

How Hotels Can Increase Revenue Through Personalisation



A Step-by-Step Guide



Criton eBook

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GETTING PERSONAL AND WHY YOU NEED TO DO IT

Winning the hearts and minds of guests is increasingly about getting inside their hearts and minds. Therefore, personalisation is the key. With online travel agencies (OTAs) and accommodation-sharing platforms leveraging the power of huge amounts of data to personalise their communications and so too their product offerings, hotels need to work harder than ever to keep up.

How are hotels getting more personal?

Some hotel brands have embraced personalisation and are using it to create a highly tailored service. Starwood Hotels' Preferred Guest app learns more about guests the more they stay, achieving ever-increasing levels of personalisation. The most loyal customers even get their own personal ambassador to manage their visit.

Premier Inn's Hub Hotels app allows guests to personalise room settings such as TV, lighting and air-conditioning, helping them create their own tailored homely environment. So too does hotel chain citizenM provide in-room tablets to personalise entertainment content, room temperature and lighting schemes – all of which data is stored on the Guest Experience Ecosystem, providing staff with real-time updates on guests' preferences.

Personalisation is key and it can be integrated into all stages of the guest experience, from pre-stay to post-stay and everything in between.

And it's not just the competition driving this, but the customers themselves:

86%

of consumers say personalisation plays a role in their purchase decisions ¹

62%

of consumers say they have recommended, chosen, or paid more for a brand that provides personalised service ²

Companies that heed this message, reap the reward

Brands that create personalised services by integrating data and advanced technologies achieve revenue increases of 6 - 10% ³

These brands are achieving a five-to-eight-times return on investment (ROI) ⁴

¹ www.revinate.com/blog/infographic-personalization-struggle-hotel-marketing/

² Ibid

³ www.qubit.com/wp-content/uploads/2017/12/qubit-research-getting-6-percent-more.pdf

⁴ Ibid

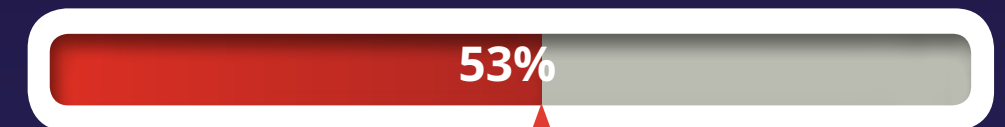
PART 01

PRE-STAY

BEFORE THEY'VE ARRIVED



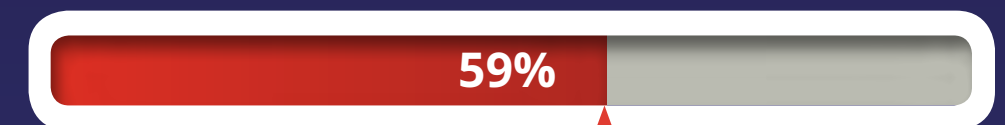
of consumers get irritated with websites that show them advertising or promotional material unrelated to their interests ⁵



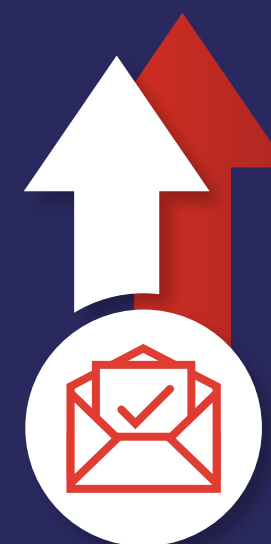
of consumers preferred apps to find accommodation ⁶



60% of consumers said they want offers that are targeted to where they are and what they are doing ⁷



Customers who received contextually relevant messages via geolocation technology were 59% more likely to make a purchase ⁸



Segmented emails by age, location or into more specific and targeted audiences receive a 14.4% increase in open rates and a 14.9% increase in click-through rate than the list average ⁹

⁵ <https://blog.guestrevu.com/taking-the-first-steps-toward-personalisation-in-2017>

⁶ <https://www.phocuswire.com/Travelers-now-prefer-travel-apps-to-web-for-search-and-booking>

⁷ <https://www.boxever.com/press-release-consumers-losing-confidence-in-retailers-ability-to-effectively-leverage-personal-data-according-to-boxever-survey/>

⁸ <https://bubbl.tech/3-ways-geolocation-helps-to-nail-mobile-marketing/>

⁹ <https://www.entrepreneur.com/article/230950>

PART 01 CAPTURE THEIR ATTENTION FOR A BOOKING

Before a guest even books a stay, you can personalise your offering to make sure they choose you.

