

Exceed guest's expectations and upsell with Optii Messenger

Optii Messenger is a powerful but simple pre and post stay marketing tool which allows hotels to communicate with guests by email or SMS before, during and after their stay. Minimise no-shows, upsell services, encourage repeat business and reduce commissions.

Key benefits of Optii Messenger

OPEN UP REVENUE STREAMS

Communicate with guests before, after and during their stay to upsell rooms, F&B and activity-based sales.

INCREASE REPEAT STAYS

Communicate with guests when they leave to encourage repeat visits and direct bookings.

ELIMINATE NO-SHOWS

Personalise re-confirmations and virtually eliminate no-shows.

ENHANCE AND IMPROVE

Fine-tune your messages for maximum effect and deliver ROI by viewing real-time statistics on open rates and click-throughs, right down to the guest name.

INTERACT WITH YOUR GUESTS

Automated actions in response to replies by email or SMS.

IMPROVE CUSTOMER SERVICE

Target services and information to your customers by drilling down into market segments and other profile characteristics.

Provide 'Virtual Concierge' services by enabling front-line personnel to send service-SMS: "Your room is ready now" or "Your Opera tickets are booked and have been delivered to your room".

Key features of Optii Messenger

- Set up automated marketing campaigns which run daily without user intervention.
- Send messages via email or SMS, depending on richness of content or speed of response required
- Customise email messages with the built-in html editor to ensure emails are attractively presented for maximum positive response.
- Integration with Property Management Systems eliminates database management tasks.
- Target specific customer groups using PMS codes, including market segment, room type, rate code, etc.
- Optii Messenger facilitates compliance with anti-spam and privacy laws so you only target clients who are receptive to your messages.

Real value through communication

For more information on how Optii Messenger will increase your profits and improve your services, please email info@optiisolutions.com or call +61 7 3123 5444.

Case Study:

Holiday Inn Brisbane manages No-Shows

A Brisbane City hotel decided to use technology to solve an old problem known to many hotels. Read on to see how this hotel reduced its no-show rate by communicating with guests.

Issue

The Holiday Inn Brisbane is a 191-room hotel in the middle of Brisbane's legal District. Part of the Transit Centre Complex, its mid-week business is mostly corporate and enjoys Brisbane's buoyant market conditions. That's good, however for this successful hotel it turned an everyday problem into a critical situation: Managing No-shows.

No-shows upset all hotels: They cause both lost revenues and upset clients. Guests might be relocated during the day in anticipation of 100% occupancy and credit cards are charged with no-show fees, which in most cases considerably reduces the chance of a guest booking the hotel again for their next stay!

At occupancies consistently in the high 90's, no-shows have become a major issue for the hotel. So what can a hotel do to avoid them? There are two obvious measures; however neither of them is a panacea.

Contact all guests to re-confirm bookings, which historically has been time-consuming, expensive and inconsistent; or take credit card guarantees and charge the non-arrivals, which more than likely will result in upset guests, jeopardising the chances of them returning in the future.

What appeals better to you:

Reconfirm = Proactive service

No-show fees = Reactive punishment = lost clients

Approach

The hotel decided to be proactive; deciding that reconfirming bookings is the most service-friendly approach, so started looking at alternative ways to avoid the high labour cost. That's when hotel general manager Raymond Faulkner decided to deploy Optii Messenger on recommendation from IHG's regional office. "For a solution to work for us, it had to remove the human involvement. We also found SMS more appropriate for our purposes – it makes sure that we reach even those travellers



that are in transit." Enabling guests to respond to SMS Messages is a unique feature of Optii Messenger. "Guests simply reply with 'CXL' in the SMS, which is easy and quick for them, whilst giving us the speed of response to effectively manage our inventory. Optii Messenger notifies our reservations guys straightaway.", adds Barry Davies, the hotel's revenue manager.

"For our staff, the software solution is so easy to use; we had the main messages set up during the training and within 90 minutes of the installation the first SMS were going out and responses received. Since then, we barely touched it – it just keeps on working!"

Result

The hotel's reservation staff found that simply reminding guests of a booking set off a regular flow of cancellations from guests who would have otherwise simply no-showed. Consequently, the hotel has reduced its daily no-show rate by 40 percent and the task of managing inventory and yield gained further accuracy. Mission accomplished.

But the SMS sent by guests was accompanied with an unexpected surprise – guests responded not only with cancellations, but started sending through their arrival times or simply said that they are looking forward to their stay – Optii Messenger started building a relationship with the guest before they set foot through the door! "*Mission accomplished*" (Barry Davies, HIBne)

Barry admits that the hotel under-utilises the product. "It solved our problem, which is a great relief for us and well worth the investment at a cost of less than two room nights per month. We are now looking towards maximising the capabilities of Messenger by setting up confirmations and upselling messages to use Optii Messenger as a profit driver as well!"

Real value through communication

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