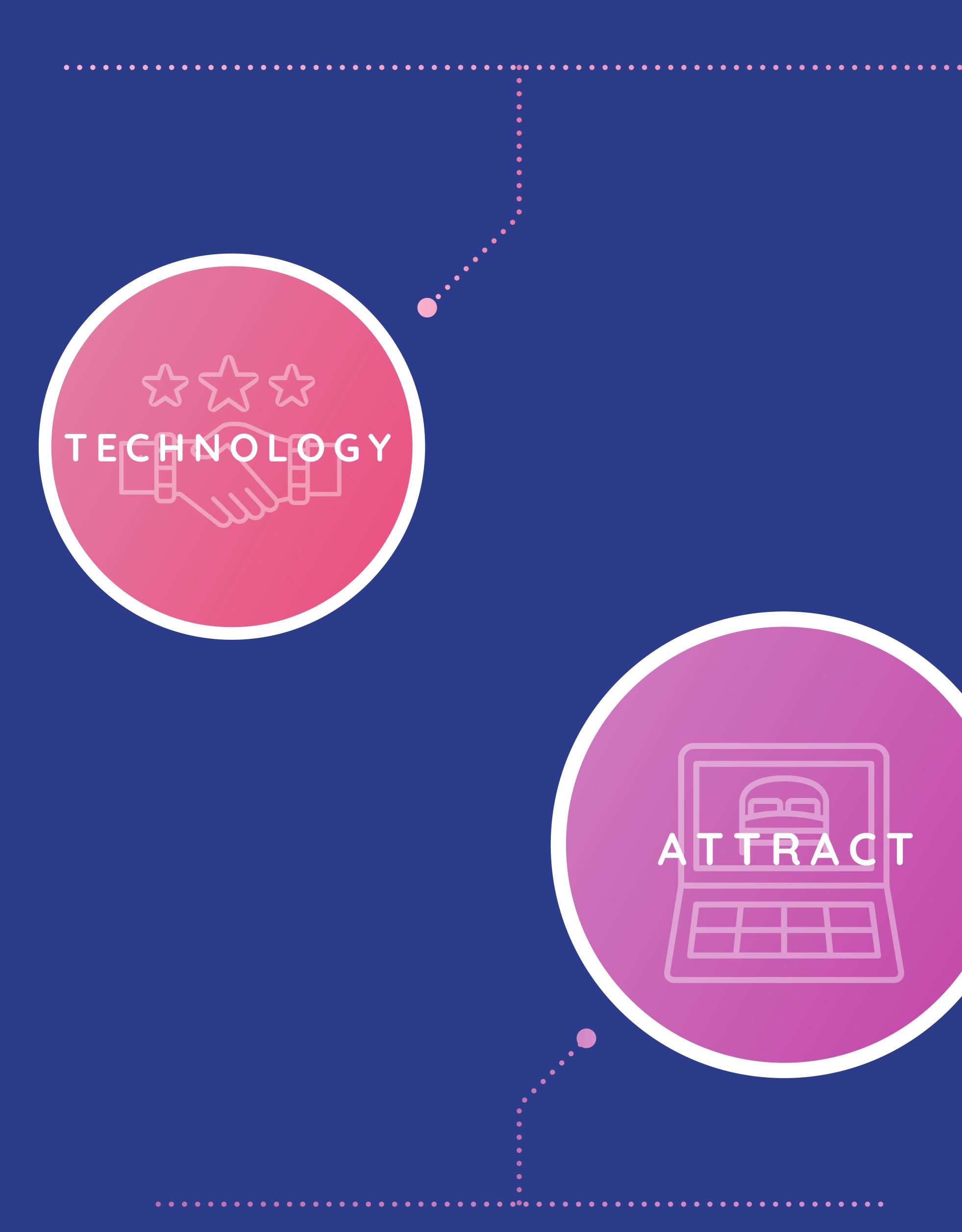
## techtalk.travel Guest Loyalty Lifecycle

## MAXIMISE PARTNERSHIPS

Find partners that help guide you through the process and ensure to maximise existing technology where possible. Look for integrations with technology that can collect and maximise guest data. E.g. IBE, PMS, CRM and Social Media Channels.



Have a diverse distribution strategy backed up by a modern, clean website supported by easy mobile booking options.

Make sure your channel mix is attracting your future optimal loyal guest.

Incorporate the loyalty program in the customer journey allowing guests to redeem earned points during the booking process and personalising offers to guests based on their profile data. Provide a simple direct booking process delivered by a modern booking engine directly integrated to the PMS and other 3rd party solutions to capture critical guest information and preferences.

PRESTAY

Followed up by automated emails offering dynamic content to increase engagement.



## **Creating Customer Lifetime Value**

Start the guests first on-property experience by recognising them based on the profile built prior to their arrival.

Two-way Guest communication. Using modern messaging solutions such a Whatsapp, or via a hotel app, engage with guests when on-property in a way they want. Guest engagement in person or via technology, offer both options. Build the guest guest profile based on their engagement preferences.

Offer mobile check-out options as well as front desk. Give them the option to offer feedback on their stay, compile this feedback into their profile and use for their next visit. Track guest satisfaction via surveys, directly with hotel or online, e.g. TripAdvisor. Offer them to become a member of your program to receive benefits and rewards that are aligned to them as individuals and their preferences.

Make the guest feel they are important and recognised.

Ensure guest retention through consistent engagement even after their stay with targeted individualised incentives for their next stay. Consolidate the guest profile to see the true value of the guest. Have the technology in place to support the process. E.g. IBE where guests can redeem points.