"Time to book my next trip - but where am I going to stay?"

There was that really great hotel - what was the name of it..."

"I wonder if there are any offers in the local area...where do I start to find out?"

"I wonder if any of my friends have recommendations?"



Discover the many ways in which you can provide **location-based offers**

Guests won't remember to book with you unless you remind them. Email marketing has long been used effectively but personalising your email campaigns has even greater results.

It is worth trying to get as much data as you can on your customer, even if you get it over a long period of time. As the information adds up you can provide more personalised special offers. Previous booking data allows you to segment lists into family, single or business clients, so you can send relevant emails to these groups.

Be careful not to request too much information at once, as this could deter people.

For customers that have already downloaded your app, **location-based push notifications** can provide extremely powerful ways of grabbing their attention. It's all about capturing the in-the-moment desires or needs of customers.

Hotels can be the hub of the local area, so why not target your local audience with hotel services or food and beverage special offers.

A strong social media presence can be a big draw to increase bookings. Sharing stunning, exciting or funny photos of locations, activities and guest experiences is a great way to leverage social proof.

When a friend recommends a hotel you're more likely to look at it - targeting your social media audience to reach their friends is a great personal start.

Social media competitions are great ways to win customers, with one in three contest entrants opting-in to continue receiving information from brands.¹³

Nearly two-thirds of consumers said they want offers that are targeted to where they are and what they are doing.¹⁰

59%

Customers who get contextually relevant messages via geolocation technology are 59% more likely to make a purchase.¹¹

80%

A more direct way is to encourage people to recommend you on social by offering incentives, especially as 80% look for recommendations before buying a product.¹²

¹⁰ <https://www.boxever.com/press-release-consumers-losing-confidence-in-retailers-ability-to-effectively-leverage-personal-data-according-to-boxever-survey>

¹¹ <https://www.mmaglobal.com/documents/mobile-shopper-marketing-report>

¹² <https://www.business2community.com/marketing/numbers-dont-lie-2016-nielsen-study-revealed-referrals-01477256#v0wqLUb3OJLsZYWv.97>

¹³ <http://blog.kontestapp.com/infographic-facebook-contests/>

PART 01 PERSONAL RESERVATIONS



"Where's the most convenient and reliable place to make my booking..."

"It's so frustrating having to wade through multiple options..."

Mobile apps make the booking process quick and easy, as well as keeping all relevant booking information in one easily accessible place.

That is why research shows customers are increasingly turning to apps to research and book holidays.¹⁴ Personalise your app with relevant and targeted special offers.

Artificial intelligence is helping companies to create highly targeted marketing programmes which automatically segment the user online experience based on their preferences and behaviours, showing web pages that specifically tap into their interests. This increases user engagement massively, as can be seen in the way Amazon personalises shopping.

AI can also be used in revenue management to create packages and pricing that is unique to each user. With this said, 57% of consumers are willing to share personal data in exchange for personalised offers or discounts.



Provide personalised bookings through your own hotel app
[discover more here](#)

¹⁴ <https://www.siteminder.com/r/technology/hotel-mobile-technology/why-travellers-prefer-bookings-mobile-app/>

PART 01 AHEAD OF ARRIVAL: COUNTDOWN



With all the data gathered from the booking process, you can create hyper-personalised confirmation emails. Providing the guest with all the details in one place will give them confidence in a great stay, plus by directing them to relevant additional services they will feel the hotel was made for them.

Remember guests often look at the booking confirmation several times ahead of arrival.

"So my booking is confirmed and I have all the details I need for my stay..."

"I need to make the most of my trip, what's going on while I am staying?"

