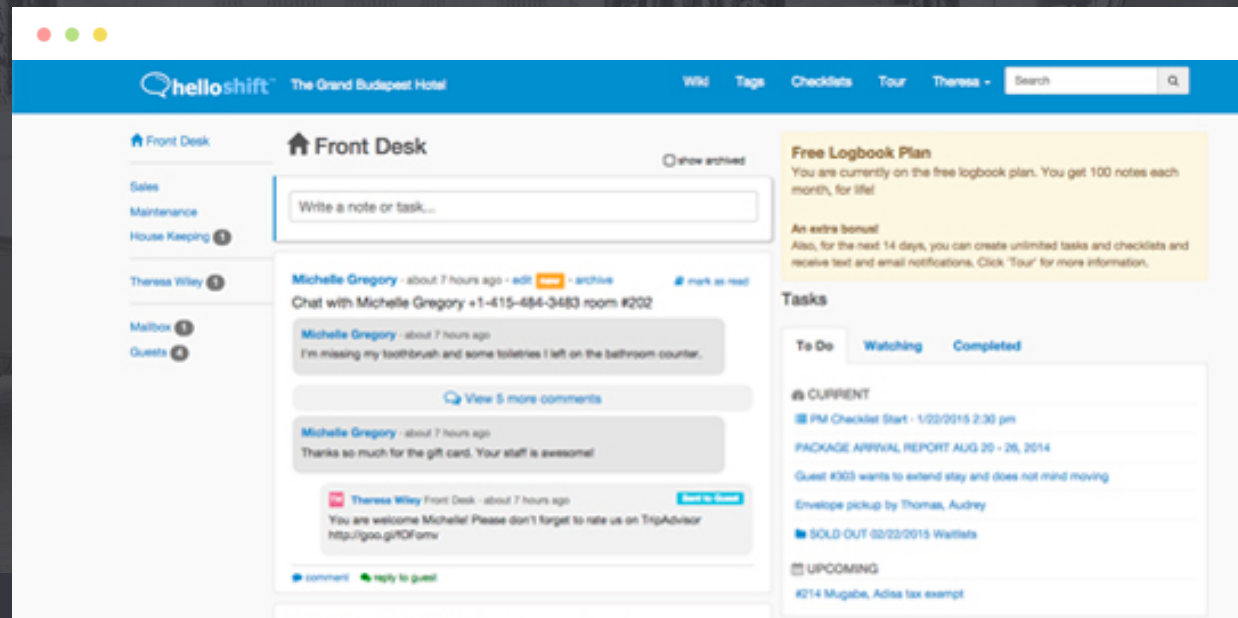


# STAFF COLLABORATION & TASK MANAGEMENT PLATFORMS BUYER'S GUIDE

2019 Edition

Underwritten, in part by:



Buyers guide created in collaboration with HelloShift

**CONCEPTUALIZATION, DESIGN,  
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Hotel Tech Report

**HotelTechReport** 

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# WHAT IS STAFF COLLABORATION SOFTWARE?





Hotel staff face increasing productivity demands at a time when guests are quick to turn a negative experience into a bad review. Teams struggle to work together to resolve guest issues and maintain the facilities across shifts, departments, and even properties.

Traditional communication methods like logbooks, post-its, and two-way radios are slow and unreliable.

Staff Collaboration platforms bring the entire hotel staff onto the same page within a digital environment, increasing staff productivity and providing cost savings through operational efficiency. This real-time visibility into hotel operations means no more dropped tasks, miscommunication, or expensive mistakes. Guests satisfaction improves as teams resolve guest issues faster than ever, with greater accountability and visibility. Managers and owners keep an eye on operations and respond to issues anytime, anywhere.

# WHAT ARE THE KEY BENEFITS OF STAFF COLLABORATION SOFTWARE?

1

## IMPROVE OPERATING EFFICIENCY

Saves time by integrating staff communications on one platform.

