Hotel Office
MASTERS SERIES

SESSION ONE

How to Increase Efficiency with Automation at a Lower Effort & Cost

Welcome to the Masters Series!

Modernize and digitize repetitive hotel office administrative tasks to improve efficiency, reduce costs, and deliver a phenomenal guest experience

May 31	**How to Increase Efficiency with Automation at a Lower Effort & Cost**
June 21	**How to Deliver a Seamless Agreement & Payment Experience**
July 19	**How to Reduce Unnecessary Hotel Payment Costs in 2023**
August 15	**How Sertifi Can Help Modernize Your Hotel Office Operations**

Meet Today's Speakers

Nick Stojka
CO-CEO

Sertifi

Jennifer Jones
PRESIDENT

J² HOSPITALITY SOLUTIONS

Sara Meyer
VP, PRODUCT MANAGEMENT, MEETINGS & EVENTS

onyx
CenterSource

Hotelier Goals

- ✓ **Exceed your guests' expectations**

- ✓ **Stay competitive**

- ✓ **Grow your business**

- ✓ **Retain loyal customers**

Before the pandemic, **hotels spent** roughly 2.5% of revenue **on new technology.**

69% of hoteliers plan to **increase their IT budgets** in 2023.

HOSPITALITY
TECHNOLOGY
HT
SMARTER HOTELS
& RESTAURANTS

87% of hotels are still facing **staff shortages** in 2023.

Too Time-Consuming to Even Consider

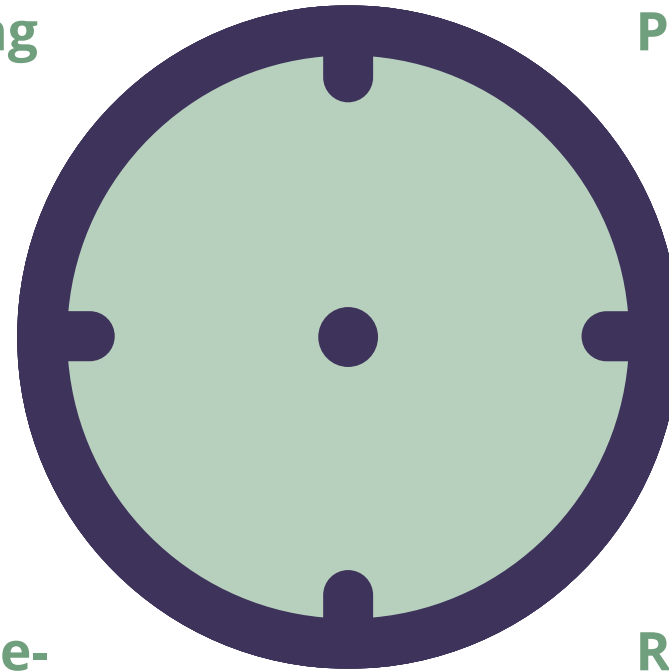The average hotel still spends **40% of their time** on administrative tasks.

HotelTechReport

EXAMPLE 1:

How much time are you spending on event contracts & payments?

Card Key-Entering
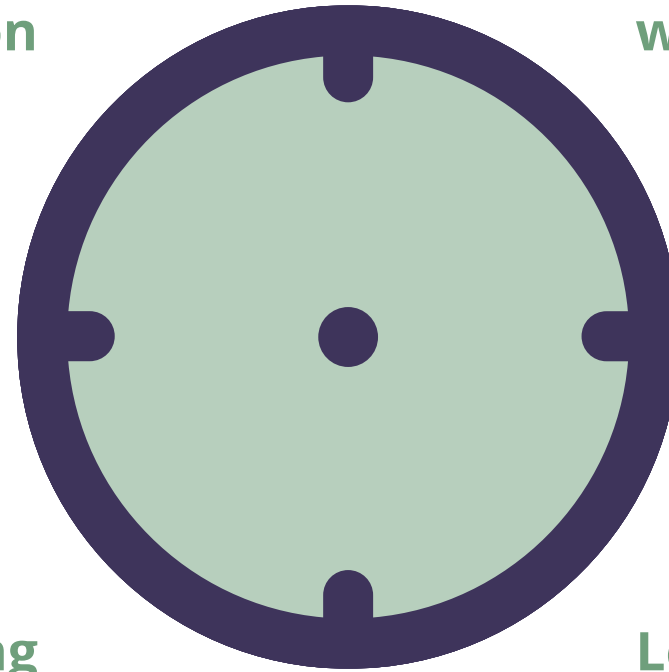
Managing Paper

Info Re-Entering

Requests & Follow-Ups

EXAMPLE 2:

How much time are you spending on chargebacks?

