TECH
POWERED
HOSPITALITY

Bridging the gap between legacy
systems and better guest experiences

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FOREWORD

Hospitality GMs and Revenue Managers can sometimes get hamstrung by two issues: first, they laser focus on room revenue, ignoring the potential of ancillary revenue streams; next, they let the limitations of their legacy systems hinder their on-premise digital experience aspirations.

Instead of developing digital strategies that focus on the entire guest's journey – their wants and their needs – they limit themselves to the constraints of their existing systems. It doesn't have to be this way.

Today, to win and retain loyal guests, GMs and their leadership teams must carefully orchestrate their online and offline interactions: from awareness and consideration, to purchase and loyalty. And while legacy systems may still make it difficult to enable that orchestration, the right integrations and creative thinking can make the effort easier than ever.

In this paper we'll share effective strategies GMs and Revenue Managers are using today to bridge the gap between the limitations of their legacy tech and the increasing tech-inspired expectations of their guests. It starts by thinking beyond your current tech limitations and finding the right partnerships to bridge the gaps.

Bring Omnichannel Versatility to Your Brick and Mortar

You win! You've done the hard work of earning your next new guest, or enticing a loyal customer to return. What's next? Think about their full journey and the meaningful investments you can make to deliver on their expectations.

According to the 2023 Adobe Digital Trends Report, 89% of marketers and CX professionals believe customer expectations are constantly resetting to match their best omnichannel experiences. (Sample: 379 senior executives (global)).

Once guests are on the property, it's essential to provide streamlined solutions that cater to their digital lifestyles. While completely retooling your legacy platform isn't realistic, you can still support omni-channel shopping and buying for on-premise guests throughout their stay.

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Booking

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According to [Exploding Topics](#), the top trend driving the future of travel growth is solo experiences. That's right: people in general, and as much as 25% of American millennials, are traveling by themselves. And while travel experiences are extremely personal, they're even more so for those traveling alone. To ensure their booking turns into a stay, engage your guests before they arrive to assure them that you've taken care to personalize their experience during their stay..

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Pre-Arrival

This step is obviously going to be different depending on your property type and location. For example, business travelers are likely looking to make the most of their time on the ground, which means they likely don't have time to shop for essentials that they don't want to pack. Vacationing families or solo travelers like pre-orders too, but perhaps different essentials come into play: a forgotten sunscreen or set of swim diapers for their toddlers to use at the pool?

You can win back pre-arrival orders for snacks and beverages and other essentials from third party platforms like Instacart by standing up an online store of your own. Alert your guests pre-arrival with a link to the store and let them schedule their orders to arrive for their check-in. By giving them the ability to browse these items before their travel, your guests will arrive with confidence that you're equipped to handle all of their needs, and they won't have to go searching outside of your property. Enabling guests to pre-order also allows hotels to better manage inventory, reduce wait times, and provide a personalized experience from the moment guests step foot on the property.

