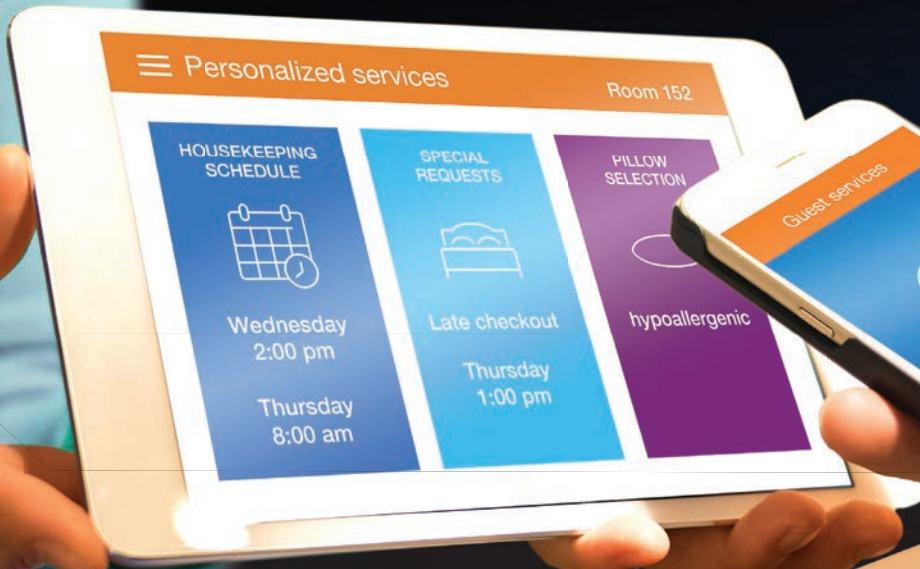
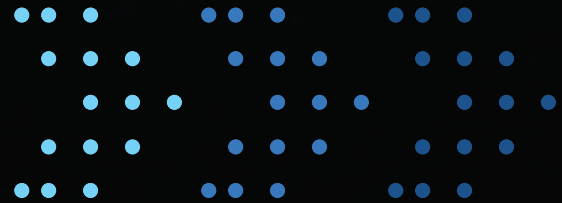


3 KEYS to a PERSONALIZED GUEST EXPERIENCE

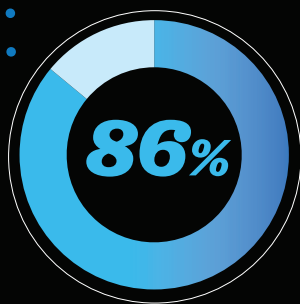


PERSONALIZATION **IS THE NEW NORM**

Fresh off her red-eye from Seattle, a businesswoman walks into your hotel lobby, her eyes glued to a smartphone. She's already checked in using her mobile app, so your conversation will be brief. But she's got questions.

"Could you send up my usual breakfast? Can I watch tonight's game on TV? Doesn't my gold status get me a room upgrade?"

Personalized service is important to this guest—and it should be to you. Companies that excel at personalization generate 40% more revenue from those activities than average players.¹



***86%** of travelers are looking for personalized interactions²*

At a time of staffing shortages, cost pressures from online booking sites and competition from non-traditional accommodations, how can you meet this demand?

READ ON and discover **3 KEYS** for delivering a more personalized guest experience, no matter what type of property you own or manage.



CONNECTING WITH *TODAY'S GUESTS*

In 2022, guests returned to hotels with higher expectations than before the pandemic. Personalized service options can go a long way toward fulfilling those expectations.

Not every guest will take advantage of the options they are given. But the simple fact of offering them can help create an emotional connection with your brand that helps translate into higher lifetime customer value.

What makes for an emotional connection?

