



# SmartButler® Proactive Guest Management Module

Ensure that your guests leave the hotel feeling happy

## Module Description

- This module has been added to SmartButler® to allow the hotel to be more proactive in the management of guest satisfaction.
- It provides a tool for the hotel to be in touch with guests to ascertain their level of satisfaction.
- Any shortcomings can be rectified immediately, and prior to the guest departing the hotel.
- All responses are recorded to allow the hotel to analyse statistics, and learn lessons which can be used to improve the guest experience in the future.

## Features

- Hotel can decide which guests will be contacted
- Timing of calls to be decided by hotel.
- Hotel to decide what questions will be asked of the guest.
- All responses from guests are recorded in the system.
- Analysis of recorded information affords the opportunity to improve the experience for future guests.

## Benefits

- Allows the hotel to be proactive in contacting the guest to ascertain their level of satisfaction.

- Any problems can be put right immediately.
- Where the guest is neither satisfied nor dissatisfied, an attempt can be made to influence the guest positively.
- It presents an opportunity to sell additional hotel services.

## Technical

- Easy installation and setup.
- Interfaces available to property management systems, SMS and PBX. Other interfaces can be developed with required co-operation.
- Unlimited workstations at each site.
- Two upgrades issued on average annually.
- Supports Citrix and terminal server platforms.
- Operates on local database and SQLs.

## Costs of Ownership

- No additional License Fee for PAGM is payable by hotels running SmartButler.
- Initial cost for installation and training.
- Charges may be levied by third parties for interfaces to their systems, or for messaging such as SMS.

## Essentials of Operating PAGM

The following principles have to be agreed upon prior to installation.

- Hotel is required to appoint a dedicated Guest Relations Coordinator on a permanent basis who will be responsible for initiating contact with guests.
- A guest relations desk should be set up to provide a base from which calls to guests are to be made.
- Escalation procedure to be implemented for calls to guests that are not made on time.
- Even if guests are initially not available, every effort should be made to speak to as many guests as possible.
- Any problems reported should be rectified immediately.
- All guest responses are to be recorded in the system.
- Analysis of results should be undertaken periodically to learn lessons.

## Suggested Parameters for Operation of PAGM

The following are the suggested parameters to be used at the time of installing and operating Proactive Guest Management Module. Any departures from these parameters may have an adverse impact on the effectiveness of the system, and should be agreed with JAYBEE in advance.

- The relevant guest names are forwarded to the Proactive Guest Management Module by the PMS at the time of check-in. The choice of which names are forwarded is based upon the VIP status of the guest. It is possible to include all guest names, or a partial set based upon a specific VIP category or categories. The decision as to which guests are to be contacted as part of this process should be decided upon by the hotel, and included in the system parameters at the start of operations based. The system is able to receive guests' Club Level value from the PMS and use this as a measure for VIP status.
- It is possible to change the parameters for which guests are to be called, to include more guests, at any time during the operation of the system.

- It should be decided how long after check-in the guest is to be contacted:
  1. For business hotels where guests typically make short stays, guests should be contacted within a window which is during the first 12 hours of their stay.
  2. For business hotels where guests typically stay 3 or 4 days, guests should be contacted within a window which begins 12 hours after check-in, and lasts for 12 hours.
  3. For resort hotels where guests typically stay for a week at a time, guests should be contacted within a window which begins 12 hours after check-in, and lasts for 48 hours.
- Guests who are not immediately contactable during the first phone call should be contacted a total of three times in order to gain the best chance of speaking to the guest. If, on the third attempt, the guest is still unavailable, a message should be left for the guest explaining the nature of the call.
- A strict escalation procedure is to be implemented for calls to guests that are not made on time. This should be taken seriously by the management team member who receives the escalation messages.
- The hotel should agree on two or three particular questions that will be asked of the guest during the call to gauge his satisfaction. The answers to these questions should be entered into the system without exception.
- Guests who express dissatisfaction of any type should be taken care of immediately. A follow-up should be made to ensure that the guest is completely satisfied. Remember, the objective is to improve the guest's satisfaction and this is the best opportunity to do so.
- An attempt should be made to positively influence guests who are neither satisfied nor dissatisfied. This may include proposal of a special offer, or relay of information regarding special services that the hotel provides.
- Guests who are not completely satisfied, and whose requirements cannot be taken care of immediately should be referred to the Duty Manager. It is the DM's responsibility to take care of such guests.