



Putting Technology to Work for You

“Is there an App for that?”

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

Why did you attend this session?

- Are you feeling chained to your property?
- Need time away, but want stay “connected” without closing the business?
- Having trouble differentiating your property offerings?

Let us help you with:

- Getting Connected!
- Facilities Management
- Guest Services
- Automating Guest Experiences
- Business Operations

Lets get connected to the rest of the world!

- **Cellular Access:**
 - Install cellular amplifiers/boosters
 - No cell coverage.... Enable Wi-Fi calling
- **Internet Service Provider (ISP).. What speed/bandwidth do you need?**
 - 2-3+Mbps for each streaming device
 - <1Mbps/device for simple surfing, email, etc...

Lets get connected to the rest of the world

– Internet Service Providers (ISPs)/WAN options

	Price	Speed/ Bandwidth	Latency	Metered	Availability /Reliability	Shared/ Dedicated
Cable	\$\$	Mid to fast	Low to mid	No	Non-rural	Shared
DSL	\$\$	Mid to fast	Low to mid	No	Widely if near CO	Dedicated
Fiber/FIOS	\$\$\$\$	Fast both Up & Down	Very Low	No	Very reliable	Dedicated
Cellular	\$\$\$	Slow to Mid	Can be high	Yes	Cell Coverage	Shared
Satellite	\$\$\$	Slow	Very high	Mostly	Subject to weather and LOS	Dedicated
Dial-up	\$	VERY slow	Very High	Can be	Problematic	Shared

A LOT of “It Depends” and “Your mileage may vary”!!!!

Local Area Network(LAN)

- LAN Distribution Methods:
 - **Hardwired distribution:** limited to ~150' runs, difficult if existing structure or outside
 - **Wireless/Wi-Fi:** Limited coverage range, especially indoors, metal, logs, etc...
 - **Network Extenders:** Avoid as each “hop” will decrease bandwidth ($\frac{1}{2}$) and increase latency
 - **Outdoor Coverage:** Many long range options available, but will be limited to end device's ability to send/receive signal. Line of sight and interference is important.

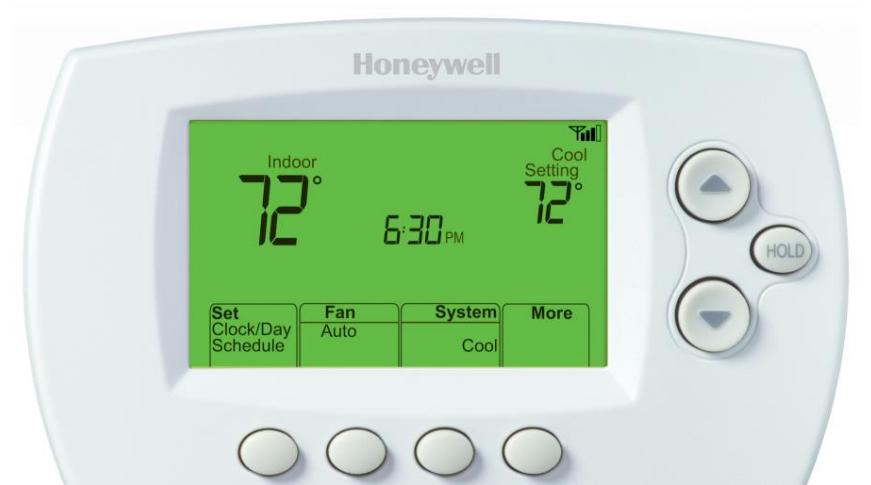
Local Area Network (Cont.)

- LAN Distribution Methods:
 - Can extend your same network **long distances** (between buildings up to 15km LOS) with point to point solutions.
 - Must be able to manage number of connected devices (max per AP or segment of your network)
 - Can also segment/prioritize network traffic by type (VoIP, Video, surfing) as well as secure your private use.

Facilities Management

HVAC Control

- Always remote changes & monitoring of temp settings
- Side benefits...
 - Will let you know if power or internet is down.
 - Abuse by guests?
 - Prevention of frozen pipes!!
 - Detection of “squatters” or unregistered visitors...



Facilities Management

Smart Locks

- Can be Wi-Fi enabled or manual
- No more lost keys
- More secure than keys and manage who has access when. Easier to quickly change with staff changes.
- Does not require network to operate
- Wi-Fi enabled will provide log/notification



Facilities Management (Continued)

- Remote noise monitoring – Noise Aware
- Motion detection
- Water detection – Notice of leaks
- Monitor # of devices connected to your network – Attempt to manage over crowding
- Surveillance – Bandwidth upload requirements and privacy
- Other “connected” facilities management technologies in use???



