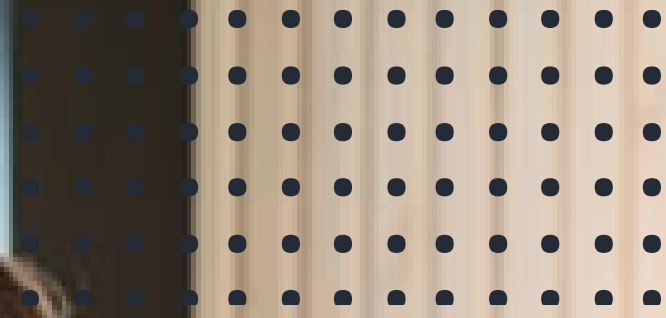
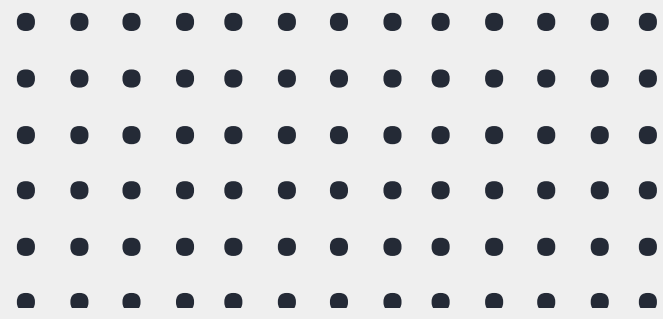


SHIFTING YOUR HOTEL STAFF FROM

Task-Oriented to Guest-Oriented



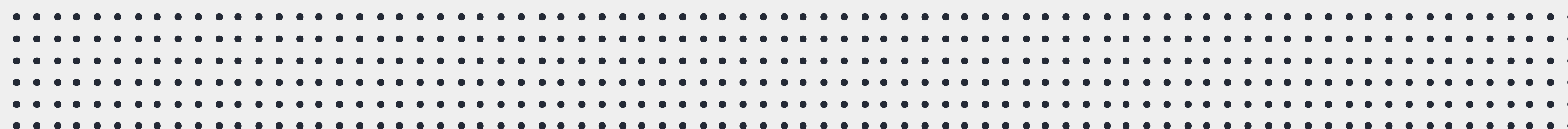


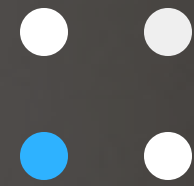
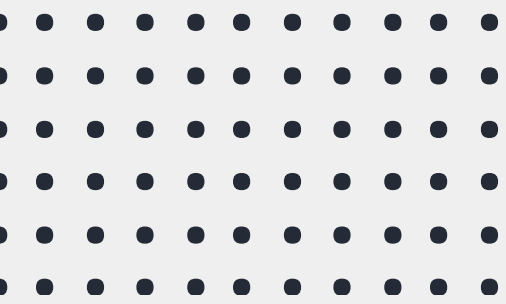
Intro

In the world of hospitality, there exists a crucial difference between simply servicing a guest's demands and providing truly outstanding guest service.

Those hotels which are able to focus on the latter, are rewarded with increased guest loyalty and, in turn, an undeniable ROI in their business model. Why? Because great hospitality is about great customer service, and at the root of that understanding exists the realization that hotels need to be guest-oriented, rather than task-oriented.

So, the question becomes, how can hoteliers empower their staff to shift their customer service model to one which is personalized, attentive and responsive in nature, rather than reactive and task-focused? How can hotel owners free up their staff to provide their best service and connect with guests on a deeper level?





Believe it or not, the answer lies in your PMS System

Much of the frustration experienced by hotel staff, as it relates to daily operational duties, can be correlated to limited technology or software that fails to enhance or streamline their process. This often starts with the PMS system the hotel has in place, and whether or not it is intuitive, user-friendly and comprehensive. If anything, hoteliers should think of this software as the beating heart of your hotel operations. After all, technology should enhance processes, not act as a burden or limitation to your team. You can't expect your staff to step up their service if you don't provide them with the tools to do so.

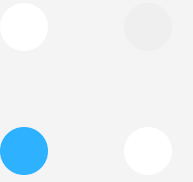
With the right technology in place, your staff should experience mobile functionality, improved communication streams, real-time updates and access to guest information at a glance. In fact, let's break it down — what are the major tasks that could hinder your staff's service potential due to their cumbersome nature?

