

Payments and Guest Experience

As a hotelier or host, you have a lot on your plate. You'll have to deal with staff issues, marketing, budgets and maintenance, but have you thought much about your payment processor?



Payments are an integral part of the guest journey, and having a modern, seamlessly integrated payment processing system can make all the difference in delivering a great guest experience.

PRE-STAY

Win Direct Bookings

When shopping online, 17% of consumers leave if **they don't trust the site with their credit card info**, and 7% leave if **the site doesn't offer enough payment options**. Offering a secure payment processor on your booking engine with a wide range of payment options can help you win more direct bookings.



CHECK-IN

Protect Guest Data

Ensure that your guests' credit card info is safe from the moment they check-in. The hospitality industry is a **prime target for cyber attacks**, and it doesn't help that **payment security compliance has dropped by 50%** in recent years. A payment processor that complies with the 3DS and PSD2 mandates keeps your guests' credit card info safe and protects your business from data breaches.

ON PROPERTY

Encourage Increased Spending

The use of mobile wallets like Google Pay and Apple Pay increased more than threefold in 2020, but only **28% of hotels offer mobile payment options**. Consumers **increase their total transaction frequency by 23%** when using mobile payments, so offering frictionless payment options on property makes it more likely for guests to buy add-ons, dine, and shop onsite.



CHECK OUT

Simplify Check-Out and Reduce Reconciliation Time

A payment terminal that is integrated with your property's PMS reduces check-out times and **can slash reconciliation times by up to 90%**. With everything synced and in one place, managing your books will be easier than ever, leaving you more time to focus on your guests.

POST STAY

Limit Chargebacks and Fraud

Merchants lost **4.4% of revenue to chargebacks** in 2019, with **34% of them saying that they had experienced "friendly fraud"** from their customers. Having an in-house support team from your payment processor to provide best practices for managing chargebacks can help you better win disputes and keep costs down, which is better for your business and your guests.

