Recent research from Europe reported that almost 70 percent of hotel guests say that cleanliness and hygiene are the most important factor they consider when selecting a hotel.

The research highlighted that most people now make their decisions on where to stay using online ratings/review sites and that cleanliness and appearance of bedrooms and bathrooms were the most critical areas for guests when forming their opinions on where to stay.

In addition, the research, asked guests about which aspects of cleanliness they expected the hotel to always get right in bedrooms and bathrooms. In bedrooms, the three most important factors were clean linen, no evidence of previous guests, and the absence of bad smells or odours. In bathrooms, over three quarters said cleanliness of the toilet seat and pan was a factor, and almost half said it was the most important factor.

Two-thirds of the respondents stated that they had stayed in a hotel that was not clean, while 82 percent had told family and friends about their experience, 75 percent were put off returning, and 72 percent recommended family and friends not to stay there. In summary, the cleanliness of your rooms determines whether a guest will ever return.

Hotel guests will forgive some negatives during their stay but a dirty hotel or room isn’t one of them.

It is therefore vital that we ensure that the guest’s in-room experience is the best that it can possibly be. Standards and a system to ensure adherence to those standards is the key. The Housekeeping Touch System™ (Touch System) which has just been introduced to Australia allows hotels to do just that by removing inconsistencies in presentation and cleanliness.

The Touch System is an affordable and easy to use total quality management tool developed by hospitality industry professionals. It is used by top U.S. and international hotels and resorts to increase operational efficiencies, reduce labour costs and provide their guests with an improved and more consistent in-room experience.

The Touch System is a web-based mobile inspection system for use on an iPhone, iPad, Android tablet, Blackberry, Smartphone or desktop computer. Inspection results are recorded straight away whilst in the room.

It is an environmentally friendly solution that replaces manual paper tracking systems. It allows housekeeping staff to more effectively keep track the level of cleanliness via daily room inspections and also to track deep cleaning and preventative maintenance programs. Special inspections and maintenance tasks are no longer forgotten thanks to the auto scheduler. The Touch System, also gives hotel management the ability to track the quality and consistency of the work performed at their properties via on-line performance scorecards and specialty reports. This allows hotels to better reward and train their staff, as needed.

The Touch System also includes a Bed Bug self-inspection, which reduces a property’s likelihood of infestation problems and provides documentation of inspections to minimise their legal liabilities.
Housekeeping is the key behind the scenes department within a hotel and as we have seen from the research their work in delivering clean rooms determines whether a guest will ever return to your property. I believe we often forget how important their role is on the overall enjoyment of the guest’s stay. When a hotel provides it housekeepers with the right tools and equipment to do their job properly the guest is always the beneficiary.

The Housekeeping Touch System™ is one of those tools. It’s extremely simple and affordable whilst proving housekeepers with the ability to more effectively manage their hotels guest rooms.

It is the perfect tool for any hotel that wants to have control over the quality and cleanliness of their guest rooms.

For further information please contact Technology 4 Hotels Free call: 1300 503 657
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*Research completed by Hotelschool in The Hague in conjunction with Sealed Air’s Diversey business compiled responses from almost 700 people in 5 major EU countries.

TECHNOLOGY
Use it to enhance your Guest’s Stay

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