A virtual concierge is an in-app service providing local information to help guests with restaurants, activities, tours, events, transport details and weather info. This can be tailored to guests from the pre-arrival survey.

If you know your guest is a foodie, then highlight local gourmet events like food tastings or artisanal markets. It's worth sending them a weather forecast a few days in advance of their stay with suggested events and activities.

"I wonder if there's any way to share my preferences with the hotel?"

Pre-arrival questionnaires are a great way of finding out what guests want from their stay so you can personalise their experience. Use them to get preferences on anything from the minibar and bedding to which floor they prefer.

But one word of warning – make sure you deliver on their choices!



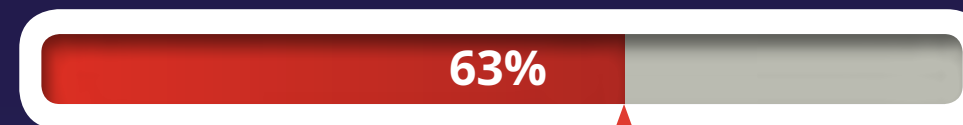
Make the weather forecast available for your hotel and share with your guest pre-arrival



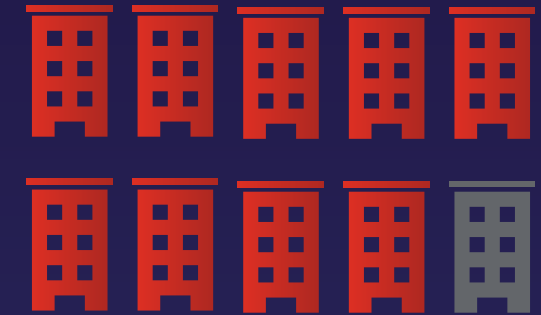
Read the full blog post [HERE](#)

PART 02 DURING STAY

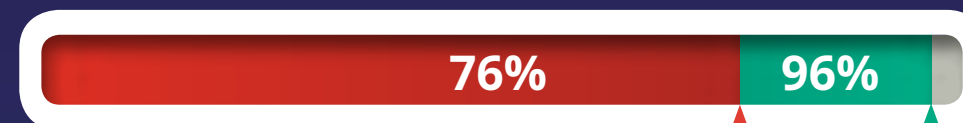
During their stay is your chance to wow guests with excellent personalised service delivered through technology as well as staff.



of guests expect a branded hotel app ¹⁵

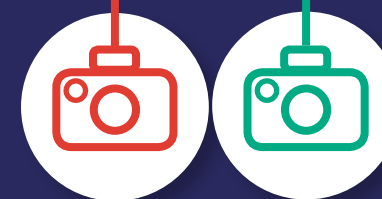


9 in 10 hoteliers believe guests will expect stays to be personalised by 2020

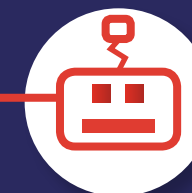
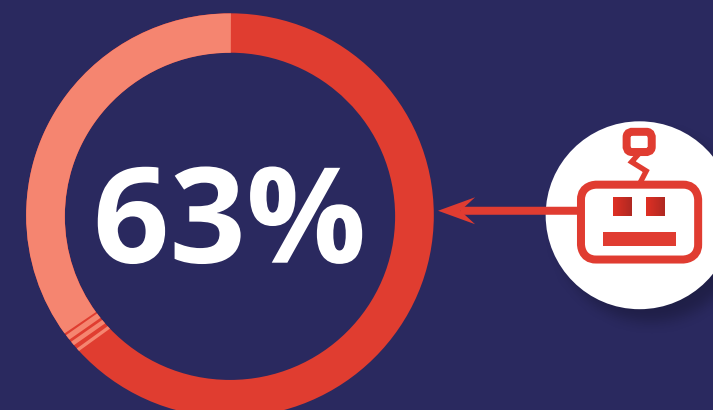


76% of travellers post pictures of their trips

96% of millennials post pictures of their trips ¹⁶



of consumers said responding to hotel companies via text message would either be "very" or "somewhat" useful ¹⁷



of customers are happy to be served by a chatbot if there is an option to escalate to a human interaction if needed ¹⁸

