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5 WAYS

—TO DELIVER AN—
EXCEPTIONAL
GUEST EXPERIENCE

GUEST EXPERIENCE STARTS BEFORE THEY OPEN THE DOOR

The true guest experience starts even before they go to your site. Guests already have a preconceived notion of what they are going to get because everyone makes comparisons between similar things even if they haven't been there before. For guests, past experiences and current expectations of hospitality will cloud their perception of your property. That's why the reputation you have and your perceived reputation is crucial to your business.

Your guest experience strategy must focus on delivering the exceptional high-touch hospitality everyone expects and is used to, as well as focusing on the one-click, "right now" experience they receive everywhere else. You need to offer incredible, unique, custom-tailored experiences that go well beyond providing a service.

COMPANIES THAT EXCEL AT CUSTOMER EXPERIENCE GROW REVENUES 4-8% ABOVE THE MARKET.[1]

UNDERSTANDING WHAT
GUEST EXPERIENCE MEANS

In the age of swiping right in a travel app, potential guests can compare more hotel and private accommodation options than ever before. What works in your favor is that most of today's vacation seekers don't simply want the usual "run-of-the-mill" hotel experiences anymore.

Your guests want their experiences to reflect new capabilities, personalization, and seamlessness while still delivering the exceptional high-touch hospitality they are used to from their hotel stays. According to Deloitte's[2] survey of 6,600 hotel guests across 25 brands, 75% of respondents indicated that they return to hotels that provide a great guest experience. In addition, differentiators of the past are the new basics.

The new basics are:

| FREE WI-FI | HIGH-QUALITY BARS AND RESTAURANTS | INVITING PUBLIC SPACES | MODERN FACILITIES | PARKING | SUSTAINABLE PRACTICES |

The principle of customer discovery is at the core of understanding and delivering an exceptional guest experience. And without the right software and software partner to help collect the right guest data, you'll be missing out on the valuable insights that will take you beyond the new basics, elevating your properties above the hotels.

We are going to explore the five key concepts you need to master in order to ensure you have the precise, reliable data to drive the right guest experience and keep them coming back.

COMPANIES LOSE MORE THAN $62 BILLION DUE TO POOR CUSTOMER SERVICE.[3]

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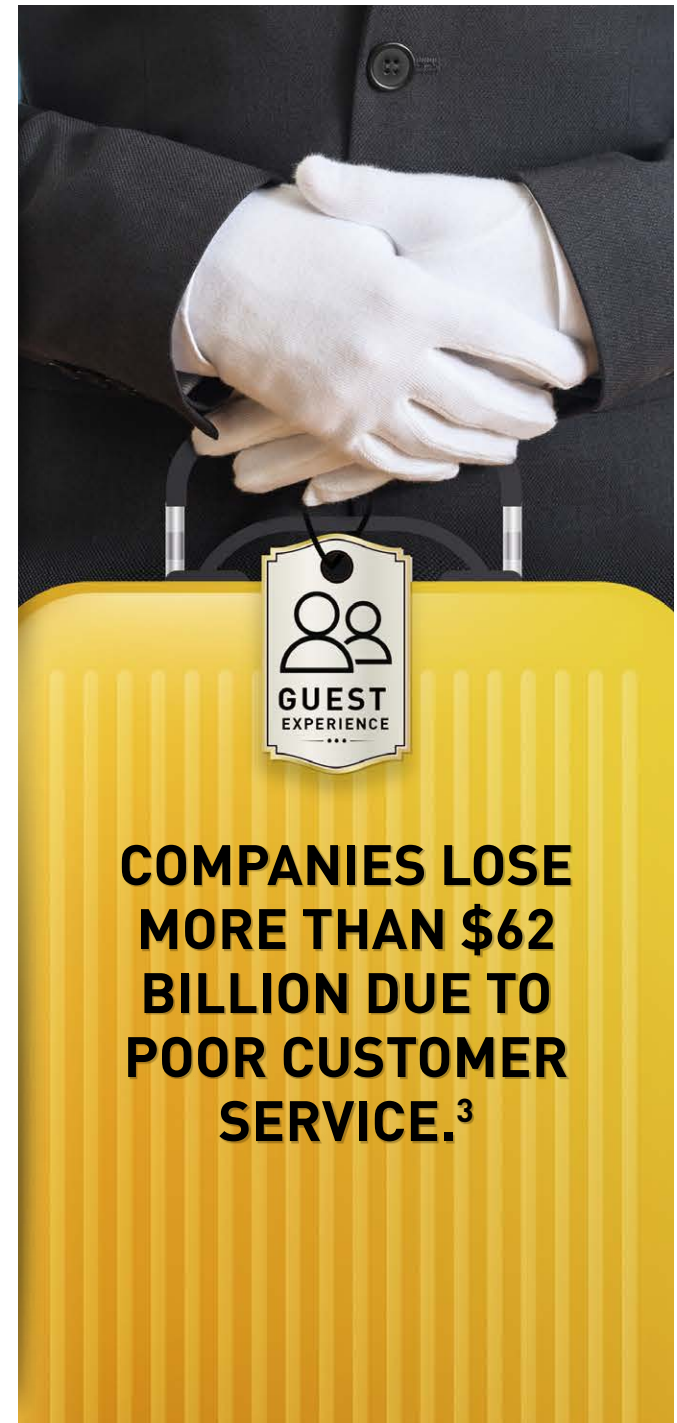
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KNOW YOUR GUESTS' WHY AND WHAT

