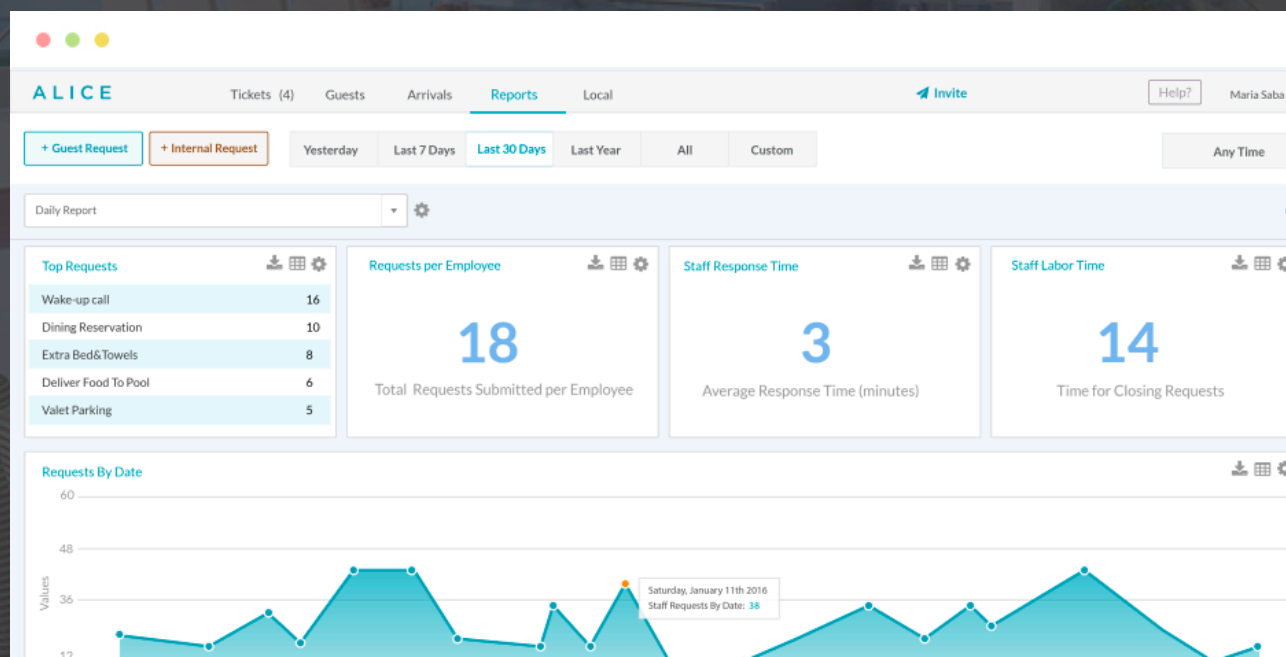HotelTechReport

CONCIERGE SOFTWARE
BUYER'S GUIDE

2019 Edition

Underwritten, in part by:

ALICE

Buyers guide created in collaboration with ALICE

CONCEPTUALIZATION, DESIGN, DATA AND COPY EDITING:

Hotel Tech Report

CONTENT & RESEARCH

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WHAT IS
CONCIERGE
SOFTWARE?

Exclusivity is key. Travelers want to taste, see and be at popular, rare, pricey, unobtainable, and sold out experiences - and they want it now. The best way to make this happen is through a concierge. That's why a hotel needs concierge software - to empower the hotel to meet guest expectations, at scale. Concierge software enables concierge and front desk teams to act like a team, managing all guest requests and guest communication with one system. Concierges are able to quickly create tasks for each request, build hotel-branded assets to deliver to the guest, and communicate with the guest via their preferred communication channel.

CONCIERGE FACTS:

1. Guests find planning stressful. 74% of hotel guests find the most stressful aspect of travel to be figuring out the details: uncertainty, transportation, wasting time figuring things out on the trip and being unfamiliar with the location
2. People need help. 53% of people have never made an online reservation for restaurant
3. Guests love their concierge. According to Les Clefs d'Or (the international concierge advocacy group), more than 50% of guests take advantage of concierge service. And in larger cities, such as New York and LA, more than 70% of guests use a concierge.
4. Local knowledge matters. On the best trips, 77% of travelers knew and met with a local host or had a knowledgeable friend, which was 35% more than on the worst trips.

