

## HOW TO USE TECH TO...



TRANSFORM

YOUR CUSTOMER  
EXPERIENCE

Technology is transforming industries far and wide, hospitality included.

The bad news – not everybody within the sector is ahead of the digital curve just yet. The good news – the opportunities to be gained from being more digitally-minded are vast, such as a greater competitive advantage and customer loyalty.

According to customer experience specialists, Walker, by the year 2020, customer experience will overtake price and product as the key brand differentiator.

**This cheat sheet shows you how you can tap into tech to provide your customers with a 21st century experience that delights, keeps them coming back for more and gets your business out there.**

## 1. HOLD FIRE ON THOSE BROCHURES AND LEAFLETS

Next time you're planning to send out a brochure or leaflet to promote your venue, why not send an attractive e-shot instead? Better still, get into the habit of sending out a regular email with your latest news, events or offers to get people through your doors.

## 2. REWARD LOYALTY

Printed business card-type loyalty cards are fine and are yet another tried-and-tested marketing method, like brochures and leaflets. But they're easy to lose and not something people always have on them. Switch to an online loyalty programme or an app made just for your business.

Digital loyalty schemes can go a step further by collating data on your customers, so you can personalise your offers and target customers in a much more relevant way. According to Accenture, 33% of consumers who ended their relationship with a company in 2018 did so because the experience wasn't personalised enough.



Rewards ideas...  
discounts on food and drink,  
loyalty scheme members-  
only discount, points for  
every visit/stay.

## 3. PROVIDE SELF CHECK-IN KIOSKS

Simple changes, such as offering self check-in/out options, in addition to your good old front desk service, can make life so much easier for guests who want to come and go as quickly as possible. Because we all know just how frustrating it can be to have to queue for longer than necessary....

## 4. USE MOBILE TECH TO DRIVE SALES

Lots of mobile apps these days incorporate geo-location technology that can be used to send discounts and offers to a customer's phone the moment they walk past your door or set foot in your venue. It's an idea that's well worth exploring.





## 5. INVEST IN SMART ROOM KEYS

Hotels are increasingly installing smart room access systems that allow guests to unlock their doors by simply swiping their phones across a keyless pad on the door. Smart keys mean guests don't have to worry about picking up keys and staff don't have to issue new keys every time they get lost.

## 6. OFFER FREE WI-FI

If you're not doing this yet, then you really ought to be. In today's digital era, it's an absolute must-have, not just for millennials and younger customers, but for guests of all ages, who increasingly want the convenience of other digital tools to enhance the customer experience.



## 7. OFFER A TAKEAWAY SERVICE

These days, we're leading busier lives in which convenience is key. Register your business on food ordering apps, such as Just Eat, or implement your own dedicated takeaway app that will cut out the middleman and can be used in-house across multiple sites too.

## 8. SAY IT WITH PICTURES

Being on Instagram has become increasingly important for pubs and restaurants, as many customers want to share photos of food and their nights out. Having an Insta account means your customers can also tag your business when they upload their photos and help raise your profile far and wide.

## 9. PAY WITHOUT PENNIES

In today's fast-paced world, we want things faster, sooner, quicker. Don't make your customers wait around too long to pay their bill. Cater for all options, from contactless cards and eWallets, such as Apple Pay, to wearable tech, such as the Apple Watch.



*Make sure you have a fast Wi-Fi connection for multiple users, otherwise customers could become frustrated with how long it takes to place an order or pay their bill.*

*Remember - If your app is slow, then this could make people think your connection is unsecure or then they may try to pay again and wind up paying multiple times....*

## 10. DON'T DISRUPT GUESTS' BEAUTY SLEEP

In the hotel world, being woken up by cleaning staff is a common customer complaint. Cue – infrared scanners. They enable housekeeping staff to detect when there's body heat in a room, meaning it's occupied so they'll have to come back later.

How many of these digital trends are you already using? How many of them do you think you could do with introducing?

This isn't a definitive guide to digital customer experience trends for hotels and restaurants, pubs, bars and other hospitality venues, but it's a useful starting point for thinking more digitally. With the right technology, there's no reason why you can't deliver an excellent digital customer service that keeps your business current and customers impressed.

## ABOUT CANOPIES UK

Canopies UK is the country's leading designer, manufacturer and installer of high quality canopies. Established for more than 25 years, the company employs over 50 staff at its Lancashire headquarters, which incorporates offices, production space and warehousing.

Serving a multitude of sectors, including hospitality, education, healthcare and construction, Canopies UK delivers excellence through site specific specification and unrivalled product quality.