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NEEDED FOR AUTOMATION: 2 Separate Products

- Property Management Software (PMS)
 - Booking Engine (reservations)
 - Channel Management (OTA)
 - Payment Processing
 - Revenue Management
 - Task Management
 - Room Availability Calendar
- Customer Relationship Management (CRM)
 - Automate guest communication
 - Increase potential guests number of contacts
 - Close more reservations, faster
 - Drive customer satisfaction
 - Increase customer loyalty

Guest Experience



- Guest communication (\$200.00/month):
 - **Automated** Campaigns for emails/ texts for pre and post stay
 - Benefits: just in time delivery of guest information
- Parsee:
 - Connects PMS guest data with CRM (Infusionsoft)
 - Benefits: once confirmation is sent to guest; predetermined emails/texts are automatically sent to guest

Guest Experience



Think**Reservations**

Automate Guest Package Ordering (\$10/room/month):

- Present packages to guest just before they complete online reservation
- Benefits:
 - Create value not offered on OTA
 - Extend number of nights guests stays
 - Sell rooms in off season
 - Increase loyalty with exclusive packages for return guests

Guest Experience



Think**Reservations**

Package delivery made easy:

- Form to print in PMS to place letter with package information in guest room
- Item tasks rules to automate tasks for package
- Benefits: deliver extras options to guests seamlessly

PMS Connected to CRM =
WOW! Guest Experience
Think + Parsee + Infusionsoft

Provides small lodging the use of technology as
a force multiplier to punch way above their
weight.

Automation is like a Race Car Set That Continues Without Your Intervention



Sit Back and Buckle Up...

- We are going to go quickly through the automated communication cycle of a guest who chooses one of many packages available at the Iris Inn.
- If you have questions like “How do you do that?” See me after the session. I am happy to share details.
- For now, I am just trying to give you an idea of what is possible.
- So please hold the questions until the end.

Potential Guest Visits Website

**Sign up for the Newsletter
and get a free
Shenandoah Vally
Vacation Guide**

**First
Name ***

Email *

Potential Guest Enters Blog by Link on Social Media

Unlock the hidden treasures of the locals with your very own virtual tour guide

Request your Shenandoah Valley Visitors Guide NOW!

Check In
📅 Check In

Check Out
📅 Check Out

Adults (18+)
2 ⬆️ ⬆️

Children (0-17)
0 ⬆️ ⬆️

Check Availability

When Guest Enters Website - Engage with Personal Video and Local Content

Thank You for Signing Up!

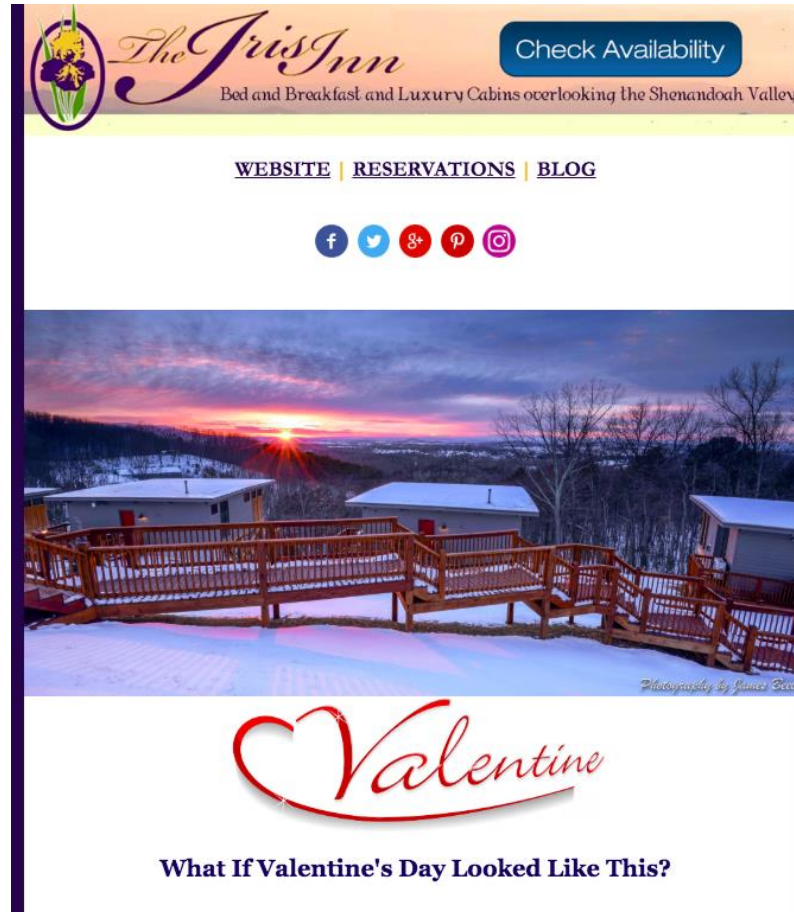
Click below for a quick message from Dave, the Iris Inn's CFO (Chief Fun Officer):



Click below to download your Shenandoah Valley Vacation Guide.



