

Checking your hotel's payments potential

Amid shifting guest expectations and evolving technology, hotels need a new level of operational agility to keep up with the demands of a changing industry.

This checklist is designed to help you assess your current payments setup and identify any gaps. The more checkboxes you're able to tick, the better positioned you are to utilize payments as a strategic business tool to help drive growth.

If you have any questions for our Adyen payments experts, contact our team [here](#).



Set up for SUCCESS

How much time are you
spending on internal
daily operations?

Online bookings

When taking direct bookings, how easily
can you:

- Accept pre-payments and automatically link them to your PMS
- Offer relevant, local payment methods to international guests
- Handle payments for no-shows
- Securely store payment information to be used for subsequent authorised transactions (e.g. room service)

Check-in/out process

When checking in your guests, are you
able to:

- Offer guests the option to check-in prior to arrival (e.g. through an app)
- Offer self check-in kiosks to check-in and make payment
- Offer the same payment methods on premise as those offered on online

Restaurants

While running your daily operations at the
restaurant, are you able to:

- Accept an online deposit to secure a table reservation
- Take orders on a mobile terminal and allow guests to pay on the same terminal
- Use mobile terminals at a table and that can automatically split a bill or give the option to add a tip
- Offer relevant payment methods
- Provide QR codes that link to your menu and allows guests to order and pay online
- Offer guests the option to add their dining charge to their hotel bill (e.g. on check-out)

Making better decisions, faster

How straightforward is it
to gain insights?

Data insights

When utilizing payments data to leverage insights, are you able to:

- Recognize which country your guests have come from
- Recognize which bank issued the guest's card to facilitate restaurant promotions
- Have a single view of payments made across all channels and locations
- Utilize payments data to identify buying patterns
- Leverage payments data to build targeted, customized loyalty programs and promotions

Reporting and reconciliation

While running your every day business, how easily can you:

- Predict your settlements by having a single view of all payment method settlements
- Understand your average revenue across channels to assist on your pricing strategies
- Automatically store terminal receipts into your PMS or cash register
- Dynamically close your end-of-day sales to match your PMS reconciliation
- Perform payment reconciliations that match sales revenue to your bank settlements

Be compliant

How do you keep your customer details secure to comply with PCI regulations?

Privacy & Security

While handling customer data, are you able to:

- Avoid the collection of credit card information and manual terminal entries
- Work with a partner that provides PCI DSS secure processing
- Enable call centre staff to securely capture payment information
- Send secure payment links to guests to avoid revealing card data on the phone or in an email

How did you do?

We hope this checklist has shown you the potential of a strong payments platform - from enabling personalized loyalty programs and refined guest experiences, to streamlining your processes and expanding new service offerings.

Like discovering a Hidden Star.

Ticked most boxes?

Congratulations, you're utilising your payments setup to its full potential.

Didn't tick many boxes?

Adyen is here to help.

About Adyen

Adyen is the technology partner of choice for growing businesses to the world's largest companies including Raffles Hotel, mk | hotels, Facebook, Uber, Spotify, L'Oréal, Cathay Pacific, Singapore Airlines, Grab and Klook. It is simple and secure, fast to integrate and gives hospitality brands peace of mind that all their payments needs are covered so that they can focus on reaching their business goals.

If you're ready to follow some of the world's leading hospitality brands and unlock your Hidden Star, we're here to help. Simply **get in touch** with your Adyen team today.