



Three Tips to Differentiate Your Hotel with Memorable Service

There are over [8,000 hotel properties in Canada](#), according to the Hotel Association of Canada.¹ In such a crowded space, how does your hotel stand out? Simply put: Be memorable. Be memorable for the right reasons, and go beyond expectations.

Here are three ideas for offering memorable customer experiences that will help you differentiate your brand.

1. Create an Emotional Connection

Focus your brand's voice on shaping the customer experience. Instead of listing off vague benefits available to guests, have staff provide active customer service. Additionally, think of weaving empathy into the way staff members interact with customers. Phrases such as "If you're not happy, we're not happy" and "nobody's perfect" make your hotel a human part of the guest's experience, instead of a nebulous brand speaking at guests.

2. Offer Guest-centric Amenities

While photos of a sleek bathroom might look great in a print ad or on your website, focus those efforts into amenities that are in-demand, highly valued and expected. You might consider providing complimentary Wi-Fi, breakfast or parking, for example.

3. Welcome International Visitors

Accepting the myriad of ways to pay is key to starting off a visitor's stay in the right way. Ensure that your hotel makes it easy for all customers to complete their transactions by offering acceptance of all card types and displaying acceptance signage prominently throughout your hotel.

However you choose to upgrade your customer experience, put the patron at the heart of the process. By understanding what they value, how your offerings intersect with their lifestyles, and ensuring that payment methods are simple, secure and well-displayed, you'll stand out from the competition.

References

1 "Hotel Industry Fact Sheet," Hotel Association of Canada, October 2016.

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