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Tips to Elevate Customer Experiences (While Maximizing Profits!)

The Future of Exceptional
Customer Service in Hospitality is
Convenience



What does a typical customer look like in the hospitality industry? How do you and your brand influence their journey? What steps do you take to make sure they walk away with the best possible experience?

Questions like these can be difficult to answer for the biggest hotel chains on the market, let alone the smallest, but the answers to them can make or break your business. As they adjust to changing technology and different ways to reach their (newer, younger) customers, there has never been a better time to improve the customer experience.

Most hotel owners struggle to know where to start. In a world where trends change on a dime and reputations built up over years can fall apart with a single bad review, how do they grow their customer strategy without sacrificing the bottom line?

The answer is convenience.

A recent study by McKinsey & Company has shown that the acceleration of technology in most sectors—including hospitality—has conditioned consumers to expect speed and on-demand access to their desired purchases. And as a Harvard Business Review article noted, similar service providers aren't the only competition in town anymore; you are competing with the last best experience that your customers had, whether it's from a known rival hotel chain or a market disruptor in another industry. Are you up to the challenge?

Introducing CaaS: Convenience as a Service

Selfly Store by Stora Enso is a complete, easy-to-set-up solution to provide access to a wide range of goods and products in self-service vending machines. These unmanned micro-stores are ideal companions to any office, hotel, or even large corporate event space that needs to provide occupants of that space with extra comforts during their time there.

Convenience as a service, or CaaS, is a unique concept that is built into every Selfly Store. Our cabinets are open 24 hours a day, 7 days a week, and restockable with food, drinks, or anything else that your customers need when they need it most. Research shows that shoppers tend to choose convenience over other factors – and they're usually willing to pay a premium for it.

If you're in an industry that is fueled by happy customers and positive experiences, you're just like our customers. We have identified 5 tips for using Selfly Stores to elevate your customer experiences, put convenience at the core of your customer strategy, and maximize your profits.

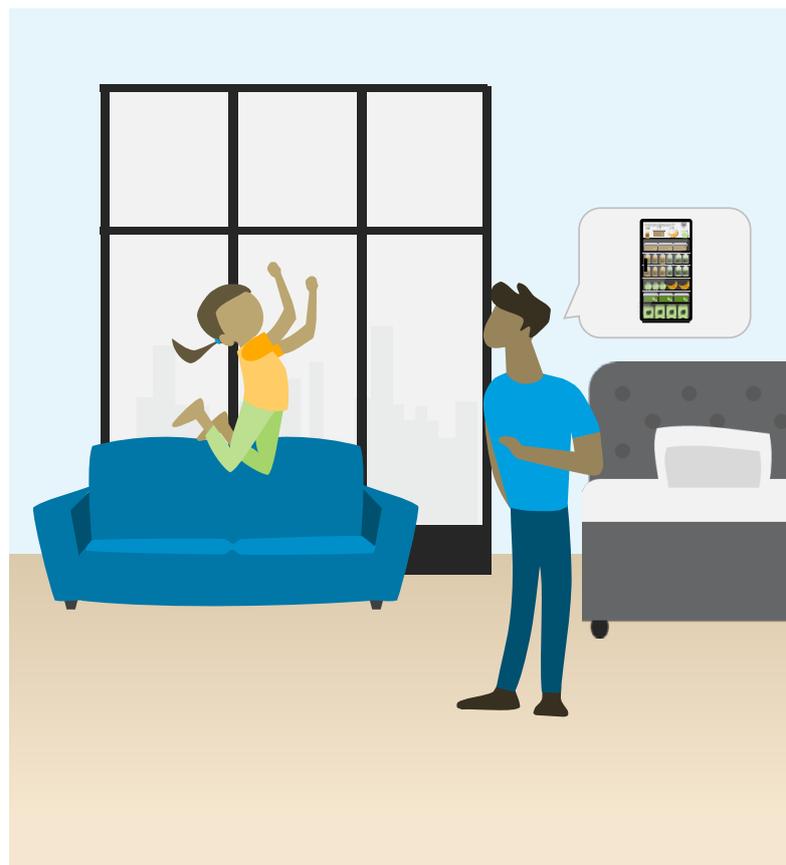
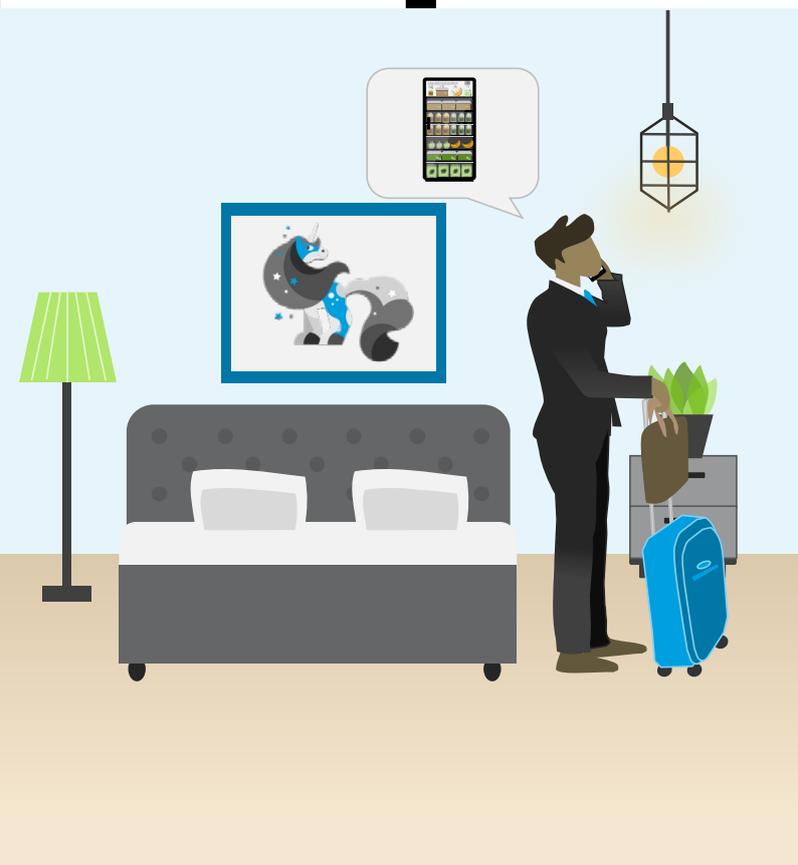
Show Up at the Right Time

