preparing for Check-Out



Post-Stay Communication

- Inviting Guests to Share Feedback
- Encouraging a New Booking
- Thanking for a Membership in the Loyalty Program

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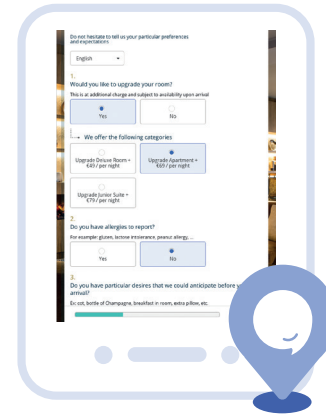
Pre-Stay Communication

WELCOMING YOUR GUESTS

ANSWERING FREQUENTLY ASKED QUESTIONS

ASKING FOR PREFERENCES AND
GENERATING ADDITIONAL REVENUE

OFFERING A PRE-CHECK-IN SERVICE



Many travellers appreciate it to be treated like a guest before they even arrive at the hotel. Taking this into consideration, your pre-stay communication can provide you with a competitive advantage and increase the satisfaction of your guests considerably. Don't just welcome them when they are standing in front of you at the reception. Reach out in advance and build up a personal relationship. For example, share relevant information about your hotel or

interesting facts about the surroundings. And it can be particularly helpful, if you offer your guests a pre-check-in service by collecting all relevant data for the digital registration form. This reduces waiting times at the reception and minimizes the workload of your employees. Now, let's take a look at the different touch points of your pre-stay communication.

WELCOMING YOUR GUESTS

Confirming a reservation via email should be self-evident. If guests made use of a booking machine, they will receive a confirmation message automatically. Nevertheless, you - as a host - should also get in touch with your future guests thanking them for the booking. Such a personal, automatically generated message requires no administrative effort, **but shows recognition and appreciation**. Don't worry, keep it short and sweet. A few sentences outlining how much you and your team is looking forward to welcoming them are sufficient. Don't forget to include the most important reservation details, such as guest name, the date and length of stay as well as the contact details of your hotel.

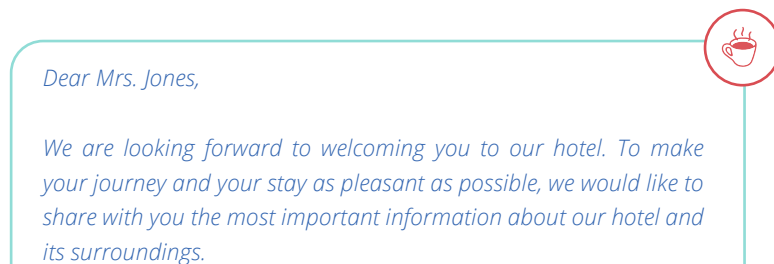
Example of a personalised message:



ANSWERING FREQUENTLY ASKED QUESTIONS

You have probably noticed that the pre-stay communication usually revolves around the same questions: times for check-in and check-out, parking facilities or luggage storage. With an automated pre-stay message, you can answer such frequently asked questions in advance. Your guests feel already well informed before they arrive at the hotel and it saves valuable time during the check-in process.

Example of a personalised message:



Times for Check-in and Check-out

Your room is available from 3.00 p.m., check-out is until 12.00 a.m.

Parking facilities

There are free parking spaces directly in front of our hotel. A reservation is not necessary. Please inform us of your number plate when checking in.

Breakfast times

Our abundant breakfast buffet is open from 6.30 to 11.00 a.m. On Sundays, a late riser breakfast awaits you until 12.00 a.m. Our breakfast restaurant is located on the ground floor near the elevators.

Our Spa

Reward yourself after an exciting day in the city with a visit to our spa and let your soul dangle. In addition to our indoor pool, we offer a Finnish sauna and a steam sauna with ice bath and shower. Relax afterwards in our relaxation area. Our spa is open from 7.00 a.m. to 22.00 p.m.

About Berlin

Berlin is buzzing, colourful and exciting! Countless sights, museums, restaurants and shopping opportunities await you. Our team knows its way around and will certainly have the right tips for you.

If you have any questions or comments, please feel free to contact us anytime by phone at xxxxx or via email to xxx@scarlethotel.de

Your Scarlet Hotel



ASKING FOR PREFERENCES AND GENERATING ADDITIONAL REVENUE

Do not only provide information to your guests, but also request them. If you are aware of specific requirements, wishes or allergies, you can **offer a service tailored to their individual preferences.**

Take it to the next level and include some upselling in your pre-stay communication. Whether a room upgrade, a treatment in the spa or a bottle of wine upon arrival, there are various possibilities. Alternatively, you can partner with local suppliers to negotiate discounted rates. What about boosting your sales by selling tickets for museums and events or renting bikes. Such additional services make the stay of your guests even more pleasant and individual, while you generate additional revenue.

