



# Mastering Summer Experiences: Technology's Role in Guest Satisfaction!

Hosted by: Jeff Hebrink



# AGENDA

- About the Speaker
- About rezStream
- **Mastering Summer Experiences: Technology's Role in Guest Satisfaction**
- Case Study
- Session Recap
- Special Offer



# ABOUT THE SPEAKER

JEFF HEBRINK | VP OF SALES

## A little bit about myself:

- Over 15 years of experience working small to medium size independent properties.
- Born, raised, reside in Minnesota
- Enjoy spending time outdoors (in the summer, if there is one)
- The more time on the golf course, the better...





# ABOUT REZSTREAM

TEAM | CARE | KNOWLEDGE | PASSION | TRUST

## Suite of Lodging Solutions

- Software, booking engine, marketing, and website design.

## Superior Customer Service

## Ease of Use

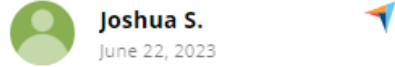
## Great Value



### Easy is Better

It is the most easiest PMS I have ever used. I have been in this industry for 40 years and have gone from DOS systems to Cloud. Being in the cloud made working from home easier especially during non operations days, during renovation and during the pandemic.

👍 · The ease of contacts, the ability to merge, the system picks up when they happen.



### Cannot run my business without rezStream

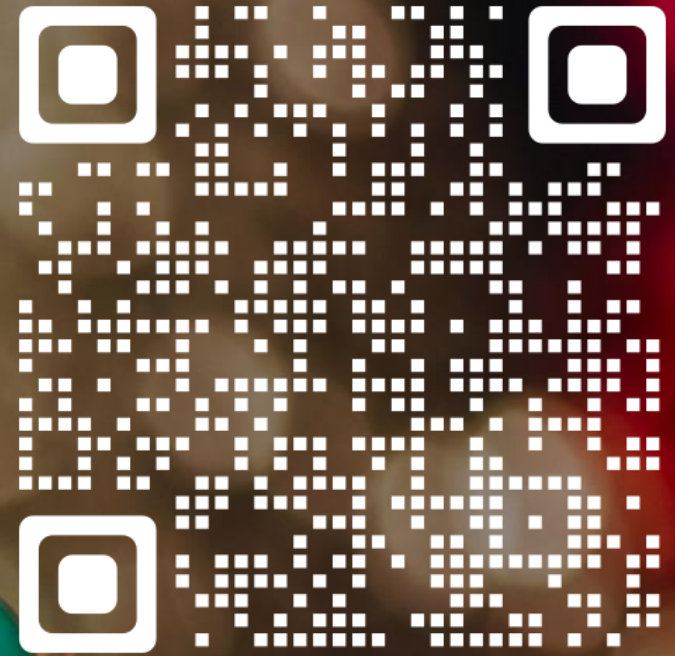
Beyond the platform itself, the customer service is unmatched from any other. They respond super quickly and their support is almost always right on point.

👍 · The system is intuitive and user friendly. My entire business from bookings to revenue management to collecting critical guest communications runs off this platform.



# Are you a member of rezStream Rewards?

[www.rezStream.com/rewards](http://www.rezStream.com/rewards)





# TECHNOLOGY'S ROLE IN GUEST SATISFACTION

## **Guest Messaging**

Communication before, during, and after stay is crucial for guest satisfaction

# WHAT? WHEN? HOW?

Personalized communication before, during, and after their stay

Anticipating needs before they ask (FAQ's)

- Directions
- Check in/out
- Reservation summary
- Breakfast/food expectations, recommendations
- Housekeeping expectations
- Policies, restrictions, anything unique about the property

Quick response times for any other questions that arise and ability to communicate how THEY want to communicate





## Guest Messaging With Email

- Best for more information
- Easier for guest to “store”
- Best option for sending well before reservation

Confirmation Letter – Immediately after booking

Payment Requests – Depending on when/if requirements

Pre-Arrival – 1 week – 1 day before arrival

Post-Stay – 1 day after departure



**92% Guests Engaged**

**-74% Fewer Phone Calls**

**+400% 5-star reviews**

## Guest Experience with SMS/Text

- Quick bits of info
- Use links to share info
- Best option for sending day of and/or during stay
- Best for 2-way guest communication
- Best for AI functions

Registration Card – Morning of arrival

Waiver forms – Day before or day of arrival

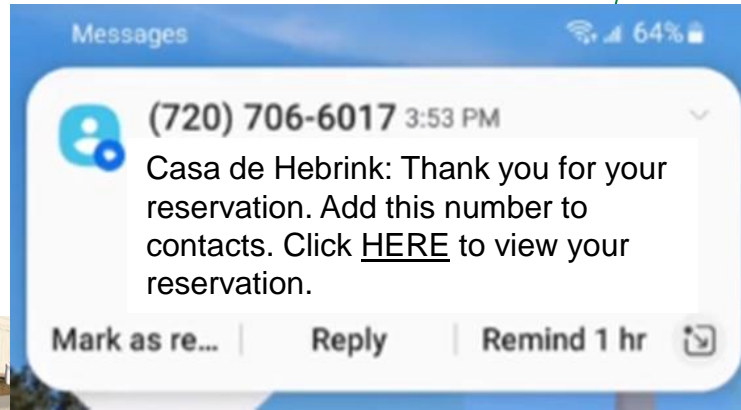
Digital guidebooks – Afternoon of Arrival