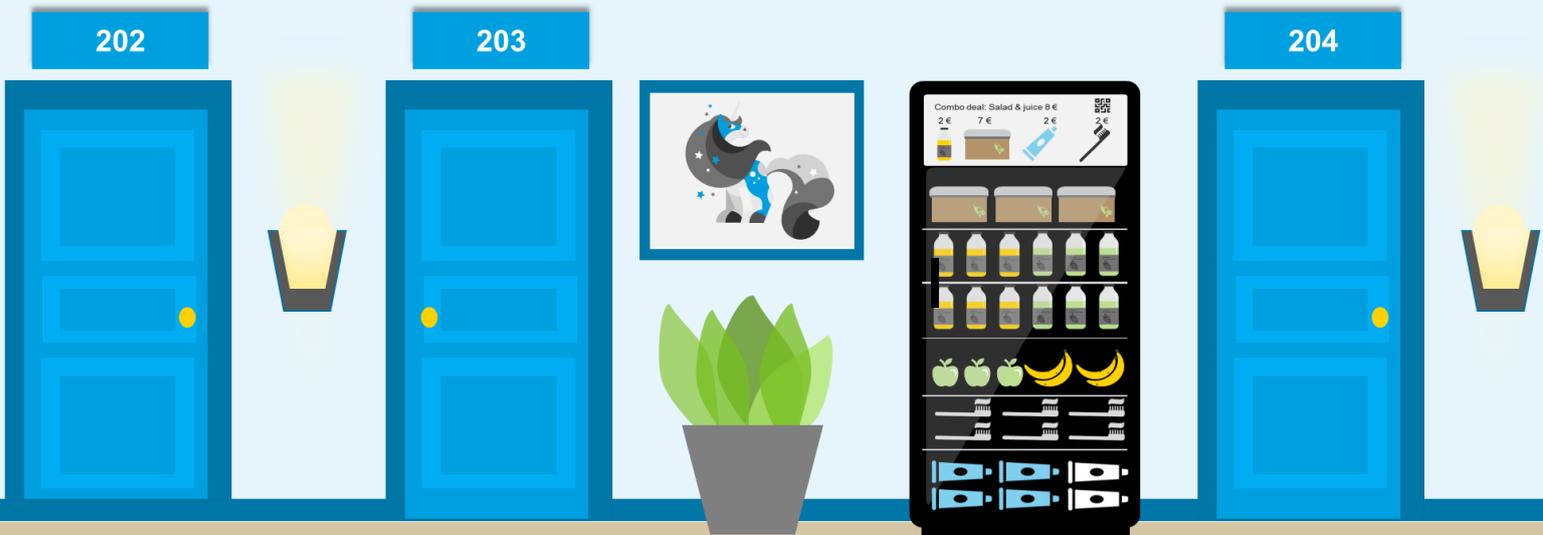
Travel is often one of the least convenient experiences that most people will go through for both work and leisure. Spending time away from home in unfamiliar cities and spaces can be disorienting, and most of them tend to find their bearings through familiar brands that offer the creature comforts that they've become accustomed to at home: Restaurants with standardized menus, stores with products they know and love, and hotel chains with trustworthy reputations. At Selfly Store, we have seen hotel owners make a real difference in their guests' stays by giving them access to the items that they both need and want during their stay.