2

## DELIVER BETTER GUEST EXPERIENCES

Guest needs, requests, and complaints are visible and acted upon in a timely fashion.

3

## INCREASE REVPAR

Front Desk is the extended part of the hotel sales team. Front Desk entering leads and collaborating with Sales team leads to more revenue.

# THE INSIDE SCOOP

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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 Lone Tree

“What an amazing communication tool. I had only used an IHG brand app which was really difficult to use, It easy to use, always dependable and the price is also affordable. I would recommend it to any business that communication is key to success.”

Read the full review on [HotelTechReport](#)



General Manager from New York

“ALICE is an extraordinary technology that has an immediate impact from hotel operations to customer engagement. We have completely become reliant on the system to better track our buildings needs, all guest requests and the labor tasked to manage it.”

Read the full review on [HotelTechReport](#)



Key Account Director from Dublin

“Is very easy, intuitive and keeps track of request, guest complaints, to do list, and also if you want you can use this software for preventive maintenance.”

Read the full review on [HotelTechReport](#)



Night Auditor from San Francisco

“It's very easy to use and very straight forward. Once your group develops a style of writing on HelloShift, it's very easy to know what's going on at a glance. The tasks list is great and I like that it shows your personal tasks as well. The ability to privately message your colleague turns out to be very useful.”

Read the full review on [HotelTechReport](#)





# TREND WATCH

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

## WHAT'S NEW AND INTERESTING IN THE SPACE?

### MESSAGING

More communications between hotels and guests are shifting from telephone and email to text and chat. With real-time guest messaging, hotel teams must also work together in real-time. Fast, easy, familiar messaging solutions like Slack and Intercom are transforming other industries. Staff collaboration platforms are transforming hotels.

**HelloShift Prediction:** Thanks to Slack, Teams, Hangouts, Workplace, messaging to become as ubiquitous as email.

### MOBILE

With the mobile revolution, travelers are increasingly connected to mobile devices and want to be able to communicate with hotels in real-time at any time of day. Similarly, hotel teams are increasingly comfortable with mobile technology in the workplace.

**HelloShift Prediction:** Mobile apps will become the preferred way to communicate with hotel staff on the move.

### CONSUMERIZATION OF IT

Staff expectations of the digital technologies in the hotels are conditioned by the technology they use in their everyday lives. Unless the software is extremely easy to use, the staff won't fully embrace it, leading to no productivity gain. And this perpetuates the continued frustration of hoteliers with "old school" hotel software.

**HelloShift Prediction:** Staff engagement and hence the value derived from software will become key buying criteria for hotel software

# BUYING ADVICE AND RECOMMENDATIONS



Critical  
Features



Top rated providers  
& comparisons



Key  
integrations



Questions to  
ask vendors



## WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

### **Simple Communication**

Social media style features like notes, tags, mentions, and comments facilitate quick communication and collaboration among hotel teams.

### **Checklists**

Automatically alert shifts and departments of routine duties to ensure nothing is overlooked.

### **Task Traceability**

Add accountability and tractability to ensure timely completion by staff.

### **Reporting**

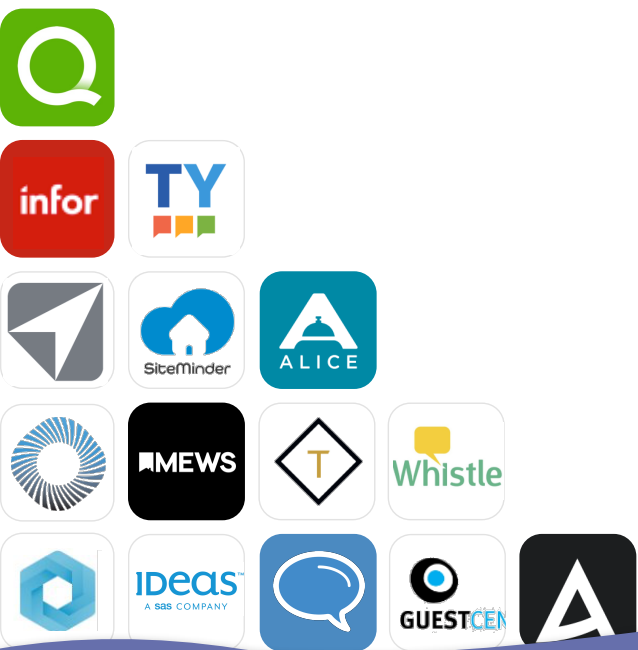
Spot trends, automatically escalate issues, and identify opportunities to improve.

