MEWS

Embracing a contact-free experience

A guide to going contact-free with Mews

Introduction

Safety and hygiene have never been more important, particularly in the hospitality industry. Whether you're running a hotel, a hostel, a vacation rental or any other kind of property, you have a responsibility to consider the health of guests and staff.

If you're powered by Mews, we've got great news: you're already with a hospitality solution that's able to ensure safer stays by encouraging a contact-free experience. But even if you're not yet a Mews property, there are still plenty of helpful tips and advice throughout these pages.

So how do you do it?

This guide will walk you through the steps you can take to go contact-free, from before guests arrive until their stay is over.

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Pre-arrival

As with most things, preparation is key. Set up contact-free processes and improve your guest communications from the beginning, and your guests will feel reassured before they even arrive.

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Your checklist ☑

Pre-reservation

Review your website

Guests want to know what you're doing to keep them safe. Be clear about any improved housekeeping standards and contact-free protocols etc.

Learn how →

Review your parking options, if applicable

You may get more guests visiting by car, so let them know on your website what the options are. You can integrate with modern parking solutions that are fully automated and don't require any forms to be signed or in-person interactions.

Learn how →

Update space types with new features or practices

This is a good opportunity to highlight increased hygiene standards. For example, if you're including hand sanitizer in each room, upload a new picture.

Learn how →

Your checklist ☑

During reservation

Add new services in booking engine, for example an airport taxi service

It's safer and faster for your guests, as they don't have to queue at the airport or use public transport.

Learn how →

Amend existing services in booking engine, for example F&B

Make sure you amend or remove any items that you no longer offer. Breakfast buffets carry a higher risk of contamination, because of uncovered food and the proximity of others. If you can, add a product in the booking engine for a contact-free breakfast, delivered to the guest's door.

Learn how →

Switch on payment automation for bookings

This can be set up for channel managers or our booking engine, meaning once the guest makes a reservation their card is automatically charged, so they won't need to queue to pay at your property.

Learn how →

Post reservation

Let guests perform a 100% digital online check-in

You don't have to do anything for this one, as every confirmation email comes with an automated online check-in link. This now includes a digital signature for guests, automatically creating a registration card in the system, eliminating the need for any signing or paper handover upon arrival.

Learn how →

Customize confirmation email

Use this opportunity to reassure guests by telling them of any social distancing policies you have in place, and inform them of any local guidelines, such as face masks.

Learn how →

Ensure that 'Chat with us' button is in all emails

Nowadays, guests are more likely to have questions, so make it easy to ask them.

Learn how →

Customize the 'Before start' email (sent 48 hours before arrival) to highlight the importance of online check-in

This is a vital guest communication where you can include the option to check-in online, removing any unnecessary contact on arrival.

Learn how →

Arrival

Arrival is one of the most crucial points of the guest journey. Most properties require guests to enter via the reception area, where queues and crowding can be common, and check-in is one of the moments where guests and staff are likely to interact in close proximity.

Diversify the ways for guests to check-in and you'll reduce queueing, creating a safer environment. This is your only chance to make a good first impression, so be sure to take the opportunity to assure guests that they're in safe hands.

Your checklist ☑

Set up a Mews Kiosk

For guests who haven't used online check-in, a Mews Kiosk lets guests self check-in on arrival, which is faster and safer than traditional check-in. Don't forget to clean the device regularly and place hand sanitizer or wipes nearby for guests to use..

Learn how →

Connect an integrated door lock solution

When guests use their phone as their room key, there's no need for any additional physical touchpoints like key handover. If this isn't an option, let guests encode their key during check-in via a kiosk.

Learn how →

Set up a Mews Terminal

A fully integrated Mews Terminal allows you to initiate payments in a single click, meaning that if a guest needs to pay for something in-property, they can do so quickly and contactlessly.

Learn how →

Stay

One of the trickiest aspects of the new normal is balancing increased hygiene and safety measures with the need to be welcoming and hospitable. Your two allies in this fight are automation and communication.

Automation isn't only about offsetting human contact — it's also about making your guests' stay more seamless and comfortable. And if you combine automation with clear and friendly communication, you're certain to give guests and staff peace of mind.

Your checklist ✓

Download our free housekeeping app

Rooms can be digitally assigned via Mews Operations, and housekeeping staff can use the mobile app to see when rooms are empty. Staff no longer need to knock on doors, reducing the chance of person-to-person contact.

Learn how →

Set allocation strategy to 'Random'

Doing so will ensure the even spread of reservations across your rooms, reducing the chances of guests meeting in corridors etc.

Learn how →

Provide clear messaging for your guests

Good communication is vital and will help guests to comply with new processes. Clear signs around your property, such as arrows for one-way systems or social distancing spacing, will minimize contact between guests and staff.

Learn how →

Encourage direct guest messaging

Real-time messaging through Mews Guest-Journey is a great way for your guests to talk to your front desk, as it means they don't need to walk to reception and risk contact with staff and other guests. You should have included messaging links in your emails, but leave a reminder in their room that they can contact you digitally.

Learn how →

Departure

The final step in a contact-free experience, it's important to maintain all the good work you've already put in during your guests' stay. It's particularly critical to have a safe, contact-free check-out process.

Your checklist ✓

Set up online check-out

Minimize person-to-person contact by letting guests check-out on their own devices from the comfort of their room. Enable this option to trigger an automated guest email on the day prior to departure, through which guests can settle bills and choose their check-out time.

Learn how →

Enable automatic check-out

Once enabled, rooms will be automatically checked out in Mews Operations at the time that the guest has chosen via online check-out. This lets housekeeping know which rooms to clean without the need to interact with front desk staff or guests.

Learn how →

Update 'post-stay' email

When a guest checks out, that doesn't need to be the end of your relationship. An automated post-stay email can be a powerful tool for engagement — for example, you could ask guests to leave a review that highlights your enhanced safety and contact-free features, which will help to convince future guests to stay with you.

Learn how →

Want to know more?

Mews customers

As always, if you have any questions, please reach out to your account manager or our customer care team and they'll be happy to help.

Non-Mews customers

Inspired by the Mews contact-free experience? This is only the beginning. **Book a demo** with one of our experts and find out how we can transform your property.

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