Waiting for Resolution

Communicating with Guests

Gathering Evidence

Looking Up Codes

OPPORTUNITY

- Eliminate the manual effort typical of paper-based contract and payment processes

- Quicken sales turnaround times

- Improve communication and hand-offs between sales and accounting teams

RESULTS

"Collecting signed contracts and payments has gone from taking **weeks to just 4 hours – 98% faster** than using the previous labor-intensive process."

- GENERAL MANAGER

Automating Fraud Prevention

3-D Secure (3DS)

Address Verification Service (AVS)

Card verification

ID verification and scan

OPPORTUNITY

- Eliminate the manual effort typical of paper-based processes

- Increase security and PCI compliance

RESULTS

- Began closing sales in less than a day

- Significant reduction in monthly chargebacks

TIME TO VALUE

- Trained and live within 2 weeks

- 4.5 months to see ROI

- $7,570 annual savings

HESITATION #2:

Too Difficult to Implement

When it comes to setting technology goals, where should hoteliers start?

✓ **Gather requirements**

✓ **Diagram your existing landscape**

How can hoteliers simplify vetting out solutions and make it a less daunting process?

- ✔ **Research and network**

- ✔ **Provide use cases**

- ✔ **Create a scorecard**

How can hoteliers prepare for a successful implementation?

✓ **Identify a project team**

✓ **Identify a system(s) champion**

✓ **Test the sandbox**

What roadblock(s) should hoteliers be prepared to avoid?
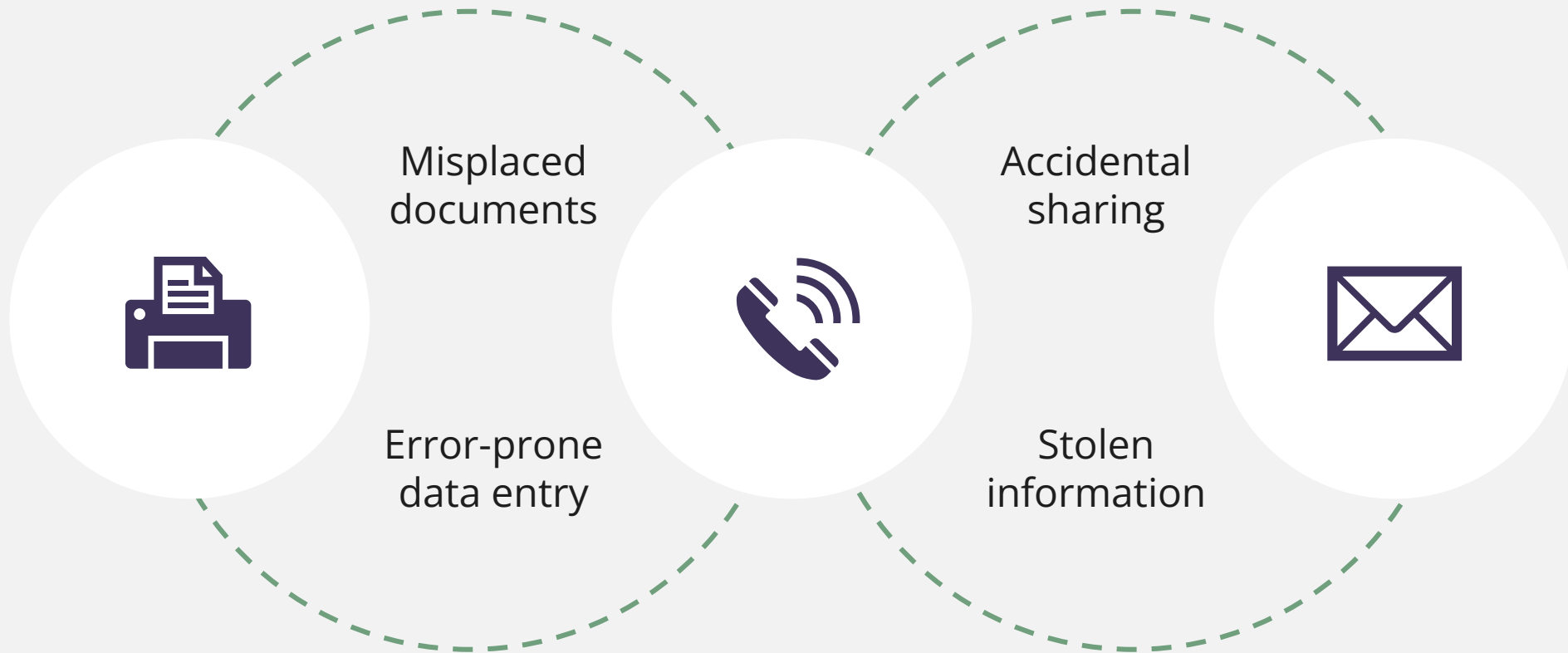
✅ **Team decision, not an IT decision**