In a global survey on customer experience, KPMG identified seven key attributes of an emotionally connected business:²

- 1.** Offers products or services relevant for me
- 2.** Understands my specific personal needs
- 3.** Makes me feel valued
- 4.** Treats me as an individual
- 5.** Knows who I am from my customer history
- 6.** Makes me feel in control
- 7.** Shows an interest in me



Consumers with an emotional connection to a brand have a 306% higher lifetime value.³

3



KEYS to a **PERSONALIZED** GUEST EXPERIENCE

1 *Make the most of what you know*

2 *Double down on data collection*

3 *Personalize the guest room experience*

1 MAKE THE MOST OF *WHAT YOU KNOW*



The goal of personalization isn't learning everything about your guests. It's making the most of what you can learn without being intrusive. Here's where to look for the data you need.

MAKE THE MOST OF *WHAT YOU KNOW*

“A person’s name is the sweetest and most important sound in any language.”

—Dale Carnegie



With new guests

Your booking engine can capture basic details about the guest (name, contact information) and the reservation (room, rate, stay dates).

Your confirmation and pre-arrival emails can request missing details. You can offer a few personalized options—but keep it simple.

With repeat guests

Your Property Management System (PMS) can automatically create a guest profile when a reservation for a new guest is made. Each subsequent stay is an opportunity to add more details, either manually or with data from technology such as smartphones, in-room TVs and other internet-connected devices.

Be a name-dropper

The first words you hear from a guest checking in will be their name. They should also be the next words you say as you welcome them to your property. While you look up their reservation, take the opportunity to repeat their name again and ask where they’re coming from. Repeat what you hear in the most natural way. It shows they are important to you.



2 DOUBLE DOWN ON *DATA COLLECTION*

Even a good PMS system can only tell you so much about your guests. To get more granular about their preferences and deliver a more personalized experience, you need as much data as possible in your guest profiles.

DOUBLE DOWN ON *DATA COLLECTION*

**Best options for
3 guest segments
poised to grow**



**Leisure Travelers
Under 50**

Healthy room
service menus



Business Travelers

Add-a-leisure-day
promotions



Loyalty Members

Complimentary internet
upgrades

STEP 1

Let guests customize their stay

Offering ways your guests a way to customize their stay gives them a sense of control, while allowing you to append their guest profiles with valuable data.

- Early check-in at noon or late checkout at 4 pm?
- Adult beverages, soft drinks or water only in the minibar?
- Text messages or phone for housekeeping requests?

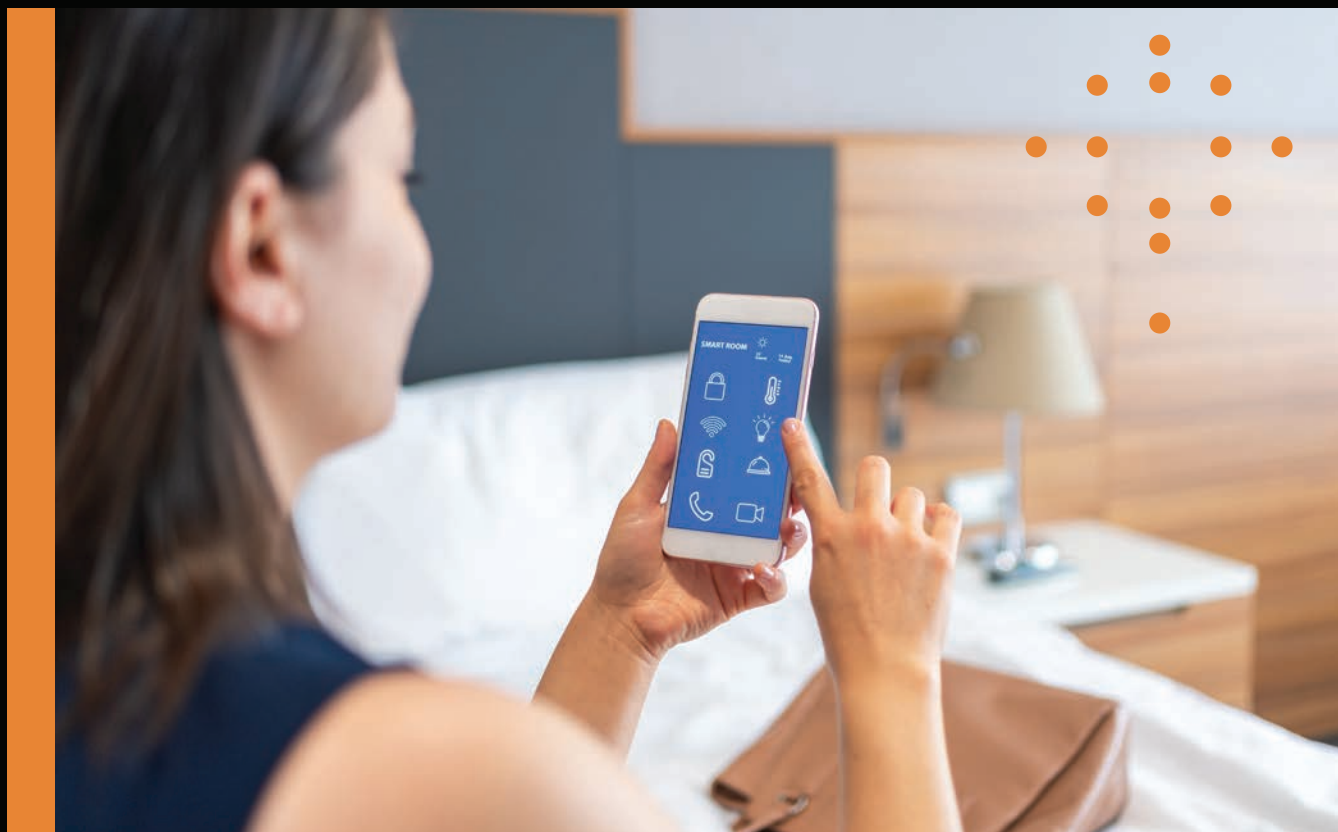
You can offer these options in your reservation confirmation email, through your loyalty program app or at check-in.