- Guest Arrival
- Check-in/Check-out
- Housekeeping
- Reporting
- Training New Staff
- Staff/Guest Communication



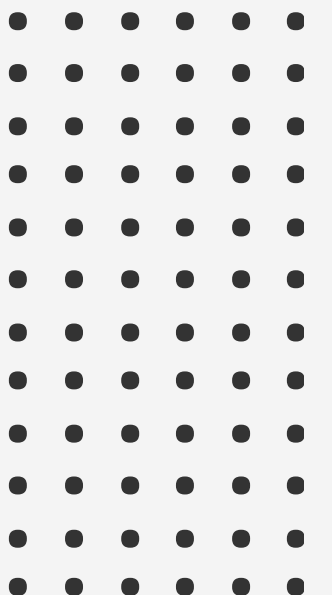


Arrival and Check-in/Check-out



With an intuitive, mobile PMS in place, your staff can welcome guests by name, immediately access their relevant guest data at a glance and receive upgrade/up-sell prompts to aid their interaction. This not only ensures the guest intake process is seamless for both the staff and the guest but allows the guest to enjoy a more personalized and genuine interaction with the staff. The mobile nature of the PMS system also allows staff to interact freely around the hotel, rather than feeling stuck behind a front desk and constantly removed from guests.

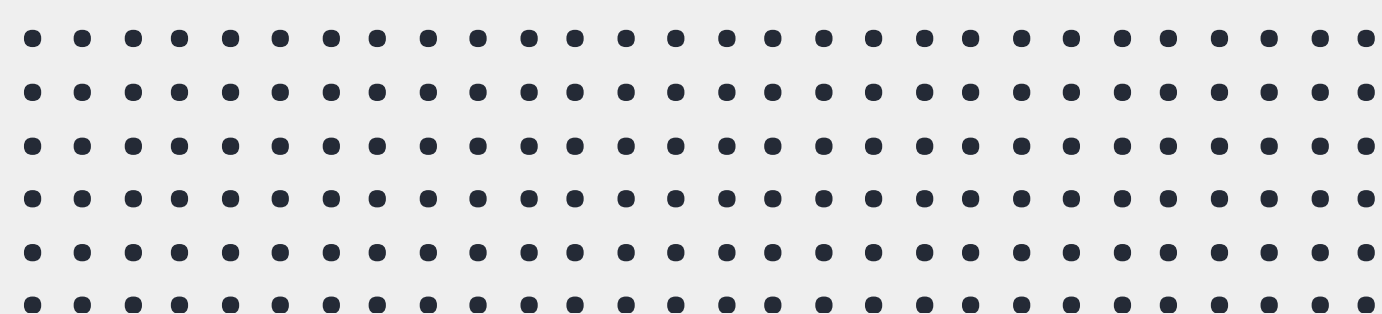
With the addition of self-service stations, staff are freed from the obligation of interacting with guests who would prefer a more efficient, low-touch process. These guest stations also have upgrades and dynamic packages built directly into the interface to allow for guest-focused (and empowered) upgrades.



Housekeeping

Your PMS should have the capability to streamline your hotel's housekeeping efforts, with remote and instant room status updates, room display filter, work management and more.

