

ONLINE CHECK-IN & SAFE STAY

How to Digitize your Hotel

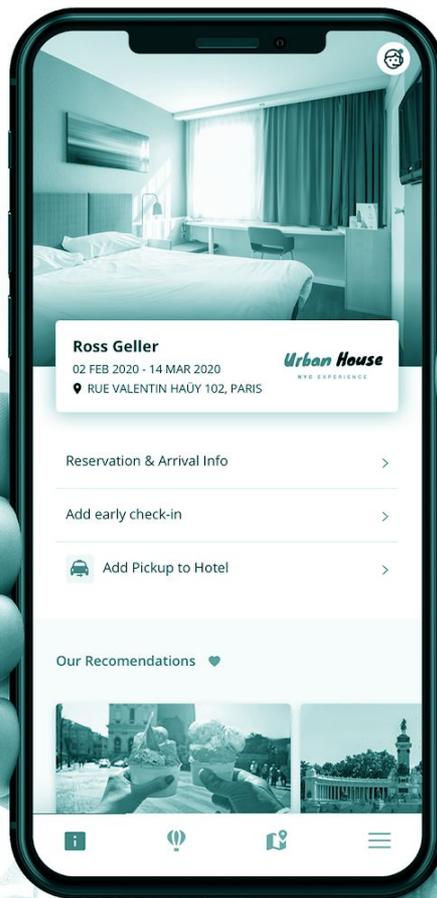


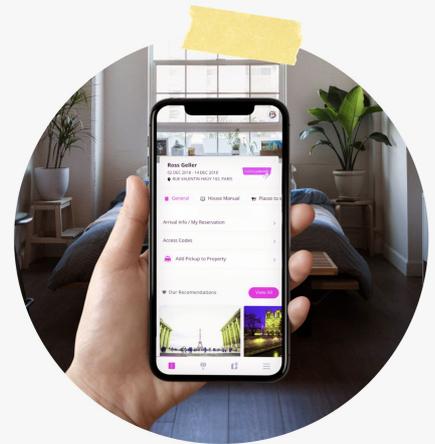
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Introduction

“Three priorities will define customer experience in the post-pandemic era: digital excellence, safe and contactless engagement, and dynamic customer insights”

- McKinsey



The COVID-19 crisis has impacted the travel and hospitality industry in many ways. It is evident that all players including hotels, hostels, and vacation rental management companies, will need to operate in a new and more efficient way that include a more efficient operational management, further reliance on digitalization and establishing a better relationship with guests, establishing trust. Experts indicate that the Coronavirus impact will include minimizing physical contact, eliminating queues, establishing new cleaning standards, and automating procedures to minimize tasks and cut losses.

This guide was created in order to help hospitality providers to prepare for these changes and come out stronger from COVID-19, with improved guest communication and additional revenue streams.

Predicted shifts in the Hospitality Industry

Much of the analysis surrounding the coronavirus outbreak and its impact on travel, tourism and hospitality has focused on two core areas: operations and recovery. While many hotels and rentals have adjusted their rates and cancellation terms and even introduced a new non refundable yet flexible rate, there are many more adjustments that can help mitigate challenges. Reports show how gradual digital transformation has accelerated rapidly in the space of just a few months. Research indicates the rise of the following standards:

1. **Online check-ins** – Hospitality will shift to online check-ins, eliminating unnecessary queues allowing guests to send and receive all necessary information before arrival.
2. **Trust**- Hosts will need to build trust with travelers and reassure them that the accommodation meets the highest sanitary standards.
3. **Automation** - Guest communication and engagement will be streamlined to save hours of manual work on repetitive daily tasks, allowing the host to operate more efficiently.
4. **Online upsells** - offer more value and generate more revenues from every guest. Touch-free.
5. **Digitalization** - Making all the information guests need easily accessible online using technology solutions such as Guest-Apps, replacing paper room manuals, and online local recommendation to replace calling a rep, physical maps etc.

Tools to Help Mitigate Challenges and Seize Opportunities

The following tools will help prepare hotels for recovery and ensure a smooth transition back to successful management, and to reduce vulnerability in years to come by making sure hosts seize full revenue opportunities.

