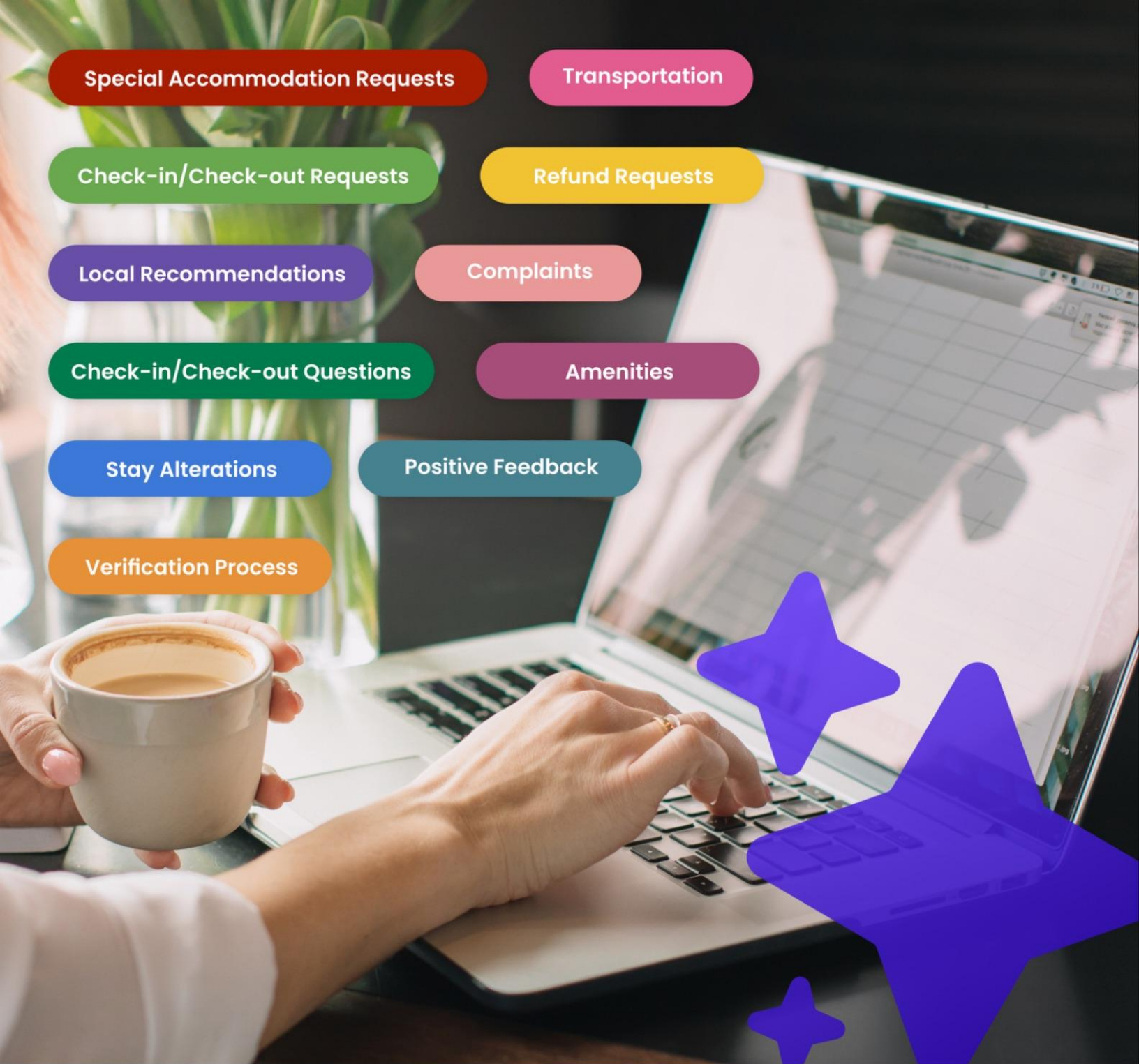




Special Accommodation Requests

Transportation

Check-in/Check-out Requests

Refund Requests

Local Recommendations

Complaints

Check-in/Check-out Questions

Amenities

Stay Alterations

Positive Feedback

Verification Process

Guest Messaging Audit Report



Unlock Key Insights from Top Performers' Data

This report, powered by EnsoAI, is part of our Guest Experience Platform, specifically featuring our Unified Inbox capabilities. Below, you'll discover insights into the guest messaging patterns of top performers in hospitality.