Nearly everything we do is interconnected through technology. Your guests expect you to be more proactive, anticipating their current and future needs. Doing this will help drive your brand loyalty and create repeat business. If you don't provide a personal, relevant, timely and insightful message, you will alienate them immediately.

The easiest way to make sure your messaging is on point and correctly customized is with the right software platform. A good software platform that will not only track responses but also allow you to customize your messaging to help ensure there is still a human touch to the experience. This way you can focus on the context of what guests are seeking, whether it's business or pleasure, single, couple or family.

Your software should be collecting the right data about your guests and potential guests, keeping records of their booking preferences and interests. This will help you provide a level of personalization the hotels can't, making your business stand out.

By having the right context, you can deliver relevant, insightful offers, alternate recommendations, and advice about booking at your property directly to your guests and prospects.

Delivering a great guest experience is still an art and requires a blend of the human touch and data science delivered by people and technology. To truly know your guest, you must be having tailored communications with them before, during and after their stay.

GUEST EXPERIENCE

54% OF UK CONSUMERS FEEL MORE LOYAL TO BRANDS THAT SHOW A DEEP UNDERSTANDING OF THEIR PREFERENCES AND PRIORITIES.[4]

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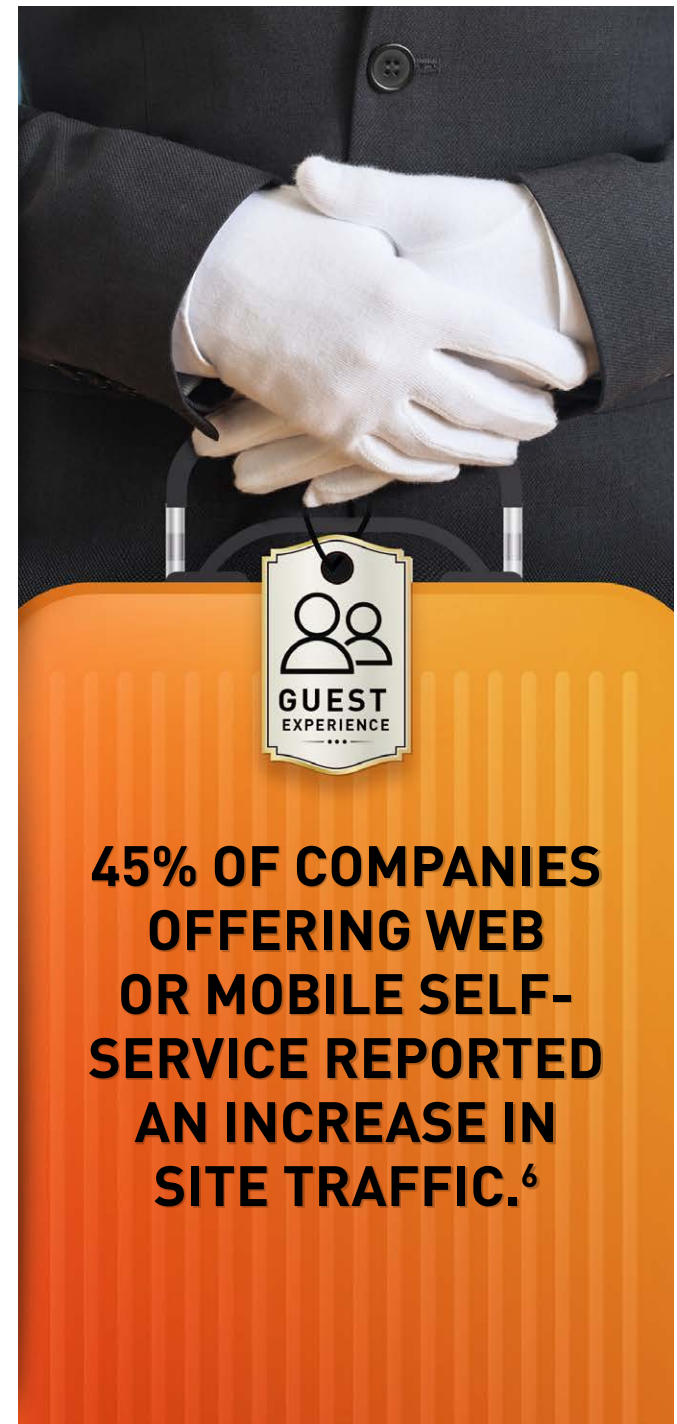# 2 ENGAGE GUESTS HOW AND WHEN THEY WANT

How well do you, your team and your automated systems interact with guests? Guests need to believe that every message is personalized, authentic, and attentive to their needs. If you truly want to deliver the most value at each touch point in your guest's lifecycle you need to have the proper analytics for each specific stage.

Each lifecycle stage is important – from initial consideration to active evaluation, to the moment of check-in and the check-out experience. According to McKinsey & Company[5], over half of all customer interactions happen during a multi-event, multi-channel journey. The right communication can easily improve the customer experience and give you the meaningful insights you need to become even more responsive and personalized.

A great way to do this would be through a mobile guest app. Everyone has some type of mobile device and this will keep the information flowing as well as provide the versatility your guests have come to expect.

Your app should allow you to message your guests and tell them of any new activities or venues with discounts, pass along good news and more. And with a mobile portal, you can send greetings, travel details, updates and provide your guests with the convenience and security they want.

This will give you the ability to upsell, extend stays and provide first-rate online hospitality and continue treating them in a genuine, professional and personal manner. All things that some hotel chains have issues doing. Playing to your strengths as a vacation rental will allow you to give them that not so "run-of-the-mill" experience they are hoping for which means delighting them at every turn.

