

Your Hotel SuperApp

A collection of apps to gain revenue across customer lifecycle

Powered by **GoYaana**

Tell us about **GoYaana** startup

GoYaana is a hospitality technology startup from Bangalore.

It's founded in 2019 by *Prasad Patil & Varun Thomas*, former employees of Yahoo & Ericsson.



“We started GoYaana with a vision to enable hospitality businesses to go direct-to-consumer (D2C) with next-gen digital tools”

We are proudly **supported by**



How is GoYaana enabling the hospitality industry?

In the past, 70 percent of the revenue used to come from rooms. Now globally the hospitality industry is seeing a shift in the revenue towards 50-50. At times even a higher percentage of **other sources of revenue than rooms** – mainly driven by the need to have experiences.

“Hoteliers want capabilities to monetise every aspect of the customer journey both inside and outside the hotel room as well as in property and off property experiences” - Nick Jeffrey (VP of Sabre)

GoYaana enables the hospitality businesses to **monetise every aspect of the customer journey** with next-gen technologies.

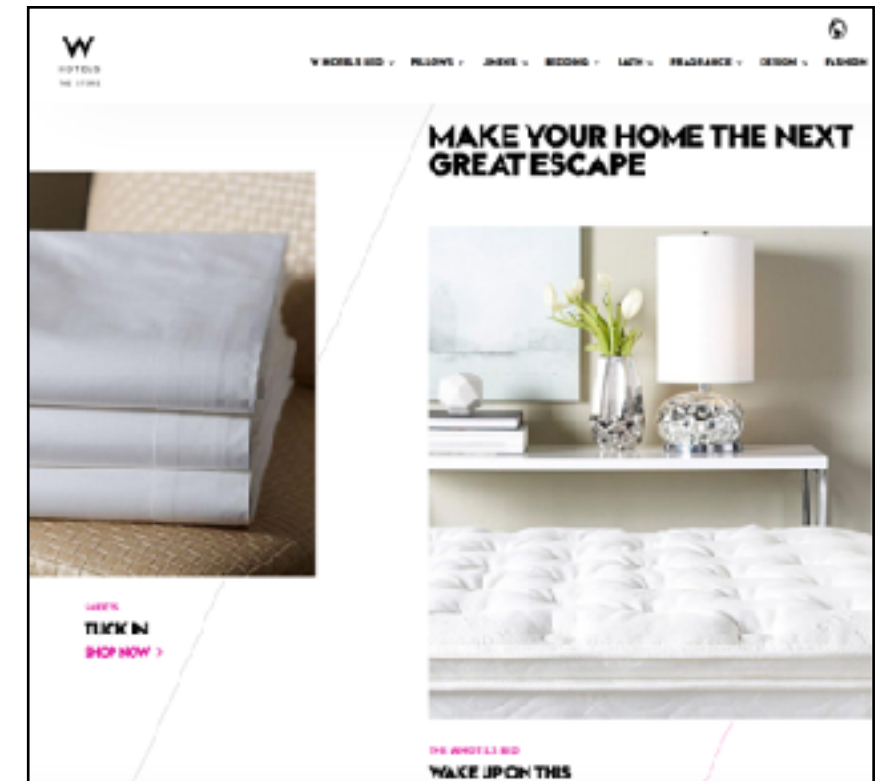
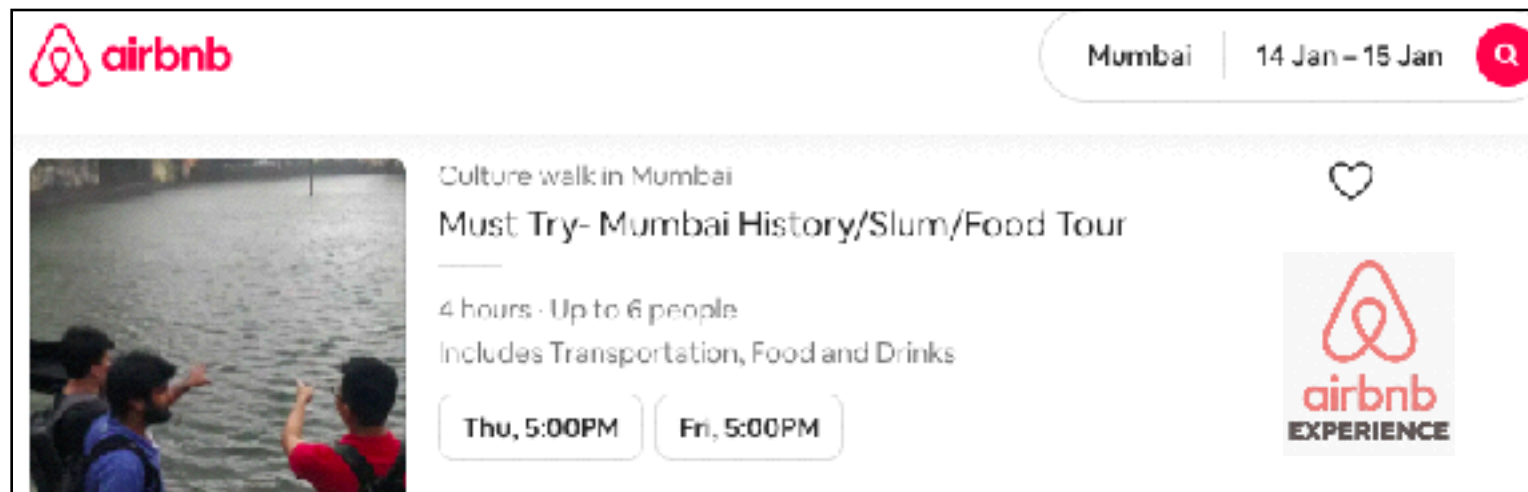
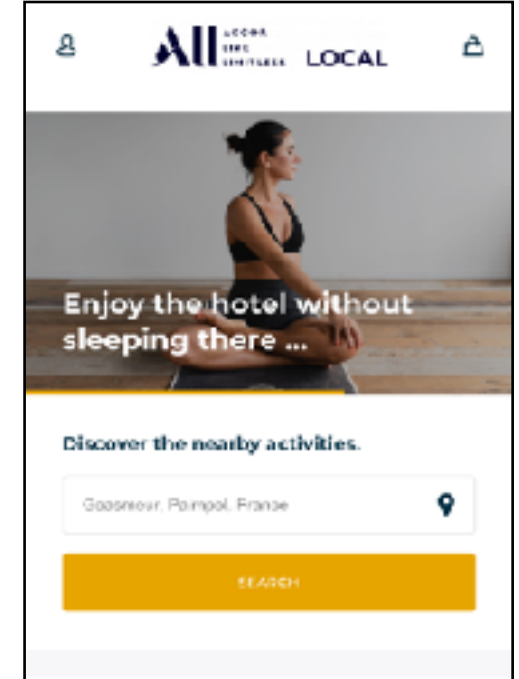
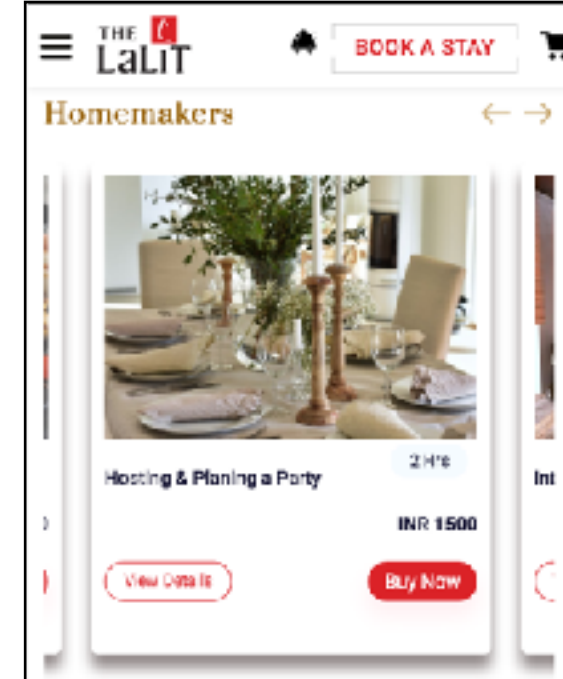
What is hotel “SuperApp”? Is it an App?