” Hotel guests tend to arrive hungry or thirsty, some are also unprepared with all the travel essentials.

When weary travelers arrive late at night at the check-in desks, speed is usually the name of the game. They want to get checked in and into their room as quickly as possible. However, our experience has shown that there are a few elements at play. Hotel guests tend to arrive hungry or thirsty, so restaurants are on their minds. Some are also unprepared with all the travel essentials for their stay, such as soap and a toothbrush.

With Selfly Store cabinets, hotel owners can offer a fully stocked convenience store in the comfort of their lobby for their guests to enjoy at any time. It's open all day and night and helps guests avoid the stress of needing to figure out how to get what they need, even at times that are less than... convenient.





Integrate Micro-Stores Strategically

Where do your guests go after the check-in desk? Do they head straight to the restaurant? How long does it take to get to their room? The next step in leveraging Selfly Stores is by mapping out the literal journey that your customers take from the moment they walk through your front door. With this information in hand, you can see whether they have everything they need at each step. If not, you can figure out what is missing.

Hotel chains that use Selfly Store cabinets to deliver the missing ingredients in their customer journey have realized an important hack: Location is key. More specifically, the closer you can get the Selfly Store cabinets to the shopper, the more likely they are to shop!

By installing an intelligent cabinet on every floor, hotel owners create a truly unique shopping experience: an attention-grabbing one-stop shop with products that can be purchased immediately while wearing the most casual of PJs. Fill your Selfly Store cabinets with the essentials tailored to your guests' needs – like soap, toothpaste, earplugs, refreshments, and more – to deliver convenience to their doorstep.

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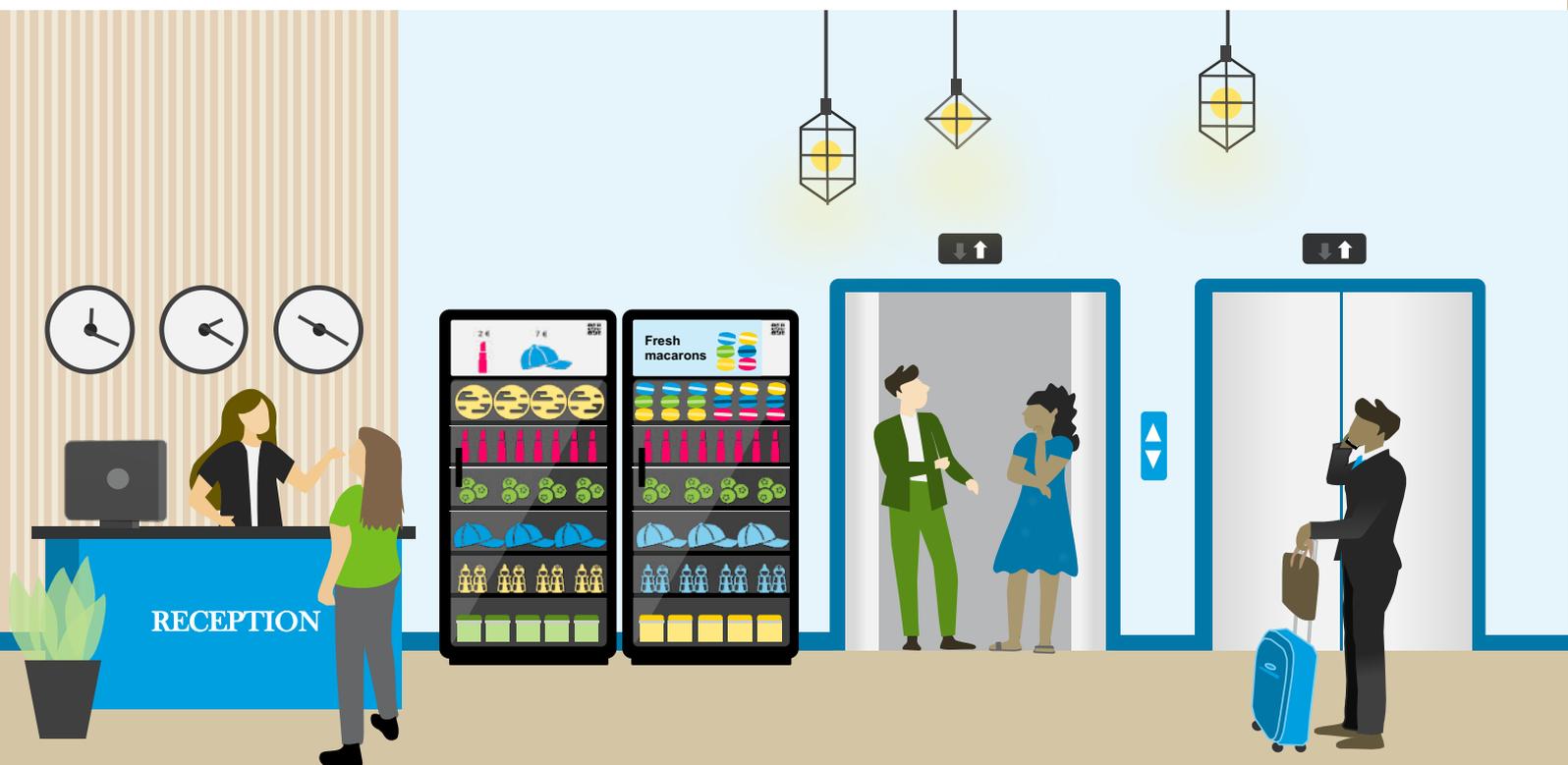
Create the High Street Experience