GUEST EXPERIENCE

45% OF COMPANIES OFFERING WEB OR MOBILE SELF-SERVICE REPORTED AN INCREASE IN SITE TRAFFIC.[6]
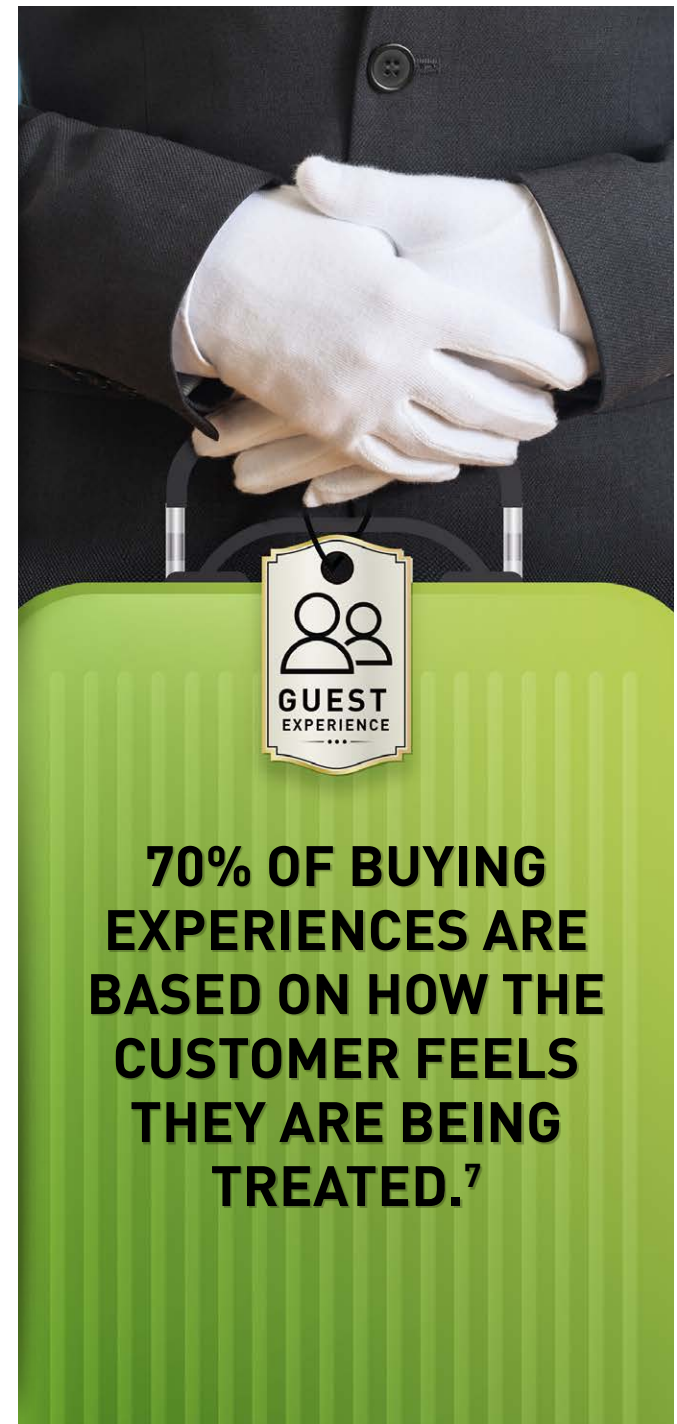
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DELIGHTING
YOUR GUESTS

Now that you have been communicating with your guest you will be better able to anticipate a guest's needs in a way that produces surprise and delight. This doesn't have to be expensive amenities or expensive gifts. It's all about the personal touches, like rewarding them for continued business, various discounts at local businesses or even flowers at your property to start off their anniversary right.

Your software platform should give you the ability to partner with local vendors to offer tours, tickets, and coupons. Offer extended stay discounts to increase revenue all from one location that's easy for you to check and manage so you can keep the lines of communication open and flowing to your guest. But your software shouldn't stop there.

It should provide you with a standardized and seamless inspection process. This way your guests will get the best stay and it can help keep your staff accountable for their work. The right software can transform your housekeeping from a standard service into a reason for guests to come back and refer you.

It's all about delivering that tailored personal touch which allows your guests to shape their experience however they want.

GUEST EXPERIENCE

70% OF BUYING EXPERIENCES ARE BASED ON HOW THE CUSTOMER FEELS THEY ARE BEING TREATED.[7]

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4

EMPOWER GUESTS,
HELP THEM MAKE THE EXPERIENCE THEIR OWN

Only the vacation rental business can empower guests with the flexibility and access to shape their experiences when and how they want. Your property management software platform should provide guests with every type of communication avenue, including mobile, social, and personal interactions, to really feel at home at your property.