“SuperApp” is NOT just one app. It’s a **collection of webapps** to generate revenue across your customer journey.

“**SuperApp**” is available in **your own hotel branding** through an affordable software subscription (SaaS) price.

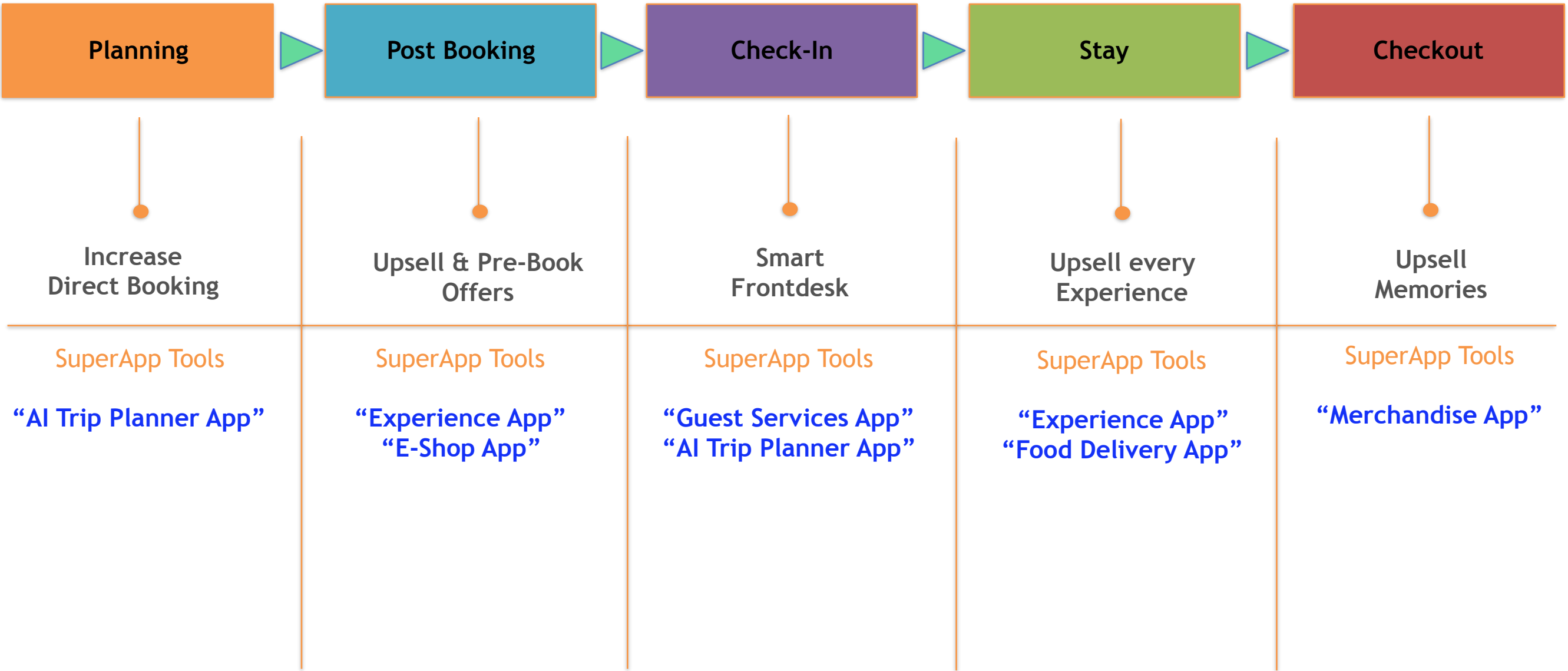
These apps are designed based on some of successful business models by leading hospitality players.

Give some examples of these **successful business models** that SuperApp supports



Got it!! How will SuperApp generate more revenue for our hotel?

SuperApp's tools sit across your guest lifecycle to generate more revenue



OK!! Let's go a little in detail.