What to Expect

This report summarizes performance of leading STR professionals who leverage technology for efficient guest interactions. By analyzing our findings, you'll gain insights into industry best practices and identify areas for improvement, even within well-established workflows. Our goal is to help you enhance your operations by learning from top performers and discovering new ways to streamline your guest communications.

Report Methodology

EnsoAI analyzed 30,000 messages from top performers' guest communication over the past 7 days. This sample size provides statistically significant insights into current trends and best practices.

Key findings from this analysis are presented in this report, offering valuable industry benchmarks.

Why This Report Matters

This report is a key to smarter guest management. By understanding the types of messages a business receives, **it's easier to understand what guidebooks to create**, eliminating common questions before they're asked.

It helps to **spot gaps in guest communication** workflows, showing where to focus to solve pain points.

Armed with these insights, hospitality professionals can **streamline operations, reduce repetitive queries, and ultimately provide a smoother, more enjoyable stay for guests.**

It's all about working smarter, not harder, to boost guest satisfaction and save time.

What We Found: TLDR

1. **Weekly Average of Messages/ Listing: 11.2**
2. **Complaints - 19.51%.** This area requires human expertise and can't be automated.
3. **Check-in/out Questions - 12.2%:** If more than 12% of your messages are about check-in/out, consider improving your instructions
4. **Check-in/out Requests - 8.4%:** Proactive upsell opportunity
5. **Verification Questions - 5.3%:** If over 5% of your messages, streamline process
6. **Amenity Questions - 9.3%** Detailed guides can minimize these queries.
7. **Special Accommodations/Alterations - 9%:** Premium upsell potential
8. **Refund Requests - 2.5% :** Set expectations with guests to reduce these requests.
9. **Transportation Requests - 1.7% :** Upsell opportunity
10. **Positive Feedback - 5%:** Leverage this for 5-star review conversions.
11. **Local Recommendations - 0.46% .** Reduce these by offering proactive suggestions.



Why and How We Did This

Hospitality professionals want AI chatbots. But the expectations are for near-perfect performance. While tech vendors promised this, it hasn't been fully realized. To address this gap, we've adopted a data-driven approach for achieving higher accuracy.

We analyzed and categorized all conversations, measuring success rates for each category. Our goal? To identify areas where we can automate with 95-100% certainty and pinpoint where operators need more data to improve.

This report reflects our data-driven method, focusing on actionable insights rather than broad AI applications. We've categorized conversations to show:

1. Areas prime for high-confidence automation
2. Topics requiring human expertise
3. Sectors needing more data for future automation

By providing these insights, we aim to help you optimize your operations, balancing efficient automation with personalized human interaction where it matters most.