Example of a personalised message:



Dear Mrs. Jones,

We want to remind you that in a few days you will stay in our Scarlet Hotel located at XXX.

You are already a guest and in order to make your stay even more pleasant, you can inform us in advance about any special preferences and wishes. Or do you have allergies or intolerances we should be aware of? Then use our short questionnaire. We have also put together various additional services for you that will make your time at the Scarlet Hotel even more memorable.

Just fill in our short questionnaire and we will do our best to meet your needs! If you have any questions, you can contact us at any time via email to xxx@scarlethotel.de or by telephone at xxx.

See you soon at the Scarlet Hotel

Example of a personalised feedback form:

- ***I have special desires or preferences***

- ***I would like to inform you about the following allergies or intolerances***

- ***Pick-up Service***

Would you like to be picked-up at the airport or train station? We are happy to arrange a pick-up service for you.

- ***Early Check-in***

If you would like to move into your room earlier, you can book an early check-in. This guarantees that your room will be available from 8.00 a.m. onwards.

- ***Room Upgrade***

Are you looking for a room with even more comfort and amenities? Then simply upgrade your room to the next higher category. Our team will be happy to advise you in advance or inform you on site about all possibilities.

- ***Healthy breakfast buffet***

The perfect start into the day! Book our abundant breakfast buffet and enjoy a selection of fresh rolls, homemade jam, cereals, regional sausages, cheese slices and fresh juices.

- ***Romantic welcome package***

Upon arrival in your room, enjoy a bottle of champagne, homemade chocolates and a bouquet of fresh roses.

- ***Late Check-out***

Start the day relaxed and extend your check-out time to 2 p.m.

- ***Spa Treatment***

Let yourself be pampered in our spa with a soothing treatment or massage.

- **Bicycle rental**

Explore the beautiful surroundings of our hotel by bike.

- **Berlin City Pass**

Enjoy exclusive access to the attractions of Berlin during your stay. With e-tickets, discounts and free cancellation for some attractions, we have everything you need.

6. Would you like to book a massage in our Spa?

Yes, the Hot Stone Massage Yes, the Thai Massage

When would you like to have your massage? (date and hour) (required)

Please mind our ...

12.01. at 3pm

OK

7. Your Name

OK

Do not hesitate to tell us your particular preferences and expectations

English

1. Would you like to upgrade your room?

This is at additional charge and subject to availability upon arrival

Yes No

We offer the following categories

Upgrade Deluxe Room + €49 / per night Upgrade Apartment + €69 / per night

Upgrade Junior Suite + €79 / per night

2. Do you have allergies to report?

For example: gluten, lactose intolerance, peanut allergy, ...

Yes No

3. Do you have particular desires that we could anticipate before your arrival?

Ex: cot, bottle of Champagne, breakfast in room, extra pillow, etc.

Member of
MILLENIA
ALLIANCE

OFFERING A PRE-CHECK-IN SERVICE

The traditional registration form - made of paper and signed by hand on site - is a major bureaucratic burden for many hotels. Purchase, handling, storage and disposal is time-consuming and costly. Employees have to transfer the data manually into the system, risking to enter incorrect data. From January 2020, the digital registration form provides remedy.

Offering your guests a pre-check-in service free of charge with the help of one of our questionnaires, **reduces the administrative efforts and ensures a smooth check-in process**. Guests can complete the questionnaire conveniently from home while the data is directly transmitted to the system.

Example of a personalised message:

Dear Mrs. Jones,

To make your check-in process even smoother, we would like to offer you a pre-check-in service free of charge!

Please fill in our short questionnaire to provide us with the most important date and immediately enjoy the comfort of your room when arriving at our hotel. Just show your ID at the reception, make your payment if you haven't already done so, and receive your room key.

We are looking forward to welcoming you! If you have any questions, you can contact us at any time via email to xxx@scarlethotel.de or by telephone xxxx.

See you soon at the Scarlet Hotel



2

During-Stay Communication

COLLECTING FEEDBACK DURING THE STAY

GENERATING ADDITIONAL REVENUE

PREPARING FOR CHECK-OUT

Your guests have arrived at the hotel, you have shared useful information, learned about their preferences and did some upsell. That's it? Not at all - your digital guest communication should last throughout the stay. By collecting feedback and tackling issues in a timely manner, you can positively influence the experience. And once again, there is the chance for an upsell.

