

Voice drives your most profitable direct booking revenue.



RESERVATION SALES

As your highest ADR direct booking channel, voice should drive **30% to 38%** of your overall contribution mix. The voice channel isn't dead — it's simply neglected, meaning you can quickly secure **high-value direct bookings** when you give your team the right tools.

THE CHALLENGE



OTA drain

Up to **50%** of guests speak to the hotel before booking on an OTA.¹

You can end up paying an **18% commission premium** for revenue that was already within reach.



Uncollected demand

Up to **64%** of inbound callers don't book on their first call.²

Without lead capture, valuable travel dates, preferences, and guest details disappear when the call ends.



Missed ancillary revenue

High-value stays often start with a **phone call**.

Complex itineraries drive guests to call. Without tools that guide agents toward premium rooms, dining, spa, and other add-ons, incremental spend gets left behind.

3 WAYS TO BUILD A HIGH-CONVERTING VOICE STRATEGY WITH RESERVATION SALES

Inbound **performance** + coaching

Equip agents with performance-tracking, call-scoring, and structured-coaching tools.

Increasing your inbound call conversion rate by just **1%** adds **\$200,000** in direct revenue, while a **3%** lift delivers **\$600,000 annually**.³

Outbound **lead retargeting**

Give agents the tools to schedule and prioritize follow-ups with high-intent leads during downtime.

Targeted outbound follow-up turns your team into a top revenue driver, delivering **7% to 9% conversion rates** on unbooked inquiries.²

Automated lead nurturing

Prompt callers for their email address during unbooked inquiries — over 66% are willing to share.

Adding these leads to automated email workflows generates over **\$250,000** in additional online bookings without adding labor costs.³

1. Revinate "Voice of Opportunity" webinar 2. Revinate Reservation Sales customer data. 3. Example from Revinate Reservation Sales customer

Turn missed calls into direct bookings.

revinate.com | info@revinate.com