### **Alerts & Notifications**

Prevent costly mistakes and missed deadlines.

### **In-App Translation**

Promote collaboration among multilingual staff.



# 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

## HelloShift

[View profile >](#)

Say goodbye to logbooks, forms and miscommunication. Say hello to modern messaging with HelloShift. HelloShift provides a suite of modern messaging tools for hotel staff, managers, guests, and website shoppers.

## Quore

[quore](#) [View profile >](#)

Quore develops innovative software solutions that hotels use to run their day-to-day operations more efficiently. With smarter teams and happier guests, everybody wins.

## ALICE

[View profile >](#)

With ALICE Staff, Improve efficiency by dispatching requests on the go, seamlessly, to the right department. Consistently improve service – Never miss a guest request with escalations for every task. Have better communication – Coordinate all staff...

## HotSOS

[View profile >](#)

HotSOS is a cloud-based solution which optimizes daily operations. HotSOS modules seamlessly integrate with your current systems, providing your staff the freedom to connect from anywhere, on any device and alerts them of any guest incidents or service delays in real-time.

## GuestWare

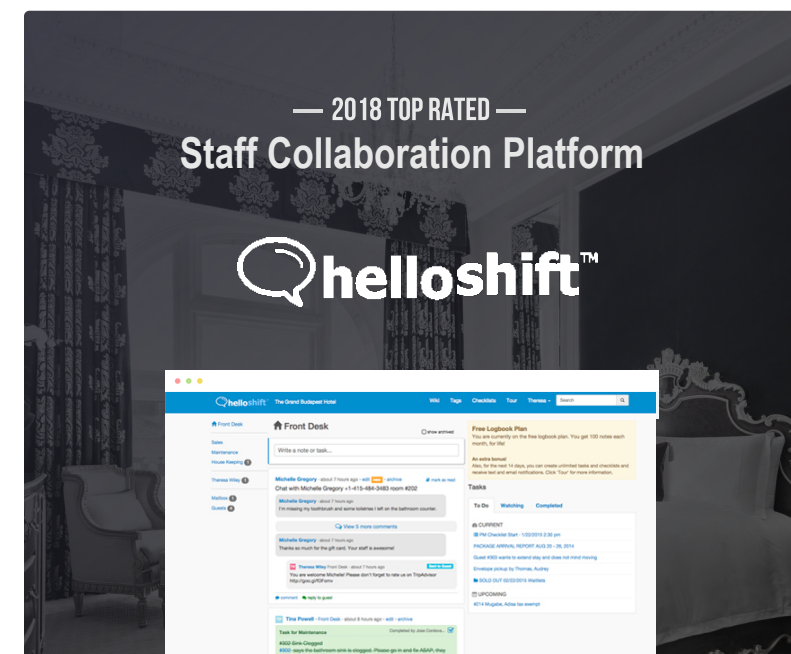
[View profile >](#)

Guestware is a leading cloud based Guest Experience (GX) management system designed for the lodging industry. The software services include mobile work flow automation for service optimization with optional PMS integration to drive repeat guest...

## Nuvola

[View profile >](#)

Nuvola (MyNuvola.com) will synchronize ALL hotel departments (ie. housekeeping, maintenance, guest services, room-service, etc) service requests into one, easy-to-use dashboard that is able to be accessed on desktop, mobile, and tablet devices.