In-stay and post stay surveys

# BEFORE THE STAY

# WHAT? WHEN? HOW?

## Booking confirmation immediately after booking



Mr. John Smith  
1234 Fake St.  
Anytown, CO 54321

Thursday, January 1, 2015

Dear John,

Your important person tags are this: **Important Tag**

your important reservation tags are this: **Important Tag**

Credit card on file: Visa xxxx-xxxx-xxxx-1234

Thank you for your reservation with My Lovely Property, we look forward to your visit and want you to know that we will do everything possible to make your stay pleasant and enjoyable.

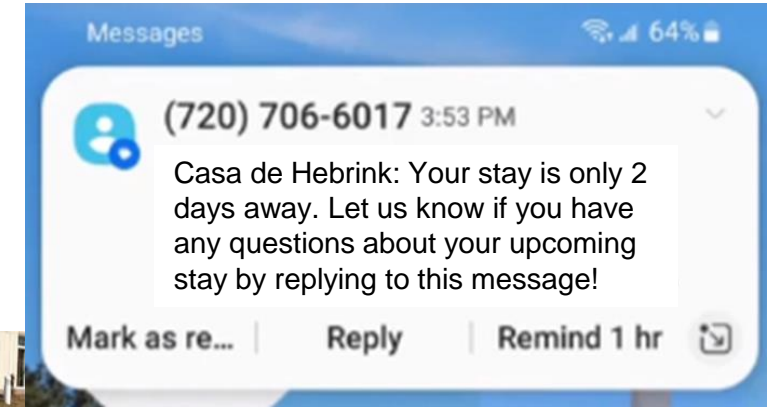
We show you arriving on Friday, February 6th 2015 and staying in The Antelope . If this is not correct, please contact us as soon as possible. A brief description of The Antelope follows:

This is the description of The Antelope unit.

Your charges are as follows:

Room: \$75.00  
Other Charges: \$25.00

## Pre-arrival (1-3 days before arrival date)



Dear John Smith,

Thank you for choosing My Lovely Property for your stay, we're very excited for your arrival. As soon as you walk in the front door we'll be sure to have everything ready to make you feel right at home.

Please find below the details of your reservation.

**Confirmation Number:** 10015

**Arrival:** Friday, February 6th 2015

**Departure:** Sunday, February 8th 2015

**Deposit Due:** \$65.00

For directions and the expected weather during your stay, please visit our website at [mylovelyproperty.com](http://mylovelyproperty.com) (link)

Kind Regards,

My Lovely Property



A large white tent is set up outdoors on a gravel area. Inside the tent, there is a wooden table, a chair, and a sofa with orange and white striped cushions. A dog is visible near the entrance of the tent. In the foreground, a black and white dog is standing on a grassy area. The background shows trees and a building.

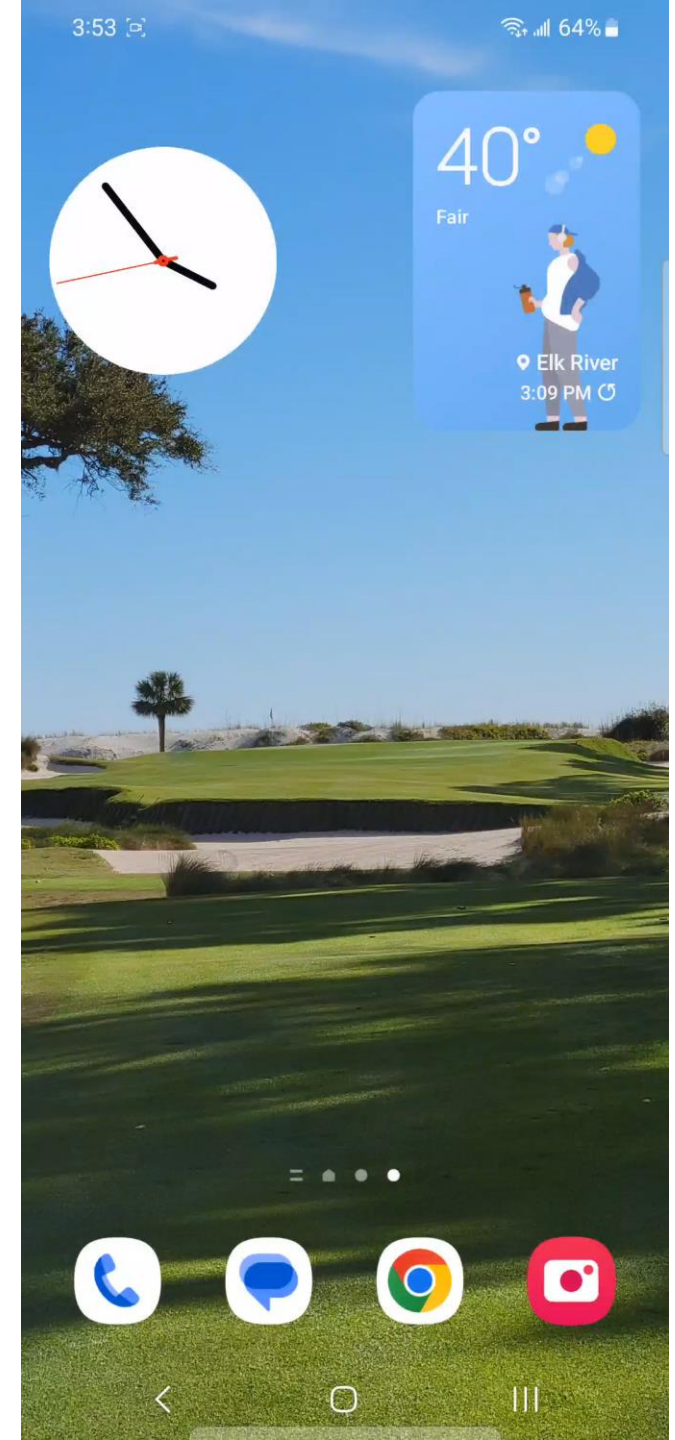
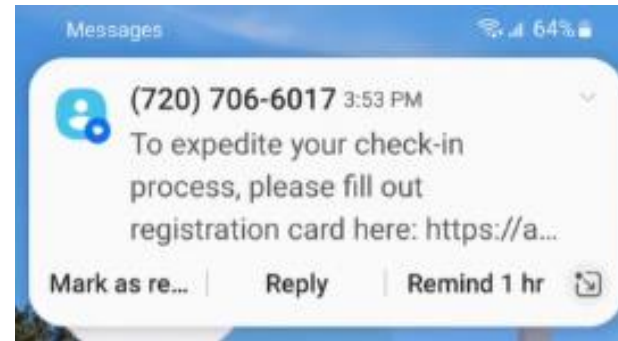
# DAY OF ARRIVAL

