

# Guide for Customer Communication

Pictures speak louder than words. Use these tips to create simple, short videos that highlight your hotel to target prospects and other potential guests.



## Filming Tips

- 1 If you do not have video equipment accessible, record videos on laptop, tablet or smart phone.
- 2 Avoid recording videos vertically in portrait mode. Instead, turn your phone on its side and record horizontally in landscape. Most monitors, TV's and websites have landscape-oriented displays.
- 3 Use a tripod or sturdy support to eliminate movement and shaking.
- 4 If you want a tighter shot, move in close to the subject. Avoid zooming in. This can affect pixels and make your video look jumbled.
- 5 Be mindful of lighting. Use natural light when you can or utilize a lighting kit.
- 6 Make sure your microphone is on and minimize background noise.



## Your Drip Campaign



### *Video #1 - Check-in experience*

**Feature contactless, minimal contact, or express check-in and mention:**

- Pre-authorized credit card prior to arrival
- Digital check in available
- Plexiglass at desk for distancing and safety
- Sanitized keys or key scan via smartphone

### *Video #2 - Navigating to your room*

**Highlight safety and security in public spaces including:**

- Recommended social distancing when possible-6ft. standing points at front desk, tables spaced in breakfast area
- Elevators-high touch areas disinfected at regular intervals
- Luggage carts-disinfected at regular intervals
- Sanitization stations-state location (i.e., at entrance, elevator, stairwells, etc.)
- Fitness Center-hours of operation, private use of the facility available on request, based on availability
- Pool-hours of operation, private use of facility available upon request/availability
- Frequent cleaning schedule for all public space

### *Video #3 - How your room was cleaned*

#### **Reiterate rooms are deep cleaned and sanitized highlighting:**

- Extra attention on high touch areas like remote controls, toilet seats and handles, nightstand, phone, HVAC controls, light switches, alarm clocks, luggage racks and floors
- Trained staff on hygiene code of conduct
- PPE: masks/gloves--handling, wearing and proper disposal
- Handwashing frequently with soap and water (20 second routine)
- Employees exhibiting symptoms of illness will not report to work

### *Video #4 - Breakfast experience*

#### **Inform of F & B hygiene and safe handling procedure including:**

- Breakfast attendant abides by hygiene code of conduct and wears PPE
- Reduced in-person contact
- Breakfast delivery to room availability (if applicable)
- Portion controlled so food is not exposed for long periods
- Sneeze and cough guards present at all food service stations
- Disinfecting tables between each guest
- Grab and Go available



### *Video #5 - During your stay*

#### **Focus on the housekeeping offerings including:**

- Rooms cleaned by request only (explain how this works-- are there notes to hang on door, call upon request or available upon request at front desk check-in, etc.)
- Fresh towel and linen exchange available by request
- Hand sanitizer and disinfectant provided in room



#### **Draw attention to room service options:**

- On site room service delivery availability (if applicable)
- Third party delivery options for all meals available in the room
- Self-serve snack shop/marketplace available



### *Video #6 - Check-out experience*

#### **Explain contactless or express check-out options and advise:**

- Emailed receipt will be sent with a prompt to book next stay
- Feedback is requested. A brief survey will be sent requesting feedback about your experience