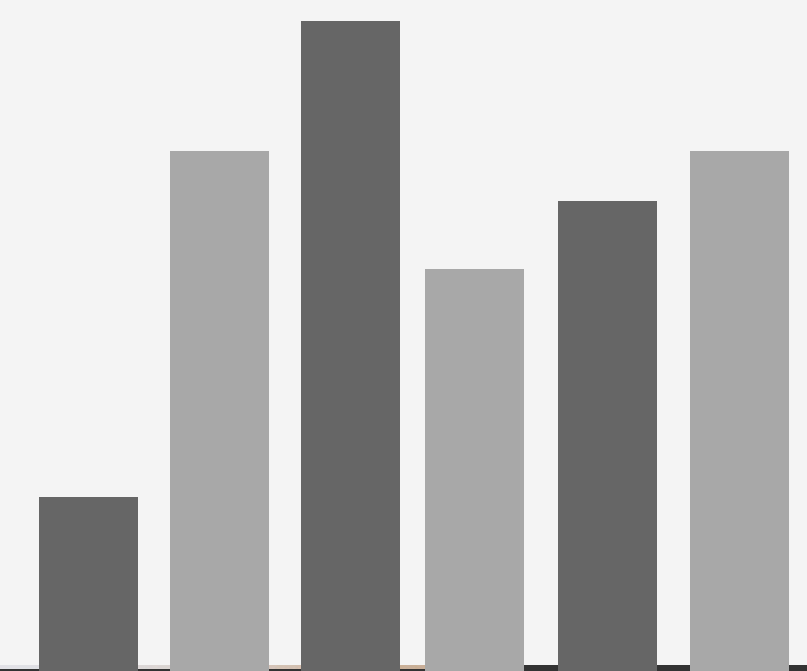
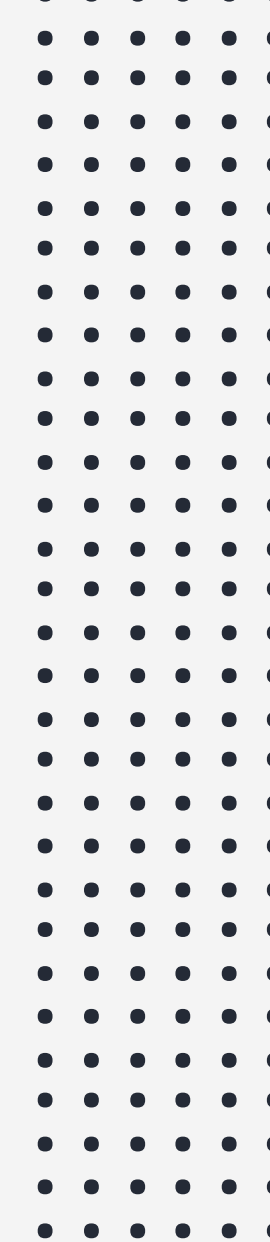
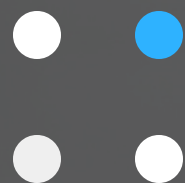
With a mobile PMS housekeeping staff can manage housekeeping functions with a simple click; they gain real-time access to important room information and can engage in meaningful, real-time two-way communication with front desk and management allowing for rooms to be turned around faster and on-premise issues addressed more quickly



Reporting & Dashboards

Reporting can prove to be an on-going burden for hotel management staff, rife with paperwork and reports that may create more work than they save.

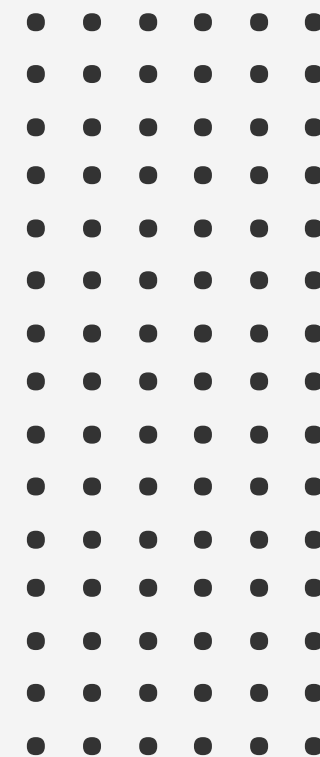
Your PMS should help to streamline your hotel's business insights in a user-friendly way by giving your management staff access to an account management dashboard, daily financial journals, and mobile reports.



Training New Staff

It's no secret, the hospitality industry is known for its high turn-over rate. This can prove to be a timely and expensive process, if the technology that new staff is required to learn proves to be unfriendly to new users. By investing in a PMS interface which is easy to learn, updates automatically and appeals to younger staff, you are ensuring efficient adoption by new staff.

