

УДК 811.111

8 WAYS TO IMPROVE HOTEL GUEST SATISFACTION AND INCREASE RETENTION

Пантюхіна В.О. – здобувач вищої освіти групи ГРС 1/1

*Науковий керівник : Матвєєва К.С., доцент кафедри іноземних мов
МНАУ*

The main ways to improve hotel satisfaction and increase retention are given in the article. The given methods are effective communication, responsive service, standardized content and services, personalized offers, technology, the report insists, is key in creating a truly inclusive strategy that makes travel accessible for everyone.

***Keywords:** to improve, Central Reservation System, Customer Relationship Management, Service Optimization, to provide, to establish, responsive service, truly strategy.*

Hotels face rapidly changing guest behaviors, preferences, and expectations. Properties that are able to deliver a memorable experience through unique amenities, personal touches, and stellar customer service will be rewarded with repeat business, word-of-mouth referrals, and positive reviews on social media. If you're looking for ways to improve hotel guest satisfaction at your property, consider these eight strategies.

1. Personalize

CRS (Central Reservation System) manages reservations across a portfolio of hotels and can provide general information about the value of the guest and the services they are consuming.

CRM (Customer Relationship Management) tool is an important tool that can help even the smallest hotels understand how customers choose products based

on the context of their travel (both group and transient), allowing you to proactively extend targeted promotions or upselling offers.

SO (Service Optimization) platform allows for the operational collection of a guest experience to be aggregated and evaluated for current and future stays.

Beyond systems, other ways to provide a unique guest experience could be to leave a small welcome gift in each room, offer free refreshments in the lobby, and empower your staff to provide superior service.

For instance, if you have a couple that is celebrating their anniversary at your hotel, consider leaving a bottle of champagne or chocolate covered strawberries for them upon arrival. It's a small gesture that they will surely remember and appreciate.

2. Establish a connection with the guest as soon as possible with a follow-up email. This will allow you to set the tone for the guest's stay and help you gather valuable information about them before they even step foot on your property. Offer simple but thoughtful services such as extra pillows or dinner reservations. This is a great way to build more complete guest profiles, show your commitment to customer service, and even reinforce your brand promise and reputation

3. Providing guests with a little extra, by offering a few services for free, can help endear guests to you and your brand. Offering complimentary services is an effective strategy for providing customer service that guests will go home and tell their friends about — or better yet, share on social media. It can be as simple as offering free Wi-Fi or a free shuttle to the airport or to local attractions.

4. Implement in-room technology

The technology being developed for hotels today is truly exciting and game-changing. For example, hotels are starting to install “smart room keys” that allow guests to open their room doors with a simple swipe of their smartphone. Brands such as Sheraton and Hilton have already implemented this technology in their hotels across the country.

Tablets are proving to be an effective communication tool for guests and staff. From their room, travelers can make a request in just a few clicks that is

routed to a staff member's mobile device and answered in a matter of minutes. The hotel can even program the tablets to promote paid amenities or local attractions.

5. Be proactive

Rather than waiting for a customer complaint, can help you move from a reactive service model to a Improve Hotel Guest Satisfaction proactive service model that will improve customer satisfaction and retention.

For example, SO software lets you pull a report of every guest due to arrive on a particular day. If a guest has stayed with you before, or if you have gathered information during booking, you can use that information to personalize their experience. Did they have an issue previously that you could make up for during this stay, perhaps by upgrading their room type? Or did they mention they were traveling with children, giving you the opportunity to leave a few toys or treats in their room prior to their arrival?

6. Reward repeat guests

While loyalty programs are a great approach it's important to consider how you design your program. Many loyalty programs offer a free night or a discounted stay after a certain number of points are accrued.

The problem with this approach is that it often takes a long time for a person to cash in on this reward. So, mix up your offerings. In addition to the free nights add in rewards that can be immediately redeemed, such as a free drink at the bar, complimentary valet, late check-out or automatic room upgrade. It's also important to recognize your guests by name when they arrive at your property, acknowledging that they are repeat guests and that you appreciate their loyalty.

7. Some hotels are experimenting with text and voice requests. Say a guest wants to request more towels or to order room service. In order to call the right number (some hotels it's 0, or 9, or 1), the guest first has to look for the instructions manual in the room, then find the right number and call it. But what if the guest could just text or ask for the towels out loud (yes, with no telephone or another handheld device) knowing that room service will receive the message straight away and bring their order directly to the room?

8. ❖ Effective communication

❖ Responsive service

❖ Standardized content and services

❖ Personalized offers

❖ Technology, the report insists, is key in creating a truly inclusive strategy that makes travel accessible for everyone.

Література:

1. Clayton W. Barrows and 2 more Introduction to the Hospitality Industry, February 15, 2011, P.56

2. Luisa Cagica Carvalho and 2 more Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry (Advances in Hospitality, Tourism, and the Services Industry), August 2019, P.47

3. Nigel Evans Strategic Management for Tourism, Hospitality and Events, August 5, 2019, P 67