# GUEST REGISTRATION SMS

- Fast Open/Response
- Engaging content
- “Rich Experience”

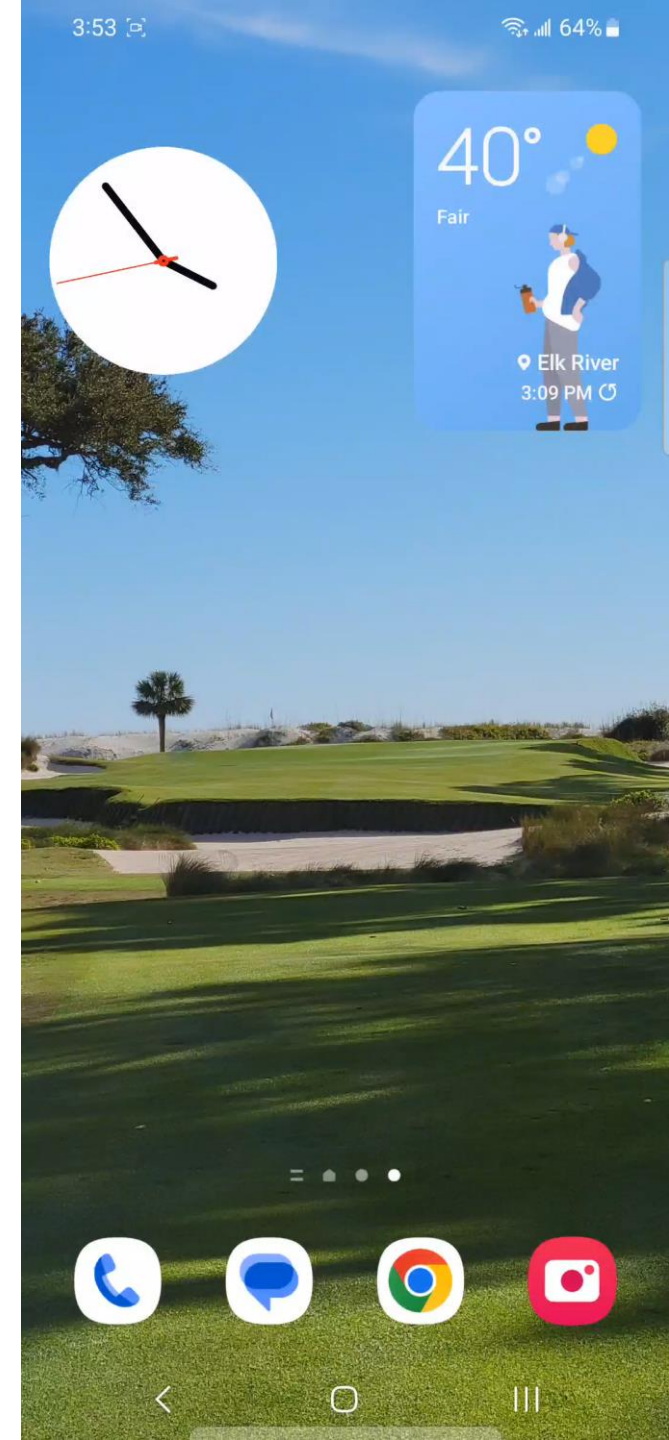
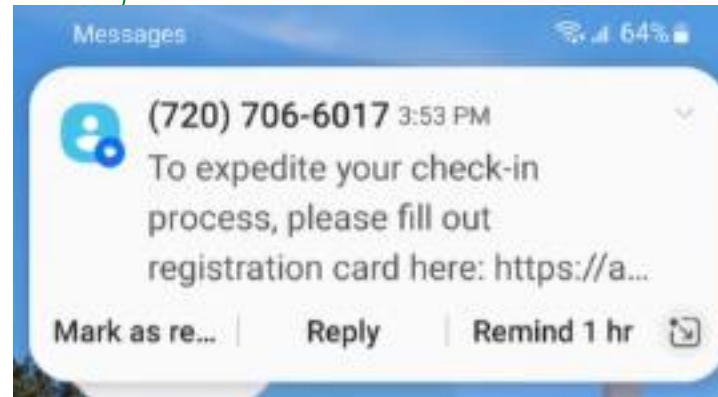
Email option(s) – “Today’s the day”