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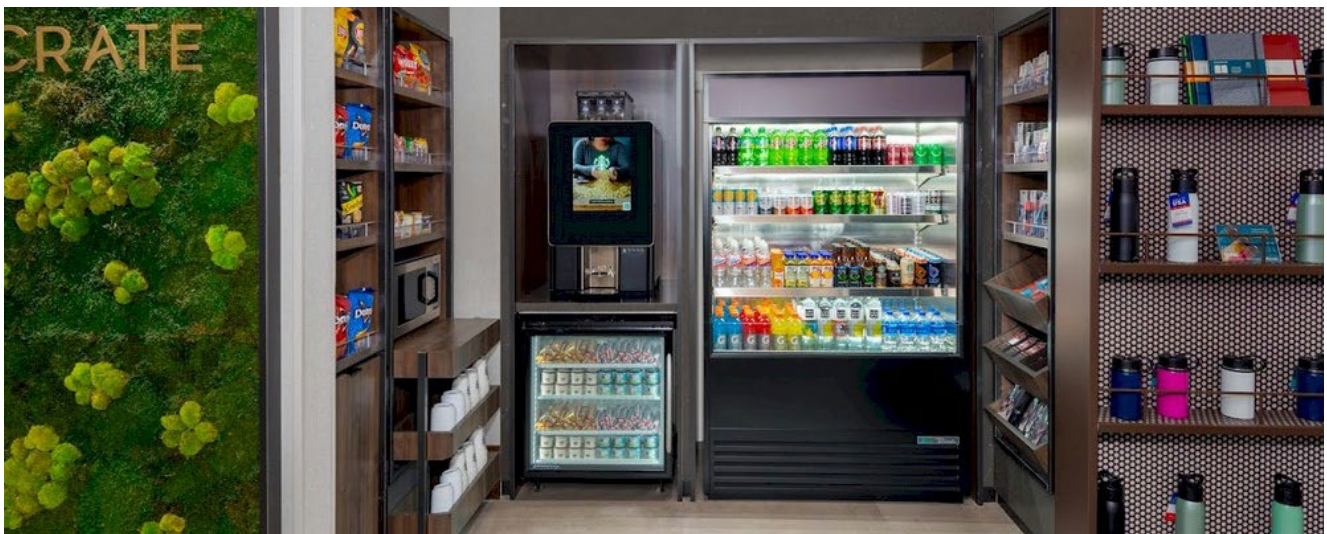
Another way hotels are incorporating technology to personalize the guest experience is with tools like [PlusGrade](). **PlusGrade allows guests to engage with the hotel prior to their arrival and bid on upgraded rooms and experiences to create new, meaningful revenue streams through incredible customer stays.** Guests need to know that they will get value out of an experience and that any expectations will be met, and pre-arrival is where a big opportunity lies.

Check-in

Contactless check-in is table stakes for today's guests. According to Hospitality Technology, "in 2022 more than 7.9 million Digital Keys were downloaded globally." You can make the process transparent and easy to use with "mobile apps and digital room keys or self-service check-in kiosks that scan IDs and dispense room keys." [Source](). The value is clear for hoteliers and guests. It saves guests and staff time at check-in. What's more, it's another important amenity to entice guests to download your mobile app, a powerful source of data to drive deeper loyalty and engagement with your guests.

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On-Premise

Build partnerships and enable on-premise guests to order and pay for products and services from their phone at on- and off-premise restaurants, pantries and amenities. This will significantly improve guest satisfaction, especially as hotel staffing remains a challenge. Why make your guests leave your property to get what they want when they can access important amenities right where they are?

This level of control and flexibility empowers guests, ultimately enhancing their overall satisfaction and ensuring a truly memorable stay.

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CASE STUDY

Seamless Service at The Delegate

Located at the Marriott Hotel in Washington, D.C.,The Delegate, a casual bar, restaurant, and gathering space, uses GoTab to increase revenue without adding staff or new tech. They allow their customers to easily order food and drinks using GoTab Mobile Order & Pay facilitated by QR codes throughout their facility. Guests use GoTab for in-room dining, at their rooftop bar and the lounge, and at other areas that were previously difficult to serve with their limited staff. The restaurant also receives takeout orders using GoTab Online Ordering and QR codes placed through partnerships with nearby condominiums. This was an important source of revenue through the pandemic and continues to be a source of incremental revenue while allowing them to avoid third party ordering platform costs.

General Manager Camilo Rivera highlights GoTab as the best solution for contactless ordering and payment, enabling them to pivot and evolve their hospitality service model while blending technology and in-person hospitality, particularly for their luxury clientele.

MAKE IT PERSONAL

Providing personalized, attentive service is a proven strategy to drive higher affinity and loyalty across every demographic.

Gen Z in particular, a demographic that according to McKinsey is predicted to make up a third of global spending power by 2035, possesses unique travel preferences that you'll need to consider. A study on Gen Z behavior by Oliver Wyman describes next-gen travelers as part of the "swipe-and-buy" squad due to their "always-on" purchase behavior. Gen Zers generally display less brand loyalty as they are often comparison shoppers, at least at this stage of their emergence. To the extent that they're loyal, they prefer brands that provide options, hyper-personalization, and a sense of community. Source

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Gen X travelers are more likely to be traveling with family members. As a result, they're spending more and are more likely to be cost-conscious and respond to special offers and promotions at higher levels. Source

Empowering your guests with Mobile Order and Pay versatility will enable you to tap into their first party ordering data and reward their loyalty. And it's not just discounts. Bundle minimum room stays with access to spa appointments, local attractions and restaurants. Provide exclusive, early access to golf, parks, ski slopes and other resort amenities. The possibilities are virtually limitless.

