Why Hotels Must Offer Online Check-in To Guests

The online check-in facility brings efficiency into the hotel's operations. It saves time for guests and avoid long check-in queues whilst enhancing guest experience.
Presently, guests are rapidly changing their behaviours and needs, requiring more personalised and engaging services. And more than ever, hotels need to offer them innovative systems to fulfill their expectations and upgrade their stay.

The online check-in facility helps to improve your relationship with your guests, create lasting experiences and enhance brand loyalty. Below there are reasons
why online check-in for hotels is a must.

Regardless of your hotel's target customer, everybody is in a hurry and needs convenient ways to help hasten their tasks. People will love your hotel brand if you offer them an advanced and online check-in that they can complete on their laptop, tablet or mobile whenever and wherever they prefer. Moreover, if they arrive with the completed check-in on their phones, the front desk agent can have a meaningful conversation with the new guest. There's more time to understand their expectations and personal needs to improve customer relationship.

Your guest should know prior to arrival that they are going to receive the level of service that your hotel brand offers. The pre-arrival engagement will help you gather your guests' information so you can make them feel special on arrival. Also, it enhances guest experience. When you provide an easy-to-use, simple and straightforward technology to your guests, you are setting the tone for the rest of their stay.

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Complete the following sentences using the words from the text.

relationship	prior	brand
must	personalised	online check-in
special	simple and straightforward technology	

1. The _____ facility brings efficiency in to the hotel's operations.

2. The guests require more _____ and engaging services.

3. The online check-in facility helps to improve your _____ with your guests.

4. There are reasons why online check-in for hotels is a _____.

5. People will love your hotel _____ if you offer them an advanced and online check-in.

6. Your guest should know _____ to arrival that they are going to receive the level of service that your hotel brand offers.

7. You can make them feel _____ on arrival.

8. When you provide an easy-to-use _____ to your guests, you are setting the tone for the rest of their stay.

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