- Check in time
- Directions
- Late check-in instructions



# GUEST REGISTRATION SMS - GUEST POV

- Faster Response
- Engaging content
- “Rich Experience”



# “GUIDEBOOK” (INFORMATION SHARE)

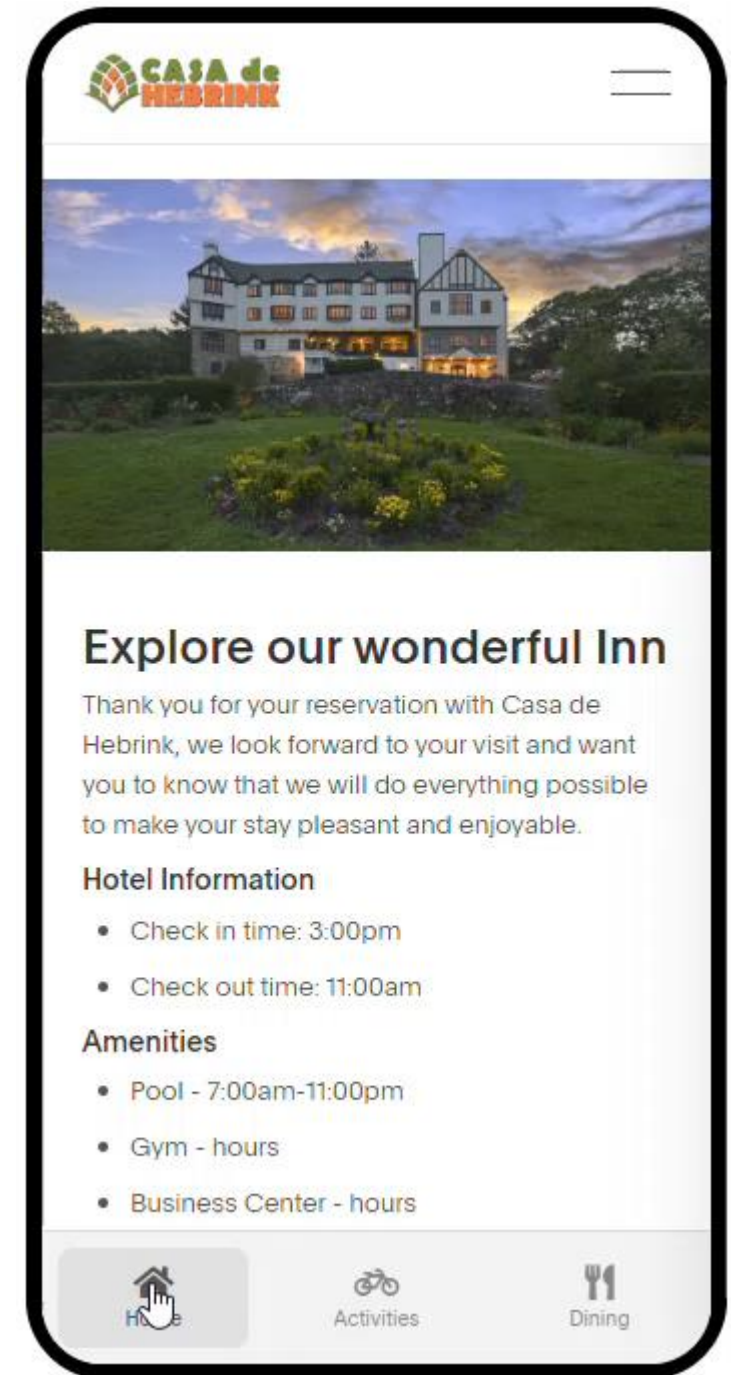
- Feature Local Business Partners
- Upsell Opportunities
- Be the Area Expert!
- Showcase Property Amenities

## Email option(s)

- Bullet points and pictures
- Less engaging
- Less chance of open rate

6:21 PM

Hebrink Resort: We're glad you're here. Take time to familiarize yourself with the resort and area here:  
<https://mi.ni.app/uIYB3Zwn>



A large white tent is set up outdoors on a wooden deck. Inside the tent, there is a wooden table and chairs, a striped sofa, and a small table. A dog is visible in the foreground, and another dog is visible inside the tent. The tent is surrounded by trees and a fence. The text "DURING THE STAY" is overlaid on a blue banner in the center of the image.