WHAT ARE THE KEY BENEFITS OF CONCIERGE SOFTWARE?

1

IMPROVED TEAM ORGANIZATION

Track all requests with one system. Record requests and incidents for all reservations, transportation, packages, wake up calls, lost & found, and any other service.

2

IMPROVED TEAM COMMUNICATION

Leverage shared calendars, reminders, and internal notes to ensure your concierge team is aware of all guest requests. Concierge software provides transparency to the entire guest services team and an improved way to collaborate on guest requests.

3

DELIVER PERSONALIZED SERVICE AT SCALE

By providing excellent organization and communication tools to a concierge, concierges are able to elevate the guest experience. Concierge software allows you to build a knowledge base of your valued guests so you can improve guest service and make it even more personalized for returning customers.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.

VERIFIED USER REVIEWS

Read reviews →

★★★★☆

General Manager from **Los Angeles**

"As a long-time professional Chef Concierge, I have sought to provide the most user-friendly options for my staff to use with which to communicate with our guests. I found the Alice interface to be the answer to my Concierge dreams..."

Read the full review on HotelTechReport

★★★★☆

Concierge from **New York**

"ALICE Makes Awesome Hotel Software. The more you use Alice, the more useful it is. The Local Contact feature especially is very helpful for keeping a "little black book" that we all can use."

Read the full review on HotelTechReport

★★★★★

Chef Concierge from **New York**

"ALICE (Concierge) is user-friendly with keen aesthetics. I love the fact that we have the ability to customize any and all of our tickets to mold to the needs of our property and desk. I also quite enjoy the easy text messaging capabilities."

Read the full review on HotelTechReport

★★★★☆

Chef Concierge from **New York**

"The scheduling feature is obviously very helpful and we as a team depend on it daily and hourly, but the Log Books feature is really excellent for logging packages and deliveries."

Read the full review on HotelTechReport

TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

OPEN API

APIs, or Application Program Interfaces, allow hoteliers to connect hospitality
ALICE Prediction: Industry talk about "integrations" will shift to talks about APIs, which will paradoxically allow for a much more integrated future of hotel solutions. Look for more progress in rallying the industry around APIs from HTNG's API Registry
Further reading: One step closer to untangling APIs.

CHALLENGES TO THE CONCIERGE POSITION

Are hotel concierges endangered by apps? At ALICE we believe fervently in the concierge role. The concierge is an intrinsic contributor to successful hotels, as the team lead in creating a memorable, personalized guest experience.
ALICE Prediction: Look for technology to enhance the concierge role, not replace it.
Further reading: Are hotel concierges endangered by apps? Don't bet on it.

NEXT GEN GUEST COMMUNICATION TOOLS

Communicate with guests in the way that's most convenient for them
ALICE Prediction: Messaging will continue to provide advantages for hotels looking to engage with their guests. Messaging platforms will allow for integration of still nascent messaging channels.
Further reading: Hotel face a crucial moment for social messaging and chat tools

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top rated providers
& comparisons

Key
integrations

Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

Text Messaging
The ability for guests to communicate with the hotel without downloading an app, which improves engagement.

Package Management
Record, maintain, and easily access a log of incoming and outgoing packages without leaving your concierge system.

OpenTable Integration
Integrated directly with your PMS and OpenTable to easily make reservations and access guest information from one system.

PMS Integration
Ensures your entire staff is able to access all guest information and requests associated to the reservation.

