

Manage Efficiently



Integrated digital solution for managing
Operations and Guest experience



A better way to streamline your operations

Single platform to engage everyone in your hotel for better Guest Experience



These days, in the world of hospitality, all are concentrating on enhancing customer experience. Earlier enhancing guest experience was limited to offering better rooms, facilities and more personalized services to guest. But nowadays hoteliers have started to put the needs and wish list of guest at the center of every decision. **Technology solutions can highly improve the guest experience of a hotel.**

Hotels can now make sure that the guests get same experience throughout their stay and across all properties of the same brand. *Guest Experience is the sum total of all the communications and interactions that takes place with the guest within the property as well as outside the property at different times and different locations.*

Instio platform is an integrated digital solution for managing Operations and Guest experience for hospitality companies.

Enhancing the guest experience is less about showering guests with cozy gadgets and more about removing or reducing friction from their interactions across all touch points and all phases of the guest journey - including physical and digital. Recognizing the preferences and enabling relevant and personalized interactions makes them feel special and appreciated. Guest experience is about recognizing unique needs of your guests and responding immediately to their requests. It's about resolving the issues as efficiently and effectively as possible.



Make the **lives of your staff and management easier**, so your team work smarter and your guests stay happier.

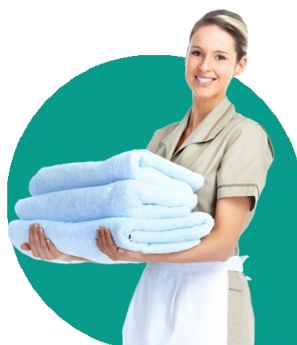
At Instio, we help hospitality companies to provide best guest experience by achieving operational excellence and boosting guest satisfaction. Instio platform is an easy-to-use application that helps **entire team to communicate and delegate better**. Using the unified platform hotels can **delight guests by delivering excellent service** and thus improving the repeat business.

We help hotels to optimize service delivery with the help of AI and Machine Learning and thus **improve the guest experience for better profitability and improved revenues**. With **Instio**, hoteliers can now offer a personalized relationship with guests even before they arrive. We also help hospitality companies to gather data for better data driven selling.



Guest CRM

Cloud based CRM, Engagement & marketing platform. Automate communication with guests at various touch points



Operations Excellence

Cloud based Maintenance & Work order management. Staff members can collaborate and deliver timely service.



Guest Communications

Mobile app for Guests to place requests and communicate with staff. Collect real-time feedback and reviews.

Instio SmartProfile



Connect your PMS and other operational systems with Instio to build a SmartProfile automatically. **SmartProfile** is a centrally located aggregated rich guest profile that provides a single view of your customer. This 360° view of your guest, provides you likes, dislikes and preferences of your guests.

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Rich Guest Profiles

Automatically build comprehensive rich guest profiles by combining the stay history, during-stay communications, post-stay satisfaction surveys, loyalty and total Life Time Value.

Automated communications

Program Email and SMS messages to enrich the guest communications. Send pre-arrival, welcome and during stay offers automatically based on guest profiles.

Keep track of your guest activities

Keep track of your guest's journey and behavioral pattern - like reading the Email offers, spending pattern and cultural values of the guest.

Personalized Messaging

Connect with guests with personalized messaging while effortlessly executing and measuring your email marketing campaigns.

Targeted Email with segmentation

Use actionable guest segments based on guest profile, spending history and other preferences, to improve the email marketing engagement during pre-arrival, on-property and post-stay reach outs.

Increase Guest Revenue

Reach out to guests with your room upgrades and other amenity upsells. Send the offers through Email, SMS campaigns and takes users to a mobile friendly Upsells & Upgrades page. Provides guests with latest and most relevant upsells for their profile and preferences.

