

5 Stars Reviews for Your Hotel: How An Easy-to-Use App Helps Your Guests Fall in ❤️ With Your Business

CLIENT



BUSINESS GOAL

- Provide flawless service & hospitality with the help of technology
- Improve hotel guest experience
- Reduce employee turnover

RESULTS

With TagPoint, the hotel has a single app for guests and staff.

This improved guest experience: now guests can order breakfast, ask for additional cleaning or request guest supplies without leaving the room via a QR code.

The app also increased employee loyalty and provided managers with a clearer picture of the hotel's performance.

Learn more at tagpoint.co.uk

BUSINESS CHALLENGES

The 1715 DUPLEX HOTEL is a modern hotel whose management aims to stay on top of the latest trends. This explains their attitude towards automation systems and the role of technology in their goals.

Automate and streamline processes

Simply put, move from paper logs to digital tools — the ability to see task statuses and resolution time. This gives a better understanding of what needs to be improved, and which employees meet KPIs and maybe deserve a bonus.

Reduce staff turnover

Increase employee loyalty. To do this, the management needs to create all the necessary conditions: a great place to work, convenient work processes and an atmosphere of understanding.

Increase hotel occupancy and quality of service

When guests are happy with the service, they are more likely to return. There's an unspoken rule in hotels: one forgotten request = a lost customer.

Increase rating and reviews

The higher the rating, the more brand awareness and increased potential guests.

CLIENT



SERVICES

- Hotel accommodation
- Concierge services
- Transfers, car rentals, individual and group excursions, air and railway tickets

HOTEL INFORMATION

- Founded in 2020, 1715 DUPLEX HOTEL is an established hotel.
- There are 15 cozy rooms with modern interiors greatly appreciated by guests.
- Hotel occupancy averages 80% per month.
- There are 11 staff members on hand to ensure guests' comfort.

AN OVERVIEW OF HOW GUEST SERVICE PROCESSES USED TO WORK

Prior to check-in, receptionists called all guests. To adjust the cleaning work, they specified the guest's arrival time and exchanged contact information as well.

After a phone call, guests received a breakfast menu via messenger in PDF format. There was the same paper menu available in all hotel rooms.

Guests then had several options to choose from, and each option has a significant disadvantage:

1. Make an order in WhatsApp chat by viewing the menu

As the hotel fills up to 80%, the number of guest chats increases exponentially. There is a high risk of mixing up or forgetting something. A forgotten request is a lost client.

2. Make a call to the front desk

The administrator has to answer the calls quickly. When the administrator checks in other guests at the same time, they might miss what is said during the call.

3. Go down to the front desk in person

It is just inconvenient for guests. Other requests, such as additional cleaning and towel replacement, were also handled the same way.

HOW TAGPOINT HELPS

The market is full of solutions for hotel automation. There are typically two kinds of systems: ones for guests and ones for personnel.

1715 DUPLEX HOTEL Manager found this approach inconvenient and wanted to see everything in one single system. That's where TagPoint comes in :) We offer joint functionality for solving hotel guest communication as well as internal team communication issues.

HOW IT WORKS

STEP 01

- Guests scan QR codes in their room.

STEP 02

- They choose a service from a list of all services available in the app, and send a request

STEP 03

- Assigned employee gets notified of the request. And then completes the order

STEP 04

- Guests can rate the service

STEP 05

- Managers can gain wider insights into their business processes and guest experience

TAGPOINT COMBINES THE FUNCTIONALITY OF CMMS AND INTERACTION WITH YOUR GUESTS.

First we started by identifying all of the request types required by the hotel business.

Then we implemented a standard process for the system. TagPoint helps 1715 DUPLEX to resolve service requests and issues logged by its guests, from anywhere at any time.

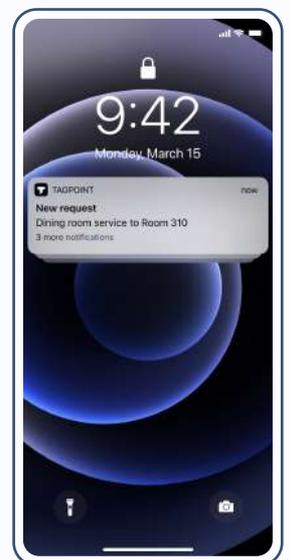
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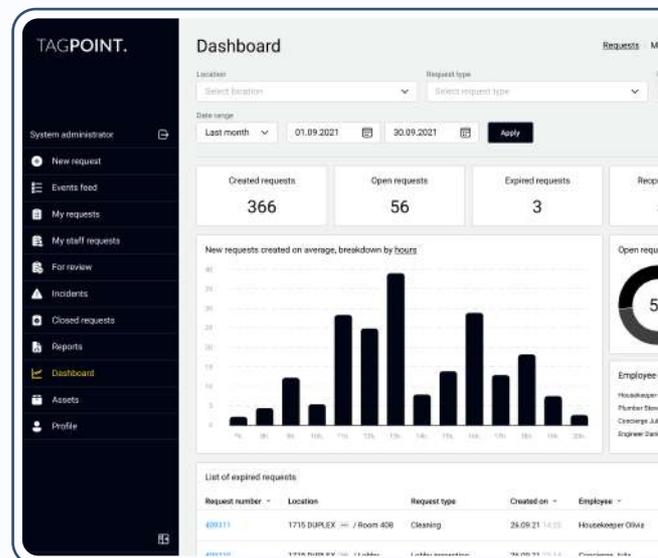
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Since the implementation of TagPoint, we've seen a **30% increase** in guest reviews on popular sites. We can't take all the praise for this — it's actually hotel staff who provide the quality service. But we are happy to equip them with the tools that contribute to the overall comfortable hotel stay.

MORE REVIEWS AND BETTER BRAND AWARENESS

“Remember the cardinal rule? It only takes one forgotten request to lose a guest. If you don't let technologies help you, you are very likely to lose requests and guests. You know that feeling when instead of strong Americano you get nothing. Luckily, TagPoint makes it easy to remember everyone's order. You won't upset your guests because you will never forget what they ordered — the system remembers it for you”

— Olga Semenkova,
general manager of 1715
DUPLEX HOTEL

Learn more at
tagpoint.co.uk



RESULTS

The TagPoint team has been working with 1715 DUPLEX for four months. Even though we don't have many numbers (yet), this picture emerges so far:



The most popular request is breakfast ordering, it turned out to be the most convenient way for guests. Our system also handles other services like dry cleaning and beverage requests.

Employee comfort 101

Employees now have a tool that helps them keep track of all the task to provide **excellent error-free service**. Plus, it's a great way to keep track of KPIs, which is important for the manager.

Streamline processes

TagPoint is a one-touch service. A single app has all the essential tools for guests and employees — no need to keep up with dozens of chats.

Going paperless

All data and activities are logged into a database. Hotel managers do not need to spend any more money on paper.

Important data for marketing

The marketing team reviews the analytics collected by the system. They better understand what their guests want, and highlight these services in promotional material.