# DURING THE STAY

# COMMUNICATION!

- Easy access to you/staff
- Make guests feel heard
- Fast, easy response (AI)
- Ability to upsell

## Email option(s)

- Can offer up FAQ...

Where should we park?

What time is check-out?

Can I get more towels?

Jess Hinton has connected with the customer

JACK FROST  
The room is perfect we are all set, thank you


 What's the Wi-Fi password?

 FAQ/WIFI 3 days ago


JACK FROST 2:03 pm / Nov 10  
What time is breakfast this weekend?

 HOURSINQUIRY 3 days ago

JESS HINTON  
How is your room? Do you need anything?

 3 days ago

JESS HINTON  
rezStream

 3 days ago

JESS HINTON  
Saturday is 8-11 and Sunday 9-12 a brunch style

 3 days ago

A large white tent is set up outdoors on a wooden deck. Inside the tent, there is a wooden table and chairs, and a dog is visible. In the foreground, a black and white dog is standing on a grassy area. The background shows a brick building and trees.

# AFTER THE STAY

# GUEST REVIEWS!

- 95% of text messages are read and responded to within 3 minutes of being received
- Potential to double review responses in 1 year
- Majority of guests say reviews influenced their decision to book

## Email option(s)

- Thanks for staying, please “Click here” to rate us

Casa de Hebrink:  
Please tell us how we did! [LINK](#)

Thank you. Would you help us out and take 2 minutes to share your review online?  
[linktoreviewsite](#)



## Post-stay survey



QUESTION 1 OF 1

How likely is it that you'd recommend Hebrink Resort to a friend or family member?

1 2 3 4 5

WOULD NOT RECOMMEND

ABSOLUTELY WILL  
RECOMMEND

COMPLETE

# BUILD REPEAT GUESTS!

- Offer discount code for next stay
- Offer a referral code they can share with friends

## Email option(s)

- Include photos
- Ability to include more info

We appreciate your business. Please use code XYZ2024 to receive 10% off your next stay in 2024!

JACK FROST

Wow thank you so much, we will for sure be back!

We will be recommending this place to all of our friends

a minute ago

JESS HINTON

We hope you enjoyed your stay, please feel free to use this discount code for you next stay.

Stay#2024

3 minutes ago

JESS HINTON

Thank you so much, we have a referral code as well. Please feel free to share this discount code Friends2024!

a few seconds ago

# CONCLUSION- MESSAGING

- Communicating before, during, and after the stay ensures that no matter when (or if) the guest wants to communicate, you've offered up easy access
- SMS/Texting will provide much easier communication for most people
- Email is still great for booking confirmation and providing more information that people can refer back to.



# TECHNOLOGY'S ROLE IN GUEST SATISFACTION

## **Staffing/Planning**

Staff communication, accountability, automation leads to better guest satisfaction

# STAFF PLANNING

## Guest Forecast Report

- Ensure adequate staffing to take care of guests
- Potential payroll savings by not being overstaffed
- Right people in right roles

Guest Forecast

6/12/2024 and 6/19/2024 [Generate Report](#)