Shopping is an experience, and people feel very differently about it. Some do the bare minimum to get what they need; they seek out simple choices, straightforward pricing, and an easy in-and-out process. Then, there are those who can make an entire day of it; shopping is an event. They can spend hours browsing through stores, they don't stick to the one thing on their shopping list, and they know what they want when they see it.

Business owners can transform any lobby or waiting area into a truly high-street shopping experience for their customers. It's fun, surprising, and a rewarding opportunity to add value to an otherwise plain experience while capitalizing off those impulse purchases.

With Selfly Store, there can be something in our cabinets for everyone. Beyond the essentials, our cabinets can stock bigger-ticket items like gloves and scarves for those looking to wrap up in the weather that was colder than expected when they were packing. For the browsing shoppers, cabinets can store trinkets and toys, branded bottles and keychains, and collectible ornaments and souvenirs that make for the perfect keepsake or gift for those back home.

” There can be something in our cabinets for everyone.





Keep the Flow Going in Meetings

” Refreshments can be made available throughout the day without the need for anyone to set it up.

In both hotel conference rooms and other offsite meeting rooms, companies traditionally book a space for teams and important groups of people to meet, discuss key company topics, and make important decisions. It's almost comical how the most interesting discussions, or the most crucial points in those meetings are often the ones that get interrupted by the catering staff announcing that the coffee break has begun. It breaks people's concentration, interrupts the flow, and it's really hard to get back on track. (No one can afford to skip a coffee break either!) What's more, it's almost impossible to cater to special dietary needs if your group is too small.

We've all been there, but it doesn't have to be like that. Instead of working around a catering schedule, Selfly Store cabinets can be stocked ahead of time with a wide variety of meal choices for meeting participants to choose from themselves. Refreshments can be made available throughout the day without the need for anyone to set it up. By putting the customer at the center of this scenario, everyone wins. Discussions can go on without interruptions, hosts know that their participants will get proper meals and coffee breaks, and no one has to deal with the hassle of ordering and orchestrating the catering around the meeting agenda.

By favoring convenience over a pre-set schedule, our data shows that workspaces and hotels tend to sell more food and snacks more often than what would otherwise be consumed, with less waste in the process. As an added bonus, meeting hosts typically save a lot of money on catering costs when they have a fully stocked Selfly Store cabinet on-site for the meeting.

Skip the Queues during Events

Large-scale networking events are really where traditional food distribution methods are put to the test. Namely, during the lunch rush. When events are catering to hundreds – or thousands – of attendees and include a packed schedule of speeches and lunchtime sessions, there's a fair chance that event-goers will have a hard time getting their lunch on time. If they're not fighting against the crowd to make their way to the right place, they'll be standing in lines waiting to be served. All the while, they're figuring out where to sit to get some work done before jetting off to their next session or networking meeting.