The software platform should also be empowering you by being able to:

- Offer one-click options for rebooking
- Respond to a prospect in less than an hour
- Build custom reporting for you and owners
- Automatically settle owner accounts
- Send and save guest bills
- Seamlessly navigate payment history

By providing your guests with real-time and accurate information they can make better decisions faster, resulting in a more unique and personal experience. It will garner you more positive feedback, driving better results at your properties, but you really need to be listening to your guests.
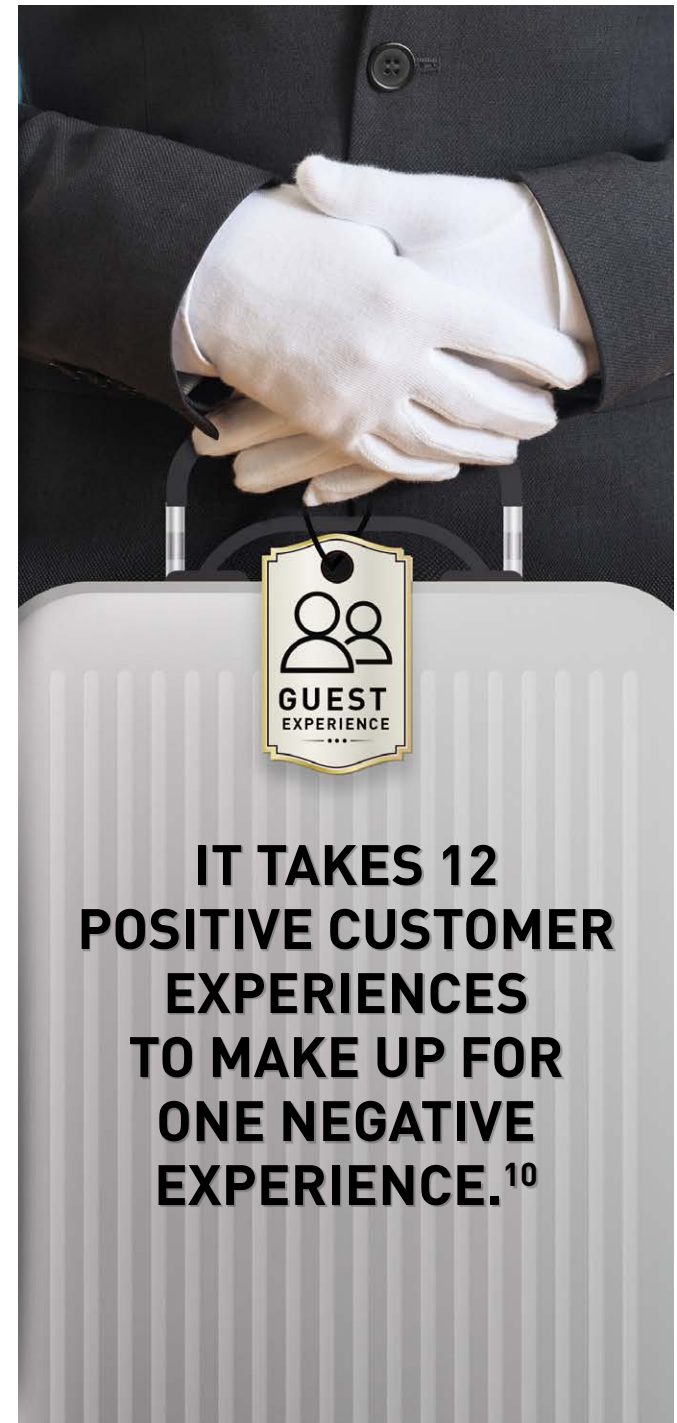
GUEST EXPERIENCE

55% OF CONSUMERS ARE WILLING TO PAY MORE FOR A GUARANTEED GOOD EXPERIENCE.[8]

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5

LISTEN!
LISTEN!
LISTEN!

How you listen to guest needs, empathize with their situations, and follow through is paramount to delivering a great experience. According to Accenture[9], 89% of customers get frustrated because they need to repeat their issues to multiple representatives.

Any software platform you are using should provide always-on customer support, so your guests can communicate with your staff and report incidents 24/7. This can also help your staff automate check-ins, checkouts, maintenance management and housekeeping management so every guest, whether it's their first time or fiftieth, receives the same consistent guest experience that will keep them coming back.

In addition, it will help ensure you get the positive reviews and feedback that you need to continue to push your business forward.