Number of Guest message
in the last 7 days ANALYZED

28000

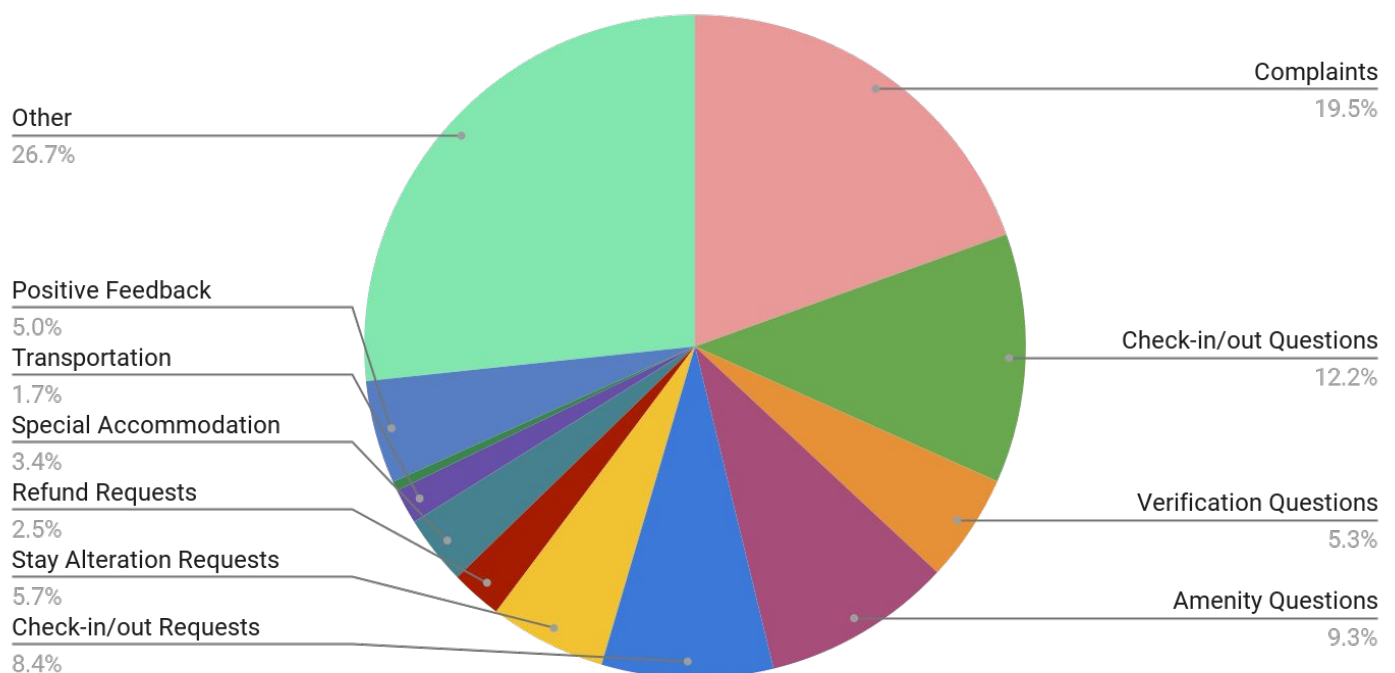
Number of listings
ANALYZED

2521

Number of message per
listing per week

11.2

We Sorted Top Performers' Messages into 12 Categories



* Local Recommendation Requests (0.46%) too small to show on graph, but still notable.

COMPLAINT

Human Expertise for Addressing and Resolving Guest Issues

Complaints are when guests tell you something's not right. It could be small stuff, like running out of toilet paper, or big problems, like unwanted critters. These issues are tricky and need a human touch. AI isn't great at handling complaints yet, so this is where your team really shines.

Our recommendation is to let AI handle the other categories so your team can focus on addressing these concerns. This way, you're putting your human skills where they matter most – solving problems and keeping guests happy.

Ideally with the right use of AI, this should be the biggest messaging category, as all the rest will be answered with AI and your proactive tool (ideally, a guest app).



CHECK-IN/CHECK-OUT QUESTIONS

Smoothing The Way

A high volume of check-in or checkout questions indicates a need for more comprehensive pre-arrival information.

In short-term rentals and boutique hotels without traditional front desk services, the check-in process can be a point of anxiety for guests. Clear, detailed instructions are crucial to instill confidence and ensure a smooth arrival experience.

Similarly, the checkout process, while generally less stressful, is equally important. It occurs close to the review window, significantly impacting guest satisfaction and the likelihood of repeat bookings.

A significant number of inquiries in this category suggests an opportunity to enhance your arrival and departure instructions.