¹² <https://www.openkey.co/guest-expectations-for-hotel-tech-in-2019-2/>

¹⁶ <https://brand24.com/blog/how-to-use-social-media-marketing-for-hotels/>

¹⁷ <https://suite.booking.com/blog/hotel-text-messaging-hospitality-trend/>

¹⁸ <https://www.customerthermometer.com/customer-service/customer-service-and-satisfaction-statistics-for-2019/>

PART 02 GOING THE EXTRA PERSONALISED MILE

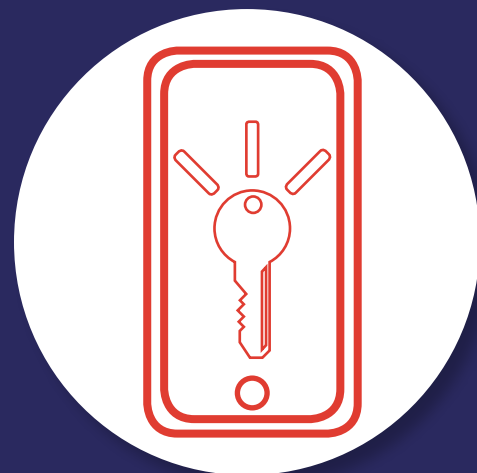
"I wonder if I'll get the red carpet treatment, nothing like feeling even just a little special..."

"I love those little unexpected touches."

"I hope guest service doesn't shut early..."

What better way to set the tone for a great stay than by a personalised welcome email or text the moment guests arrive? Since most guests can check-in online and have a digital key, make them feel welcome even if you haven't seen them in person.

Use personalised welcome messages such as "Welcome back!" if the guest has stayed before. It's also an excellent opportunity to present special offers, new features, hotel services or to highlight events.



Let your guest head straight to their room so they can let themselves in for their own personalised arrival

Wow guests with personalised efforts like fairy cakes with their names on, or little gifts that may celebrate a birthday or anniversary. Tailor these to each guest, it maybe as simple as linking to activities they've booked - "going hiking? Here's some trail mix."

Making guests feel valued will encourage them to do more with you - social media will be their first stop to share their experience with friends and family.

Make guests feel secure by providing answers to their questions 24/7. Chatbots are a great way to answer questions that arise outside of business hours. And since customer service representatives spend nearly 90% of their time answering the same questions, they can free up staff to concentrate on more complex or personal tasks.¹⁹

Also using guest-messaging services means that any staff can answer questions at any time.

¹⁹ <https://medium.com/hijiffy/5-trends-shaping-the-future-of-customer-care-in-hotels-1ca6c28fc553>

PART 02 ENSURE THEY HAVE NO FEAR OF MISSING OUT

"I always find it so hard to know where to go, but what if I miss out?"

Use your in-app virtual concierge to provide guests with local information updates that match their preferences.

You could consider following Hilton's example of including local staff's insider tips, or leverage the power of social media, linking to things like Facebook's City Guides, which include a list of 'Places the Locals go' as well as friends' recommendations.

Use push and geo-fenced notifications to remind guests of special events and activities happening in-hotel and around the local area. Is there a carnival happening downtown? Or a local producer's food market in the area? Let your guests know!



Keep guests informed of what's happening at the hotel, and give them something personal to consider

"Great time #fantastic hotel!!!"

Get your social media working for you and encourage your guests to share their experience. Simply send them a push notification asking them to share a #moment from their stay.

Lead them direct to one of your social media platforms and get them tagging themselves in your feed. Integrate guest experiences into your social media story. Share guests' photos, comments and stories on your own feeds, comment on their shares and engage in conversations.

