Hotel Office MASTERS SERIES

SESSION TWO

How to Deliver a Seamless Agreement & Payment Experience

Sertifi

PLAYA HOTELS & RESORTS®

SAGE HOSPITALITY GROUP

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

Michelle Young
SENIOR VICE PRESIDENT, SALES

Sertifi

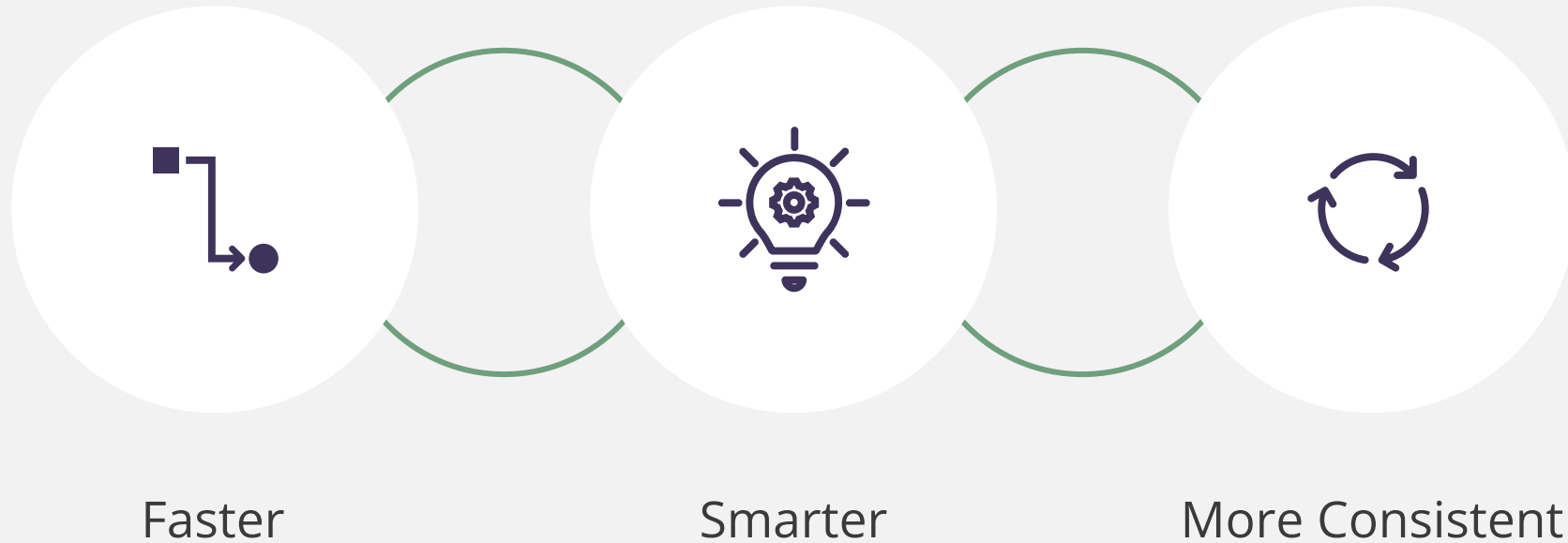## John Burkard
VICE PRESIDENT, IT, SECURITY & COMPLIANCE

PLAYA
HOTELS & RESORTS®

Brandy Dodd
DIRECTOR, SALES SYSTEMS & ANALYTICS

SAGE
HOSPITALITY GROUP

Only 4% of a hotel's revenue goes toward technology.

HOSPITALITY
TECHNOLOGY
HT
SMARTER HOTELS
& RESTAURANTS

A Seamless Agreement & Payment Experience

Faster

Smarter

More Consistent

Traditional Paper-Based Process

WEEK 1
- ✉ Email contract to bride
- ✉ Email bride reminder of contract and first deposit
- ✉ Receive an email reply – she'll respond next week

WEEK 2
- ⧖ No response

WEEK 3
- ☎ Call bride – no answer
- ✉ Receive emailed scan of signed contract
- ☎ Call bride – make contact, write down card details for deposit
- ▭ Walk to front desk and key-enter card details
- 👤 Find Jerry for security key
- 🔒 Can't find Jerry – put card details in desk drawer

WEEK 4
- ▭ Get security key from Jerry and lock card details away

HOTEL POV

How manual was your agreements workflow pre-digitalization?

HOTEL POV

What made you decide to finally invest more in automation?

POLL:

On average, how long does it take to receive a deposit back with your current process?

Faster

Working Faster

Contactless

Working Faster

Contactless

Mobile friendly

GOING DIGITAL:
Working Faster

Contactless

Mobile friendly

Enables clearer communication

Working Faster

- **Contactless**

- **Mobile friendly**

- **Enables clearer communication**

- **Enables easier task management**

HOTEL POV

How has digitalization helped your staff be more productive?

HOTEL POV

How has digitalization improved your guest experience?

Smarter

Working Smarter

Streamlines staff

GOING DIGITAL:
Working Smarter

Streamlines staff

Increases security

GOING DIGITAL:
Working Smarter

- Streamlines staff
- Increases security
- Simplifies sales

GOING DIGITAL:
Working Smarter

Streamlines staff

Increases security

Simplifies sales

Edges out competition

HOTEL POV

How has a more integrated system helped staff and guests?

POLL:

What processes are currently manual that you wish you could templatize/ automate?
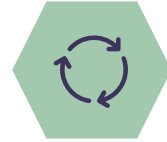
Consistent

Working Consistently

Easy to onboard with
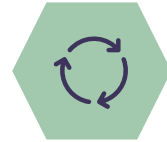
Working Consistently

Easy to onboard with

Templatized (yet personalized)

GOING DIGITAL:
Working Consistently

- Easy to onboard with
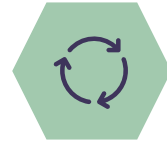- Templatized (yet personalized)
- Identifiable

GOING DIGITAL:
Working Consistently

- Easy to onboard with
- Templatized (yet personalized)
- Identifiable
- Global friendly

HOTEL POV

How has technology increased staff productivity in off hours?

HOTEL POV

How do you approach getting internal buy-in on a new piece of technology?

Q&A

THANKS FOR JOINING US!