Want to compare products side-by-side with screenshots, reviews, features and more?

[Launch comparison tool](#)

“



HelloShift review verified by Hotel Tech Report

“What an amazing communication tool. I had only used an IHG brand app which was really difficult to use, It easy to use, always dependable and the price is also affordable. I would recommend it to any business that communication is key to success.”

**General Manager**

Boutique Hotel

United States

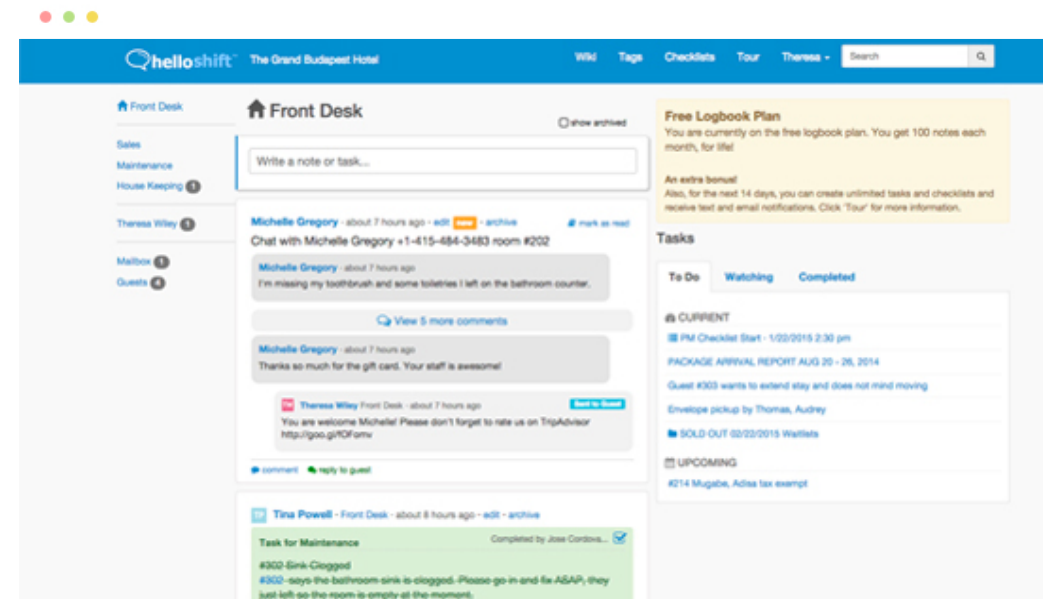


# READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about HelloShift >



Say goodbye to logbooks, forms and miscommunication.  
Say hello to modern messaging with HelloShift.



# STAY CONNECTED

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- **PMS** — Hotels run on PMS so integration around room and guest information would make collaboration easier.
- **Guest Messaging** — Guest messages often result in tasks for the staff so integration is a must.
- **In room tablets** — For hotels that have room tablets, any guest request or message coming through the tablet should be integrated with staff collaboration.