COLLECTING FEEDBACK DURING THE STAY

Whether a dripping water tap or a broken light bulb, guests can draw attention to any concerns or problems from the comfort of their room with a short questionnaire. As a hotelier you have the chance to react in time, before you might receive a bad review afterwards. All inquiries will be collected centrally and can be processed by your team in a structured way.

Example of a personalised message:

Dear Mrs. Jones,

We are glad you're here! Is everything to your satisfaction?

Please use this questionnaire to inform us about any special wishes or requirements which would make your stay even more comfortable. We will take care of your request as soon as possible.

Your Scarlet Hotel



Example of a personalized questionnaire. For questions with a rating scale, we recommend a scale from 1 to 5, whereas 5 stands for "excellent".

- **How satisfied are you with your stay so far? (Scale 1 to 5)**

If 1-3: What can we do to improve your stay?

- **I have special wishes or remarks**

GENERATING ADDITIONAL REVENUE

Yes, it's not too late for an upsell. There are still numerous opportunities to generate additional revenue once your guests arrived in your hotel. What about a reservation in the restaurant in the evening or a treatment in a spa. As mentioned earlier, you can also partner with local suppliers and negotiate discounted rates to offer tickets for museums, attractions or events.

Example of a personalised message:

Dear Mrs. Jones,

We are pleased to have you here with us! Do you already have plans for the evening or tomorrow? We have put together various ideas for you to make your stay even more memorable and comfortable.

Your Scarlet Hotel



Example of a personalized questionnaire:

- **Reservation at the restaurant**

Enjoy regional delicacies and homemade desserts in our restaurant.

- **Rent a bike**

Explore the beautiful surroundings by bike.

- **Spa treatment**

Let yourself be pampered in our spa with a soothing massage or a facial treatment.

- **Tickets for the City Museum**

Learn more about the unique history of our beloved city.

PREPARING FOR CHECK-OUT

Ensuring a smooth check-out process will strongly influence the overall experience of your guests. Share a short personal message via WiFi or QR Code with a link to a questionnaire - ideally one night before departure for guests staying at least two nights - and offer different services, e.g. storing the luggage or calling a taxi.

Example for a personalised message:

Dear Mrs. Jones,

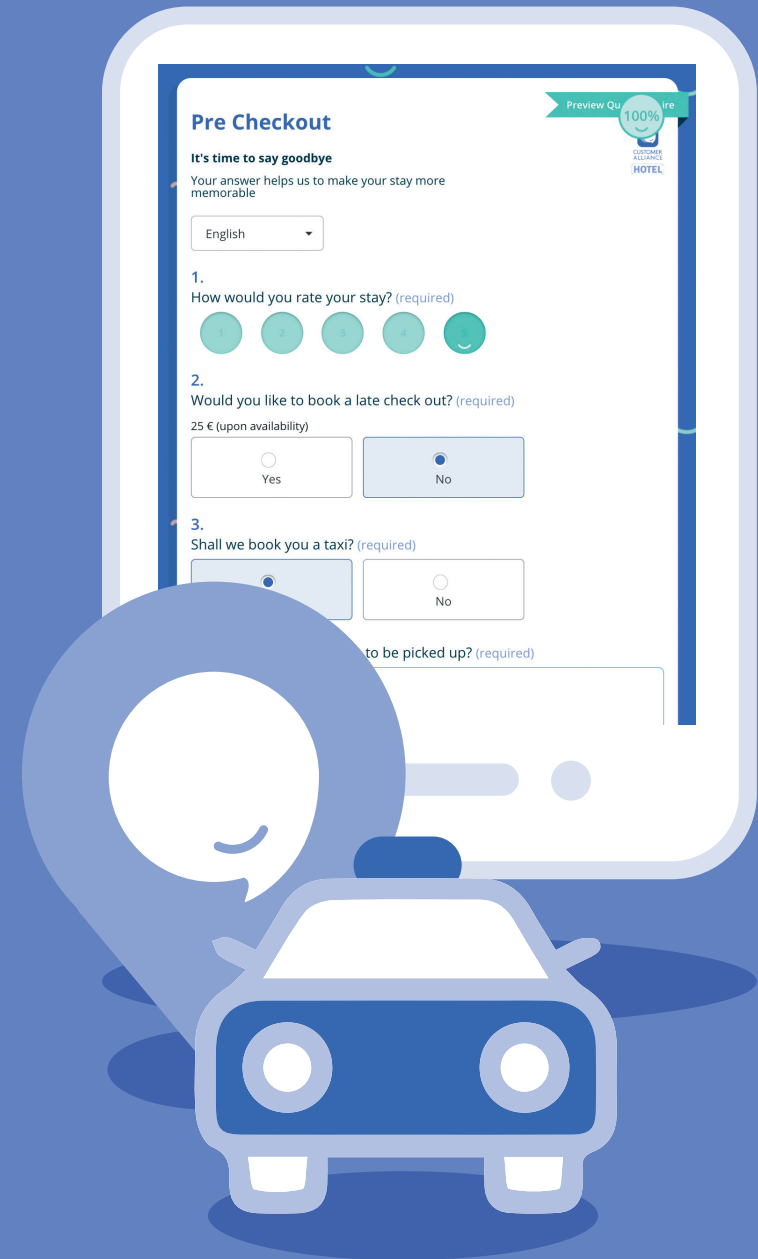
Sadly, it's time to say goodbye. We are sorry to see you leave! Is there anything, we can help you with to make your departure as comfortable as possible?