Potential Guest Receives Newsletter

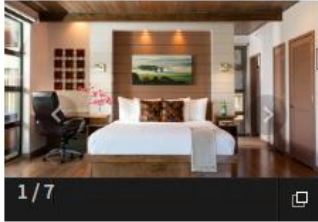


Newsletter Shows Sip & Spa Package Video



Sip & Spa Package in Think Reservations

Cabin #1



1 / 7

Awaken to a Shenandoah Valley morning streaming in through the windows that surround you. With nature as your wallpaper, you'll feel as though you're camping in luxury. Practice your culinary expertise in your cabin's full-sized kitchen. Need to recover after a day of sightseeing? Toss your laundry in your personal washer and dryer, and then walk over heated floors to relax in the two-person, rain-head shower. Immerse yourself in the sunset and the night sky through the cabin windows that encircle you or from the bubbling waters of your hot tub. Curl up to sleep in your built-in platform king-sized bed. If you are a lover of nature and luxury, then the Iris Inn cabins in Virginia are certainly the best pick for your extended stay or weekend getaway.

This cabin is for couples only, no extra persons allowed.

This Cabin is NOT pet friendly.

Amenities

- Hot Tub on deck
- Washer and Dryer
- Full Kitchen
- Fireplace

Best Available Rate **\$389 / NIGHT** [Add to reservation](#)

⊕ 4 packages available Starting at **\$391.65 / NIGHT**

Guest opens package options

Sip & Spa Package

\$454 / NIGHT

Add to reservation

Full breakfast each morning, one picnic lunch for 2, in-room couples massage, evening wine tasting, bottle of wine in room on arrival. (NOTE: Please indicate white wine in special accommodations field, if desired. Otherwise we will provide a red wine).(48 hour cancelation required).

Sip & Saddle Up

\$510.66 / NIGHT

Add to reservation

Full breakfast each morning, a bottle of wine in your room upon arrival, one picnic lunch for 2 to be taken on your trail ride which includes a scenic trail ride horseback, with a wine tasting at a local vineyard. (NOTE: Please indicate white wine in special accommodations field, if desired. Otherwise we will provide a red wine).

Confirmation email gives door code.

Directions to Cabin #1:

You have reserved one of our newest lodging options, a cabin. As you drive up the driveway to the Iris Inn, parking for the cabins will be on your right. To walk to your cabin #1, take the lighted set of stairs on your right. Alternately, if you are rolling luggage, take the cabin path off the main driveway to avoid stairs.

Your cabin #1 door is equipped with a combination lock that will open with the following code: 6578.

Automated tasks are added to check in date.

[Back to bill](#)

Tasks for bill #7TGN445Z

Heidi Lanford
Arrival date: Nov 20, 2019
Departure Date: Nov 23, 2019
Rooms: Cabin #1

All Users ▾

TASK

Nov 20, 2019

- ☐ Place Massage Sheet in room upon arrival
- ☐ Place package wine in room upon arrival
- ☐ Print Picnic lunch order form

