

CASE STUDY

DKN Hotels Generates Rave Reviews & TripAdvisor Gains
With Guest Messaging



 **hello**shift

INTRO

For years, DKN Hotels has used HelloShift to connect hotel teams across buildings, floors, shifts, and departments with modern messaging.

Leadership at the DKN Support Center and hotel managers use HelloShift to promote standards and strategy with checklists and tasks.

And now, DKN Hotels texts with guests in HelloShift's integrated platform.

Modern messaging is essential, and HelloShift does it all in one app across our diverse portfolio.



ANA ALMADA
VP OPERATIONS, DKN HOTELS

OPPORTUNITY

Modern messaging is changing how people communicate. It's fundamentally altering how consumers interact with business. And messaging has upended team dynamics.

Most hotels are old fashioned. Many interactions happen face-to-face or over the phone. And raise your hand if you know someone who still uses a logbook.

This case study explores how DKN Hotels, a premier Southern Californian hotel management company with portfolio-owned and third-party managed properties, launched texting with guests. Find out how DKN used texting with HelloShift to:

- Make huge TripAdvisor gains.
- Be responsive to guest needs and monitor in-stay satisfaction.
- Generate rave reviews by hotel guests and teams alike.

DKNHOTELS

A PASSION TO MAKE A DIFFERENCE



WYNDHAM®

IHG®



Cardiff
by the SEA
LODGE



APPROACH

- DKN uses HelloShift's Guest Lifecycle to automatically text guests 3 times per stay (pre-stay, in-stay, and post-stay). Each hotel's messages are individualized.
- Guest data is imported into HelloShift daily. Depending on each hotel's PMS, the import is either automated or manual through HelloShift's simple universal importer.
- Over 25% of guests reply with service requests, to make bookings, and to provide satisfaction ratings.
- Artificial intelligence helps teams process routine requests quickly and consistently.
- Teams deliver on guest requests across buildings, floors, shifts, and departments using HelloShift's award-winning service delivery optimization platform.
- Unresolved guest issues escalate to managers.
- Leadership receives integrated reporting.

ADOPTION DATA

DKN Leadership embraced texting with guests in HelloShift's integrated guest messaging and service delivery platform.

HOTEL TEAM

Each DKN hotel team adopted texting with guests within one week with no down-time.

GUESTS

More than 25% of guests

respond to routine messages sent before, during, and after their stay.

Our teams and guests love HelloShift. Messaging has transformed our operations.



CHARLES TAFT
OPS SUPPORT MANAGER, DKN HOTELS

OUTCOMES

DKN Hotels uses HelloShift's Guest Lifecycle to send automated texts at helpful points in the guest stay. The post-stay message invites guests to leave a review on TripAdvisor. Guests at DKN Hotels were happy to oblige, increasing the total number of reviews by 56% and lifting overall review performance by 25%, or 3/4 of a star (comparing 2019 to 2018 TripAdvisor data over a 5-month period). With HelloShift, more guests had nicer things to say about their experiences at DKN Hotels on TripAdvisor. On average, rankings improved by 2.3 in Southern California's highly competitive and hotly contested market.

Our hotel teams use HelloShift to bring the DKN Hotels *Home Away from Home* experience to life.