Consider:

- Providing more detailed, step-by-step guidance
- Anticipating potential issues and addressing them proactively
- Tailoring instructions for different arrival times or scenarios

By refining these processes, you can reduce guest anxiety, minimize unnecessary communication, and set the stage for positive reviews and future reservations.

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CHECK-IN/CHECK-OUT REQUESTS

Seizing the Upselling Opportunity

This category encompasses guest inquiries about modifying standard check-in and checkout times, reflecting the need for flexibility in travel arrangements.

This is a great additional revenue opportunity. Consider implementing a structured system for paid early check-ins or late checkouts, turning these requests into an additional revenue stream. Offering flexibility can also be your differentiator in a competitive market.

Recommendations:

- Proactively offer early check-ins and late checkouts at a premium
- Develop a standardized and automated response system for handling these requests efficiently.
- Streamline early check-in and late checkout requests, payments, and approvals for guests and staff with condition-based automation.
- Implement self-check-in options, with integrated smart locks to provide more flexibility without increasing staff workload.

Gone are the days of endless back-and-forth messages, payment link exchanges, and delayed responses to requests. Technology can streamline this process, significantly improving conversion rates.

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VERIFICATION QUESTIONS

Balancing Security and Guest Experience

Guest screening and verification, while necessary, can be a sensitive process. It's crucial to approach this with transparency and efficiency to maintain guest satisfaction.

Key considerations:

- **Clear Communication:** Provide detailed explanations about the verification process, its necessity, and data handling procedures.
- **Streamlined Process:** Implement a seamless verification experience through a user-friendly guest app with integrated tools such as:
 - Guest data collection forms
 - ID upload options
 - Potential integration with third-party security vendors (e.g., Superhog, Autohost)
- **Address Common Concerns:** Be prepared to answer questions about data handling, deposit release timelines, and the overall purpose of verification.
- **Guest Rights:** Guests have the right to ask for clarification. A high volume of questions doesn't necessarily indicate resistance, but rather a need for more information.

Recommendations:

If verification-related questions exceed 6% of total inquiries, it indicates a need to improve your pre-arrival messaging and verification instructions.

By refining this process, you can ensure security compliance while maintaining a positive guest experience. The goal is to make verification as unobtrusive and understandable as possible, setting the stage for a trustful host-guest relationship.

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AMENITY QUESTIONS

Enhancing Guest Awareness and Satisfaction

Inquiries about amenities often indicate areas where pre-arrival information could be improved or where guest expectations may not align with the property offerings.

A high volume of amenity questions suggests that guests are not receiving comprehensive details about available facilities and services prior to their stay.

Common Inquiries may include questions about Wi-Fi access, parking availability, pool or gym hours, in-room appliances, or additional services like laundry or room service.

Frequent questions about specific amenities might indicate high demand for these features, potentially guiding future property improvements.

Recommendations:

- To reduce inquiries, consider these proactive actions:
 - Updating property listings with detailed amenity information
 - Providing a comprehensive amenity guide in pre-arrival communications
 - Creating an easily accessible digital guidebook for guests
- Opportunity for Upselling: Questions about additional or premium amenities can present opportunities for offering upgrades or add-on services.
- Seasonal Considerations: Be aware that amenity inquiries may fluctuate based on season (e.g., pool availability in summer, heating systems in winter).

- If amenity questions constitute a significant portion of your inquiries, it's advisable to review and enhance your property descriptions and pre-arrival information. This can lead to better-prepared guests, fewer last-minute requests, and an overall improved guest experience.

By addressing amenity questions effectively, you can not only reduce the volume of inquiries but also increase guest satisfaction by ensuring they have all the information they need for a comfortable stay.

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STAY ALTERATIONS REQUESTS

Enhancing Flexibility

Stay alterations requests involve guests asking for early check-in, late check-out, or stay extensions. Addressing these efficiently can boost guest satisfaction and optimize operations.

