

Star Quality
Hospitality
Resource

STAR QUALITY EXPERIENCE

The Hotelier's Guide to Creating
Memorable Guest Journeys



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Book Resources



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Exercises

How well do you know your guests?..... 2

Moments of Truth (MOT)..... 3

Website Review 4

First Impressions 8

Using Open Questions 10

Rapport though Language use 11

Random Acts of Kindness..... 12

Birthday Card campaign 13

Touch Point Check List 14

Loyalty Programme..... 15

Your Return Guest..... 16

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How well do you know your guests?

Think about one of your regular guests and write down ten things you know about them.

1

2

3

4

5

6

7

8

9

10

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Moments of Truth (MOT)

Imagine you are a customer that will stay in your hotel, and think through the different moment of truth opportunities you will have. Make a note of every single time you would contact the hotel or a member of staff throughout your customer journey:

MOT 1

MOT 2

MOT 3

MOT 4

MOT 5

MOT 6

MOT 7

MOT 8

MOT 9

MOT 10....



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Website Review

<p>Have a look at your website and check to see if it has the following:</p> <ul style="list-style-type: none">• Easy navigation, as a general rule there should be no more than 7 tabs, as too many and this becomes overwhelming for the user. All links should work. The navigation bar should be on the same place on every page.• Clean and simple, easy to read, font not too small.• As few steps as possible to get to a 'call to action' button.• Up to date relevant information which is not too wordy, and written in a way which highlights how you meet your customers' needs.• Good quality photos which are compressed correctly to speed up site loading.• A short video of between sixty and ninety seconds long.• Social Media links to attract followers and encourage engagement.• Contact information to include full address with postcode, contact telephone number, email.• Enquiry form so queries can be dealt with immediately.	<p>Tick or place comment here:</p>
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- Online booking as ideally you want your customers to book with you directly.
- Easy and secure online payment process.
- Option to translate in to another language, remember hospitality is an international concern and hopefully you will be welcoming guests from all around the world. This can be done quite easily with Google Translate.
- Now for the more technical side, your website needs to:
- Be fully responsive. This means it can be viewed on any device, including smartphones. When the page is viewed, the size and layout is automatically adjusted for that device.
- Your website has key search words and terms that will assist with Search Engine Optimisation (SEO). Ideally you want to be on the first page of a Google search organically.
- Google analytics installed – you need to be able to monitor and track how your website is performing
- You have a Content Management System (CMS) that you, the user can update, so any simple changes to your website you can do yourself.

To keep in the Google search rankings you will want to update your website on a regular basis. This could be done through updating promotional offers, or menus for example

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Book Your Own Hotel

Imagine you are a guest that would like to book your hotel. Go through this part of the guest journey and do a google search and see if your hotel comes up. Remember your guest may not know the name of your hotel at this point.

By all means search for your hotel name, in which case your hotel should definitely come up on the first page. If it does not then you will need to relook at your SEO. Also do a google search on hotel type + destination, such as '4 star hotel in Bath' for example. Read the reviews on Trip Advisor. From Trip Advisor click through to your website and see how easy it is to check availability, and make a direct booking online. Now ask yourself these questions:

- Did your hotel come up on the first page from your google search?
- Did the Trip Advisor reviews you read encourage you to make a booking?
- What did you think about the photos on Trip Advisor?
- Did the link from Trip Advisor to your website work?
- What is the impression of your website?
- How easy was it to make a direct booking on your website?

**Answer Yes / No or
add your comment**

Exercise – Building your Guest Profile

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Have a look at your reservations and randomly select a guest that has an upcoming stay. Now see if you can fill in all the information below on this guest:

Full Name:

Date of Birth:

Occupation:

Reason for staying:

Flight / Travel information:

Estimated Time of Arrival:

Room preferences:

Special requests:

Dietary requirements:

Number of times stayed before:

Any Previous issues:

Additional notes:



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First Impressions

Go outside of your hotel and as you approach it answer the following questions (as applicable to your property):

	Answer Yes / No or add your comment
<ul style="list-style-type: none">• Is signage to the hotel clear and easy to read? • Are the gardens immaculate and the lawns neatly mown? • Are the flowers in bloom, shrubbery neat and tidy? (This can also apply to flower boxes) • Has the exterior of the building been recently swept? (No rubbish or discarded cigarette butts) • If there is a car park are the parking spaces clearly indicated? • Are the windows clean and in good repair? (No rain marks or decaying window frames) • Is the exterior in good order? (No peeling paint or broken fixings) • Is it easy to find the entrance? • What impression do you get from the outside of your hotel?	