MOST INTEGRATED  
VENDOR

amadeus

18 verified integrations

Browse integrations



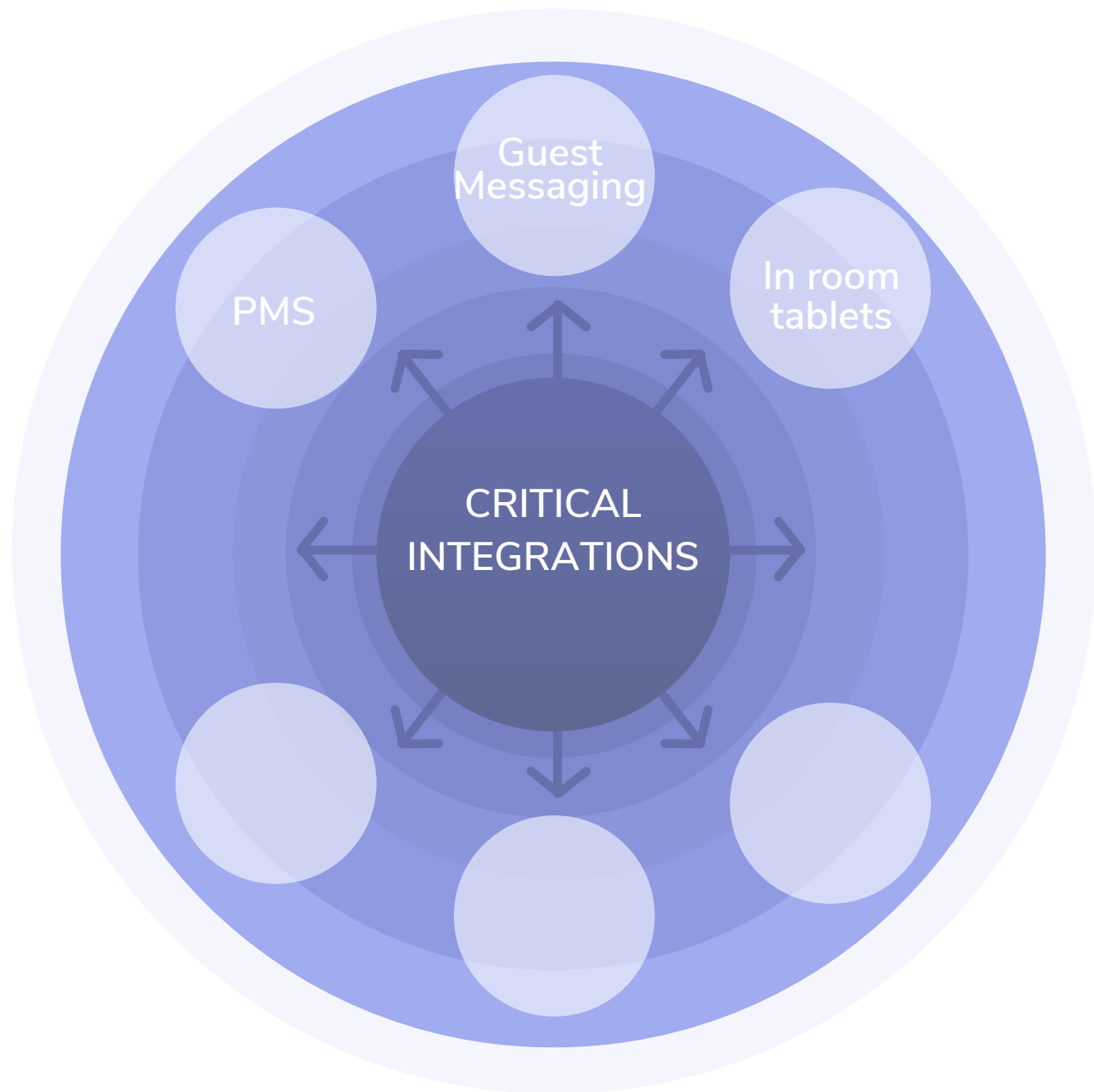
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

[View integrations >](#)



Need an integration built for your hotel?

[Connect with Hapi](#)



# WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS



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## HOW LONG DOES IT TAKE TO ONBOARD A USER?

Hotels have high turnover so it's important the software doesn't require special training.

Good: The software is very intuitive and self-training. Bad: Users have to be trained during an extended period of time.

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## IS IT EASY ENOUGH FOR OUR MOST TECHNICALLY CHALLENGED STAFF?

Hotel staff have varying technical abilities. The software should cater to all of them.

Good: Yes. Bad: no unless properly trained.

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## HOW WILL THE PLATFORM GROW AND ADAPT WITH MY BUSINESS?