SHANNA DAVIS
DIRECTOR OF MARKETING, DKN HOTELS

56%
MORE REVIEWS

25%
BETTER REVIEWS

+2.3
JUMP IN RANK

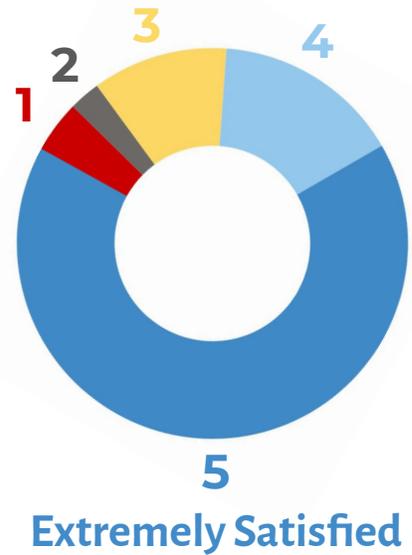
THIRTY DAYS OF TEXTS AT ONE HOTEL

Guest Recovery Opportunities Revealed

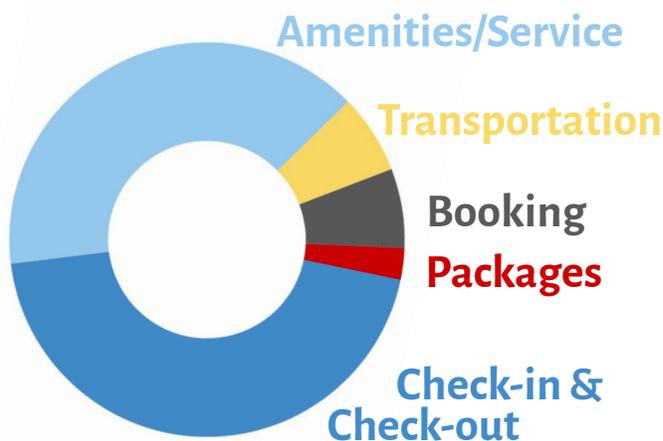
DKN uses HelloShift's Guest Lifecycle to automatically send in-stay texts to guests. The in-stay text asks guests to rate their stay on a scale of 1-5, where 5 = extremely satisfied.

Guest responses to the in-stay text give valuable insight into the mindset of guests when they are still on the property and guest recovery is still a possibility.

Most guests report feeling extremely satisfied with their stay. When guests report so-so satisfaction, teams have the chance to make a good stay great. And when guests are unsatisfied, managers and teams work together to promote guest recovery using HelloShift's service delivery and optimization platform.



Top Five Things Guests Text About



Check-In / Check-Out conversations dominated the kinds of texts guests sent, followed by service requests and questions about amenities.

Next were questions about transportation and guest inquiries about booking additional days and stays. Rounding out the top five things guests texted about was receiving packages.

★ ★ ★ ★ ★ RAVE REVIEWS ★ ★ ★ ★ ★



What do you like most?

I enjoy that I'm able to communicate with the guests as well as my coworkers to improve everybody's experience.



Above and beyond!!

"My little family came here to stay for 1 night. Before our reservation I received a **text** asking if I needed anything. I asked for extra towels, blankets and sheets. When I arrived front desk told me they were in my room already. When we arrived in our room it was spot on. All the extras I asked for to a beautiful clean room. Thank you to the housekeeping and doing all that you do it is a tough job. The next morning as we went to breakfast my 2 year old daughter started to cough so hard that she threw up, right there in the Buffet area. I started to clean it up and the breakfast staff told me they'd take care of it. They quickly went into action and told me not to worry and that it happens. Shout out to the breakfast team for your help and making me feel like a guest. This is a great and beautiful hotel and even though it seems kind of close to the airport surprisingly I didn't hear any noise the time that I was there."



What do you like most?

HelloShift is very user friendly. Its easy and fast to respond to our guests. We can easily serve give better service to our guests.



Accommodating

"We were in town for a wedding at the wedgewood. They **text** me the day before I checked in to see if I needed anything. I requested to be next to the brides room because I was in the bridal party and also if I could have an early check in because I was traveling with children. We were able to check in at 10:40 am on the same floor as the bride. Staff was so friendly and accommodating. The rooms were clean. They offer breakfast which was average. The only things that are inconvenient are the parking situation and the fact that they only have one elevator which is extremely slow. Take the stairs if you are able. Overall an excellent stay for the price if we are in town again we would definitely stay again."



