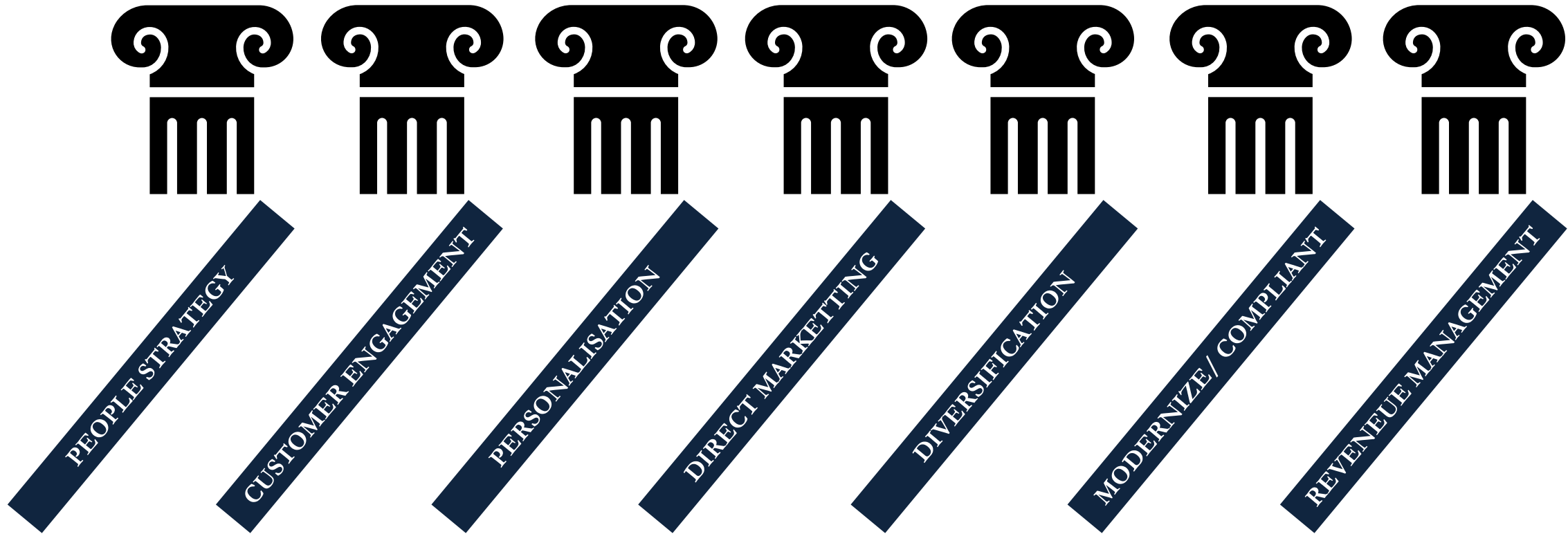


“Survival of the Fittest”
Post COVID -19 for Hospitality



7 Pillars of Survival





1. People Strategy

WHY

a) Externalization and b) labor cost correction



WHO

a) Operations and b) Human Resources



WHAT

a) Define key talent by department b) be prepared to reduce non-essential roles c) variablize cost by outsourcing and automation



To be done before re-opening and continue with agility



Results – a) Cost reduction b) Cost Variablisation c) Better guest satisfaction





2. Customer Engagement

WHY

Competition will increase and its key to have develop customer loyalty



WHO

a) Operations and b) Sales and Marketing



WHAT

a) Develop 360 customer engagement SOP before stay, during stay and after stay b) Fortify relationship with existing guests and develop new loyal guests



To be done before re-opening and continue with agility



Results - a) Increase return guest from b) Upselling value increase c) Survival in Competition





3. Personalization

WHY

Being bespoke is the only way to survive in a price war



WHO

a) Operations and b) Sales and Marketing



WHAT

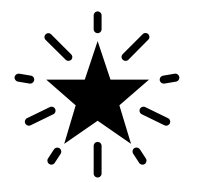
Develop guest recognition and personalization programs



To be done before re-opening and continue with agility



Results - a) Guest Satisfaction Index increase b) RGI growth c) Increase in return guests





4. Direct Marketing

WHY

Direct marketing will be most effective model of communication



WHO

Sales & Marketing



WHAT

a) Identify key target markets b) Identify key channels for direct marketing by market c) Develop execution plan for next 12 months



To be done before re-opening and continue with agility



Results - a) Direct customer engagement score increase b) Direct booking increase





5. Diversify Market Segment

WHY

High proportion of direct channels along with a good mix is the only way to survive the new world



WHO

Sales & Marketing



HOW

a) Develop own booking channels including website b) Balance mix of leisure and business, contracted and non-contracted across all hotels



To be done before re-opening



Results - a) Direct booking increase b) Healthy mix of other segments





6. Modernize/ Compliant

WHY

Weak product and process will not be able to survive in intense competition



WHO

Operations



HOW

a) Product improvement/ defect rectification b) Digitalize infrastructure c) Implement hygiene measures to be post COVID compliant



Ideally to be done before re-opening



a) All defect rectifications to be defined and completed during closure b) Plan to digitalize from reservations to check out c) Implement post Covid hygiene measures





7. Revenue Management

WHY

Revenue management is crucial to maintain agility post covid



WHO

a) Revenue Management and b) Sales and Marketing



HOW

a) Define special pricing for personalization and direct bookings b) Develop market intelligence capabilities



A month prior to opening and ongoing



Results – a) RGI leadership b) Return guests





Oxford Acuity Hospitality specializes in business transformation and have a proven track record of maximizing returns for owners. We have compiled the best practices for Post COVID-19 from various sources and developed the implementation program in consultation with a plethora of experts.

We can be reached on info@oxfordacuity.com for any assistance that may be needed for the 7 pillars outlined in this document.



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