

**5 Questions
You Should Ask
When Preparing
Next Year's
Technology Budget**

Owning your guest data and understanding guest feedback is the key to cultivating loyalty and increasing your revenue. As you begin budgeting for next year, you have an opportunity to evaluate how technology can better support meeting your objectives. When considering solutions, it's critical to have purpose-built hospitality solutions that integrate not only with your existing systems but also with review sites. Your chosen solution should also allow you to provide your team with the right level of access as well as standard and custom reporting. Use these 5 questions to help you determine what your needs are and how the right technology can best support you.

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**1. Is your vendor
easy to work with,
cost-effective,
and meeting your
needs?**

Your time is valuable. If you have to spend a lot of time with your vendor to get things right, you're overspending. If your vendor charges for every add-on service, like integration with core systems or email template creation, your actual costs become more difficult to project.

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**2. How quickly
does your vendor
respond to your
requests?**

Depending upon your location and needs, your team may require different levels of support. If your vendor can't meet your requirements regardless of language, geography or function, your service level agreements (SLAs) suffer. You may want to re-evaluate how well your systems can continue to grow with you. The right vendor will have the support systems in place to help your users get up to speed quickly and resolve problems in a timely fashion.

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3. Are you able to easily gather and report on your guest data, particularly if it's scattered across multiple systems?

If you can't easily connect your PMS data to your guest profile, you're missing an opportunity to glean insights that increase loyalty and drive revenue. How helpful would it be to view guest stay data side-by-side with guest survey results? Reporting out on this and other aspects should be easy to do whether you're creating canned reports, custom dashboards, or custom reports.

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**4. How long does
it take you to build
and launch an
email marketing
campaign?**

If it takes you weeks to launch a simple email marketing campaign, you're missing out on revenue opportunities like last-minute campaigns. This is something you should be able to do within hours with simple, drag and drop solutions. If you have to use a vendor to create marketing templates, you're paying unnecessarily for something that should never take days or weeks. Long lead times for marketing to past customers and prospects can significantly impact your business. It's also important to be able to easily segment your audience for campaigns and track direct revenue contribution for each campaign you run.

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**5. How disruptive
are software
upgrades to your
organization?**

If upgrades to your guest feedback or marketing software involve a lot of planning, your team is spending too much precious time on vendor issues. Look for vendors who deliver upgrades seamlessly and take the headache out of managing your technology stack. Any vendor should also support your team with training on new features.

To learn more about how Revinate can help you determine your specific needs, contact us at info@revinate.com.

