

Let Me Guess, Your Staff Doesn't have Time?

Many organizations do not accurately collect email addresses because they complain about the increased check-in or reservation time needed for this. In peak times, especially at front desk check-in that may be true, however the majority of your guests do not check in during the peak rushes - additionally you usually have check-out time to also verify or collect this critical piece of information.

While there may be times that it is inefficient to collect and verify the email address, *do not let your guard down* during the other times of the day that you can devote to this activity.

Does your organization attempt to Collect Email at:

1. Reservation time?
2. Check In Time?
3. Check Out Time?
4. Via a sign up card - and then when time permits your staff enters?

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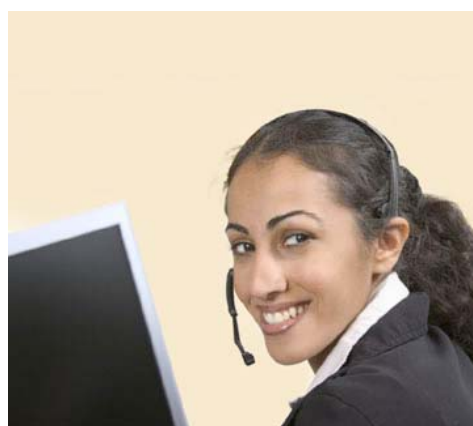
Email Addresses - What you don't know can hurt you!

In a short period of time it has revolutionized direct communication among individuals & businesses and a recent study has shown that Email is the preferred method of business to consumer communication, yet the hotel industry has been slow to appreciate the tremendous benefit of accurately collecting and using email addresses.

This slow adoption is costing you customers and money.

If you are responsible for the management and success of any hotel property of any size you should analyze each of the following:

1. As a percentage how many email addresses do I currently have in my PMS compared against the number of guests? If this value is less than 50% you should be concerned.
2. How do I know that the email addresses I have are valid?
3. Does my organization attempt to collect the email at reservation time?
4. Does my front desk attempt to collect email addresses at check-in?
5. Do I use email addresses for anything more than confirmation emails? If not, you are missing a huge relationship building tool.



*Whoever Owns
the Email
Address -
Owns the
Customer*