Template name	Content	Sender	Tags	Action
PMS-DEFAULT-BOOKING-1 Before Check-in	Hi {{name}}, we are excited to host you at {{propertyName}}. Here are the directions to our property: Directions	INSTIO	BOOKING	Edit
Acknowledgement SMS Thank You SMS	Thank you for your review 99201452 or 93			
instio-default-pms-feedback If no feedback on check-out	Hi {{name}}, Hope you enjoyed your stay at {{location}}. Please let us know if you have any feedback on your stay.			
instio-default-pms-feedback No feedback received on Check-out	Hi {{name}}, Hope you enjoyed your stay at {{location}}. Please let us know if you have any feedback on your stay.			

Instio Guest Surveys



Collect real-time guest feedback efficiently, and improve the operations. Instio GEM platform works the way you do: get more reviews from your customers via *email, SMS, Whatsapp or kiosks* at your location. Easily get new reviews and testimonials on third-party sites, your company website. Spread great testimonials across the web.

Collect Guest Feedback

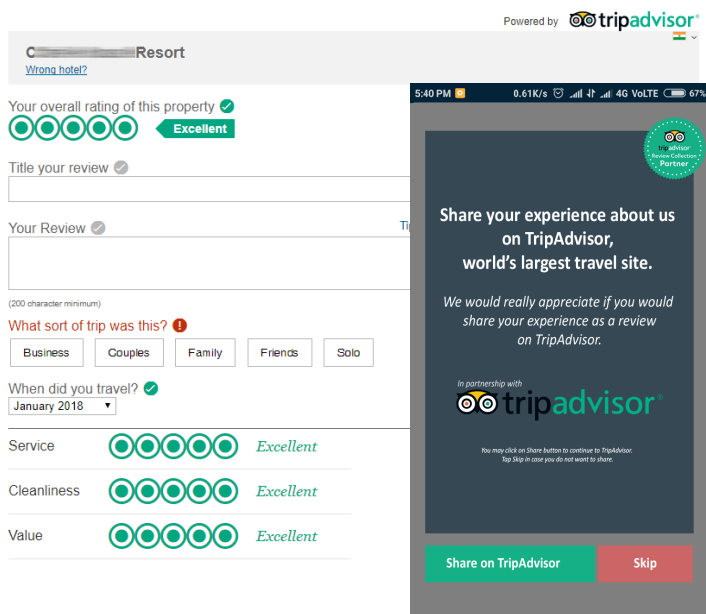
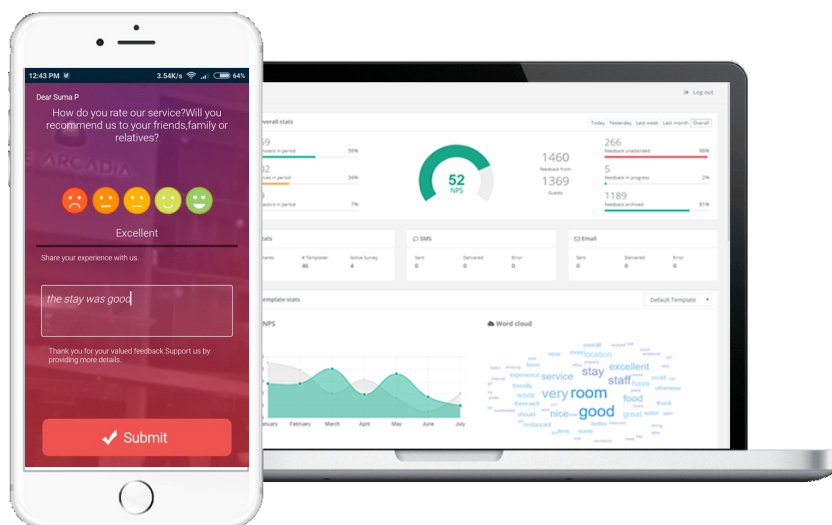
Collect actionable post-stay feedback from your guest with review-style quick surveys that encourages guests to give feedback about their stay.

Improve Guest Experience

Measure guest satisfaction in real-time, and understand the operational improvements expected by the guests as a hotel or departments.

Automated Surveys

Automated email / SMS surveys for those who have not submitted feedback at the tablet during check out.



Boost Reviews & Rankings

Boost your rankings with a steady stream of guest reviews published to TripAdvisor or Google. Collect via Tablets, SMS and Email with follow-ups.