Guest Forecast  
between 6/12/2024 and 6/19/2024

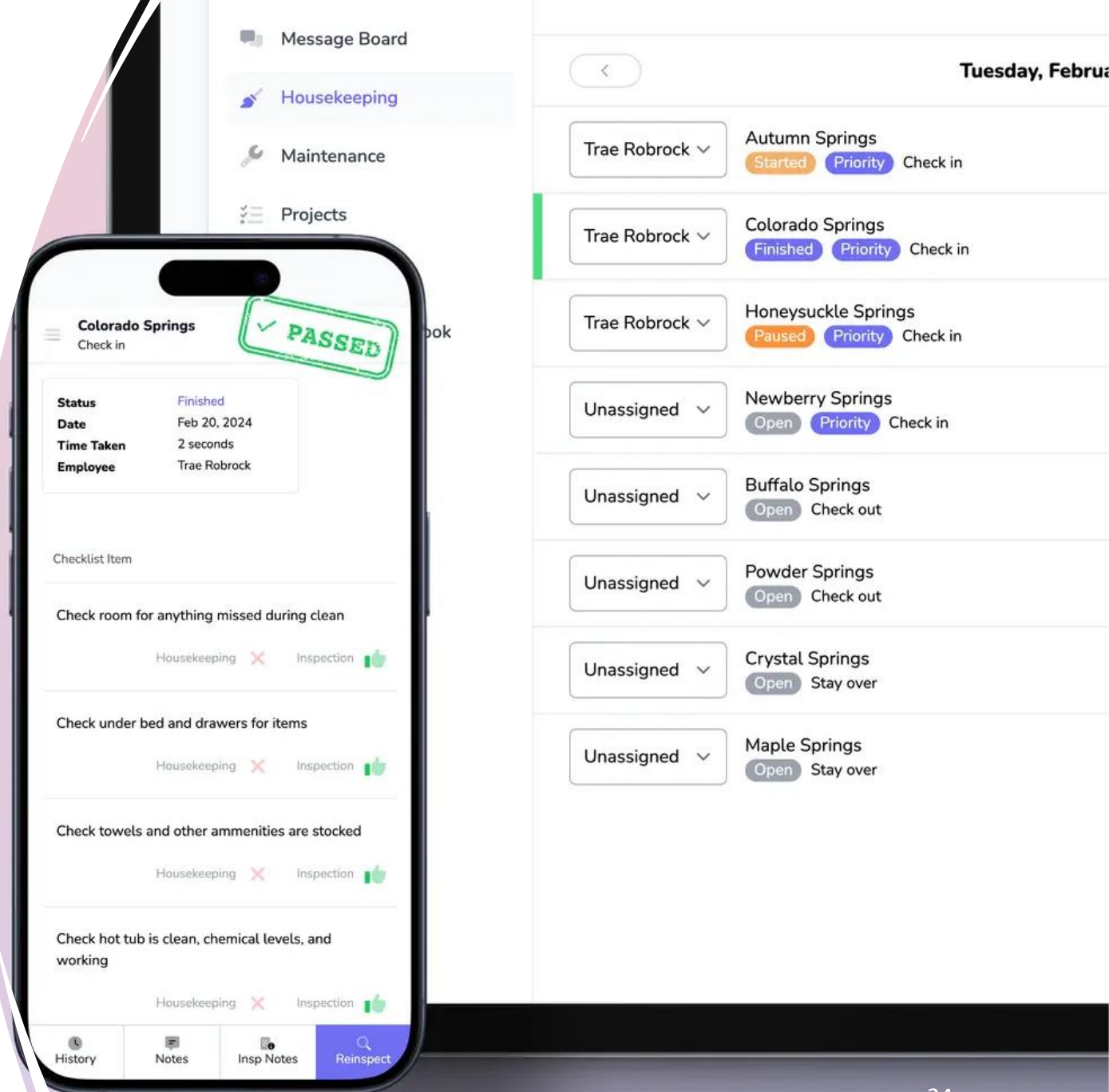
Arrivals	Departures	Stayovers
<b>1 Units</b> 2 Adults	<b>2 Units</b> 4 Adults	<b>2 Units</b> 4 Adults
<b>1 Units</b> 2 Adults	<b>1 Units</b> 2 Adults	<b>2 Units</b> 4 Adults
<b>0 Units</b>	<b>2 Units</b> 4 Adults	<b>1 Units</b> 2 Adults
<b>1 Units</b> 2 Adults	<b>0 Units</b>	<b>1 Units</b> 2 Adults
<b>0 Units</b>	<b>0 Units</b>	<b>2 Units</b> 4 Adults
<b>0 Units</b>	<b>2 Units</b> 4 Adults	<b>0 Units</b>
<b>0 Units</b>	<b>0 Units</b>	<b>0 Units</b>
<b>0 Units</b>	<b>0 Units</b>	<b>0 Units</b>
<b>3 Units</b> 6 Adults	<b>7 Units</b> 14 Adults	<b>8 Units</b> 16 Adults