GUEST EXPERIENCE

IT TAKES 12 POSITIVE CUSTOMER EXPERIENCES TO MAKE UP FOR ONE NEGATIVE EXPERIENCE.[10]

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IT'S **ALWAYS** WORTH IT

When done right, the guest experience boosts return visits and positive word of mouth. Increasing guest satisfaction raises the likelihood of return visits by 30%[11]. And when you consider that it is 6-7X more expensive for companies to attract new customers than to keep existing customers[12] delivering the best guest experience is like putting money in the bank for you.

Your guest's experience and perception of that experience, from their first search and interaction with your site, to booking, checking in and checking out, along with everything that might happen in between, will affect their behaviors building memories and feelings that can help drive loyalty and your reputation. People want to do business with people they like and if you can get them to keep liking you, they are going to do business with you and recommend you to others.
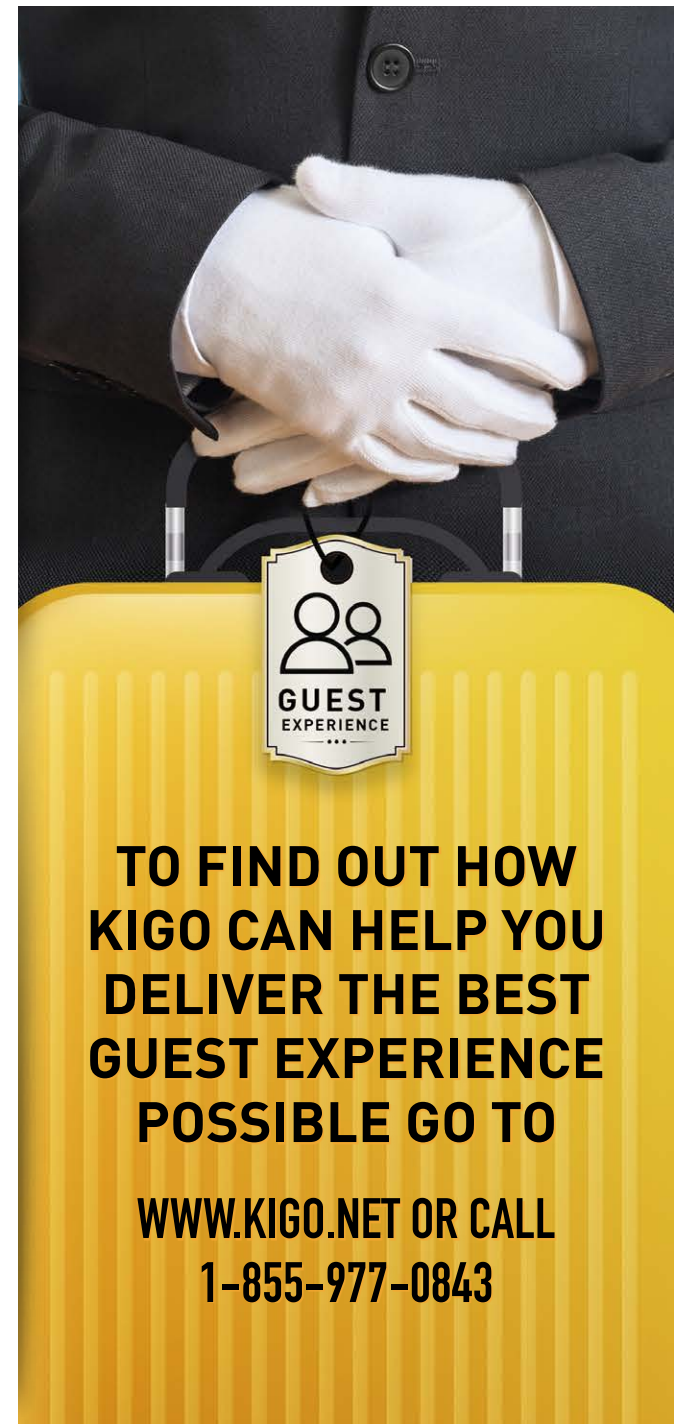
GUEST EXPERIENCE

TO FIND OUT HOW KIGO CAN HELP YOU DELIVER THE BEST GUEST EXPERIENCE POSSIBLE GO TO

WWW.KIGO.NET OR CALL 1-855-977-0843

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