Automation Sends Request to Massage Vendor

Massage request from the Iris Inn & Cabins

Date: the day after 5/29/2019

Type: Sip & Spa Package

Room: Duck Room (Wednesday, May 29, 2019 - Friday, May 31, 2019) 2 adults

Nights: 2

Check in Date: 5/29/2019

Check out Date: 5/31/2019

Guest Name: Heidi Lanford

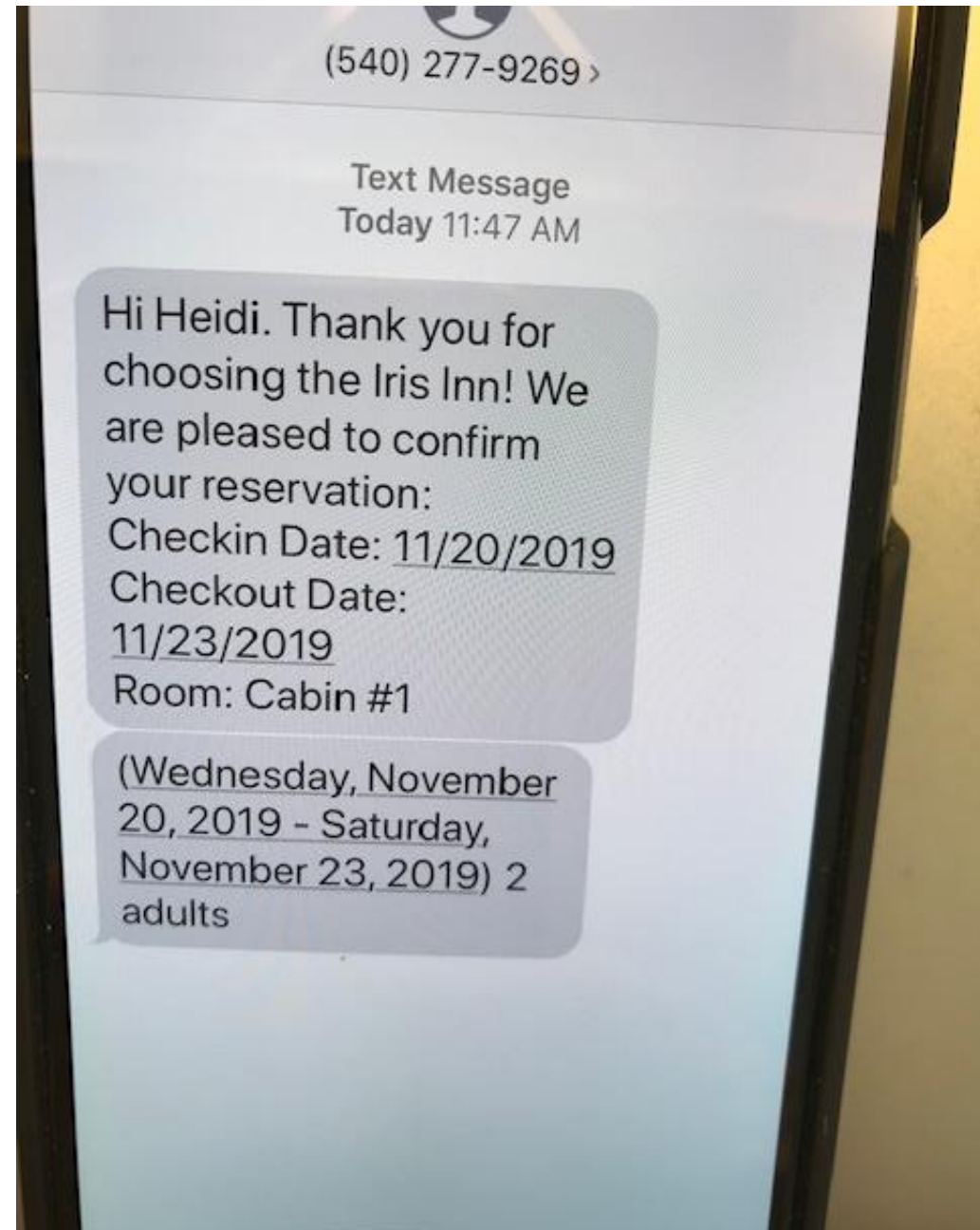
Guest Phone: (540) 943-1991

Room Guest: Heidi Lanford Please confirm with us here at the Inn your are availability and time for this massage. Thank You, Iris Inn & Cabins

Guest receives text confirmation (Fix Your Funnel)

Why text in addition to email?

- Better Open Rates
- Less competition to reach guest
- Easier guest retrieval



EMAIL 1 (7 days before arrival)

Welcome to the Iris Inn! Part 1 of 2

We've rounded up some of our personal favorite places and activities to make your getaway relaxing, fun, and enjoyable. Here they are:

For restaurant ideas, [click here](#).

For [wineries](#) and [breweries](#), this is your link.

And for the outdoor lovers, [click here](#).

Want to add some extra fun while lodging with us, here are some [additional ideas](#).

EMAIL 1 (7 days before arrival) Part 2

Oh, and one more thing...The Iris Inn has a *Some Time Next Year* program that extends best pricing to returning guests.

As you know, rates increase during the year as occupancy rises. Booking your reservation ahead of time GUARANTEES you'll receive the lowest available rate. And don't worry if your getaway plans change after booking your stay. As a Some Time Next Year return guest, you can change the date of your reservation without penalty, anytime.

More details to come.

Again, welcome to the Iris Inn! Our passion is making your stay just what you want it to be.

EMAIL 2 (5 days before arrival)

Iris Inn Extra Touches

In-Room Massage

Picnic Lunch

Chocolate Covered Strawberries

Specialty Cake for Two

Flower Bouquet

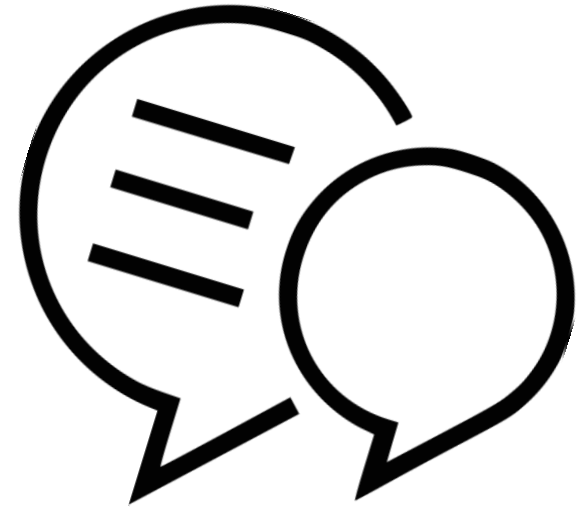
Champagne/Wine

Specialty Cheese and Cracker Tray



[Click here](#) for more information about these extras. If you would like to add any of them to your stay at the Iris Inn, please call us at [540-943-1991](tel:540-943-1991) or email us at innkeeper@irisinn.com. 48 hours advance notice appreciated.