Personalized taxes, fees, and policies
Customize taxes, fees, and cancellation policies in the combination that best suits your business.
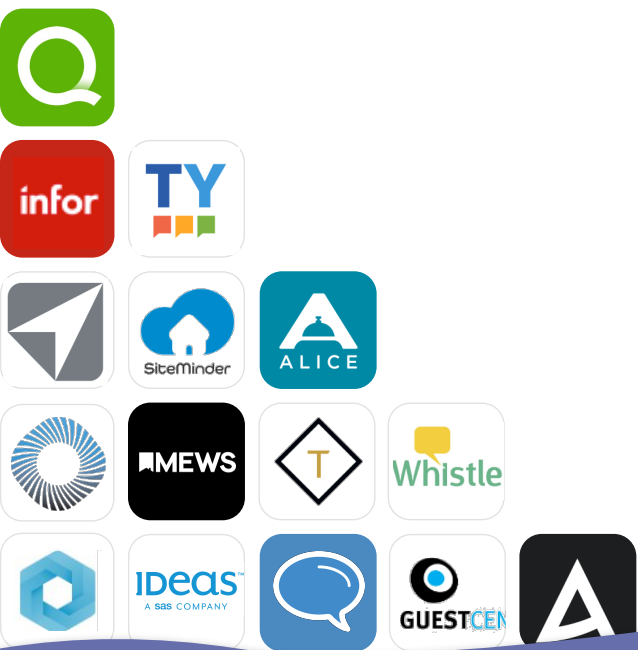
Reporting
Reporting enables management to have transparency into their operations to make decisions based on data instead of intuition.

Branded Itineraries, Letter Confirmation, & Recommendations
Elevate the guest experience with hotel-branded documents, making your team look extra polished for your guest.

WHO'S WHO...

See which players are trending in the market and launch
Hotel Tech Report compare to compare them side-by-side.

⭐ Most recommended by hoteliers

ALICE
View profile >

With ALICE Concierge, Personalize guest experience with custom recommendations Improve Communication – Empower your front of house with the knowledge of a chef concierge Elevate Guest Interaction – Communicate with guests through…

Monscierge
View profile >

Elegant Connections for Empowered Guests. Monscierge is an international interactive software company that helps hotels connect today's savvy traveler to the trusted local recommendations they seek on-site and on-the-go…

MS Shift
View profile >

MS SHIFT Asset Tracking is a simple, comprehensive and efficient solution for departments that need to accurately track assets such as electronic devices, heavy equipment, appliances, tools, and more.

Porter & Sail
View profile >

Porter & Sail is poised to capture the hotel industry as the premium provider of mobile and digital services for boutique and luxury properties. Porter & Sail's products marry leading-edge technology with engaging lifestyle content to ensure deep, organic…

### Virtual Concierge
View profile >

Enhance your guest experience with a custom set of designed Mobile Concierge Apps prominently showcased as a virtual concierge assistant. Virtual Concierge provide hotels and resorts with the ability to showcase all that their hotel has to offer as well as everything…

Concierge Organizer
View profile >

Concierge Organizer is the ultimate software for managing a Hotel Concierge service. You have the talent, the know-how and expertise, Concierge Organizer is the tool you need to sublimate and better serve the needs of an increasingly demanding clientele.

— 2018 TOP RATED —
Concierge Software
ALICE
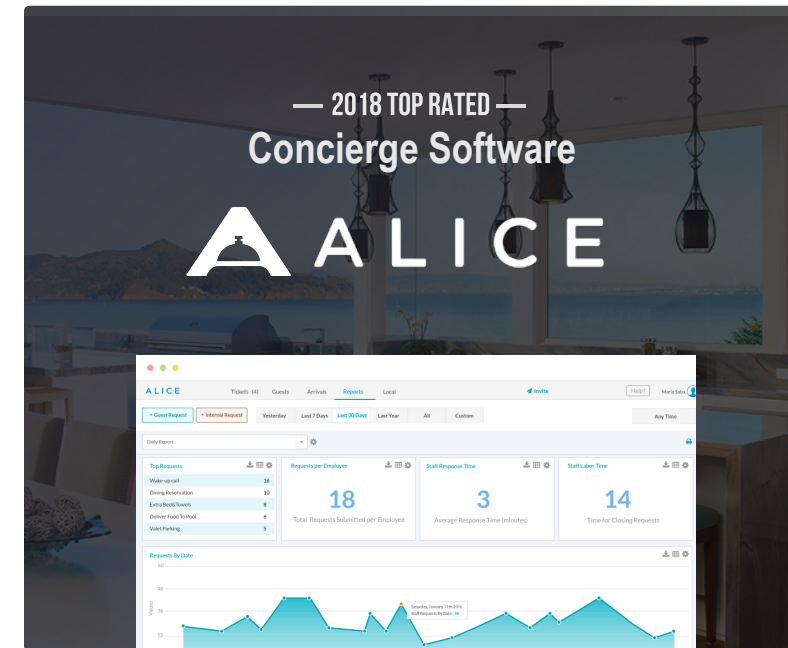
Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