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Greeting Your Guests

Think about how you greet your guests by answering the following questions:

- What impression does the layout of your lobby / reception area give to a guest when entering your property?
- How do you set the ambience?
- Who is the first person a guest will see when they enter your hotel?
- Does your receptionist remain seated behind a computer or are they already standing in anticipation for your guest's arrival?
- Can your receptionist see when a guest arrives? (Depending on the layout of your building, the use of mirrors may help with this, if it is an issue)
- Is there a receptionist present?
- Who speaks first?

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Using Open Questions

Below are a series of typical questions your staff may use when interacting with your guests. These are all closed questions, rewrite these questions so that they open up the conversation:

Example:

Closed: Can I help you?

Open: How may I help you?

Closed: Will there be anyone accompanying you?

Open:

Closed: Are you celebrating...?

Open:

Closed: Do you need any information?

Open:

Closed: Will you be staying...?

Open:



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Rapport though Language use

Imagine you had a guest speaking to you and they said the following to you. Work out their sensory preference and then write down how you would respond matching their use of language:

Example:

Guest: 'It appears the weather forecast was correct for once'

Preference: Visual

Your response: 'Yes it is lovely to see the sun shining again'

Guest: 'What you just said really resonates with me'

Preference:

Your response:

Guest: 'I am not sure how this contactless payment will catch on'

Preference:

Your response:

Guest: 'That tasted absolutely divine'

Preference:

Your response:

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Random Acts of Kindness

Put together some scenarios of your own that could typically happen in your hotel. Think about what facilities and services you have and how you can make it easier for your guest to access these.

Scenario:

Scenario:

Scenario:

Now give these scenarios to your staff and get them to come up with ways to enhance your guest's experience through Random Acts of Kindness. Each day you could highlight the best example of how your staff have paid it forward.

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Birthday Card campaign

<p>Find the answers to the following questions:</p> <p>How many customers do you have on your database? How many of these customers do you have a physical address for? How many of these customers do you also have birth dates for?</p> <p>This is the total amount of customers you could send out birthday cards to.</p>	<p>Answer</p>
<p>Work out the following for your property:</p> <p>No of customers x cost of card and postage = A Average spend per head – costs = B Number of guests that take up your offer = C</p> <p>$C \times B = \text{potential revenue} - A = \text{potential profit from campaign}$</p>	<p>Answer</p>
<p>Example:</p> <p>1,000 customers x £1.00 for card and postage = £1,000 to send out birthday cards (A) Average spend per head £100 – costs @ 30% = £70 (B) Let's say only 50% take up the offer (C) 500 customers (C) x net contribution of £70 (B) = £35,000 potential revenue $£35,000 - £1,000 (A) = £34,000$ potential profit from campaign</p>	<p>Answer</p> <p>A = £1,000 B = £70 C = 500</p> <p>Potential Profit £34,000</p>



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Touch Point Check List

<p>Tick off the items below that you currently do to keep in contact with your previous guests:</p> <ul style="list-style-type: none">• Follow your followers on Social Media• Favourite and share your guests posts that mention your hotel• Mention and tag your guests in posts, thanking them for feedback• Send out birthday cards and/or special occasion cards in the post• Target your promotions to specific guests• Send out VIP invitations exclusively for past guests• Email out newsletters to your previous guests highlighting success stories• Having a link in your newsletter to your blog• Regularly posting up blog entries on your website• Having a link on your blog for newsletter subscriptions	<p>Tick</p>
<p>If there are any items on the above list that you have not checked off, then this is your starting point to engage with your previous guests and let them know that you still remember them.</p>	

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Loyalty Programme

Imagine the loyalty programme example below is being used in your hotel.

Example:

Each time a guest stays they are awarded a stamp. Say for example the image of a bed which they collect. Depending on how often they stay they will be rewarded 'freebies' each time they stay:

Stay 1 – collect one bed stamp

Stay 2 – collect one bed stamp – offered complimentary drink during that stay

Stay 3 – collect one bed stamp

Stay 4 – collect one bed stamp – offered complimentary breakfast during that stay

Stay 5 – collect one bed stamp

Stay 6 – collect one bed stamp – offered complimentary upgrade during that stay

What system is being used here? – Points, Tier, VIP or Partnership?

How would you measure how successful this programme is?

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Your Return Guest

Have a look through your reservations and pick out a guest that has stayed with you before and is returning for a future visit. Now look through their guest profile. Hopefully you will remember who this guest is. Now think what you can do to make a difference to their next stay. Add this as a note to their guest profile, so when they arrive the arrangements for this can be implemented.

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The exercises you have accompany my book “*Star Quality Experience - The Hotelier's Guide to Creating Memorable Guest Journeys*” which is available in paperback and in kindle format on Amazon.

If you require more specific assistance, then please feel free to email me directly:

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More details of the services that Star Quality Hospitality Consultancy can provide for you can be found on our website:

<http://starqualityhospitality.co.uk/hospitality-consultancy/>