

CUSTOMER SERVICE IN THE HOTEL INDUSTRY



In the midst of the digital transformation era, all sectors have already felt its impact on the business, in the interaction with customers and our internal processes.

Technology is increasingly at the center of all businesses. Today, the statement **Every Business Is a Technology Business** is a mantra of management and an increasingly evident in all sectors.

The changes brought about by technological advances, combined with **native-digital consumers**, make it a priority for any business to invest in **customer loyalty** and **improve their interactions with consumers**. Ensuring correct coverage at all *touchpoints* of a customer with your brand, product or service, while guaranteeing na

easy, simple and relevant experience are increasingly determining factors for the consolidation of a business.

The digital experience is increasingly critical for any business. Customers expect direct and **personalised** solutions during their purchase process, they expect **targeted offers** that respond to their specific needs. In this context, brands are obliged to exploit all the technological potential available to improve productivity, increase revenues, reduce costs and inefficiencies and increase their relevance to their customers and potential customers.

Betting on new customer service models, specifically in the hotel and restaurant sector will allow companies to:

- Guarantee higher purchase **recurrence** rates;
- Increase customer **loyalty** rates;
- Enhance **cross-sell** and **up-sell** of your services;
- Improve the **user experience**, in their interactions with the brand;
- Ensure correct coverage of all customer **touchpoints** with your services;
- Improve **processes**;
- Ensuring higher levels of **efficiency**;

Digital Transformation in Hospitality

The hotel and restaurant sector were very impacted sectors in the digital transformation. The emergence of global online booking platforms, price comparators, restaurant and hotel evaluation applications and the creation of rankings, based on users' opinions, have placed the customer even more at the center of a digital ecosystem where **opinion and recommendation are each increasingly decisive** for the success or failure of a business.

Different studies carried out in the recent years consistently indicate values between 85% and 90% of customers who choose a hotel or restaurant based on the ratings and comments available.

About **30% automatically eliminate spaces with ratings below 4 (out of 5) stars**, from their choices.

Due to this, concerns about customer service, complaints management and customer relations took on a new dimension. Today, these interactions are increasingly **omnichannel**, that is, there is an increasing concern to provide value at all points of contact with the customer, with a view of **360° coverage** throughout the entire customer journey.

From chat to SMS, via email, phone, whatsapp or messenger, without forgetting

the emergence of Bots, it is essential to ensure the correct integration of all these channels, in any customer service today.

The focus, therefore, is on creating a unique and **consistent service experience**, regardless of the point of contact with the customer or potential customer.

4 pillars for a unique and consistent service experience :

1. Know the customer

Nowadays, it is essential to know the customer in detail. Who is it, what are their preferences, history of interactions, consumption habits or what are the best channels to communicate with them.

It is necessary to have the ability to collect, aggregate and work with this information and use it to benefit the improvement of the service provided.

2. Customer Experience and Customer Journey

It is also essential to be able to **design the customer journey** for each of the personas that are part of the purchase process and, based on that journey and the customer's information and knowledge, define the best strategies.

Personalisation and segmentation in the digital channel are already more than a trend, nowadays it is a must.

Provide easy and quick access channels for a check-in process, suggest complementary products, experiences or services – cross and up sell – based on the customer's profile and preferences, guarantee post-use interactions of the services, maintaining a communication channel open and measuring customer satisfaction rates, are just some examples of a well-defined journey that will have a positive impact on the business.

Likewise, having the ability to **segment your audiences**, produce and broadcast

communication and targeted campaigns is another great asset.

To do this, you must invest in a platform that unifies customer data, content and tracks the customer's journey in real time.

3. Workflows and Efficiency

Automation, automation, automation. Nowadays technology allows to automate processes and define workflows that enhance a better experience, with significant efficiency and effectiveness gains.

Automatically trigger communications, depending on a customer's interaction propose complementary services autonomously according to the consumption habits or preferences of a specific user, activate satisfaction surveys, after the service has been provided, or automatically activate a management process a claim made, are some examples of what it is possible to automate and define in a customer care process.

4. Communication Management

As previously mentioned, at a time when recommendations, criticisms and the content disseminated by customers, have a significant real impact on business success, being able to **manage and federate these contents is essential**.

Ensuring, through a centralised platform, the correct **monitoring of all user comments**, on the different platforms and **controlling all the content published about the organisation** may be the success and failure of a customer service strategy.

By ensuring this monitoring, it will then be possible to manage all communications about the brand and control from A to Z the entire relationship with the customer, ensuring a timely and appropriate intervention to any feedback.

Dynamics 365 in the Centre of the Orchestration

Com o Dynamics 365, tecnologia da Microsoft, é possível **centralizar todo o processo de customer service numa única ferramenta**, onde toda a informação relevante sobre o cliente - histórico de compras, hábitos de consumo, preferências, interações passadas – é armazenada e disponibilizada de forma fácil, multi-dispositivo a qualquer elemento da equipa.

Assim, é possível **capacitar as equipas com dados otimizados e tecnologia integrada**, permitindo experiências personalizadas e simples.

De igual forma, ao centralizar toda a informação recolhida numa única ferramenta, é possível ter uma real visão 360º do cliente e **antecipar melhor as suas necessidades**, com recurso às funcionalidades preditivas, baseadas em AI do **Dynamics 365 Customer Service Insights**.

Com Dynamics 365 no centro da Orquestração, é possível **integrar diferentes ferramentas** e garantir uma verdadeira experiência *omnichannel* – Website, Chatbots, Email, SMS, Notificações via App, whatsapp, Messenger - permitindo oferecer rapidamente a informação mais relevante e ajustada ao cliente.

As equipas que lidam com os clientes têm **acesso a dados em tempo real**, incluindo tudo o que o cliente visualizou no *website* e todo o seu histórico de relacionamento com a marca, o que contribui para uma adaptação precisa e uma contextualização da mensagem para interagir com o cliente.

How to effectively manage a complaint?

- A practical example

Imagine the following scenario. A hotel customer who, upon reaching the room they have booked, finds that the air conditioner is defective.

Immediately “comes into action” the entire customer service and field services process defined by the hotel, in an integrated, simple, automated and centralised way in a single tool.

The customer notifies the hotel of the anomaly, through any of the channel at his disposal – Telephone, App, Chatbot, Smart TV, etc. – and the resolution process is triggered.

The **occurrence is registered in Dynamics 365**, starting the occurrence management through an **automatic workflow** that will generate the immediate actions planned:

- Notification from the internal maintenance team;
- Monitoring of the maintenance team’s intervention, with measurements of SLA’s;
- Verification of resolution of the problem or not;
- Scheduling of specialized technical intervention (if the problem is not resolved in the first instance);
- Until the resolution of the “ticket”.

Once the occurrence is closed, a **satisfaction survey** can be sent and a special promotion or offer for the customer can be activated, all in a centralised and automated way, with monitoring of all relevant resolution metrics, response SLA’s or customer satisfaction.

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