Hotels change management companies all the time. The software should be able to handle any number of hotels in a portfolio. Good: The platform is scalable. Bad: you have to upgrade to another plan.

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## HOW DOES THE PLATFORM SUPPORT HOTEL MANAGEMENT COMPANIES?

Hotels are usually part of management companies that need to collaborate constantly to achieve portfolio wide results.

Good: The software is built to support all stakeholders. Bad: Management companies can receive periodic reports only.

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## CAN THE SAME PLATFORM SUPPORT OUR ENTIRE TEAM (E.G., SALES, MANAGEMENT, AND HR) OR IS IT JUST FOR LINE STAFF?

Hotels have staff beyond their operational roles (Front Desk, Housekeeping, Maintenance) e.g. Sales, HR etc who need to collaborate all together for optimal results. Good: Yes Bad: No it's meant only for operational roles.

# 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?

#### IMPLEMENTATION EXPENSE

Implementation fees vary based on the amount of training and customization that is required.

**Price range**  
\$0-\$100/staff

#### MONTHLY SAAS FEE

Ongoing software license plus support

**Price range**  
\$1-\$5

## IMPLEMENTATION GUIDANCE

### What does the typical implementation timeline and process look like to go live?

Approximate implementation timeline: **1-4 weeks**

One of the biggest factors influencing the implementation of staff collaboration and task management software is the culture of the hotel. Organizations that fully embrace the transition from pen and paper to software have a faster onboarding experience. It also helps to have a champion for the cultural change within the hotel who encourages, rewards, and motivates staff to move away from the old way of doing things while using the app themselves. Staff collaboration software is typically very user-friendly and easy to learn. Some solutions feature social media tools that people use every day, so staff can get up and running instantly. Other platforms have a variety of modules each with different functionality and an inherent slower learning curve. Often training can be self-guided. There is no downtime, and no integrations are typically required. One factor to consider is how staff will access the software. At a minimum, the front desk can login to the web app via a browser on the front desk computer, while mobile staff can use a phone or tablet. Often, mobile staff such as housekeepers can use inexpensive Android phones with no plan via the hotel's WiFi.

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# SUCCESS METRICS







## HOW DO I MEASURE SUCCESS?

**1**

### OPERATIONAL EFFICIENCY

Saves time by integrating staff communications on one platform.

Completion time for tasks: maintenance, housekeeping, guest requests

**2**

### GUEST SATISFACTION

Guest needs, requests, and complaints are visible and acted upon in a timely fashion.

Faster guest response time, more TripAdvisor reviews and higher ratings.

**3**

### REVPAR

Chat with website visitors and leads entered by Front Desk and collaborated on with Sales team leads to more revenue. Direct communications with guests via chat widget and text messaging leads to more direct bookings.

More sales leads, more booked room nights

# **SUCCESS STORIES AND FURTHER READING**

## CASE STUDY: CANDLEWOOD SUITES WAKE FOREST

United States

Property Owner

## CASE STUDY: TNJ MANAGEMENT

Brand

HelloShift

## CASE STUDY: HOTEL ZEPHYR

Boutique

ALICE

San Francisco

## CASE STUDY: HOLIDAY INN NASHVILLE-VANDERBILT

Branded hotel

Quore

## MODERN MESSAGING FOR HOTEL

Product description of how HelloShift is used by modern hoteliers to increase operational efficiency, guest satisfaction, and direct sales.