Your Scarlet Hotel



Example of a personalized questionnaire:

- **Shall we pick-up your luggage from the room?**
If yes: At which time shall we pick-up your luggage?
- **Shall we store your luggage?**
If yes: How many pieces need to be stored?
If yes: Until which time shall we store you luggage?
- **Shall we book you a taxi?**
If yes: At which time, would you like to be picked up?
- **Special requests**



3

Post-Stay Communication

INVITING GUESTS TO SHARE FEEDBACK

ENCOURAGING A NEW BOOKING

THANKING FOR A MEMBERSHIP IN THE LOYALTY PROGRAM

TAKE YOUR DIGITAL GUEST COMMUNICATION
TO THE NEXT LEVEL

As you may assume, the digital guest communication should continue after your guests left the hotel. Because now it's time to collect feedback and foster and maintain their loyalty.

INVITING GUESTS TO SHARE FEEDBACK

Did you know that dissatisfied guests rather tend to publicly post a review than satisfied guests? Therefore, you should **proactively invite your guests to share their feedback**. This will increase your chances of receiving positive reviews which you can distribute to leading rating platforms such as TripAdvisor, Booking.com or HolidayCheck to improve your online presence. In turn, this will lead to more attention and more direct bookings.

Example of a personalised message:

Dear Mrs. Jones,

Thank you for staying with us at the Scarlet Hotel! It was a great pleasure to have you as a guest and we are sad to see you leave. Please keep us in mind if you are ever in the area again looking for a weekend escape or a beautiful location to host your next celebration!

Since we are always anxious to constantly improve our service and our offer, we kindly ask for your feedback. Please take a moment to rate our hotel.

Thank you very much and we hope to welcome you again soon.

Your Scarlet Hotels



Example of a personalized questionnaire:

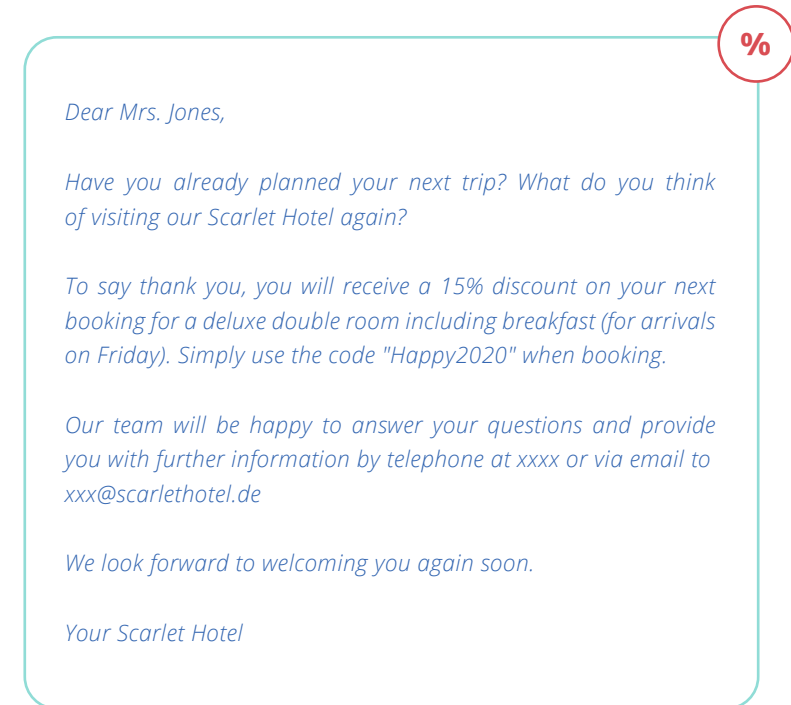
- **Cleanliness**
How do you rate the cleanliness of your room?
How do you rate the cleanliness of the public areas?
- **Friendliness**
How do you rate the friendliness of our employees?
- **Room**
How satisfied were you with the comfort of your room?
- **Breakfast**
Have you had breakfast with us?
If so, how would you rate the selection of our breakfast buffet?
- ***What did you particularly like about your stay?***
- ***What suggestions for improvement do you have?***
- ***How likely is it that you will recommend us to a friend or colleague?***