"

★★★★★

ALICE review verified by Hotel Tech Report

"As a long-time professional Chef Concierge, I have sought to provide the most user-friendly options for my staff to use with which to communicate with our guests. I found the Alice interface to be the answer to my Concierge dreams: Thorough, easy to learn, quick and efficient results and a top-drawer product for all concerned."

General Manager

**Los Angeles
Boutique Hotel**

READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about ALICE ❯

TOP RATED

CONCIERGE

HotelTechAwards⊖

SOFTWARE

2018

ALICE Concierge is a request management and communications tool that keeps concierge and front desk teams organized and focused on exceeding guest expectations. Use ALICE Concierge to manage all guest communication in one place. Use the software's custom workflows, calendars, reminders, search and filter tools to stay ahead of your guests' needs and organize guest requests across your concierge team.
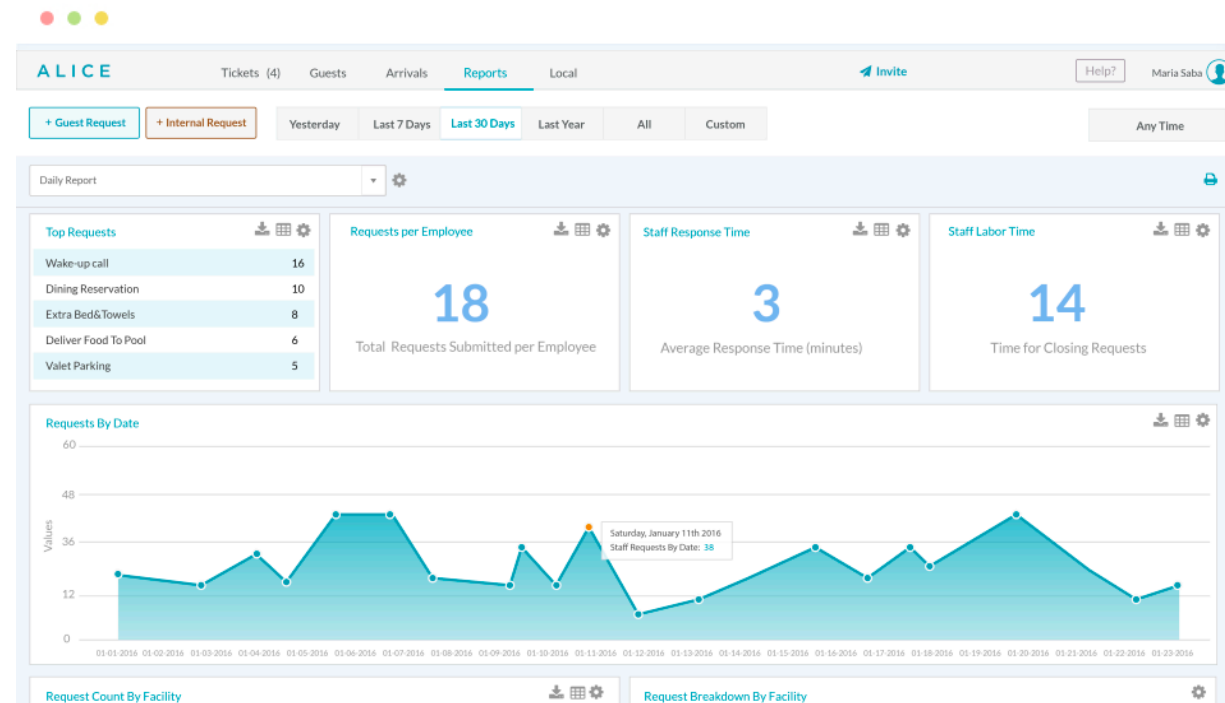
STAY CONNECTED

- **PMS** — PMS integrations let you easily access all of your guest reservation information.