POLL:
What's your
#1 priority when
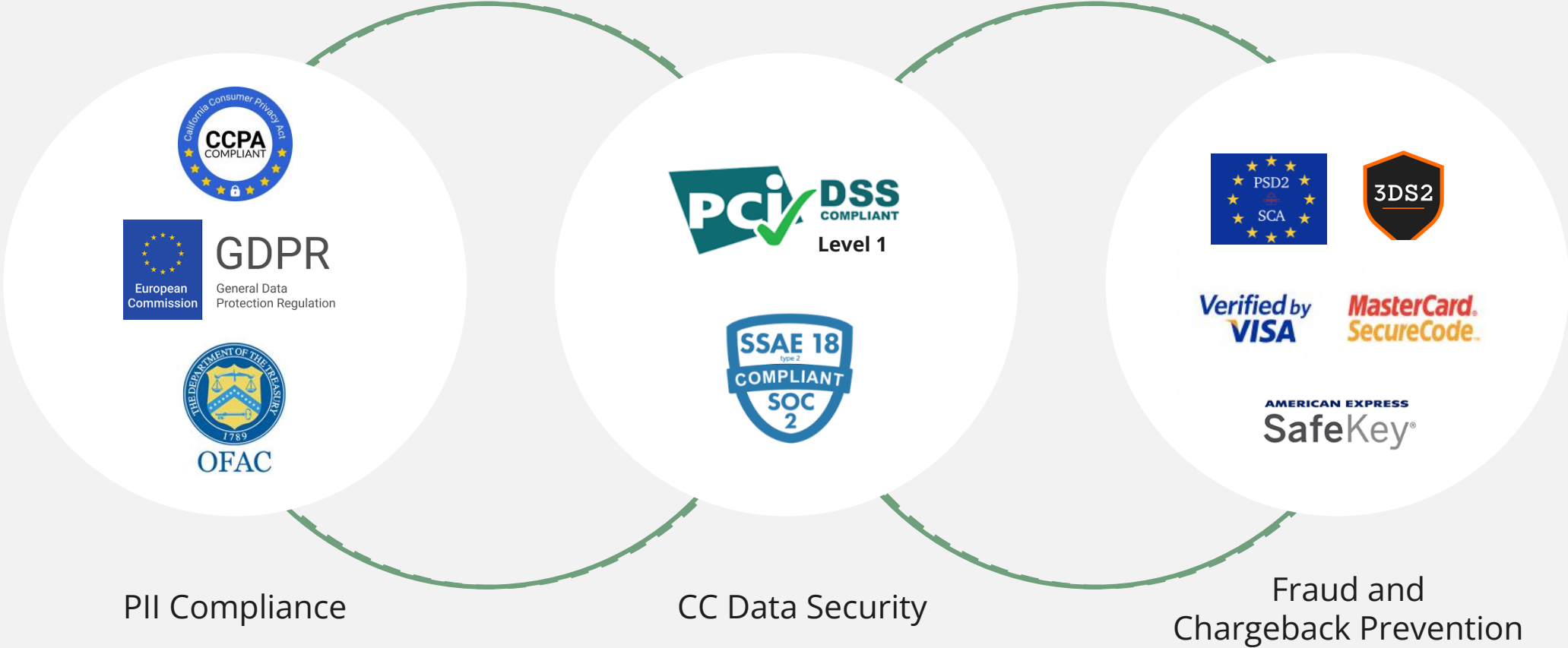considering a new piece
of technology?

Too Difficult to Manage

Your biggest security risk? **Humans.**

Misplaced
documents

Accidental
sharing

Error-prone
data entry

Stolen
information

Staying Compliant with Ease

PII Compliance

CC Data Security

Fraud and
Chargeback Prevention

How has the hotelier and travel & meetings agency relationship evolved in the last few years?

✓ **More resiliency**

✓ **More frequent, efficient communication**

✓ **More problem-solving**

✓ **More talent fostering**

How have you seen technology enhance that relationship?

✔ **Alleviated staffing pressures + scalability**

✔ **Improved visibility**

What would you recommend prioritizing in the wake of understaffing combined with "revenge travel & meetings"?

✓ **Mental health**

✓ **Don't wait**

HESITATION #4:
Too Bad for Business

Q&A

THANKS FOR JOINING US!