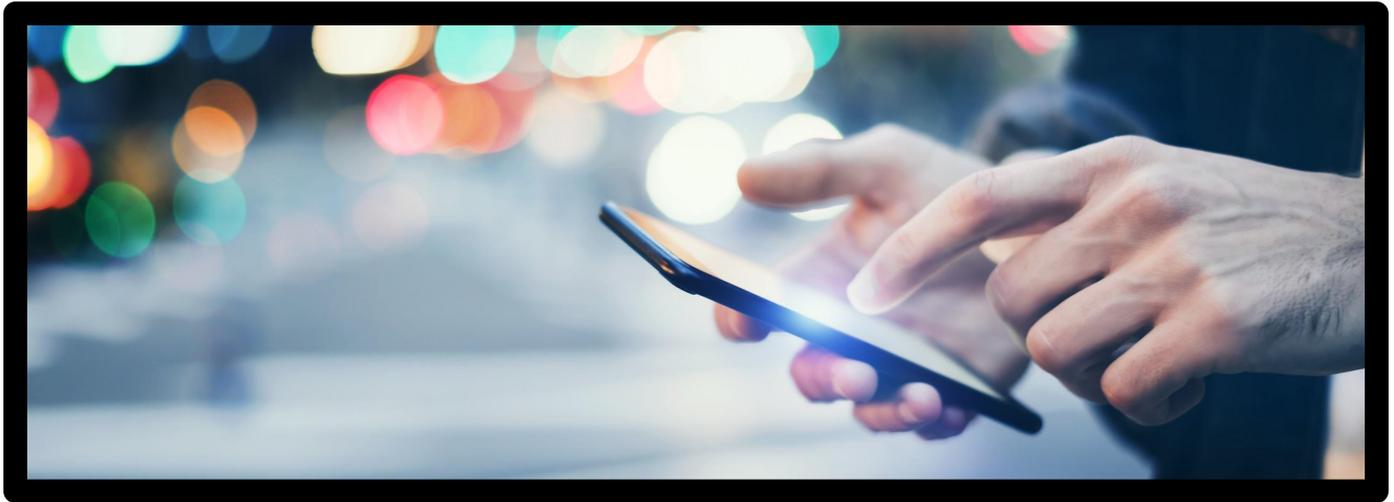
What do you like most?

- * Maintains the information from our guests
- * Day to day pass long from Front Desk
- * Communication with our guests before their arrival, during and after their stay.



Hidden gem in San Clemente!

"Incredible service, Huge rooms, gracious and helpful staff, complimentary breakfast at a great price! We will definitely stay with Hampton Inn, again! A special thank you to Amy and Herman for treating us like VIPS! They **text** you BEFORE your stay to ask if there is anything special needed! Nice touch!"



HelloShift is modern messaging for hotels - service delivery optimization and guest messaging in one integrated platform. HelloShift connects hotel teams across buildings, floors, shifts and departments with notes, tasks, and checklists. HelloShift also connects hotel teams with guests through texting and with future guests through website chat. Hoteliers use HelloShift to deliver phenomenal service in one simple messaging app teams learn quickly and love to use. HelloShift was rated #1 by hoteliers in the 2018 and 2019 HotelTechAwards.

Get a free trial at HelloShift.com



Founded in 1984 by the Dahya family, DKN Hotels currently operates a portfolio-owned and third-party-managed Hilton, Marriott, IHG, and independent properties throughout the greater Southern California area. With over 35 years of experience in the hospitality industry, DKN Hotels is dedicated to a three-legged stool approach to business, which uniquely champions an equal focus on stakeholder return on investment, team member engagement, and guest satisfaction. This has made DKN Hotels a preferred partner for hotel brands, vendors, investors, and team members alike. Get to know DKN at www.dknhotels.com

FREQUENTLY ASKED QUESTIONS

- **What will my in-stay satisfaction scores be like?**

With HelloShift, your team is better equipped to work together to turn those frowns upside-down. Get clued-in to recoverable guests before they leave and their only recourse is a bad review.

- **What will my guests text me about?**

Whatever the answer, HelloShift's AI will help your team respond quickly and consistently. HelloShift's AI makes texting easier for your team but still provides your guests with a high level of service.

- **What do I need to get started?**

Head to HelloShift.com for a free trial. Your front desk and back office use HelloShift from a browser window - there's nothing to install. Folks who are on the move like owners, managers, maintenance, and housekeeping use HelloShift's mobile app (iTunes & Android). Some hotels choose to provide company mobile devices for teams to use on-property on the hotel's WiFi (no mobile plan needed).

- **How long does it take for my team to get trained on HelloShift?**

HelloShift's top-rated onboarding process is fast, easy, and familiar. Basically, once your team logs in they are using HelloShift. Whether hotel staff are technophile Millennials or technophobe Baby Boomers, they will love using HelloShift because it is easy and makes work better.

- **How can we be successful with HelloShift too?**

Decide that you will use messaging. Reinforce messaging adoption from the top to bottom of your hotels and back on up again. That's really all it takes. Hotel teams and guests are yearning for messaging, and HelloShift fills that need.

- **I'm an advanced user - what do you have for me?**

HelloShift puts you in the captain's seat with an integrated messaging platform for tasks, checklists, sales CRM, lost and found, preventive maintenance, etc. The sky is the limit.

- **Will HelloShift help my dog walking business?**

HelloShift is a messaging company for hotels. We wish you the best.