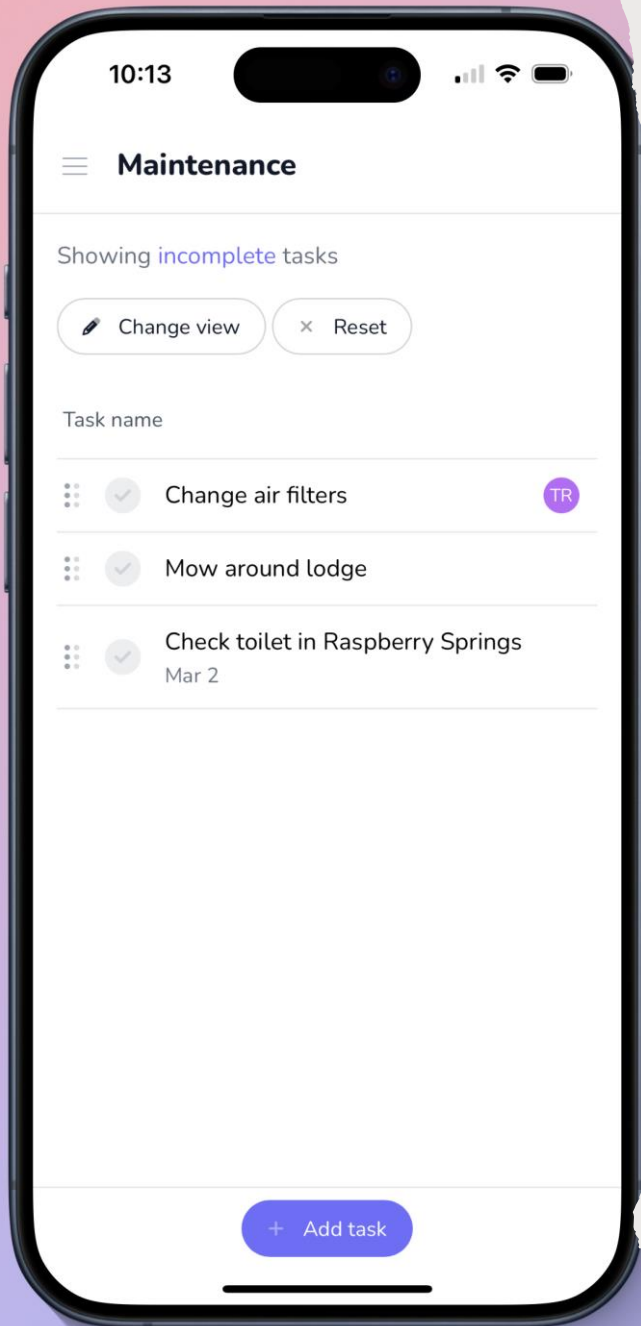
# IMPROVE HOUSEKEEPING EFFICIENCY

## Housekeeping Reports

- Automate Housekeeping Tasks
- Save Time, Cut Costs
- Ensure High Quality
- Accountability for staff
- Allows faster turnover for guests checking in

\*Screenshot from rezStream partner – Comfortly Housekeeping





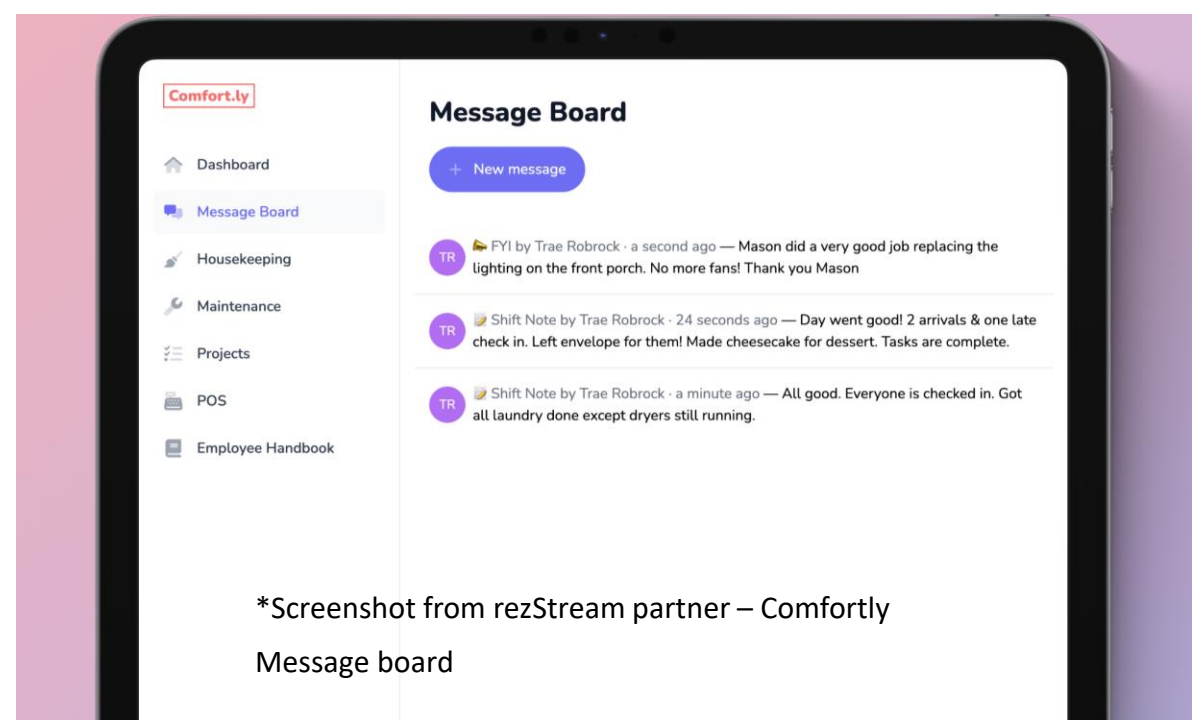
# STREAMLINE MAINTENANCE

- Track Maintenance Request
- Automate Recurring Tasks
- Real-Time Visibility = Efficiency = Happier Guests