Online Check-in

Implementing a self-check at your hotel and offering a no touch funnel to your guests is extremely valuable even before taking the current crisis into consideration. It allows you to reduce manual repetitive tasks, and automate processes that are often time consuming for your staff. The online check-in not only helps your hotel become more efficient, it also allows you to offer more value to guests, making sure they have the optimal arrival experience while also ensuring their safety. At times like these, travelers will find the option to self check-in more important than ever before, giving you an advantage over similar hotels. Being able to promote your easy arrival experience to guests is a valuable selling point for the foreseeable future.

Reducing repetitive tasks and increasing efficiency

While some staff availability may have been affected by the recent crisis, you can offer your guests a self-check-in without sacrificing your service standard. All details are automatically collected from your guests and sent back to you PMS. Wishbox's pre-check-in wizard allows hosts to automate the check-in process and gain operational flexibility. These solutions allow hotels to offer a upgraded arrival experience to guests, instead of standing in line and filling forms, they are welcomed without wait.

Scanning documents, E-signatures and collecting information

Customize your check-in process, and ask guests to scan any document you may need, sign contracts, collect payment or security deposits, coordinate their arrival time and even opt them in for marketing, in advance and avoid unnecessary lines, and contact.

Smart Locks

Smart and digital code locks allows guests to access your property independently. Wishbox can connect to many services including Vikey, Astute locks, Keynest and more.

Pre-Arrival Upsells

While collecting information and coordinating the arrival, Wishbox's online check-in also allows you to include relevant services to guests, allowing you to offer your guests more value while generating more revenue at the same time. Services include transportation services, early check-ins, activities and more.

“Guests are now used to new standards and no longer have the tolerance for the the old way of doing things, like standing in line or wait for service providers when it all can be managed digitally, in their free time, from their own device.”

Smart guest communication- Messages and broadcasts

Now that efficient communication is more important than ever, it is crucial to have a system in place that will allow you to instantly communicate with in-house and future guests, and that you are able to easily contact and engage with them.

Make sure you are reassuring guests that you are doing everything you can to make their stay as safe as possible. It is also imperative to ensure both future and In-house guests that you are following all of the government regulations and that your cleaning policy is up to the highest standards.

In times of crisis and in order to reduce cancellations, offering a more lenient cancelation policy is often the smart choice, but the most important part is communicating these flexible policies to your guests as soon as possible.

Instant and scheduled messages via chat, SMS and WhatsApp

Using Wishbox, your updates and messages can be sent to guests through the guest app, email or SMS and WhatsApp. You can not only send guests messages in through the platforms they are already used to checking constantly - thus ensuring their engagement, but also schedule these messages in advance, making sure they are customized by arrival time, rental, booking source or booking status. These smart messages can be perfectly structured and scheduled, allowing hosts once more to save time while ensuring their guests have the optimal experience. Messages can be auto-translated to the guests' native language to make sure no detail falls between the cracks.

Upsells - offer more value, generate more revenue

Up-selling services to guests is an important part of the guest experience. Guests often book accommodation seeking to experience the local atmosphere and being able to recommend and offer additional services is of major value, often crediting with customer loyalty and 5 star reviews.

Up-selling services however can provide more than just satisfaction, it can easily become another source of income, allowing hospitality providers to become more profitable.

Many hosts have raised concerns about their margins, making additional revenue streams extremely significant. Recommending trusted services to travelers is becoming more relevant than ever, allowing you to upsell and cross-sell anything from room upgrades, transport, early check-in, experiences and more. This is clearly the way hospitality providers are headed.

Upselling and cross-selling

Wishbox allows hosts to sell any service to guests, before and during their stay. You can add new in-house and in-destination services and allow guests to easily book and pay online, via credit card.

Connect with local services and suppliers

Using Wishbox, you can connect 3rd party suppliers in order to ensure you work with trust suppliers you recommend. Guests have access to these services throughout the guest journey, and can easily book them using their credit card.

The ability to connect to local services also increases the property's flexibility, allowing hosts to adapt special offerings for domestic travelers. This is especially useful as markets are changing and there are many uncertainties ahead.

Guest App

The information that is spread around the internet may not be currently relevant to travelers, Having your own guest app allows you to help your guests feel at home, with all the information they need at a click of a button. Providing detailed and relevant information to guests places your property at the front and center of the guest experience, allowing you to include your own recommendations, services and more. As the host you are the best authority to offer personal and local tips.

The Wishbox guest app is a web app and does not require any downloading, giving your guests easy access to all the important information they need.