Automated Text Message Content



Text #2

(Sent 5 days before arrival)

Make your stay at the Iris Inn extra special! Take a look at our "Extra Touches". <http://bit.ly/2zzJJMy>.

Simply text back if you would like any items added to your stay.

Automated Texts to Guests w/Fix Your Funnel



Kristin Koelsch

Dec 30

We're looking forward to seeing you at the Iri...

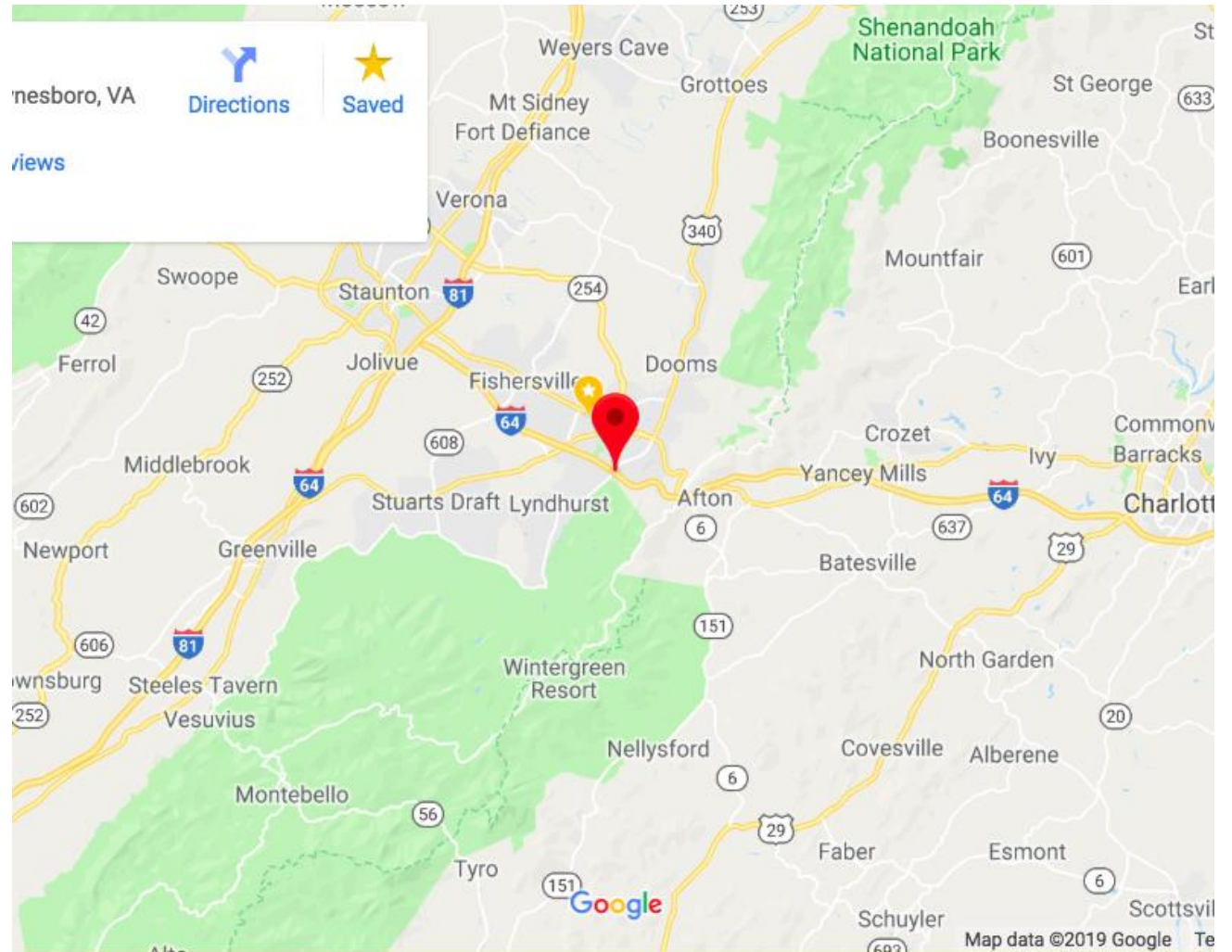
Guest text messages will come through the same as a normal text message would. The cell phone will ding and notify you of a new text.

EMAIL 3
(1 day before arrival)

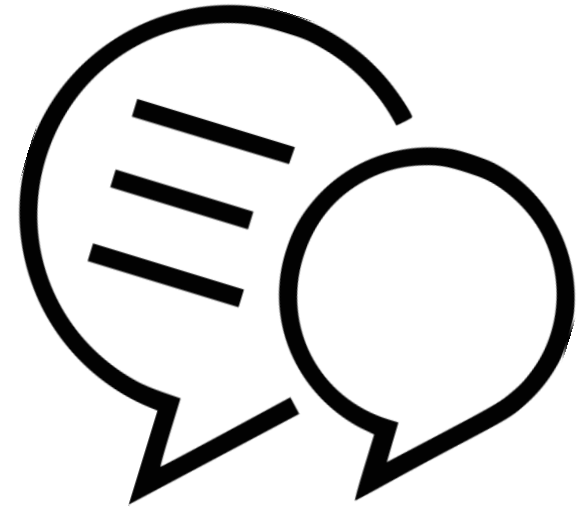
Directions to the Iris Inn

So, you're packed and heading out on your Iris Inn getaway. Take a second to check out some tips to make your trip direct and effortless!