STEP 2

Learn from the data you collect

With repeat bookings, you can use this data to anticipate special requests and delight guests with your attention to detail. But more importantly, you'll see patterns emerge that you can leverage for all your guests, allowing you to focus on options that can potentially deliver the most significant ROI for your property.⁴

3 PERSONALIZE THE GUEST ROOM EXPERIENCE



If you manage a small, budget-friendly property or a boutique hotel, you can welcome guests with a hand-signed note placed on the desk. With a large property, your best option is to allow your guests to personalize their surroundings with technology.

PERSONALIZE THE GUEST ROOM EXPERIENCE



TECHNOLOGY HELPS OPEN THE DOOR TO BETTER PERSONALIZATION

KEYLESS ENTRY

Mobile keys that can be accessed right from the guest's digital wallet

ENVIRONMENT

Access to lighting and climate controls from smartphones and tablets

ROOM SERVICE

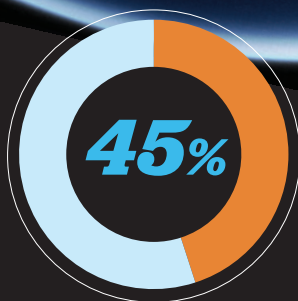
Option to preorder meals from anywhere through a smartphone or loyalty program app

ENTERTAINMENT

Offer guests programming that gives them a choice of live on-demand programming and streaming

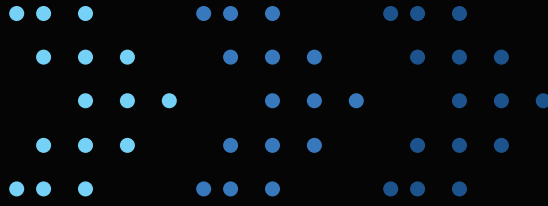
COMMUNICATION

Front desk and housekeeping requests by text instead of the room phone



45% of travelers are watching the same amount of TV today than when the pandemic was in full effect.⁵

The more data you can gather about the way guests interact with your staff and property—from the front desk to the restaurant to the fitness room—the more opportunities you'll create to personalize their future stays.



TO LEARN ABOUT DIRECTV **ENTERTAINMENT SOLUTIONS FOR YOUR HOTEL**

· · · **CALL 1.855.757.2182**

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