



## Return On Investment

Hotelway provides professional management of conversations and customer engagement service for hotel guests.

### **We are unique for hospitality**

Our staff is professionally trained agents, who all have experience from hospitality industry. We know the uniqueness of the hotel business. We do our best to make sure the guests feel, they are chatting with your hotel staff, not with 'another call center'.

### **Type of conversations**

The discussions can be divided in 4 categories:

1. General inquiries about hotel before booking (can I bring a dog?)
2. Booking related questions (some may have booked (via OTA) already),
3. Questions during stay (I forgot my toothbrush, do you have extra?)
4. Random questions (e.g. I forgot my jacket, how can I get it back?)

Some are conversations, which the guest would perform via other media, if chat is not available (e.g. forgotten property), but some occur only because it is easy (e.g. do you serve vegan lunch?)

It seems, that the amount of conversations is spread evenly between those 4 categories.

### **Revenue math**

If you have 20 chats per day, you will get 5 inquiries about hotel services before booking and then 5 about the booking itself – half of those are the ones that you can still influence. That means 7,5. Roughly, every third such conversation ends *"Thank you, now I can do the booking here (directly)."* That is 1-2 every day. If your profit from each direct booking is 70€ (let's say that it includes the won cases from OTAs), it is in average 100€ per day. Multiply that with 30 days and you will get 3.000€ more profit per month.

That is only direct sales from the bookings. There is in addition all the upselling you can do for example from the room service, because of the easy way of buying.

### **Improved Guest Experience and Brand Value**

There are many ways to calculate how valuable improved Guest Experience is and how it effects your brand. We want to tell a story:

*A foreign guest asked about the painkillers in the reception. There were not. Our Guest Care then googled (in the language the guest did not know) the nearest pharmacy, that was still open at that hour. And provided a Google Maps link for that guest. That is the kind of service, which will result the delighted guests to tell about to their friends and even in social media. That is nearly priceless.*

### **Save your staff's valuable time**

Approximately 35% of the conversations are the kind, that the guest would have contacted the hotel otherwise – phone calls, emails or walking to the reception. All that time is now away from your staff and they can concentrate on other, more important matters.

### **ROI**

The implementation cost is 2.900€. The monthly costs depend on the business model and the amount of the chats. But if you calculate the ROI only based on the increased amount of direct sales, you should get the return of your investment under 4 months. Take into account the other benefits, and it can be less than three.