



## Boost your hotel's profitability

Optimise your revenues with industry-leading services from RezNext

From independent hotels to chain properties, all segments of hotels are experiencing a shift in revenue management patterns. Profit optimisation is increasingly becoming complex. High penetration rate of internet has made it easy for travellers to access a wide range of information with a single click. They can now view and compare rates and service levels of hundreds of hotels in a single locality and take informed decisions. This has not only made the hotel landscape competitive, it has also redefined the way hoteliers look at revenue management.

### Hotels need to be customer-centric to drive better revenues

Increasing competition in the hotel industry has put the focus back on great service. Hotels that achieve higher customer satisfaction rule the market. Today, travellers independently research about hotels, and online reviews form a strong point of reference for them. They are unwilling to book hotels with no or negative feedbacks even if the price is lower. Hence guest service becomes the key to revenue optimisation at hotels. To achieve this, hotels need to adopt a holistic approach towards revenue management. It is not only about offering the lowest rates, it has to be more about offering personalised services based on consumer segment, booking curve, demand pattern, competitor strategy, online reputation and more. Revenue strategy needs to be an extension of customer service such that guests receive the kind of hospitality they expect without the hotel compromising on its profit quotient.

## How can industry-leading revenue management services from RezNext help?

RezNext offers a team of dedicated professionals who not only have an in-depth understanding of hotel revenue management but also have a collective experience of over 20 years in the industry. Our team of revenue experts also leverage intelligent revenue management tools that help them adopt a scientific and data-driven approach towards improving your hotel's profitability. We not only look at optimising long-term profitability for you, but are also on the constant watch out to capitalise on short-term opportunities to drive incremental revenue.

## Our strategic revenue management consultation includes:

### *Comprehensive revenue audit:*

The revenue management team at RezNext works with the client to understand their business requirements and goals. A complete audit of the current revenue functions and processes are done to map the hotel's revenue growth vis-à-vis its goals. The team then identifies revenue optimisation opportunities and recommends best practices to maximise overall profitability of the property.

### *Price positioning recommendations:*

Our team helps you adopt an intelligent pricing strategy after taking into consideration various factors that may affect the bottom line of your business such as competitor pricing, online reputation score, consumer behaviour, market segmentation and channel performance. Pricing becomes an integrated part of multiple functions rather than an individual component in the revenue matrix.



### *Market segmentation based on consumer lifecycle and buying behaviour:*

With the emergence of various new segments of travellers – business, solo, women, group, millennials, adventure seekers, food lovers and more – hoteliers need to re-look at their market segmentation strategy. We help hoteliers analyse consumer traits and behaviour to classify them into more focused groups based on their preference and purchase patterns and then develop specific marketing programs for each group.

### *Leverage business analytics to improve hotel functions:*

Backed by an integrated solution suite, our revenue managers have access to high-level business intelligence about the market and your property. We leverage this information to crunch actionable insights that can help improve your hotel functions at an enterprise level, thereby allowing you to boost your revenues.

### *Helping drive better collaboration with demand generators:*

We work closely with online channels to ensure our hotels are displayed across the right geo-segments to reach the correct target audience. We also look into OTA positioning of the hotel as compared to its competitors and recommend initiatives that can maximise booking opportunities.

### *Identifying new business opportunities:*

The changing market conditions present hoteliers a tremendous opportunity to introduce new services, promotions or packages to cater to unique segments of consumers and drive incremental revenues. We work with hoteliers to identify such new business opportunities and revenue streams that will help them boost profitability.

### *Optimising distribution plan:*

A profitable distribution strategy requires a meticulous balance between hotel offerings, channel-mix and pricing. Selling the right inventory on the right channel is imperative to drive profits. Based on a composite analysis of channel performance and market trends we recommend the appropriate distribution plan for your enterprise.

### *Improving direct revenues:*

Direct revenues form a major part of your profitability. To help you drive greater business through the hotel's website, RezNext also offers digital marketing services. We help you drive better visibility online, build brand awareness and increase traffic to your website, improving your chances of being booked. We also optimise the strategy to offer better guest engagement and drive repeat business. Our digital marketing services include:

- **Search Engine Optimisation:**

Optimise your website for keywords that will help you rank high on the search engine page and drive more traffic to your website. We will help you tweak your website to make it more visually engaging and also provide SEO-friendly content.



- **Pay-per-click Campaign:**

We'll help you achieve better ROI from your pay-per-click campaigns through effective keyword management, ad relevance and budget management.

- **Social Media Marketing:**

Engage better with the online traveller community through interactive content. We'll help you devise and execute an effective strategy that'll allow travellers to communicate with the hotel brand thereby improving the hotel's online brand recognition.

- **Email Marketing:**

Connect with your loyal consumer base with exclusive offers through a well-crafted email marketing campaign. Also run highly targeted promotions to different customer segments through email marketing.

All our digital marketing initiatives are tracked against key performance metrics to offer you deep insight into campaign performance.

## Put your focus back on the guest.

While our team of revenue experts spend time analysing and identifying the best possible ways to improve your revenues, it enables your staff members to engage better with guests and drive higher levels of customer satisfaction.

### About RezNext

RezNext is the world's only true real-time enterprise distribution technology company and preferred profit management partner. We empower hotels to adopt a profitable strategy that simplifies the complex global distribution environment and makes it understandable and manageable. Our distribution platform is integrated with revenue management, operating intelligence and powered with reputation management insights.