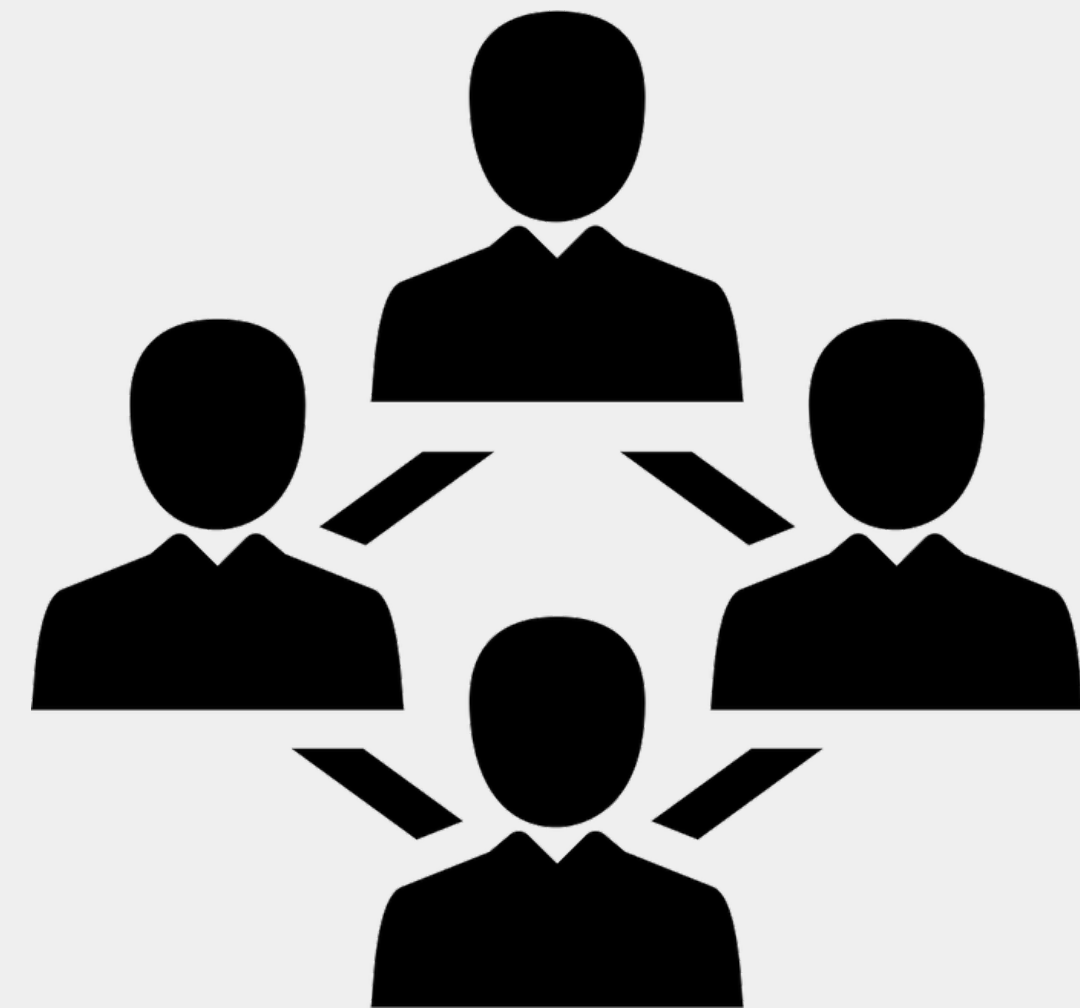
Further, the implementation of a mobile PMS system removes the need for dedicated, off-site training staff to come in and host training seminars on an outdated system.



Improved Communication Streams

With a user-friendly system that offers real-time updates of guest status, requests, upgrades, complaints and hotel property, the communication stream between your staff and your guests vastly improves.

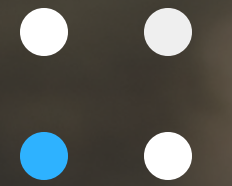
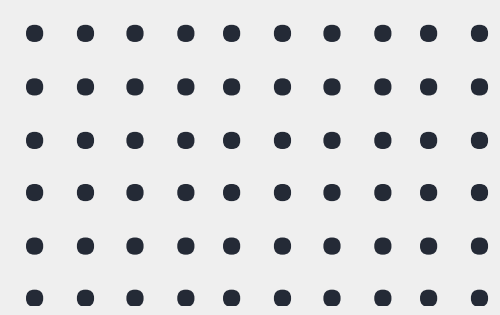
This dashboard display of actionable insights and information allows your staff to be entirely attentive to guests and responsive to any issues that arise.



Conclusion

As a hotelier today, it is more important than ever before to provide your hotel (or various hotel locations) the tools required for success. Using a mobile PMS has the potential to speed up and clear up communication and improve the productivity of hotel employees while at the same time providing better guest service.

Investing in the right PMS means investing in your staff's success and, in turn, the long-term success of your hotel.





StayNTouch is a “Software as a Service” hotel property management systems (PMS) company focused on developing solutions that help hotels raise service levels, drive revenues, reduce costs, and ultimately change the way hotels can captivate their guests. Developed with mobility in mind, the pioneering platform enables hotels to create long-lasting relationships with their guests by delivering personalized service levels that today’s guests require. StayNTouch operates on tablets and smartphones, empowering hotel employees to go above and beyond in exceeding guest expectations at every touch point.

Powering over 85,000 rooms globally, our game-changing solution frees hotels from the constraints of legacy or premise systems, dramatically streamlines operations, increases margins, and revolutionizes how front-line staff connects with guests. StayNTouch is a trusted partner to many of the most forward-thinking hotels, resorts, casinos and chains in the industry, including Yotel, Zoku Amsterdam, Valencia Hotels, The Freehand Hotels, First Hotels, Modus hotels and the Fontainebleau Miami Beach.

To learn more watch our video "THE NEW WAY... TO HOTEL!"