

Can Implementing Ask Blue Actually Save You \$84,630 Or More Per Hotel While Improving Your Guests' Experiences?

The average hourly rate of employees has been increasing at unprecedented rates in recent years, accounting for **90% of the increase in total operating spend**.

CHALLENGE: Employee-related expenses represent the largest overall operating cost of a hotel, accounting for nearly 43% of all costs (source). The average hourly rate of employees has been increasing at unprecedented rates in recent years, accounting for 90% of the increase in total operating spend (source). Hotel executives struggle to keep up with rising labor costs while maintaining favorable profit margins.

INSIGHT: Surveys suggest that 90% of travelers rely on online reviews to inform hotel booking decisions. The experience that a hotel guest has with staff can mean the difference between a positive review that will drive bookings and a negative review that will deter future guests from staying at a given hotel. In an effort to delight guests and increase positive reviews while keeping costs down, many hotels are turning to artificial intelligence.

One of the first points of contact that a guest has with a hotel is the front desk staff. During busy periods, hotel guests have to deal with extended wait times, long hold times on the phone, and slow service. A guest's experience with the front desk staff is often cited in online reviews and has a major impact on a hotel's profits.

"A guest's experience with the front desk staff is often cited in online reviews and has a major impact on a hotel's profits."

PLEASE READ*** find a different hotel.

Review of
●●○○○○ Reviewed 1 week ago via mobile

I Was told that check in was 4pm and I drove 10 hours to find out the hotel room wasn't ready and the front desk gave me attitude. I spoke to the manager and the room was ready by 5pm. The room had NO blankets, bed sheets, pillow cases and the pillows were yellow. The bathroom smelled terrible and they gave me a handicap accessible room. I told them that this room wasn't what I had paid or asked for but they couldn't do anything about it and I was too tired from the drive to find anything else. Also no one at this hotel speaks 100% English. Also if you ask a simple question they have no idea what you're talking about. For example: hey what time do you close? Worker: At night. I told them I don't understand and they looked confused. This hotel is straight up disgusting and by far the worst hotel I was have ever stayed at. Please read this and learn from my mistakes. AVOID THIS PLACE. Finally this is basically like a nursing home the average age is 65 and 90% of them smoke and some walk around with oxygen tanks. If you don't believe me go try out the hotel and you'll see. This is all false advertising and not a family place. They claim they have a club down stairs which is a joke and when you ask them it's just restaurant. At some point you have to laugh with how bad everything is. The entire staff walks around pissed off and gives everyone attitude. Save yourself the time and money. Place is terrible and it's a real shame that they are still in business.

***This review plainly demonstrates the link between a guest's front desk experience and the type of review the guest leaves.**

SOLUTION: Ask Blue: The smartest hotel employee a hotel can "hire"

Artificial intelligence has the ability to fulfill two major needs in the hotel industry:

- 1) Improve ratings by delighting guests
- 2) Offer an economical alternative to hiring additional employees

Ask Blue Vs Three Additional Full-Time Employees

Ask Blue is particularly adept at helping the front desk. Adding additional staff at the front desk is the most likely response when met with increased occupancy rates and a higher demand for service. However, the front desk needs to be covered 24 hours a day which equates to three full-time employees working eight-hour shifts.

Instead of hiring three extra employees, Ask Blue can perform many of the same functions as a typical front desk agent without taking breaks or needing time off. Since Ask Blue can work 24 hours a day, the need for three full-time employees to cover the same time period is negated.

Ask Blue Capabilities

Many of the tasks that a front desk agent is responsible for can be handled by Ask Blue. Ask Blue is an expert on its host hotel and the surrounding area. If a guest has a request, like needing extra towels, wanting to make a booking at the spa, or needing their room cleaned, they can Ask Blue to manage this. Instead of needing to call down to the front desk or stop by in person, the guest can either text Ask Blue or speak to Ask Blue directly in their room via an in-room device. Ask Blue is different than a human employee in that Ask Blue will continue to follow up with the relevant parties until the request is satisfied.

Example Scenario

A guest wants to know how long the hotel restaurant is open and what type of food they serve. Traditionally, a guest would call the front desk to ask these questions. They might face long hold times, an unpleasant agent or incorrect answers. With Ask Blue powered hotels, guests can easily access this information by speaking to the device in their room or sending a simple text to Ask Blue. Hold times, misleading information and negative employee moods are effectively eliminated.

Financial Breakdown

According to Payscale.com, the average front desk agent makes between \$18,572 - \$32,210. For three full-time employees, the cost is nearly \$100,000 or more depending on the city the hotel is located in.

Functions Of A Front Desk Agent

On any given day, a front desk agent is responsible for:

- Greeting guests
- Assigning guests to their rooms
- Answering the phone
- Assisting with reservations
- Handling any special requests the guest has
- Providing local knowledge about area attractions, restaurants and transportation
- Answering questions the guest has about the hotel and its services

Ask Blue offers a minimum savings of \$43,716 - \$84,630/yr

*Excluding the costs associated with recruiting and training new employees.

	Front Desk Agent	Ask Blue
Hourly Rate	\$8.87 - \$14.83	\$0
Overtime	\$12.93 - \$23.13	\$0
Annual Bonus	\$48.72 - \$1,492	\$0
Annual Comm.	\$97.44 - \$8,354	\$0
Annual Profit Sharing	\$1,550	\$0
Annual Cost	\$55,716 - \$96,630	\$12,000

The Wake Up Call

The hotel alarm clock has always been problematic for guests. It's often difficult and time consuming to set up. In the worst case scenario, housekeepers forget to turn it off, and a guest may be woken up at a time that was set by a previous guest.

Other guests schedule wake-up calls with hotel staff. Due to human error, this can result in calls that are delayed or forgotten altogether.

Costs Associated With Missed Wake-Up Calls Or Faulty Alarm Clocks

A late or forgotten wake-up call can result in:

A scathing one-star review which scares away future guests

The expense of compensating the guest with a free night, a free meal or other perks

Likewise, an in-room alarm clock that failed or was set to a different time than the guest needed to be awake will also trigger a negative review and a costly response by management.

The Ask Blue Solution

One of Ask Blue's many functionalities is fulfilling the wake-up call. A guest has the ability to Ask Blue to set an alarm via an in-room device, text Ask Blue if the guest is outside of the room, or call the front desk and have an agent program Ask Blue on the guest's behalf.

A 100% wake up call success rate results in happier guests, better reviews, and removes the necessity of offering freebies to compensate for missed calls.

Ask Blue Is So Much More

This Case Study only looked at a couple of Ask Blue's features, but Ask Blue can reduce workload for hotel associates across all departments with more than 150 capabilities. AND Ask Blue powers an artificial intelligence solution called Blue Fish which will allow your hotel staff to speak with foreign travellers without the need for a translator. Again this improves the guest experience while saving you the costs of hiring more employees with specific skills that may be very difficult to find in your market.

Conclusion:

Can Ask Blue save you more than \$84,630?

Yes! Depending on the size of your hotel, it would be possible for Ask Blue to save hundreds of thousands of dollar PER hotel PER year. Ask Blue is a fantastic value for hoteliers while helping to provide for a more consistent experience for guests no matter the time of day or night or how busy the front desk may be.

Learn more about how Ask Blue can add PROFIT to your bottom line while improving your guest's experiences by requesting a consultation with an Ask Blue Representative. Send your request to info@askblue.io .here. Please Make your subject line: Requesting an Ask Blue Consultation