- **Guest Messaging** — Concierge and Front Desk Agents can use hotel guest messaging to achieve guest satisfaction with fast, personalized service on the guest's terms.

- **CRM** — Integrate with a CRM to build a knowledge base of your valued guests, so you can improve guest service and make it even more personalized for returning customers.
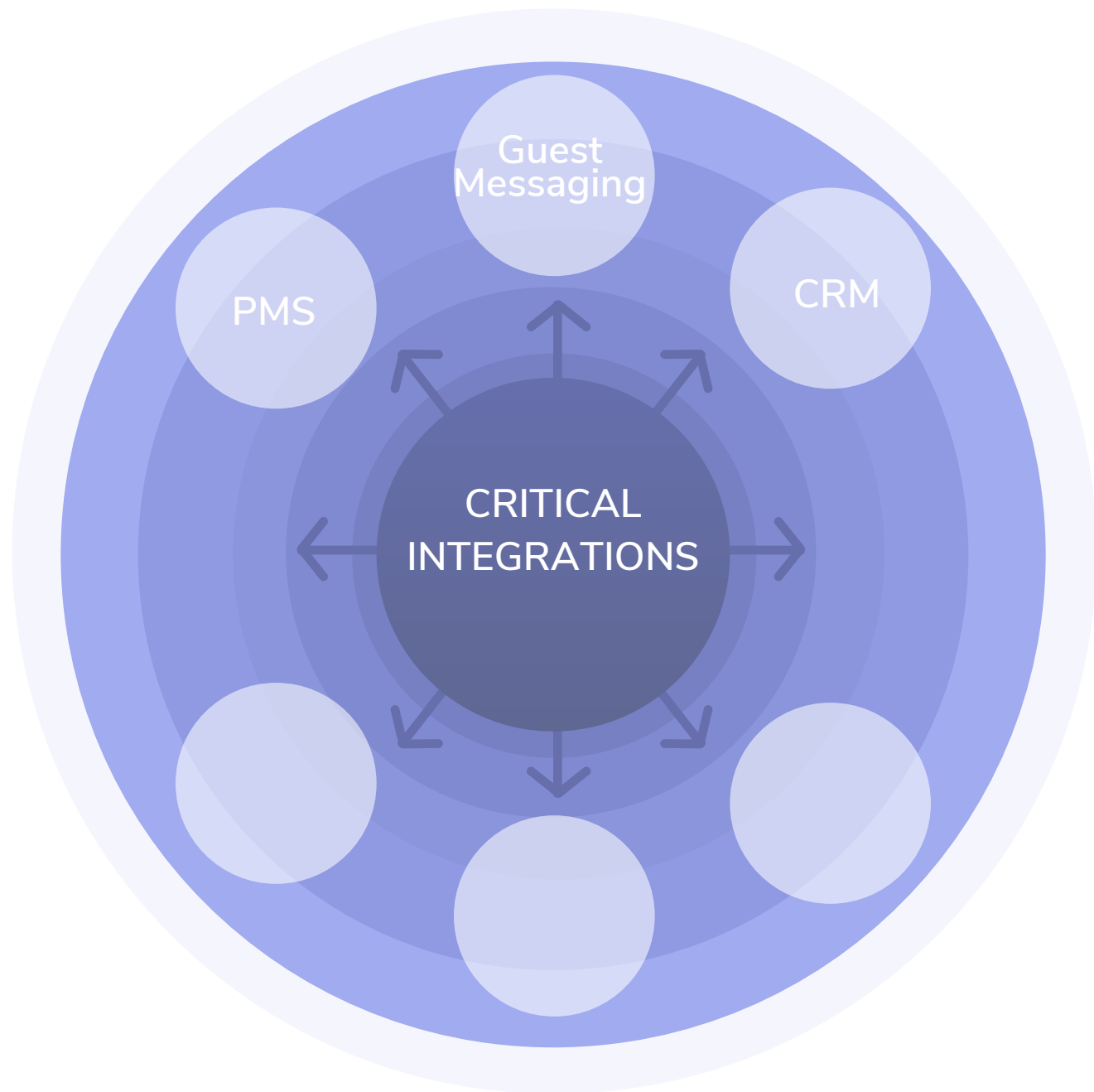
Without the right integrations, even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ❯

Guest Messaging

PMS

CRM

CRITICAL INTEGRATIONS

hapi

Need an integration built for your hotel?

