

Drive Usage to the Solution

In this job aid, we will discuss different ways on how you can share the information of how guests can access the solution. You may use all, some, or a combination of the different ideas.

We develop the technology, you need to help share it with guests so that it can enhance their stay experience and make your life easier. Below are some ideas on how you can promote the use of our solution to your guests. Some of the ideas may work in your property, some may not.

Also ensure you check-out the other job aid documents to understand how the solution works from a guest perspective. We rely on you to promote the system and its benefits to your guests!

1. Pre-Arrival:

Include a link or a QR code of the solution into rival communication. This can be in form of an email, a SMS message, or through your loyalty app.

2. Arrival:

Display a QR code with the link to the solution in the lobby. You may even add an offer directly to drive awareness and usage.



3. Check-In:

The check-in is the most important interaction to introduce the solution to your guests. Introduce the benefits and share the link and QR code. A best practice is to provide an insert into the keycard holder and an explanation of the same by the check-in agent. Additional flyers, tent cards, or promotional stands further increase visibility.



4. Guestroom:

Display links and QR codes with a strong call to action throughout the room. Potential locations are with other marketing materials, next to the telephone, on a sideboard, the TV cabinet, or other.

You can promote the usage of the system by offering discounts through the digital F&B menu, free desserts with an order of dinner via the digital menu, or others. You can also highlight service offerings that are only available when booked via the "Offers" module as part of the solution. It will further drive uptake. And a positive side-effect: increased revenue 😊.



5. Welcome Card and Amenity

You can include the QR code as part of the communication that accompanies your welcome amenities. The card could read: "Dear XXX, welcome to our hotel. We hope you are enjoying your stay with us. Please visit the following link or scan the QR code in case you have any questions or requests during your time here. Best regards, Hotel Manager".



6. In-Room Collateral

You can draw attention to the solution by including the link or QR code with the name card of the room attendant that serviced the room. Something like "I have taken special pride in preparing this room for your stay with us. If there is anything else you need, please contact us via this link or simply scan this QR code. Enjoy your stay, Your Room Attendant".

The same works of course with cards left by the maintenance after issues were attended to and fixed.



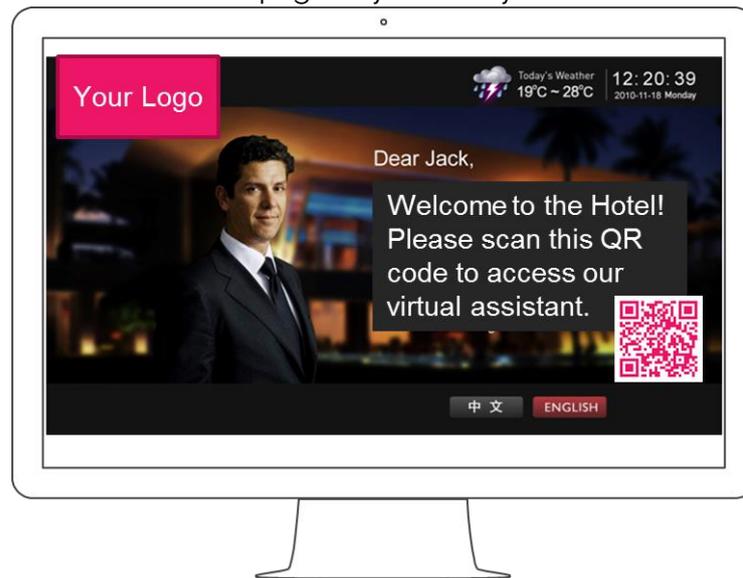
7. WIFI Landing Page

Display the link or QR code in your property's WiFi login page. Or auto-start the solution as the first page after successful login to the network:



8. TV Screen

Promote the solution via the start page of your TV system:



We are always happy to learn and improve so let us know your creative ways to introduce guests to the solution. Share your ideas or best-practices with

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