## THE SLACK GENERATION

How workplace messaging could replace other missives

## INTERNET TRENDS 2018

2018 Internet Trends Report highlights enterprise software that transforms collaboration

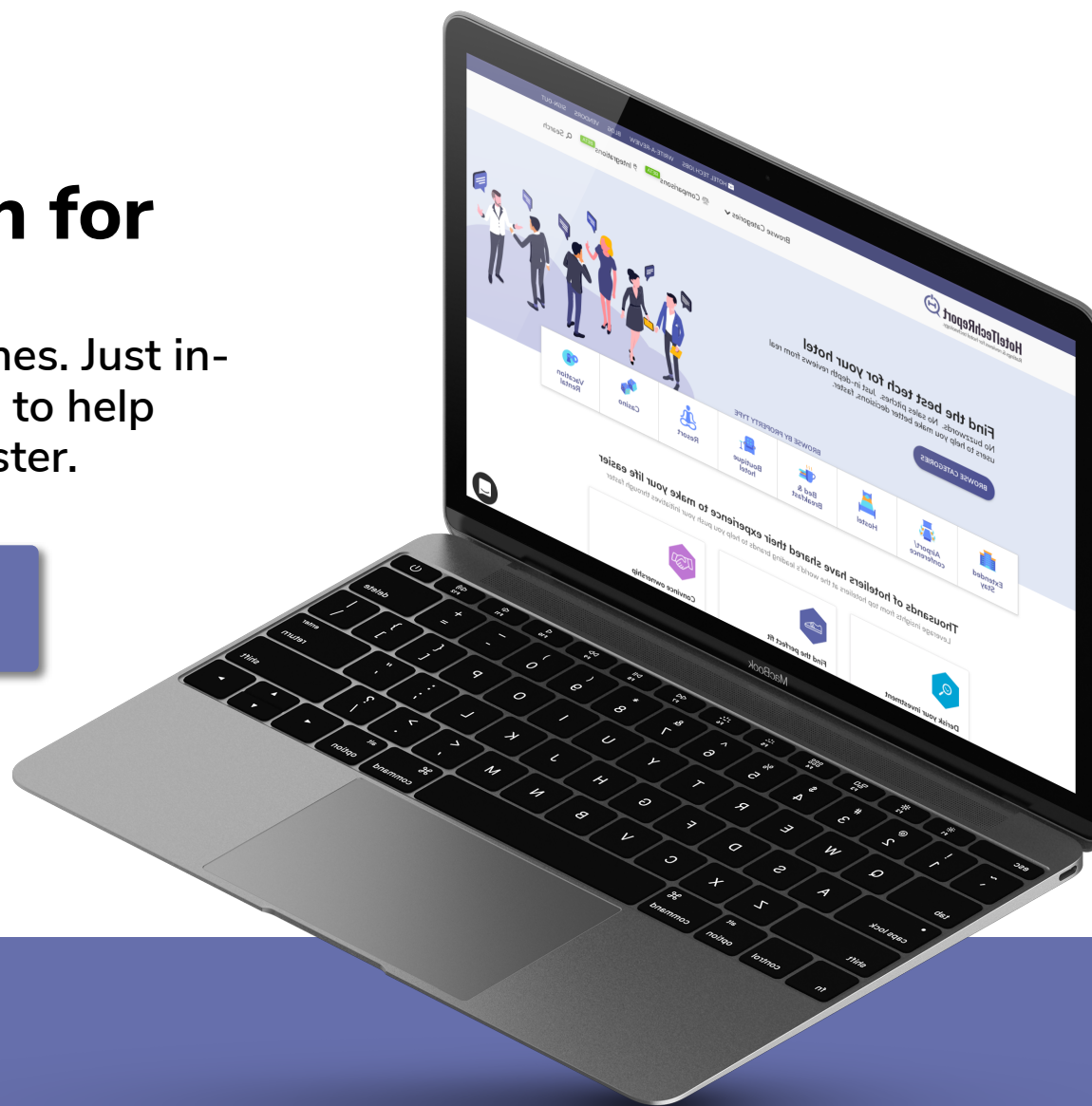
## MODERN MESSAGING FOR HOTEL TEAMS AND GUESTS

The vision behind HelloShift, problem it solves, how it integrates within the existing technology infrastructure at a property.

# 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](https://www.hoteltechreport.com)



HotelTechReport 

[www.hoteltechreport.com](https://www.hoteltechreport.com)