It's a stressful situation and, again, it doesn't have to be. To avoid the hassle of long lunch lines, Selfly Stores are an excellent solution to the problem.

With 10 or 20 cabinets strategically placed around the event venue, organizers can stock a wide variety of grab-and-go options for attendees so that they can get on with their day more quickly. Providers can choose to offer any number of fresh food options – including salads, wraps, and sandwiches – that cater to both general and special dietary needs. To help attendees focus on making the most of their day outside of the office, Selfly Store cabinets can give them the fuel they need to keep them going throughout the day.

The more you save your customers through automation, the more they will spend with you. And Selfly Stores are not only convenient, but they're also fast. The entire process – from choosing what to buy, to making the purchase, to walking away – can be done in 30 seconds!

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A look at the data

Did we mention that Selfly Store cabinets are essentially intelligent vending machines? That means that we not only offer a centralized platform to control and monitor the cabinets, but we collect data on the items sold in them too. We use this data in a variety of ways to help our customers – in over 20 countries – maximize the impact of their cabinets and make sure they're selling more of what their customers need, when they need it, and at the price that they need it.

Our 2021 data shows that our hotel customers typically sell more beverages than restaurants or workplaces. Clients here tend to be moving quickly in and out of the hotel, so they mostly prefer drinks that can be picked up on the way to where they need to be. While drinks are more popular than food, there is one clear winner: Pepsi Max is the most sought-after drink on the list. Snacks follow closely behind beverages as the second biggest seller from Selfly Stores.

Interestingly, the most popular time for hotel guests to raid the Selfly Store fridges is between 9 PM and 3 AM. During this time, guests tend to make bigger purchases, with guests buying a mix of snacks, beverages, and basic toiletries all in one go.

In contrast, more than half of purchases made in workplace Selfly Store cabinets are meals. Office workers and offsite meeting participants generally stay close to the Selfly Store cabinets and leverage the convenience of having a large variety of food options close to where they need to be all day long. As a result, they make more food purchases more often than in other places.

The key takeaway from this research should be that the successful implementation of Selfly Store units depends on businesses using data to modify their product selection. And the best businesses do their own research by paying attention to the needs and desires of real customers. Remember, the goal is to reduce their stress over finding basic necessities, make it convenient to access the nice-to-haves, and keep them coming back for more. By integrating these five steps into your customer strategy, along with the data that matters the most to your business, you can elevate your customer experience to exceptional new heights.



(Bonus) Boost Your Sales with Dynamic Pricing

Ok, we're feeling generous, so we have one final pro tip for you – but this one is not as easy.

Whether you are catering to hotel guests or crafting better event experiences, there is more that you can do to incentivize people to buy from your Selfly Stores. To capitalize on CaaS at a strategic level, smart business owners will leverage data and consumer buying behavior to shape their pricing strategy.

Dynamic pricing refers to the practice of adjusting the cost of specific items based on insights that will maximize sales during defined periods of time. This could mean introducing discounts when fresh food items are close to their expiration date, or creating bundle offers to move products off the shelves more quickly. Manage these fluctuations centrally and seamlessly, and automate them for maximum efficiency.

Take, for example, late-night snacks. We know from our research that hotel guests typically make bigger purchases that involve snacks between the hours of 9pm and 3am. This means that hotel owners would benefit from introducing a surcharge between those hours. Our data shows that customers are still likely to make their intended purchase with the surcharge; they are willing to pay a premium at that hour for the convenience of the purchase. Guests can shop without leaving the hotel, products get sold more often, and hotel owners can benefit from the increased demand during those late hours with automated dynamic pricing.

Bundled offers are also a great way to incentivize purchases of products that may be less popular in Selfly Store cabinets. Shoppers are likely to pursue bundles that make them feel like they are getting a good deal, whether they need the additional products or not. It's the "two for one" or "buy two get one free" offers that we all know and love.



Ready to Elevate Your Customer Strategy?

From hotel check-in desks to corporate networking events, service providers have every reason to make their customer journey as enjoyable as possible. By integrating Selfly Stores strategically along the customer journey – mapping out the right time, place, and process for maximum impact – service providers are bound to surprise and delight their clients and generate significant ROI. It's true when they say that customer satisfaction is key.

Speak to a Selfly Store representative today to see how you can transform the way your customers interact with your brand.

Contact us for more information:
www.selflystore.com