These requests are valuable as they indicate revenue opportunities. However, if they constitute more than 6% of your total communication, it suggests a need to improve how you present and facilitate these offers.

Recommendations:

- Communicate clear policies on check-in, check-out, and extensions. Offer promotions and packages to convert these opportunities and close orphan nights. Use pre-arrival and in-stay messages to communicate these offers.
- Automate responses to these requests and add notifications for quick approvals and turnarounds.
- Enable stay alteration requests and purchasing via a guest app.
- Coordinate with housekeeping for smooth schedule adjustments.
- Adjust policies to align with guest needs.

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SPECIAL ACCOMMODATION REQUEST

Personalizing Guest Experience

Special accommodation requests are inquiries from guests seeking unique arrangements to enhance their stay. These may include requests for specific room types, accessibility features, dietary needs, or personalized amenities. Addressing these requests effectively can significantly enhance guest satisfaction and loyalty.

Common Requests :

- **Room Preferences:** Specific floor levels, views, or bedding configurations.
- **Accessibility Needs:** Wheelchair access, grab bars, or other modifications.
- **Dietary Requirements:** Special meals, allergies, or specific dietary preferences.
- **Personal Touches:** Celebratory amenities, extra linens, or special setups for events.

Recommendations:

Automated Proactive Collection:

- Implement pre-arrival surveys or forms to gather information about special requests early.
- Encourage guests to share their needs during the booking process.

Clear Communication:

- Ensure guests know how to make special requests and whom to contact for assistance.
- Create automations to confirm receipt of the request promptly. Communicate any possible limitations or alternatives.

Efficient Fulfillment:

- Develop a streamlined process for handling special requests, coordinating between relevant departments.

Personalization:

- Keep records of repeat guests' preferences to provide a personalized experience during future stays.
- Consider offering tailored packages or services based on common requests to enhance the guest experience.

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REFUND REQUESTS

Managing Expectations and Satisfaction

Refund requests are inquiries from guests seeking partial or full reimbursement for their stay. These requests often arise from unmet expectations or unforeseen circumstances and can impact guest satisfaction and loyalty.

The common triggers for these are:

- **Service Issues:** Problems with cleanliness, amenities, or service quality.
- **Unexpected Events:** Cancellations due to emergencies, weather, or personal reasons.
- **Miscommunication:** Guests not fully understanding cancellation policies or property details.

Frequent refund requests can affect your bottom line and indicate areas needing improvement.

Handling refunds professionally is crucial for maintaining a positive relationship with guests and encouraging repeat bookings.

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Recommendations:

Clear Policies:

