Techie HCD Solutions for Higher Profitability

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- Technology and the Hospitality Landscape
- HCD Scorecard
- Leveraging Technology
- The Innovation Imperative

Technology and the Hospitality Landscape

Technology Issues in Hospitality Industry

Legacy PMS Systems

Different POS Systems

Difficult to Integrate Systems

OTAs Have Killed Traditional Travel Agencies

75% of leisure travelers use an OTA for the best travel deals, convenience, choice & price

These top sites had over 680 million visitors in 2014

Focus on PRICE.

Top Hospitality Trends

- Investments in Guest Satisfaction & Personalization
- Automated Services, Self-Service & Mobile Use
- Continued Use of Social Media Research & Sharing
- Lobby Reinventions as Social and Technology Hub
- Expanding Revenue Sources
- Massive Increase in Travelers from China
- Digital natives as employees, and guests.

How does HCD measure up?

HCD Scorecard

HCD Scorecard

- Use of technology in training & development
- Employee recruiting & retention
- Visibility into employee performance
- Benchmarking
- Quality Assurance
- Alignment with business needs
- Productivity improvement programs
- Use of BIG Data
- Innovation vs other industries
- Financial sophistication

How will HCD innovate to compete better?

The Innovation Imperative

Technology + Staff Training = Increased Revenues and Improved ROI

Qooco

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To Stay Competitive, Hoteliers Need to Deliver

Improve RevPAR and Guest Satisfaction

Deepen Associate Engagement & Loyalty

Provide Needed Visibility to Performance

…and Metrics for Performance Have Not Changed

Given the increasing competition facing hoteliers, these metrics become even more important to gauge performance

- Guest Satisfaction
- RevPAR & GOPPAR
- Average Cover
- Labor Turnover
- Staffing Ratios
- Staffing Hours
- Social Media Scores
- Integration to Guest Survey Data
- Benchmarking

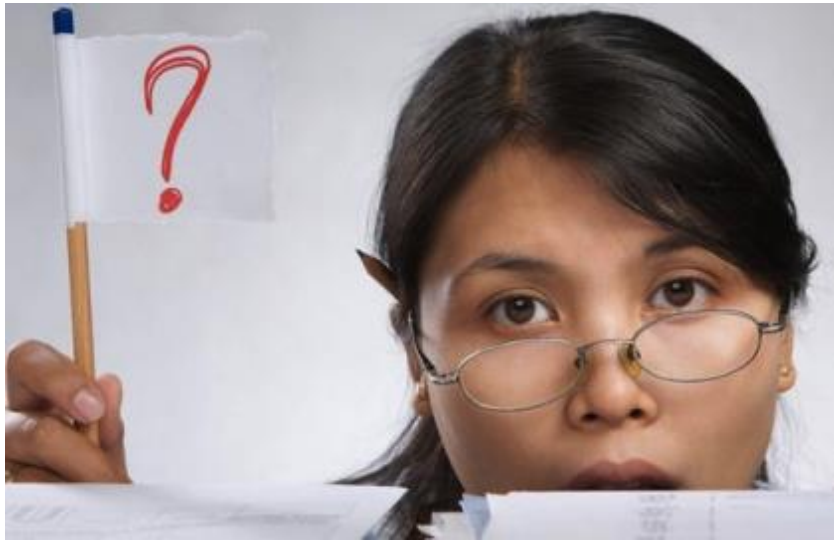
But, Hospitality is Challenged with Labor Issues

High Turnover

Poor Recognition	Limited Upward Mobility	Low Engagement
Low Pay & Benefits	Low Interest in Development	Poor Work/Life Balance

Also, Training Today is Not Delivering Results

Do consultants work? Are manuals and training sessions working?

