

How mobile apps are transforming Hospitality



*images for illustration purpose only, Sonin develop bespoke applications

WANT TO IMPROVE YOUR CUSTOMERS EXPERIENCE?

Today's connected customer has high expectations. They expect to achieve things quickly and efficiently wherever they are. So, making tasks such as booking reservations or ordering services lengthy and complex puts people off. With so much choice at their fingertips, businesses need to adapt to customers digital needs.

Launching a mobile app to streamline reservations, check-ins or simply managing a booking will significantly improve your customer experience and help you stand out above your competitors. With mobile first companies such as Airbnb or Deliveroo, hospitality companies need an app to improve the experience for their digital savvy customers.

HOW EFFICIENT ARE YOUR INTERNAL OPERATIONS?

If your employee's tasks are often disjointed and made up of numerous smaller activities with different requirements it will likely be impacting your business performance. Especially if tasks are either done manually, on paper or through a mix of different systems.

A mobile app enables the digitisation of manual tasks and also automation of many smaller tasks. Such as shift planning, stock ordering or checking in customers and taking food orders. Supporting your employees with an app that streamlines their tasks will have a significant impact on not just operational efficiency but also on employee morale.

THE SOLUTION

We're currently working with companies similar to yours to address similar issues. We've partnered with companies including The British Museum and Explore Thames to develop apps that better engage their customers and improve the overall visitor experience.

At the start of each project, we allocate time to define not just the purpose of the app but also pinpoint where it will provide the most value to your business. By developing a bespoke app we can directly address your challenges and guarantee that you'll not only hit your goals but also achieve ROI.

DO YOU STRUGGLE TO ENGAGE CUSTOMERS?

In today's connected world, engaging customers is a huge challenge for all businesses, particularly those in hospitality. Turning customers into loyal advocates requires continual gratification and valuable interactions.

Mobile apps offer opportunities to engage your customers both before, during and after their experience. Using personalised messaging to drive retention and provide additional value. Such as giving recommendations of travel options, local activities or extra services. Apps naturally fit into your customers lifestyle and by sending personalized communications will significantly increase their engagement and loyalty.

ARE YOUR INTERNAL COMMS DISCONNECTED?

Within the hospitality sector, teams are often dispersed across multiple locations with varying working hours. Where company culture is hard to instil and internal communications become difficult.

In order to connect your employees and improve staff moral you need to introduce a natural form of communication. Which is where mobile apps become an invaluable business tool. An app provides a platform for your teams to engage with one another, share company insights and increase the sense of community. They'll feel more valued and connected within the company.

"The team at Sonin have been extremely committed to our project. Communication at each stage has been excellent and they've managed our key stakeholders throughout the whole process"

Joe Clark, Director at GCMi (Grosvenor Credit Management & Investigations)