TripAdvisor & Google Review collection

Instio platform help you to collect reviews published to Google Reviews and TripAdvisor. This makes your guest review collection process easier.

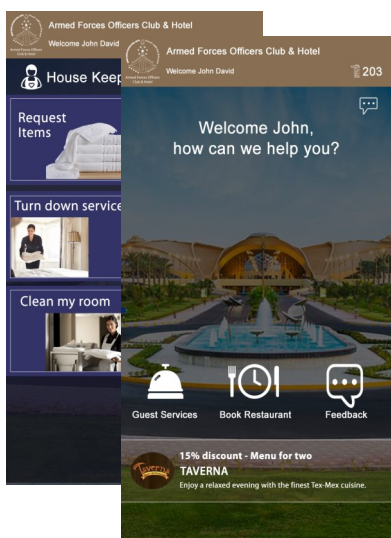
Reputation Management

Bring all the reviews from various review platforms to a single screen. Respond to each review promptly. Escalate the reviews that are not from your guests. Mark spams so that future reviews from spam contacts will be blocked.

Instio Operations Management



Cloud based multilingual application that automates, schedules and monitors all guest complaints and maintenance activities. The application organizes all staff activities thus ensuring superior guest satisfaction, minimized malfunction accidents and maximized equipment lifetimes. Automate the handling of guest requests, complaints and maintenance jobs to delight guests by delivering excellent service. Create automatic work orders and monitor using a single central platform.



Branded Guest App

Deploy branded mobile enabled web app invoked through SMS or QR Code. Automatically send welcome SMS with the link to Guest App

Improve Guest Experience

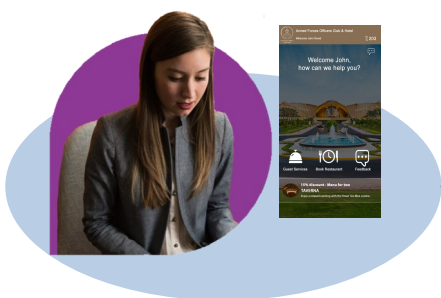
Collect guest requests and complaints through out the stay. Build another real-time communication tool with your guests.

Track status of your requests

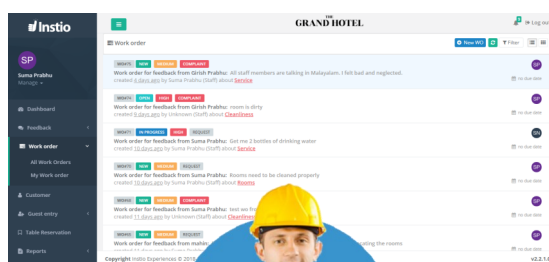
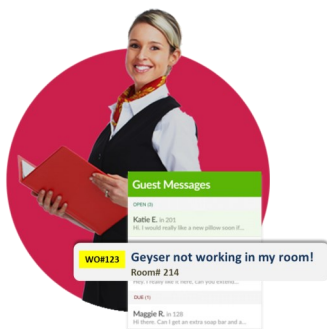
See who is working on guest requests and the current status of all the guest requests. Guests can place and track the requests even when they are not in room.

How it works ?

1. Guest either uses guest app or call the front desk for their needs.



2. Instio GEM platform automatically assigns the right team. Front desk can log the request on behalf of the guest.



3. Staff member is notified instantly. Staff can access the details of the work from his smartphone / tablet.



4. Update the guest profile after the service delivery.



From the smallest to largest hotel operations - Our platform can help you all.



Cloud based solution

We are completely on Microsoft Azure platform, enables scalability and reliability of our platform.



Customizable solution

Personalize the solution for your brand.



Multi-lingual Capability

We can support 14 major international languages

Benefits of our platform

125%

ROI in 10 months

400%

Increase in guest database

60%

Open rates for email

300%

Increase in public Reviews

10%

YoY growth in revenue

10 hrs

Time savings per week



Be a customer-centric ORGANISATION!

Instio

#beingcustomercentric



For more information, contact Instio

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