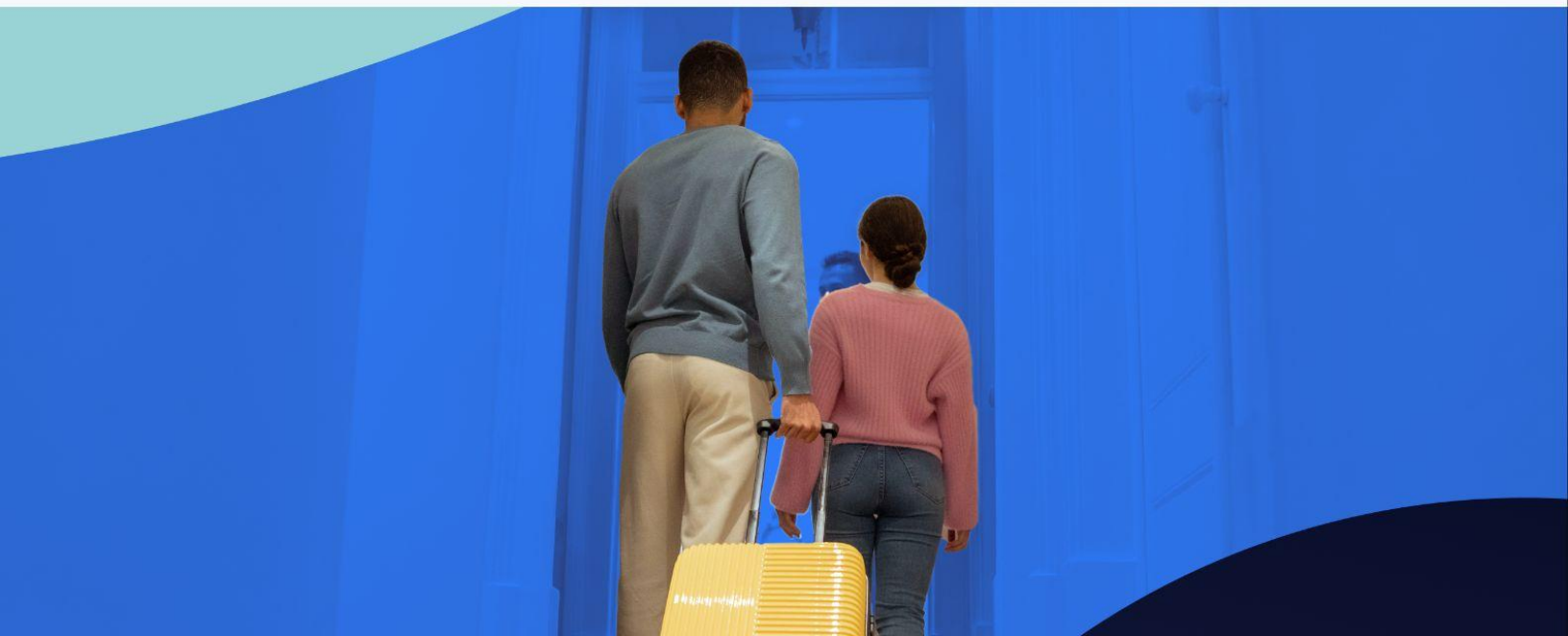
- Ensure your refund and cancellation policies are clear, easily accessible, and communicated upfront during the booking process.
- Highlight any non-refundable conditions or special terms in a prominent manner.

Proactive Communication:

- Address potential issues before they lead to refund requests by providing thorough pre-arrival information and setting accurate expectations.
- Use automated reminders and updates to keep guests informed about their booking status and any relevant policies.

Automation Opportunities:

- **Standard Responses:** Use automated messages to acknowledge refund requests and outline the next steps.
- **Policy Communication:** Automate the sharing of clear cancellation and refund policies during the booking process.



TRANSPORTATION REQUESTS

Facilitating Guest Mobility

Transportation requests involve inquiries from guests regarding travel arrangements, such as airport transfers, local transportation options, parking information, and recommendations for car rentals or public transit. Addressing these requests efficiently can enhance the guest experience by ensuring smooth and convenient mobility.

By forming the right partnerships and using affiliate links, transportation requests can become significant monetization opportunities. [Read the [case study](#)]

Recommendations:

- **Proactive Communication:**
 - Include comprehensive transportation information in pre-arrival emails, covering all options from airport transfers to local transit.
 - Create a dedicated section on your website or app for transportation information.
- **Clear Instructions:**
 - Provide detailed instructions for each transportation option, including contact information for service providers, schedules, and pricing.
 - Ensure parking information is clear, including on-site options and nearby alternatives.

- **Partnerships:**
 - Establish partnerships with reliable transportation providers, such as shuttle services, car rental companies, and taxi firms, to offer guests exclusive deals or discounts.
- **Efficient Handling:**
 - Implement a streamlined process for managing transportation requests, ensuring quick and accurate responses.
- **Automation Opportunities:**
 - **Pre-Arrival Information:** Send automated messages with detailed transportation options and recommendations before guests arrive.
 - **Standard Responses:** Use automated replies to confirm transportation arrangements and provide relevant details.

If more than 2% of your total guest messages are transportation requests, it's beneficial to start developing partnerships with local transportation providers and explore monetization opportunities.