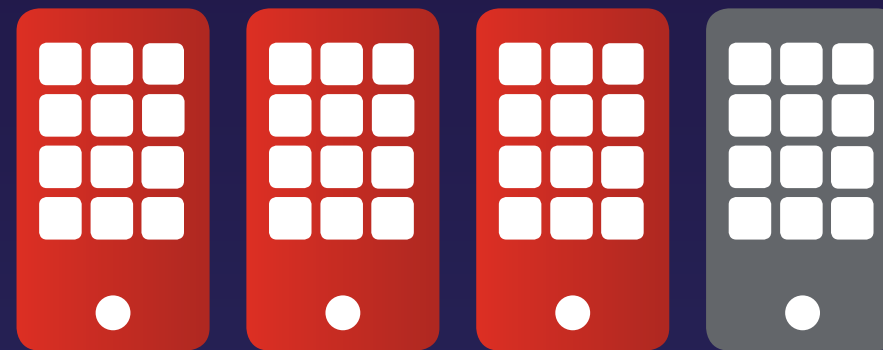
Hashtags and tagging will help spread the word of your hotel to their network.



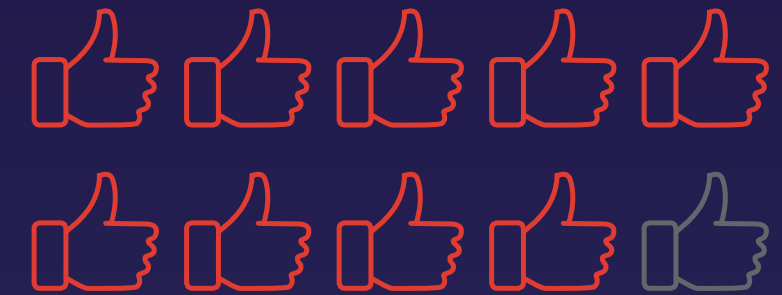
Read the full blog post [HERE](#)

PART 03 POST STAY

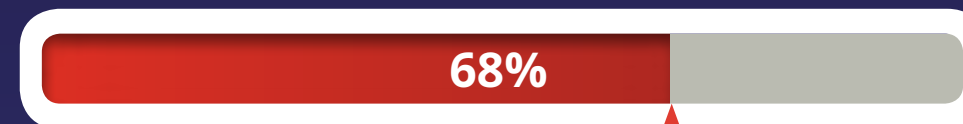
Personalisation shouldn't end with the guest's stay. Follow-up communications build customer loyalty and keep them coming back for more.



3 in 4 people complete surveys on their mobile ²⁰



90% of customers are influenced by positive reviews when buying a product ²¹



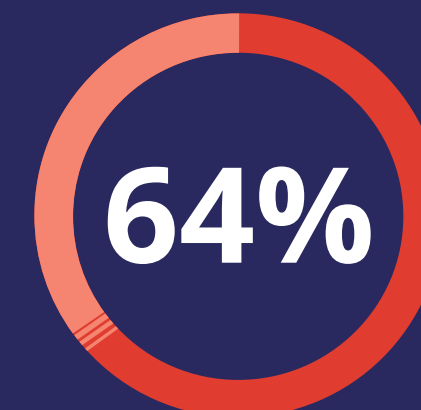
68% of consumers say it increases their perception of a brand when companies send them proactive customer service notifications ²²



More than one third of consumers will not book a hotel room without reading reviews first ²³



76% of consumers look to popular social media sites to plan their next getaway ²⁴



64% use social media to make their travel plans and within the 25-34 year old participant group, the number is even higher ²⁵

²⁰ https://imimobile.com/app/uploads/2018/08/IMImobile-PLC-Annual-Report-31st-March_2018.pdf

²¹ https://d16cvnquvjw7pr.cloudfront.net/resources/whitepapers/Zendesk_WP_Customer_Service_and_Business_Results.pdf

²² <http://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-Report-DynService-2017-global-state-customer-service-en-au.pdf>

²³ <http://www.travolution.com/>

²⁴ <http://www.hotelworldnetwork.com/sharaton/new-sheraton-survey-reveals-importance-social-media-9613>

²⁵ <http://www.hotelworldnetwork.com/sharaton/new-sheraton-survey-reveals-importance-social-media-9613>

PART 03 GOODWILL AND FOLLOWING UP

"I like giving feedback, especially the good kind..."

"#tbt - help guests remember their visit and remember the good times"

"I don't want to miss out on things I love doing."