Connect with Hapi

WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS

IS THERE A GOOD USER EXPERIENCE? IS THE PRODUCT INTUITIVE?

Hotels should seek a product that can be learned in the same time as a 10-minute coffee break.

WHAT TYPE OF SUPPORT DO YOU PROVIDE?

Hotels should seek vendors that offer support in multiple forms for different kinds of learning and round the clock availability: on-property training, virtual classroom training, videos, and support websites.

HOW ARE YOU HANDLING GDPR, DATA PRIVACY, AND SECURITY (PCI COMPLIANCE)

Hotels should seek vendors that recognize the diverse challenges to hotel risk management today and that prioritize security and data privacy accordingly.

WHAT ARE THE UPCOMING FEATURES YOU ARE BUILDING OVER THE NEXT 12 MONTHS?)

Hotels should seek vendors that prioritize developers and innovation. Ask about release schedules, planned development, and the availability for tech leadership to ideate with you for future features.

DOES YOUR SOFTWARE HAVE AN OPEN API SO OUR CURRENT TECHNOLOGIES AND FUTURE TECHNOLOGY PARTNERS CAN INTEGRATE SEAMLESSLY?

Hotel should seek vendors with powerful and well-built APIs. They should look for a company vision that prioritizes becoming an integrated and expandable hospitality platform that affordably connects with every service/hardware imaginable. .

WHAT TO EXPECT

Pricing & budgeting

Implementation timeline

Success metrics

Success stories and additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

MONTHLY SAAS FEE

Concierge software pricing generally depends on room count and the number of staff being trained. Great concierge software should include Request Management and Messaging tools. The software is priced per room per month.

Price range
$250-$500/month

CONSULTING & SERVICES

Hotels should expect to be charged for setup, configuration, and training on the Concierge software, with most companies offering either remote or onsite training. Professional Services are charged at $1,000 a day. The number of days training is dependent on how many departments (concierge, front desk, or both) and staff members will be using the system.

Price range
$1000/day

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live? Approximate implementation timeline: 3 days

Hotels should select a project captain to assist in collecting all necessary information to configure the product to fit the needs of the hotel. Vendors collect user info, department information, etc. Vendors purchase devices pending product purchased then setup the PMS integration or any other purchased integration. They will set up a training schedule ahead of time for staff to join, generally by department. Vendors book necessary travel to get to property (usually on-site) and train staff for approximately 3 days.

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1 **IMPROVED GUEST REVIEW SCORES**

Concierge software is created to help hotels deliver better, more personalized service. Improved guest satisfaction (as reflected in reviews), should be the result.

2 **IMPROVED SERVICE TIMES**

Service time standards ensure staff communicates with guests in ample time. Concierge software should enable hoteliers to configure escalations to ensure quick messaging back to guests in appropriate time.

SUCCESS STORIES AND FURTHER READING

CASE STUDY: SIXTY SOHO

| ALICE | Boutique hotel | New York City |

CASE STUDY: HOTEL ICON

| Independent | ALICE | Hong Kong |

CASE STUDY: THE LUDLOW HOTEL

| ALICE | Boutique hotel | New York City |

CASE STUDY: THE DREAM DOWNTOWN

| ALICE | Boutique hotel | New York City |

HOLLY STIEL: HOW TECHNOLOGY IS CHANGING THE WAY CONCIERGES THINK AND WORK

Stiel explains how the three fundamental elements of thinking like a concierge - integrity, responsibility and an everyone-wins mentality - are elevated by technology, allowing the concierge stay one step ahead of the guest.

ARE HOTEL CONCIERGES ENDANGERED BY APPS? DON'T BET ON IT

Concierge technology is a complement to concierge work, not a replacement.