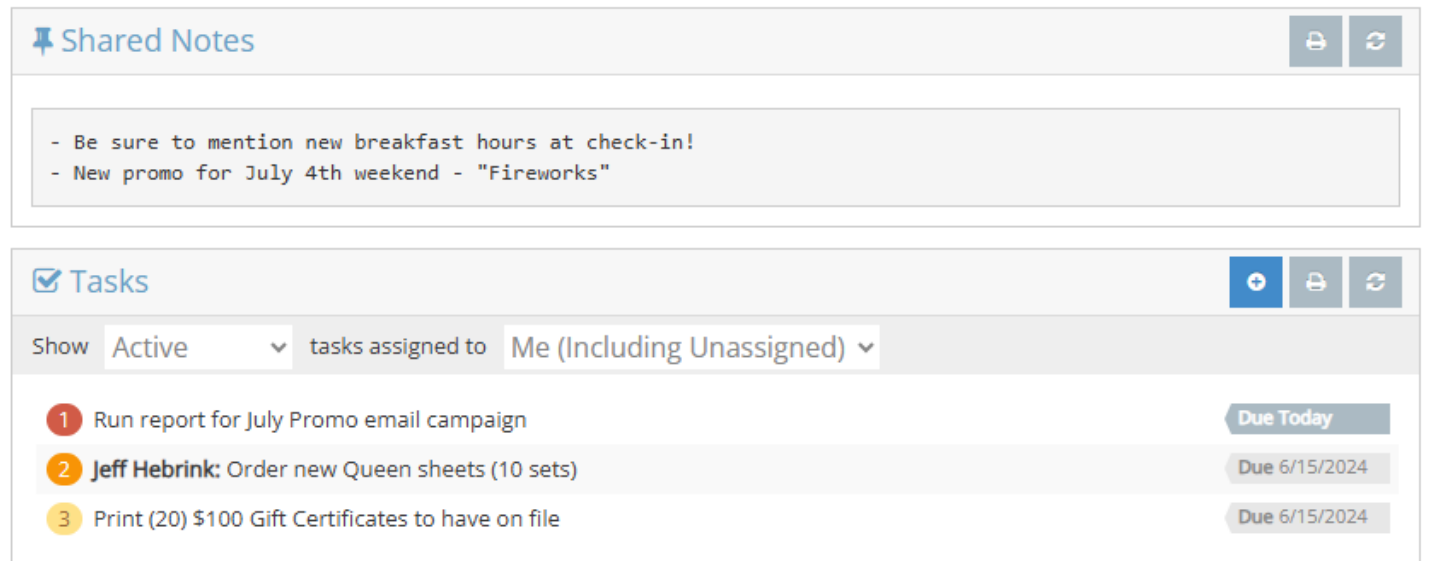
\*Screenshot from rezStream partner – Comfortly  
Maintenance

# IMPROVE COMMUNICATION

- Higher team morale = more efficient workers
- Accountability ensures success
- Create one place for communication



\*Screenshot from rezStream partner – Comfortly  
Message board



\*Screenshot from rezStream's Dashboard

A top-down view of a desk. On the left is a silver laptop with a black keyboard. To its right is a white ceramic mug filled with brown coffee. Below the laptop is an open notebook with handwritten text in cursive. A green pen lies diagonally across the notebook. The desk surface is a dark wood with a prominent grain.

# CASE STUDIES

# Napili Surf Beach Resort

- Digital Registrations
- Agreements
- “Broadcast” messaging
  - Sending to all checked in, etc.

## Overview

To communicate with their guests before implementing Akia, Napili Surf Beach Resort imported data from their rezStream Cloud PMS manually. There was, however, a time-consuming and tedious aspect of hand-holding every guest at check-in and physically tracking every reservation, as well as the worry of in-person contact during the Covid pandemic between guests and hotel staff.

Integration of Akia's guest experience services and rezStream's reservation software, website, and internet marketing technology has significantly reduced the workload for the Napili front desk team. The automation has expedited check-ins and streamlined arrivals, which has been a game-changer for the team.

Read more from them with Napili - <https://www.akia.com/integration/rezstream>

## About The Property

Napili Surf Beach Resort is a boutique oceanfront resort located on the #1 ranked Napili Beach on Maui. In addition to the picture-perfect Napili Beach with views to neighboring Moloka'i and Lana'i islands, the resort is close to dining, the Kapalua Coastal Trail and Golf Course, nature hikes, and numerous bays with snorkeling, paddleboarding, and surfing.

## Business Needs

- Automated data input
- Expedited check-in process
- Streamlined arrival process
- Improved guest journey



## Results

**96%**

**Engagement with guests on SMS messages**

**70%**

**of Digital Agreements opened and signed by guests**

**500**

**mass guest Broadcast messages sent**

# EXECUTIVE KEYS CONDOMINIUMS

## Comfortly Integration

- Managing housekeeping
- Organizing maintenance orders
- Improving staff communications
- Enhanced guest experience
- Save time

**3+hr**

gained back each week

**15%**

Executive Keys Condominiums shave off 10 minutes from check-out cleans with Comfortly, a 15% reduction in time.

"Rooms are cleaned, inspected, organized and do NOT require my time" - Ann, Executive Director

**10min**

shaved off from check-out cleans

"More important than just saving money, Comfortly gave us several hours back each week with peace of mind knowing things are more organized and it cut the time in half that it took staff to communicate and resolve issues, which improved morale."

# SESSION RECAP

3 THINGS TO KNOW BEFORE YOU GO

- **COMMUNICATION IS KEY**
- **PLANNING MAKES PERFECT**
- **HAPPY EMPLOYEES=HAPPY GUESTS**



# WEBINAR SPECIALS

A LITTLE SOMETHING FOR EVERYONE

**Offers End June 30, 2024**

## CURRENT CUSTOMERS

**Waived setup fee for messaging** – save \$225

**First month free Comfortly** –  
<https://www.rezstream.com/integration/comfortly/>

## NEW CUSTOMERS

**Waived setup fee and first month free** – Join rezStream Cloud and get \$0 setup fees and first month free.

**Waived setup fee for messaging** – Save \$225

# THANKS FOR ATTENDING

JOIN US AGAIN NEXT TIME!

Please forward all questions regarding this webinars to:

- [Sales@rezStream.com](mailto:Sales@rezStream.com)
- (303) 872-0220

[Schedule a Demo](#)