A personalised thank you email or text after checkout is a great way to show your appreciation. Make reference to something about their stay, and request a review using post-stay notifications encouraging guests to 'check in' on Facebook where they will be automatically prompted to leave a review.

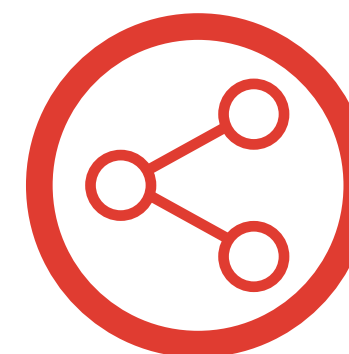
Satisfaction surveys not only help you improve your service, they provide invaluable data for future personalisation. Your guest didn't like being situated near the lift? Act on this the next time they stay!

Re-engagement emails are a warm personalised way of reminding guests of a wonderful stay.

Where guests have given you permission to store data, details like birthdays and special occasions are absolute gold dust - send them a congratulatory email on their special day. Even better, email them beforehand to invite them back with a discount or free upgrade to celebrate.

Post-stay in-app notifications can draw customers back, to engage with your social media feed or make them aware of upcoming special events or activities

If they're sports fans, tell them about an upcoming sport event and invite them back the next time their heroes are playing.



Get connected through **social media** with your guests and keep them reminded of their stay.

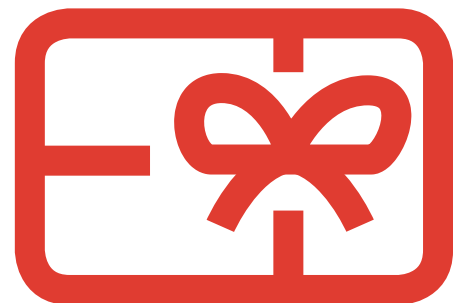
PART 03 MAKE THEM LOYAL FANS

"I want more - I wonder if there's a special club I can join"



Reward loyal customers, not just with discounts but by making them feel special. Personalise loyalty programmes by making incentives as specific and targeted as possible; if it's a business traveller - add free breakfasts or drinks vouchers, or for holiday-makers provide free wi-fi or tickets/ discounts to local events.

Acknowledge milestone stays like every fifth booking with a free perk, upgrade or personalised surprise gift. However you do it, making repeat customers feel special and appreciated will ensure their loyalty remains strong.



Read the full
blog post [HERE](#)

Go that one extra step with your own **loyalty programme** to keep them coming back for more

CONCLUSION

MEMORY MAKING WITH PERSONALISATION

In an increasingly data-driven world the customer expects a certain level of personalisation. To be successful you not only need to meet this expectation, but exceed it.

Personalised email marketing, direct messaging, mobile apps, digital concierges, location-based notifications, insightful recommendations and online feedback, deliver customisation that is automated, seamless and consistent. Not only does this make for happy guests, it has a proven benefit to your business.

Your staff are integral in delivering your digital strategy that enriches a personalised service. By investing in training and engaging your team with your new technologies and systems, your hotel will be able to make the most of the different ways you can offer personalisation to your guests, as outlined in this ebook.

A successful business is ultimately driven by satisfied customers and in hospitality that means great experiences, which you can shape. These experiences soon become good memories, which in turn forge relationships on social media where guests feel a continued sense of community.

If you can consistently help make good experiences, you will become a 'good memory magnet' attracting new and returning customers to an experience that always appeals on a personal level.

93%

of companies, employing personalisation, seeing an uplift in conversion rates ²⁶



Personalisation can increase the efficiency of your marketing spend by 10-30% ²⁷

²⁶ <https://econsultancy.com/reports/conversion-rate-optimization-report/>

²⁷ <https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/marketing-holy-grail-digital-personalization-at-scale>



Our technology will enable you to compete with these global hotel chains. We're here to help you adopt a mobile-first strategy by integrating all your guest-facing technology into your own branded hotel app. Talk to us today for more information on how to increase your direct (repeat) bookings, maximise your TRevPar and deliver a truly great guest experience.

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