Up-selling Services

There are plenty of upselling and cross-selling opportunities for hospitality providers. Some upsells can be managed in-house and are easy for hosts to offer, and other services may require more work and in-destination partners. With domestic tourism being the first to recover, you may want to consider adding new local partners and making sure your property appeals to the local travelers, with unique food and cultural experiences that

- **Early check-in and late check-out**

Early check-ins and late check-outs may be the most appreciated upsells you can offer your guests. The standard check-in/check-out hours are often inconvenient for guests as they are not coordinated with flight arrivals and departures. Getting early access to the room and avoiding a pointless wait can truly upgrade your guests' experience. The same goes for the late check-out offer as guests will appreciate the ability to make the most out of their vacation and spend extra time in the rental/room before having to head back home. These offers will also allow you, the host, to cash in on new opportunities as these offerings do not necessarily require ANY extra work.

- **transportation**

Most travellers book some sort of transportation service before or during their vacation. Whether its a taxi from the airport, ride from the train station or even just a car rental, these services are common and often have an excellent conversion rate.

- **Room Upgrade private spaces**

Offering your guests the opportunity to upgrade their room/rental choice is a great way to generate extra revenue. Its never too late to offer guests the opportunity to upgrade their experience further. This option can be offered at a discount to encourage last-minute upgrades.

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- **Tours & Activities**

Every destination offers different experiences for guests to enjoy. An urban destination may include walking tours, cultural experiences such as art, history, food or local market tours, while a beach or mountain destination can offer different activities such as wine tasting, water sports, guided stargazing and more. The important part is to offer experiences that will excite your guests and allow them to make the most out of what your destination has to offer.

Guest Content

It doesn't matter if you are a private host, operate vacation rentals, a hostel or hostel- Creating content for your guests is one of the basic things you can do to enhance guest satisfaction, increase sales and improve your service.

- **Safety & cleaning information**

At times like these your guest content should be oriented to making them feel as safe as possible, assuring them your property follows the highest standards of cleaning, and that your staff is being safe as well. Whether you communicate this through guest messaging or add a detailed post to your guest app regarding your cleaning procedures, your guests are bound to feel safe during their vacation and be more relaxed about their stay when you share this information.

- **Costs and Expenses**

One of the first things travelers do when organizing a trip is to plan for expected expenses. While the budget may affect the destination choice in itself, it is also very helpful to get a clear idea for prices once the destination was chosen. How much does a beer cost? what is the price of transportation? what should your guests expect to pay for a meal? Is there anything that is unusually expensive or cheap in your destination? Budgeting for a trip can give your guests peace of mind and allow them to avoid unpleasant surprises.

- **Means of Transportation**

Transportation advice and recent safety updates is information that can significantly improve your guests' experience. Make sure to let your guests know how to arrive at your property from the airport/ near station, what is the best way to get around in your destination and how far are the main attractions in the area. If they many need to take a taxi or car services, make sure you can connect them to a trusted driver.

- **Apps to download**

Another valuable piece of information your guests will appreciate are helpful apps to download before arriving at your destination. Does your city/destination have a useful app regarding important updates? Sites that are open or spots that need to be booked in advance in order to avoid an excess amount of tourists visiting at the same time? New York's *NoWaitt* will tell you how long the wait will be at the restaurant of your choice, *Mobike* will allow you to rent bikes around Florence and *Bird scooters* in Tel Aviv will allow you to rent an electric scooter on the go around the city. Start searching for great apps that travelers love and your guests would appreciate learning about.

- **Food & dining**

Food is a major part of your guests' travel experience. Make sure to give the local insight as to where they should dine while on vacation, safe places you trust for takeaways and places that might have spaceouse and outdoor seatings.

- **Food & dining**

Put your knowledge to good use and write about the top 5 places your travelers shouldn't miss when visiting your property. You can include tours and activities you find exciting.

Conclusions

While the industry braces itself for changes and hopes for a speedy recovery, the ability to maximize communication, offer dynamic services and manage guests in the most secure way is more important than ever. The key is to adapt and utilize new technologies in order to offer guests the most secure and highest standards of service.

Wishbox offers a quick and effortless connection to leadings
PMS's and channel managers, allowing you to easily transform
and digitize your guest experience.

WISHBOX

www.wishbox.co