Enable entitlements & tracking to access actual revenue discounts/promotions/coupons, track redemptions and package validation in real-time so you can make better operational decisions in the moment.

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COMMUNICATE IN REAL-TIME

We all recognize that prompt, timely and efficient communication is vital in delivering exceptional service.

Using real-time messaging - either in-app or via text - between staff and guests is a must-have for a truly seamless digital guest journey. Whether it's requesting additional amenities, making special requests, or seeking assistance, allowing guests to communicate directly with hotel staff without the need for traditional phone calls or physical interaction will deliver significant efficiencies. This streamlined communication process improves response times, enhances guest satisfaction, and allows staff to focus on delivering personalized experiences.

SERVE GUESTS EVERYWHERE

Hotels and resorts often possess a goldmine of untapped revenue potential right within their venue. Remote areas that were previously difficult to serve can be monetized with the assistance of advanced technology. Whether it's poolside, at the tennis court, at the outdoor cocktail tables, or even on the slopes, guests can enjoy the convenience of ordering and paying for services directly from their mobile devices. This frictionless ordering drives increased ancillary revenue with no additional hardware or software costs and minor staffing impacts.

SELF-SERVICE AMENITIES

Self-pour beverage technology has emerged as a solution to the perennial staffing challenges hospitality operators are facing. This approach enables hotels to have an effectively managed beverage program while catering to the needs of convenience and personalization of the modern traveler, as such technology grants guests the freedom to pay and pour by the ounce, sample various beverages, and avoid long waits at the bar for service. Major hotel brands such as Hilton, Hyatt Regency, and Best Western are all utilizing the guest enhancing capabilities of companies like *PourMyBeer's* self-pour system to elevate their offerings to guests.

CASE STUDY

New Revenue at Pacifica Hotels at Oceanpoint Ranch

Pacifica Hotel at Oceanpoint Ranch, known for its breakfast service to nearby hotels, leveraged GoTab to transform its ordering experience. By deploying GoTab QR codes in all the rooms of five participating hotels, Oceanpoint Ranch enabled guests to conveniently place orders and centrally manage everything through the GoTab Kitchen Display System (KDS).