Also ask for important key data, such as the reason for the trip or the age group.

ENCOURAGING A NEW BOOKING

Don't make the same mistake as many other hoteliers: Don't let the contact to your guests vanish! It is **highly important to stay in touch in order to build a relationship and increase loyalty**. After approx. three months, you should reach out with a personalised message offering, for example, a discount on the next booking. Or share news about the hotel - new offers and services, renovations or special events in the area - which make the next visit worthwhile.

Example of a personalised message:



THANKING FOR A MEMBERSHIP IN THE LOYALTY PROGRAM

Do you offer a loyalty program? This can be a valuable and effective way to maintain a long-term relationship with your guests and to increase their loyalty. Welcome new members with a personalized message and thank them for registering to your program.

Example of a personalised message:

Dear Mrs. Jones,

We are very pleased that you are now a member of our Scarlet loyalty program.

From now on, you will not only enjoy all the benefits of your membership, but you also earn points each time you stay. You can redeem these for overnight stays or special rewards.

Find out more about all the benefits here.

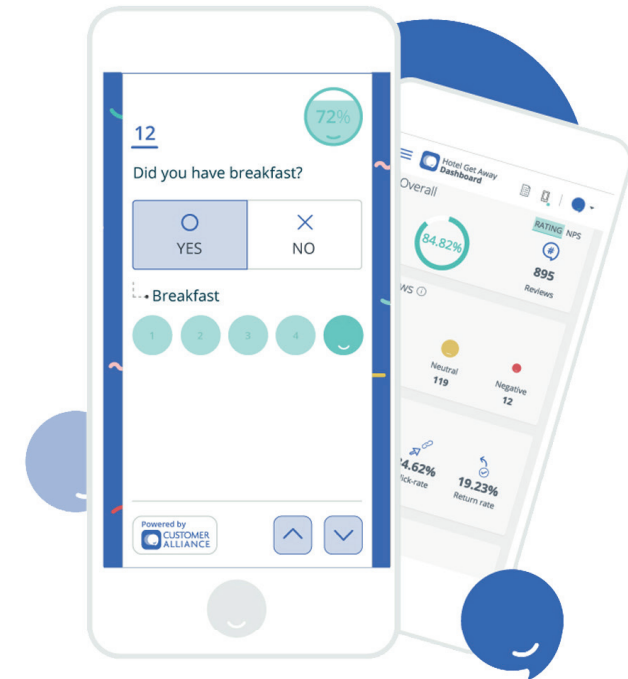
We are looking forward to welcoming you back soon.

Your Scarlet Hotel

TAKE YOUR DIGITAL GUEST COMMUNICATION TO THE NEXT LEVEL

The Communication with guests is the be-all and end-all for successful hoteliers. In addition to the personal contact on site, digital guest communication is becoming more and more relevant. It is an essential tool to enrich the experience of your guests in all phases of the Guest Journey and to significantly increase their satisfaction. Leave nothing to chance! Today's guests **expect a digital, modern service and the comfort and individuality associated with it.** The advantages for you as a host are also obvious. Service and **internal processes can be improved, the workload for employees can be reduced and additional sales can be boosted.**

Digital guest communication is easy if you rely on the right tool. With the solution of Customer Alliance, you stand out from the competition with an individual, digital guest approach! At the same time, it reduces the effort for manual work and increases your turnover. This is what digitalisation in the hotel industry is about.





CUSTOMER
ALLIANCE

**Do you need support implementing
a long-term strategy for your digital
guest communication?**

**Our experts are happy to assist you! Request a
free demonstration and gain valuable insights
into how to enhance your communication and
increase the satisfaction of your guests.**

www.customer-alliance.com