THE HOTEL CONCIERGE ROLE HAS CHANGED. WHY YOUR CONCIERGE NEEDS A MODERN-DAY TOOLSET

Software purpose-built for concierges acknowledges the demands of today's guests, as well as concierges' own expectations from technology.
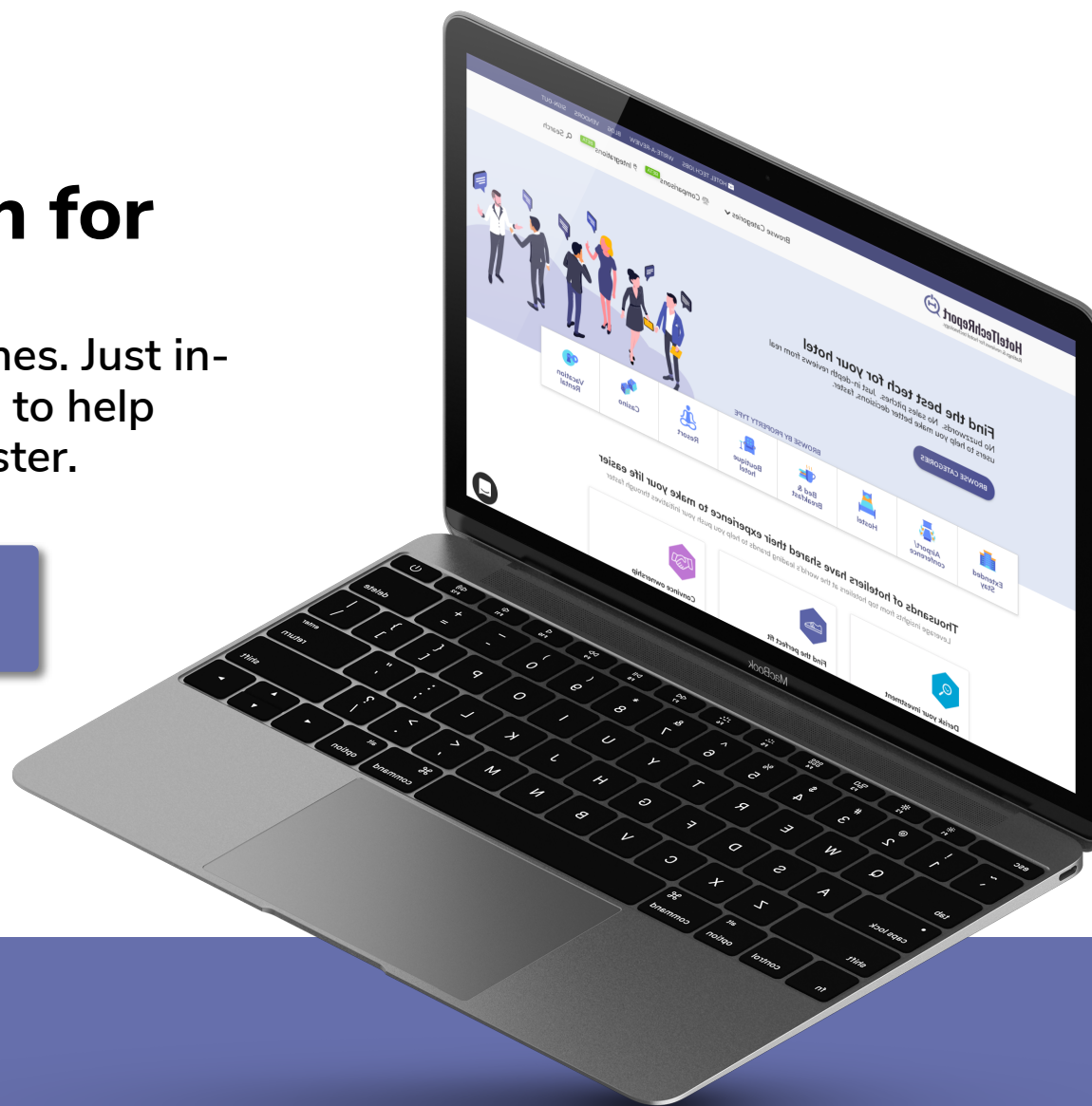
MR. RING WANTS A TABLE FOR TWO AT RESTAURANT ROMANCE. HOW ALICE CONCIERGE MAKES IT HAPPEN

SIXTY's Head Concierge tells us how ALICE Concierge has his back when it comes to guest requests.

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to HotelTechReport.com

HotelTechReport

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