

# Reviewing Your Guest-Facing Technology

Guest demographics and their needs are changing. Today's visitors have high expectations for an experience that's instant, personalised, authentic, and most importantly, well integrated with the technology they're accustomed to using for most everyday interactions.

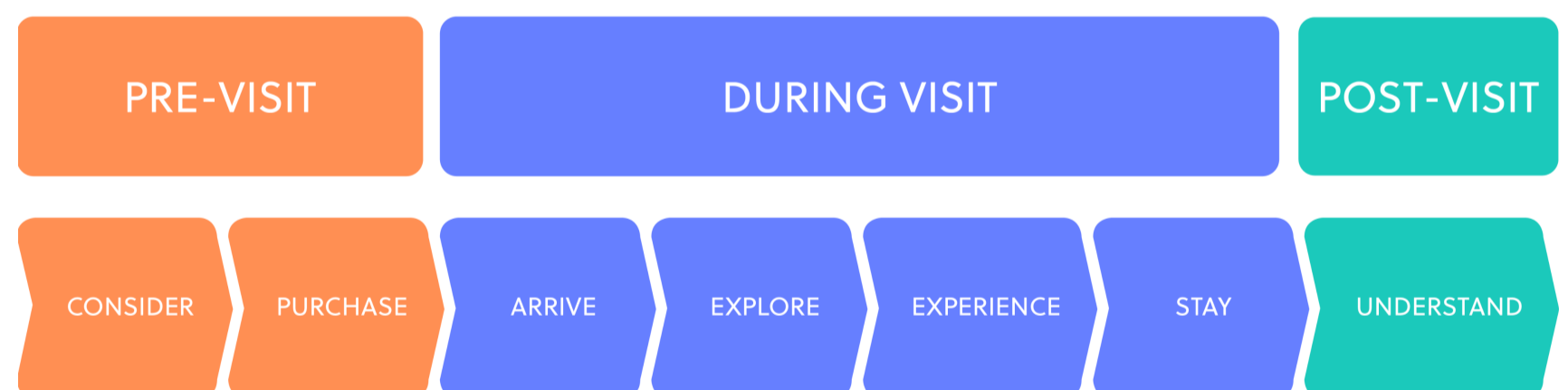
This worksheet will help you evaluate how your digital guest journey stacks up, and identify opportunities where technology can help you create more meaningful interactions that delight this new generation of guests.

Let's get started!

## Step 1: Identify your guest journey stages

Start by listing out all the stages and interactions a potential visitor has with your brand, before during and after their visit.

Your visitor journey may have slightly different stages to the example shown. That's ok, the important thing is to ensure all possible stages are captured:



## Step 2: Add your current systems

Creating a seamless, end-to-end digital guest journey doesn't always mean starting from scratch. Often, the best solutions can encompass multiple systems, integrated together to form a solution that's greater than the sum of their parts.

List out the capabilities of your existing systems and the value they deliver to your visitors and team. This is a great time to evaluate whether they're fit for purpose and whether they could be better leveraged to enhance the guest experience, or unlock additional insight.

### Step 3: Identify the gaps

Next look for the gaps. Think about the gaps in the experience for your visitors – how can you remove common frustrations? Are you missing opportunities to add value by communicating better, or incorporating personalisation?

Also consider the gaps which impact your ability to deliver on key business objectives. These could include things like; a lack of insight into how guests behave while they're on-site, understanding positive & negative feedback drivers, or identifying new opportunities to increase secondary spend revenue.



### Step 4: Spec your requirements

Now it's time to convert your findings into a wish-list of additional tools and touchpoints that would enhance the experience for guests and help you achieve business objectives. Make it aspirational! List every idea down, then refine your ideas later using simple voting techniques.

	£	££	£££
Low			
Medium			
High			

Once you've got a list of shortlisted ideas, do a cost vs benefit analysis on them. This can be done by assigning an estimated cost and benefit to each idea.

Categorise your ideas on the grid and start by prioritising the highest impact, lowest cost initiatives first. Don't forget to think holistically – if your idea solves one issue but impacts another part of the guest journey, it might need a rethink.

**What's next?** Hopefully you've now got a clearer view of your digital guest journey and the potential to unlock more value. We'd love to hear your ideas – [get in touch](#) to explore how we could help you make them happen.