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POSITIVE FEEDBACK

Leveraging Guest Satisfaction

Positive feedback encompasses messages from guests expressing their satisfaction with their stay. These messages can highlight aspects of your service that are working well and can be used to promote your property. Leveraging positive reviews and testimonials for marketing to enhance your property's reputation and attract new guests. Share it with your team to boost staff morale.

Common Themes:

- **Service Quality:** Praise for friendly and helpful staff.
- **Comfort and Cleanliness:** Positive remarks about room comfort, cleanliness, and overall ambiance.
- **Amenities and Facilities:** Appreciation for amenities such as the pool, gym, or dining options.
- **Location:** Positive comments about the property's convenient location.

Recommendations:

- **Acknowledge and Appreciate:**
 - Always respond to positive feedback with gratitude, thanking guests for their kind words.
 - Highlight specific staff members or departments mentioned in the feedback to recognize their efforts.
- **Share and Promote:**
 - Use positive feedback and testimonials in your marketing materials, including your website, social media, and promotional emails.
 - Create a "Guest Reviews" section on your website to showcase positive experiences.
- **Incorporate Feedback:**
 - Analyze positive feedback to identify what guests love most about their stay.
 - Use these insights to reinforce strengths and replicate successful experiences for future guests.
- **Enhance Guest Engagement:**
 - Encourage satisfied guests to share their experiences on review platforms by providing easy links and gentle prompts.
 - Consider implementing a loyalty program to reward guests who frequently leave positive feedback and make repeat bookings.
 - **Review Requests:** Automate follow-up messages asking guests to leave reviews.



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LOCAL RECOMMENDATIONS

Enhancing the Guest Experience

Local recommendations involve inquiries from guests seeking advice on nearby attractions, restaurants, events, and activities. Providing valuable local insights can greatly enhance the guest experience, making their stay more enjoyable and memorable.

These recommendations not only make guests feel like locals but also present excellent monetization opportunities.

One way to drive revenue is by establishing solid partnerships with local businesses. Another approach is to participate in re-share programs with experience aggregators like Viator or Get Your Guide, which typically offer 8% of the ticket price for orders placed through your links. We refer to this as "free money."

Learn more about driving revenue with affiliate marketing opportunities for hospitality operators [here](#).

Recommendations:

- **Comprehensive Guides:**

- Develop detailed guide books or digital resources highlighting local dining, attractions, activities, and shopping options. Update these resources regularly to ensure accuracy and relevance.

- **Personalized Suggestions:**

- Implement pre-arrival surveys to gather information on guest preferences for more personalized suggestions. Use guest profiles and preferences to offer tailored recommendations that match their interests.

- **Leverage Technology:**

- Integrate local recommendation features into your guest app, allowing guests to explore options and make reservations easily.
- Use automated messaging to provide timely recommendations during the guests' stay.

- **Automation Opportunities:**

- **Digital Guidebooks:** Create automated digital guidebooks or apps with curated local recommendations that guests can access anytime.
- **Pre-Arrival Messages:** Send automated pre-arrival messages with personalized recommendations based on guest preferences.

- **Partner with Local Businesses:**

- Establish partnerships with local restaurants, tour operators, and attractions to offer exclusive deals or discounts to your guests.
- Ensure these partners maintain high standards to reflect positively on your property.

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Conclusions and Recommendations

- Your weekly average number of messages per listing close to the average 11.2, indicates the time savings on answering questions, using proactive tools like the Boarding Pass. If it's higher - it can be improved with the use of these tools.
- The higher-than-average number of verification questions (more than 5%) suggests a need to streamline and better communicate the verification process.
- Track new revenue opportunities: extended stays, flexible access - proactive offer, offering transportation upsells.
- When your guests express positive feedback in your communication, use this opportunity to convert this into 5-star reviews.
- While complaints messages still require human expertise, EnsoAI is approaching optimal automation levels. There's potential to further leverage AI chatbot capabilities for routine inquiries.

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