



June 2020

## How the new 'Contact-free' hotel experience can still be both personal and engaging

Hoteliers are gearing up for the 'new normal' with new social distancing and safety measures but there is a concern that a contactless experience will signal an impersonal and distant one - exactly the opposite to being hospitable and guest centric. However, it doesn't have to be that way. Hoteliers can still deliver an engaging and enjoyable guest experience, by adopting new practices that satisfy both the guest and the hotel's bottom line.

Guestline, the leading hospitality technology provider, demonstrates how 'contact-free' solutions can help hoteliers reduce physical contact as much as possible and boost revenue when they re-open and start welcoming guests again:

### **Digital guest registration & communication**

It all starts with a guest making a booking online, where hotels can promote new enticing offers and deals, in addition to their flexible cancellation and amendment policies. From here, hotels can send out pre-stay communications to their guests using simple and automated templates in their PMS to reassure and comfort guests and relay useful information on new operational and safety measures in place – as well as providing potentially upsell incentives. Arrival times can be pre-arranged and guests can fill in their registration details online ahead of their arrival to create a safe and manageable flow through reception during check-in.

### **Food and beverage digital ordering**

During their stay, online food and drink menus can provide guests with the ability to order food and beverages digitally. Orders can then be delivered to a guest's room or table. Alternatively, orders can be collected, or delivered to non-resident's homes via one of the main online delivery platforms like Just Eat, Deliveroo and UberEATS. Again, another way of maintaining a safe distance and providing a potentially new and efficient revenue stream for hotels.

### **Payments and check-out**

Hotels can keep in contact with their guests during their stay via email, SMS, WhatsApp, LiveChat etc. so they have all the hotel information like floor plans, cleaning guidelines and new leisure/F&B processes at their disposal. And when it comes to checking out, guests could review and pay their final bill online, again to avoid any build up at reception.

*Hamzah Hafesji, Senior Product Manager at Guestline commented, 'Going forward, the relationship between hotels and their guests will be different, but that doesn't mean the guest experience should be any less enjoyable. Our solutions will enable hoteliers to reopen as quickly and efficiently as possible, adopting the new practices that reflect current safety and social distancing measures.'*

## **Reduced contact points**

*Hafesji continues 'Hoteliers need solutions that reduce the physical contact points that guests incur but heighten the engagement through digital means – which will help drive customer confidence as well as protecting vital revenue streams pre, during and post-stay.*

*We're consulting clients on an on-going basis and engaging with them to address the most pertinent challenges and ensure we're delivering the most appropriate and business critical solutions. Demonstrations and training videos for all customers will also be available to ensure they're confident in the new processes from day one.'*

For more information on Guestline's proposed new contact-free hotel experience, please click [here](#). Guestline will be hosting a 'contact-free' webinar on 30<sup>th</sup> June – click [here](#) to register.

**-Ends-**

## **Notes to Editor**

For more information on Guestline's new contact-free hotel experience, please click [here](#).

## **Contact Details**

For further information please contact Kate Fuller, Guestline Marketing Manager:  
[kate.fuller@guestline.com](mailto:kate.fuller@guestline.com) or +44 1743 282300.

## **About Guestline**

Established in the UK, Guestline provides innovative property management and distribution software to the hospitality industry. Founded on cloud technology, Guestline's revenue generating solutions enable hotel groups and independents of all sizes to achieve maximum occupancy at the most profitable rate.

Fully integrated into the Guestline distribution and central reservation platforms, the property management software is currently growing revenues in businesses in 25 countries across five continents. The range of products include Guestline PMS, online booking manager, CRS, channel, distribution, PCI compliance and EPoS systems.