IMPORTANT Directions
[\(Click To See On Google Maps:\)](#)



Automated Text Message Content



Text #3

(Sent 1 day before arrival)

We're looking forward to seeing you at the Iris Inn tomorrow. As a reminder, **check in is at 4pm**. For directions to the Iris Inn, click the link for Google Maps: <http://bit.ly/2hMZ1mK>

Day of Arrival-Package Letter Printed from Think

MASSAGE TIME

10 AM

MASSAGE DATE

Thursday, November 2

CONFIRMATION ID
7TGN445Z
[View History](#)

View Tasks

CUSTOMER [View](#)
Heidi Lanford
Heidi Lanford
5409102499
Heidi@irisinn.com

191 Chinquapin Drive
Waynesboro, VA 22980
United States of America

SPECIAL ACCOMMODATIONS
None

DIETARY RESTRICTIONS
None

ADDITIONAL GUEST NAMES
Dave

ARRIVAL TIME
4:00 PM

HOUSEKEEPING NOTES

HORSE RIDE DATE

HORSE RIDE TIME

MASSAGE TIME
10 AM

MASSAGE DATE
Thursday, November 2

Cabin #1

Wed, Nov 20, 2019 TO Sat, Nov 23, 2019 GUESTS 2 / 0

Check in

11/20/2019	Sip & Spa Package	\$1,361.99
11/20/2019	Massage - Couples - 1 Hour	\$210.00
11/20/2019	Package Wine	\$22.00
11/20/2019	Picnic Lunch for 2	\$32.99
11/20/2019	Room	\$349.00
11/21/2019	Room	\$349.00
11/22/2019	Room	\$399.00

ADD ITEM

Subtotal \$1361.99

Lodging Tax \$65.82

Sales Tax \$58.15

Food and Beverage Tax \$3.85

Total charges \$1489.81

Payments

Take Deposit

03/16/2019	Credit Card - Deposit	\$1,489.81
	Visa *6074	ACTIVE
	NEW PAYMENT	

Remaining Balance \$0.00

Credit Card is Retained

Day of Arrival-Package Letter Printed from Think

The Iris Inn

CONFIRMATION ID

7TGN4457



Bill

Picnic lunch order form

Sip and Saddle Up

2nd Picnic order- W.T.W.

Massage Time Print Out

Sip & Paddle

Late Guest Arrival

Detailed Bill

Heidi@irisinn.com



Hello Heidi Lanford,

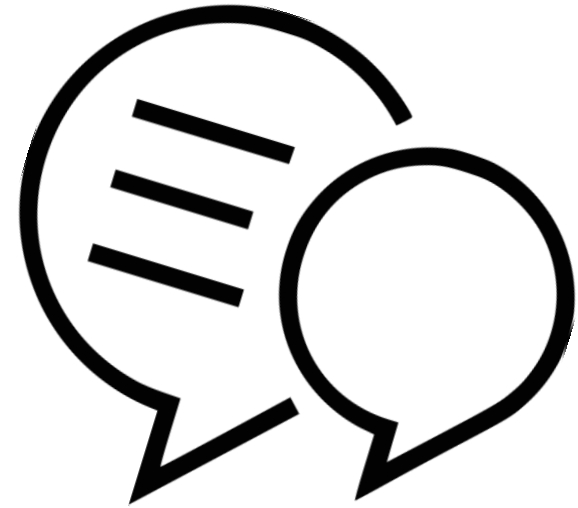
We're very pleased you've chosen to have a massage during your stay at the Iris Inn in the Cabin #1.

Your massage is scheduled for **Thursday, November 21, 2019 at 10 AM.**

Your massage therapist will set up for your in-room massage about 10 minutes prior to your appointment time. Tip is not included in the massage amount paid on your bill.

We hope you enjoy your massage!

Automated Post Check Out Text Message Content



Text #4

(Sent the afternoon after a guest checks out)

We hope that you enjoyed your stay at the Iris Inn! If you have a moment, please let us know how we did:

<https://goo.gl/BdmCpT>

Automated Emails Following a Guest's Departure

Email 1 (Sent day of check out) Part 1 of 3

A Helpful Chain-Reaction: 3 Steps to help a friend, Dave and Heidi at the Iris Inn, and yourself.

Step 1:

After your Iris Inn vacation, we hope you're feeling refreshed and renewed. We bet you have a friend who would also benefit from a B&B getaway. Help out your friend by sharing this **special offer** with them: **\$60 off a 2-night cabin stay**, valid January-September, November, and December. This is a time sensitive offer to your friends only and will expire in 30 days. Click the [form](#) below to select your chosen friend.

