

Customer Success Story: The Ampersand

Guestfolio CRM

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Tracey Hewitson, Assistant General Manager
The Ampersand

Tracey Hewitson, Assistant General Manager, tells us about the beautiful Ampersand Hotel based in the heart of South Kensington, London. “We are a boutique, independent hotel located very close to all the museums – Natural History Museum, V&A and the Science Museum and more. We also have great links to the city and London Heathrow by the underground. We see a mix of both corporate and leisure guests.”

What makes The Ampersand stand out?

“We really do the very best that we can for each guest. The more connection we have with our guests the better. We’ll go above and beyond for them, whether it’s for a special occasion or a request that’s slightly out of the ordinary, we do our best to accommodate their wants and needs.

We have a very personal relationship with many of the guests and we know the things they like in their room as well as what they don’t like. It’s all about them and that’s what makes them come back time and time again. For those guests who come for the first time, we ask them what they’d like and if there’s something that isn’t to their liking, we do our very best to fix it. One of the aspects of our property that works really is not having a separate Concierge and Front Desk team. Our Concierge is our Front Desk team so there’s a very smooth service for each guest as no handover is needed.”

What are some of your biggest challenges?

“Performing miracles on a daily basis! As a hotel that openly encourages guests to request the things they want, we do open ourselves up to issues when we, for whatever reason, may not be able to meet that guest’s request. For example, some of our rooms are in exceptionally high demand because of views or having a free standing bath, and of course, we get a lot of requests for them, of which we can only satisfy a few given the small number of these rooms. We try to under promise so we can over deliver but it’s all part and parcel of running a luxury independent property in one of the most sought-after post codes in London.”

How do you keep your repeat guests engaged with your hotel?

“A lot of it is how we engage with the guests but also down to service, if they had an issue we will try our best to fix it. If they’ve had a fantastic time, that often comes down to how the staff have interacted with that guest and listened to them throughout their stay. We also have quite an unusually low turnover of staff, which, for our returning guests is great because those staff members who have been at the property for years remember everything about them. They make them feel at home and like family when they return and this is what makes them feel special; being known and recognized.



Why Guestfolio CRM?

“Having all our emails beautifully branded to match our website and brand voice has helped us communicate with the guest so they know all our emails are coming directly from us. We use Guestfolio to communicate with our guests before, during and after their stay. From pre-arrival emails to questionnaires, to post-stay surveys and TripAdvisor reviews, we use Guestfolio to communicate and learn from the guest from the moment they make a booking.

The pre-arrival survey has allowed us to have more information prior to the guest arriving and make sure their stay is tailored to exactly what they want it to be. This has helped especially with guests booking through OTAs as from their booking alone it's difficult to ascertain what guests want. Having the pre-arrival survey is an additional touch base for guests and that gives us more information.

When it comes to post-stay the surveys we send with Guestfolio are invaluable, we receive honest feedback from many of our guests (we have a response rate of about 28% which is really high) and I personally respond to every single survey which, in turn really pleasantly surprises each guest and helps turn any issues they had into a positive experience. A lot of our guests are pretty tech-y which means they are very engaged with what we send them and what they send us.

Finally, one thing that's always stood out to me about Guestfolio CRM is the team's incredible ability to respond quickly and fix any issue I've had in a very short space of time. I trust the team and know they'll deliver when we need something.”

Results using Guestfolio CRM

1. Ranked higher on TripAdvisor than 95% of hotels in the area
2. Almost 3 out of every 4 TripAdvisor reviews comes via Guestfolio CRM
3. TripAdvisor reviews made through Guestfolio CRM are 9% higher rated than reviews made directly in TripAdvisor

CONTACT CENDYN

Want to find out how Guestfolio CRM can help your independent or boutique hotel? Contact us at info@cendyn.com or visit:

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