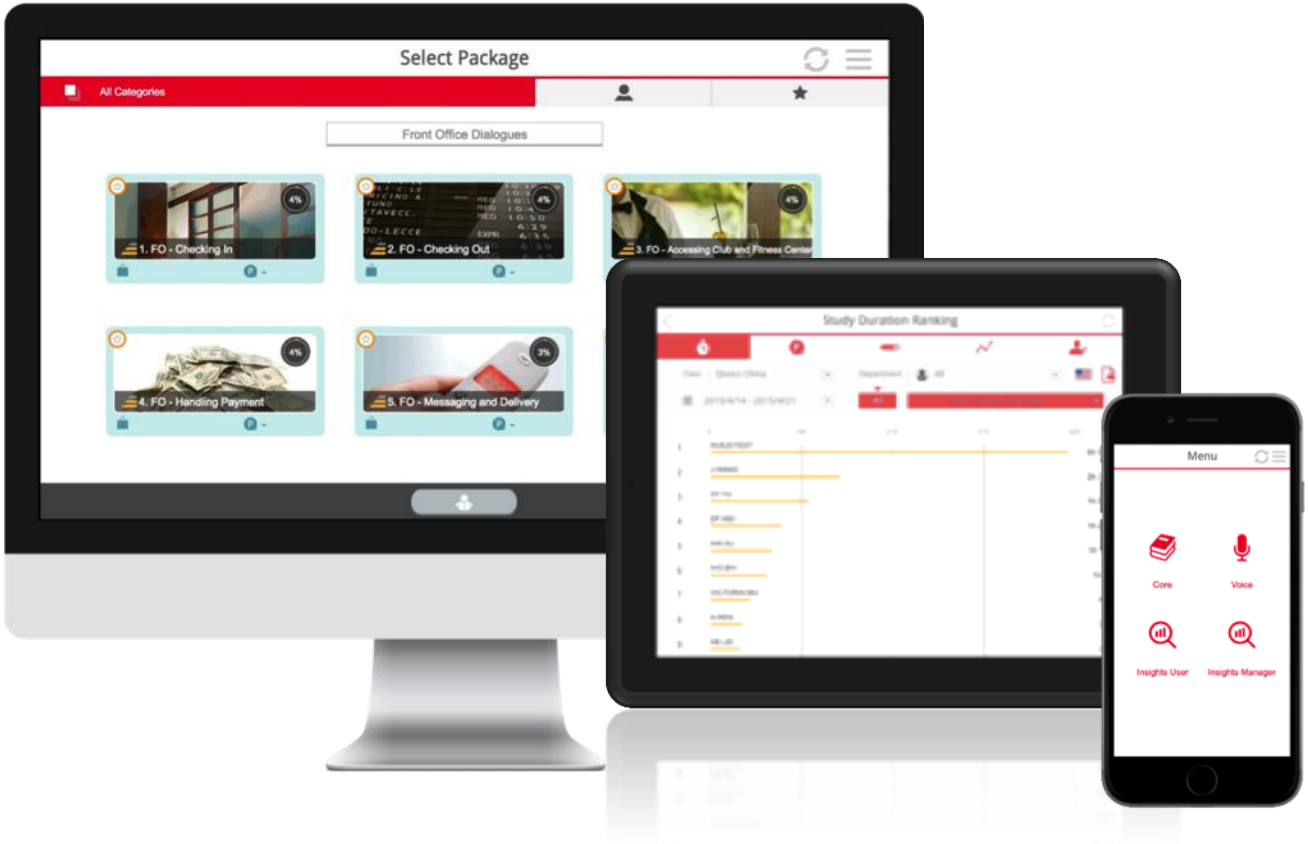


Are employees routinely trained and developed?

Mobile is a Game Changer

- Scale
- Cost - BYOD
- Effectiveness
- Ubiquitous Connectivity
- Personalization
- Benchmarking

Welcome to the Training of Today & the Future



Available on the App Store

GET IT ON Google play

What You Can Do Now

Use Technology with Staff to Delight Guests

- Upsell in Rooms and Food & Beverage
- Improve communication skills
- Deliver better guest service and satisfaction
- Improve employee engagement & retention
- 21st century training. No one reads training manuals
- Differentiate your property versus others

Upselling Returns

Upsell in Rooms

- $110k annual revenue potential with 15 rooms
- High marginal profit (90%+) results in significant boost in value
- ROI is over 4.5x every year

Upsell in Food & Beverage

- Hotel with 15k covers/month and a 20% conversion rate can generate $180k more revenue annually
- ROI is 7.5x every year

Employee Productivity & Retention

- Improve employee productivity by 2% and save over $60k annually
- Improve retention by 10% and save $28k annually on hiring and more on training
- ROI is over 6x

Guest Satisfaction & Loyalty

- Cornell/ReviewPro/STR Study – 1% improvement in social media scores increased RevPAR 1.42%
- Improving 3% on social media scores can drive an additional $490k in annual room revenue
- Loyal guests are more likely to direct book
- Getting 25% of OTA bookings to direct bookings can add another $215k of room revenues annually
- Great service drives guest loyalty
- Invest in your people and the returns will be substantial

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