Automated Emails Following a Guest's Departure

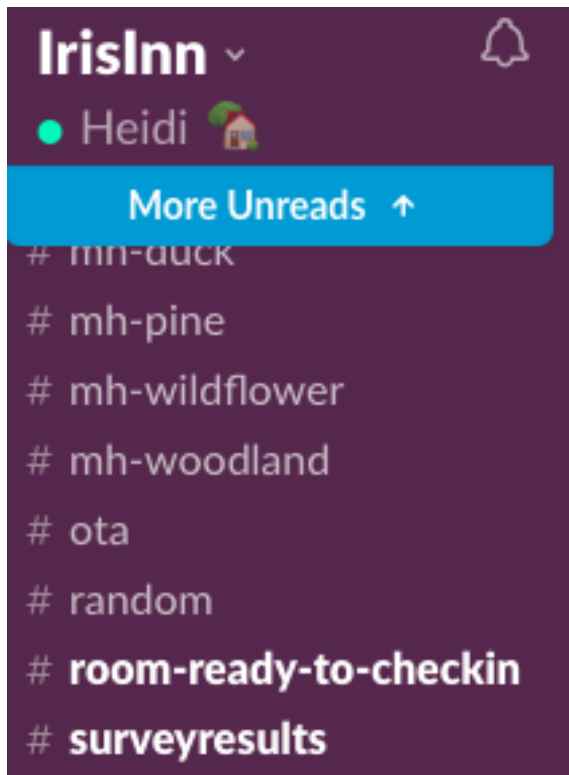
Email 1 (Sent day of check out) Part 2 of 3

Step 2:

Here at our B&B, we have a goal of 100% guest satisfaction, and we can use your help in meeting that goal. We are conducting a survey with only 2 short questions. Dave, Heidi, and the rest of our staff say **thank you in advance for your time!** Click the [comment form](#) to begin the survey.

Comment Form Results fed to SLACK

SLACK CHANNEL



GUEST FEEDBACK IMMEDIATELY AVAILABLE TO ALL STAFF

- Iris Inn Review: Customer Survey APP [3:08 PM]
- Customer: Katie Tyler | What Could Be Better: I was completely satisfied | Comments: While this was a huge splurge for us, we're glad we treated ourselves to a weekend at one of the cabins at The Iris Inn and we definitely hope to return one day. The cabin was wonderful, and those heated floors in the bathroom may have sold us on installing them in our own home one day! The staff were amazing and the food was delicious. The ONLY issue we experienced is that we forgot our pillows and the ones in the cabin were too firm.

Automated Emails Following a Guest's Departure

Email 1 (Sent day of check out) Part 3 of 3

Step 3:

Also, did you know that, as a guest of the Iris Inn, you're on your way to earning a **\$100 gift certificate** from Select Registry? Each night you stay at a Select Registry inn or bed and breakfast, you earn one point. Earn 12 and get a \$100 Select Rewards certificate - it's that easy! [Click here](#) for more information and to sign up for Select Rewards

Automated Emails Following a Guest's Departure

Email 1 Sent to friend of guest Part 1 of 2

You have 48 hours to pick up \$60!

Did you know that a friend of yours just took a vacation to the Iris Inn Bed & Breakfast in Waynesboro, VA? This special someone thinks you may need a vacation, and that the Iris Inn cabins are the perfect place for you. The view is breathtaking, the hot tub is relaxing, and everything from the flat-screen TV to the heated bathroom floors will make you feel so spoiled that you won't want to go home!

Automated Emails Following a Guest's Departure

Email 1 Sent to friend of guest Part 2 of 2

Since you're a friend of a past Iris Inn guest, we have a special offer just for you: **\$60 off a 2-night cabin stay,*** valid January-September, November, and December. Click here to make your reservation, and be sure to add "Guest60" to the "coupon" section of your reservation. (Reservations can always be changed or cancelled for a \$50 fee any time up to seven days before check-in.)

This offer is time sensitive and will expire in 48 hours, so make your reservation now!

Post Check Out Email #2

Focus on Making Next Reservation

(Sent 5 Days After Check Out)




GOAL: Get next reservation within 7 days of departure with [Some Time Next Year Program](#)

Once the READ MORE button is clicked, guests are sent to this landing page.


This landing page explains to guests, again, the benefits of the Some Time Next Year program. It tells guests they have only **48 hours** left to book their return stay at the LOWEST available rates. The coupon code **NEXTYEAR** can be used by guests to make their Some Time Next Year reservation online.

“Some Time Next Year” Think Coupon Code

 *The Iris Inn*
Bed and Breakfast and Luxury Cabins overlooking the Shenandoah Valley

888.585.9018

HOME | ACCOMMODATIONS | BREAKFAST | SPECIALS | THINGS TO DO | EVENTS | EXPERIENCES | ABOUT US | BLOG



CHECK AVAILABILITY

Check In Check Out

Adults (18+) Children (0-17)

☒ Special Rates
☐ None
☒ Promotional Code

Whew! That was a lot of communication.