Since the deployment of GoTab QR codes, Oceanpoint Ranch experienced a significant boost in revenue, generating an additional 10%+ revenue. As guests become more familiar with ordering from their room QR codes, the hotel anticipates further growth in revenue. GoTab's user-friendly interface and seamless integration with the Stayntouch system allowed guests to easily close out their check through GoTab or complete payment as a room charge, facilitating a smooth and convenient payment process.
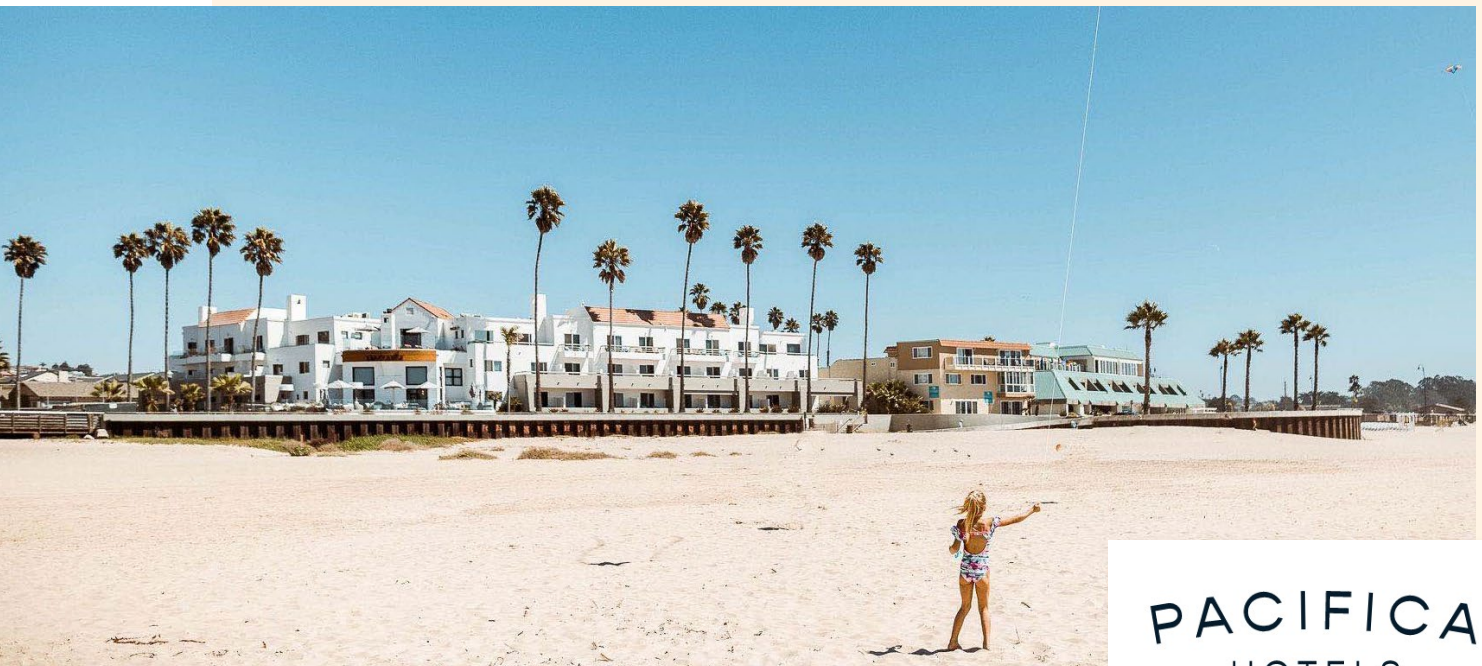
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POST-STAY FEEDBACK

A popular management quote often attributed to Ken Blanchard states, "Feedback is the breakfast of Champions." [Source](). It is popular because it is true. Feedback is a powerful tool for continuous improvement and post-stay surveys drive guest engagement and deeper insights to your guest experience. Merely asking for feedback is a tool to demonstrate to your guests that you care what they think. But what if you could get feedback in the moment? Instead of waiting to hear what your guests think about your on-premise amenities, why not give them a chance to tell you what they think at every interaction? With Mobile Order & Pay, you can get feedback in-the-moment and respond to issues when they occur. 5-star ratings can prompt the guest to share their feedback on social media and recommendation sites. Negative feedback can be routed internally for real-time resolution.

What's Next

A new era of guest-centric strategies amplified by hotel technology is breaking through the constraints of limited legacy systems. This shift allows us to go beyond the boundaries of existing systems to one that encompasses the entire guest journey, allowing operators to shift the focus from strictly room revenue to holistic guest journeys.

The journey forward for hospitality requires a willingness to embrace change and see technology not as a barrier, but an enabler. **With every innovation, guest touchpoint, and experience, we're leaving an imprint that stays with the guest long after their stay, and one where technology and human touch harmoniously converge to create extraordinary moments.**

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About GoTab

GoTab, Inc., a Hospitality Commerce Platform, is helping all sizes of restaurants, breweries, bars, food halls, hotels, resorts, and other venues run lean, profitable operations while making guests even more satisfied.

The platform includes a sophisticated point-of-sale (POS) or can optionally integrate with other popular POS and property management (PMS) systems. GoTab allows patrons to order and pay via staff on the POS, on a kiosk, or using their own mobile devices, according to guest preference and venue operating model(s). Tightly integrated kitchen displays (KDS) and bidirectional messaging are then used for highly optimized operations and delivery. Guests never need to download a mobile app or use a password. In addition to typical on- and off-premises sales, GoTab enables eCommerce, memberships, subscriptions, and deeply integrates with event, reservation, and ticketing systems.

Founded in 2016, GoTab processes over $500M in gross merchandise value (GMV) annually with operations across 39 U.S. states, Canada and growing and is PCI DSS Level 1.

For more information, consult our media kit, [request a demo](#) or learn more at [gotab.com](#).

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