Just remember, all that communication happened without you doing anything extra! Just like the race car once you place it on the track.

NOTE: Set up and testing does take time initially.

Results of Automated Sip & Spa Package

YEAR	ROOM NIGHTS	REVENUE
2018	164	\$76,353
2017	161	\$73,344

Other Packages with Automation

- Sip and Simmer In Room Dinner
- Sip and Saddle Up Horseback Ride
- Sip and Slip On Your Boots (Hiking)
- Sip and Paddle (Kayak/Paddle Boarding)
- Winter Wine Weekend
- Wine Therapy Package (2 and 3 nights available)

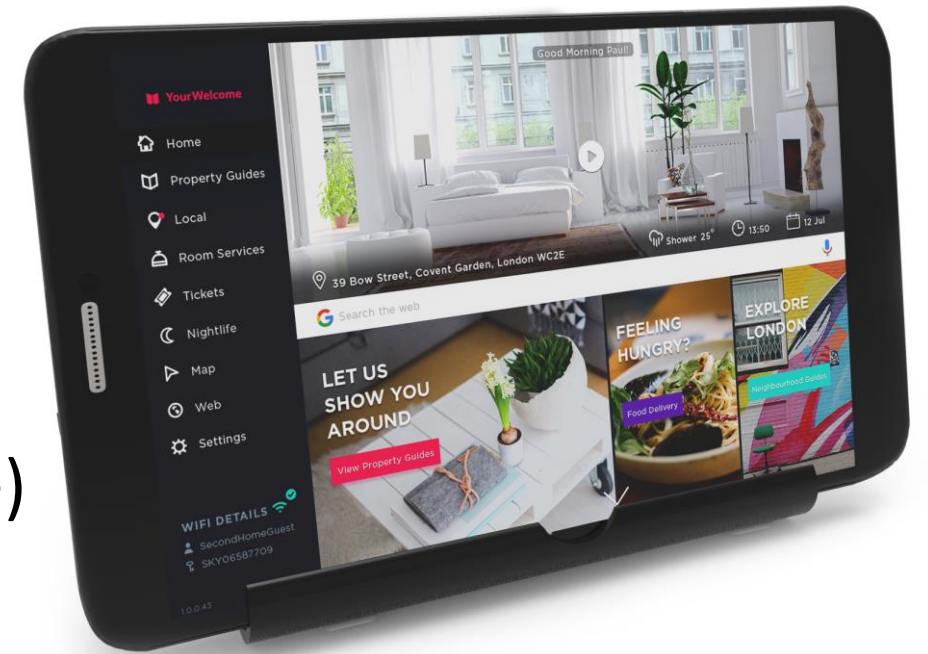
Guest Experience

Digital welcome books: “Your Welcome” or “Touch Stay”

- Dynamic, real time info customized for guests
- Tablet based and affordable (~\$100/yr/device)
- Guest book, instructions, Polices, Contacts...
- Remotely managed/refreshed with no charge for tablet replacement

In-Room Streaming Video – replace satellite/cable TV, guest devices, etc..?

IP in-room phones – reduce landline costs and provide additional guest functionality



Business Operations

Staff Voice Communications:

- Zello – Smartphone Walkie Talkie
 - Works over Wi-Fi or cell data
 - Custom channels/workgroups
 - Easy “one to many” communications with no distance restrictions
- Virtual IP phones – Ring Central, Grasshopper, others...
 - Great for “virtual” front desk and off-hour emergency coverage
 - Low cost and totally replaces landline
 - Call Queues for multiple phones
 - Centralized Voicemail, Fax, etc...
 - Digital notification (email) of any calls or messages
- What is your company’s policy for use of personal devices or company owned devices?



Business Operations (Cont.)

To-Do/Task Management/Contacts – Slack, Trello, OneNote, online storage and many others....

- Device independent
- Maintenance reminders and backlog
- Employee, Supplier and Emergency contacts
- Repository for manuals, model #, serial #'s, etc..
- Includes, pics, video, voice, etc..

Staff Calendars: Simple Google calendar, emails, invite/acceptance, etc...

Note: PMS systems may provide task management, staff schedules, property management to-do's, etc..



Miscellaneous and emerging technologies

- Real time online chat vs. phone and email
- Text message communications with guests
- Location based experiences / real time events near me
- Interactive/real time visitor guides
- Interactive Virtual Tours
- In-room smart TVs and Speakers
- Low powered radio station

What are some of your favorite Apps???





THANK YOU!



Heidi Lanford
Iris Inn & Cabins
Waynesboro, VA

Innkeeper@IrisInn.com
540.943.1991



Kevin Claus
Cedar Grove Lodging and Events
Hocking Hills, Ohio

Kevin@CedarGroveLodging.com
740.380.2209

Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!