Planning Phase - Increase direct booking

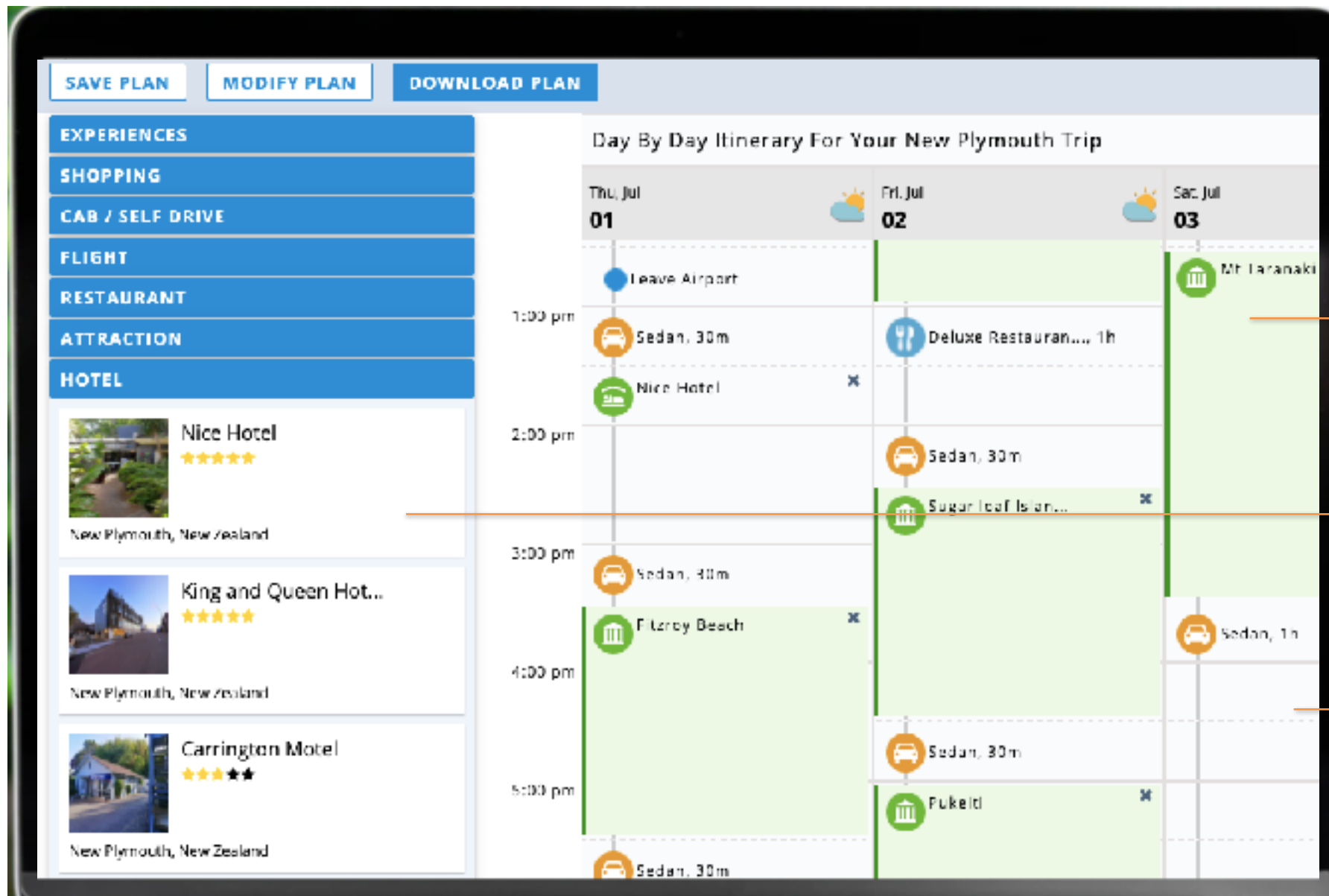
1. “Plan Your Trip” plugin on your website
2. Digital travellers search on google or OTA to discover your hotel
3. They visit your website to find more details
4. They hit “Plan Your Trip” & instantly create their entire trip on your website
5. Your sales team engage with them and conversion happens

47%

decided not to book
because of UNMET
NEEDS.

26%

decided not to
book because
of PRICE.



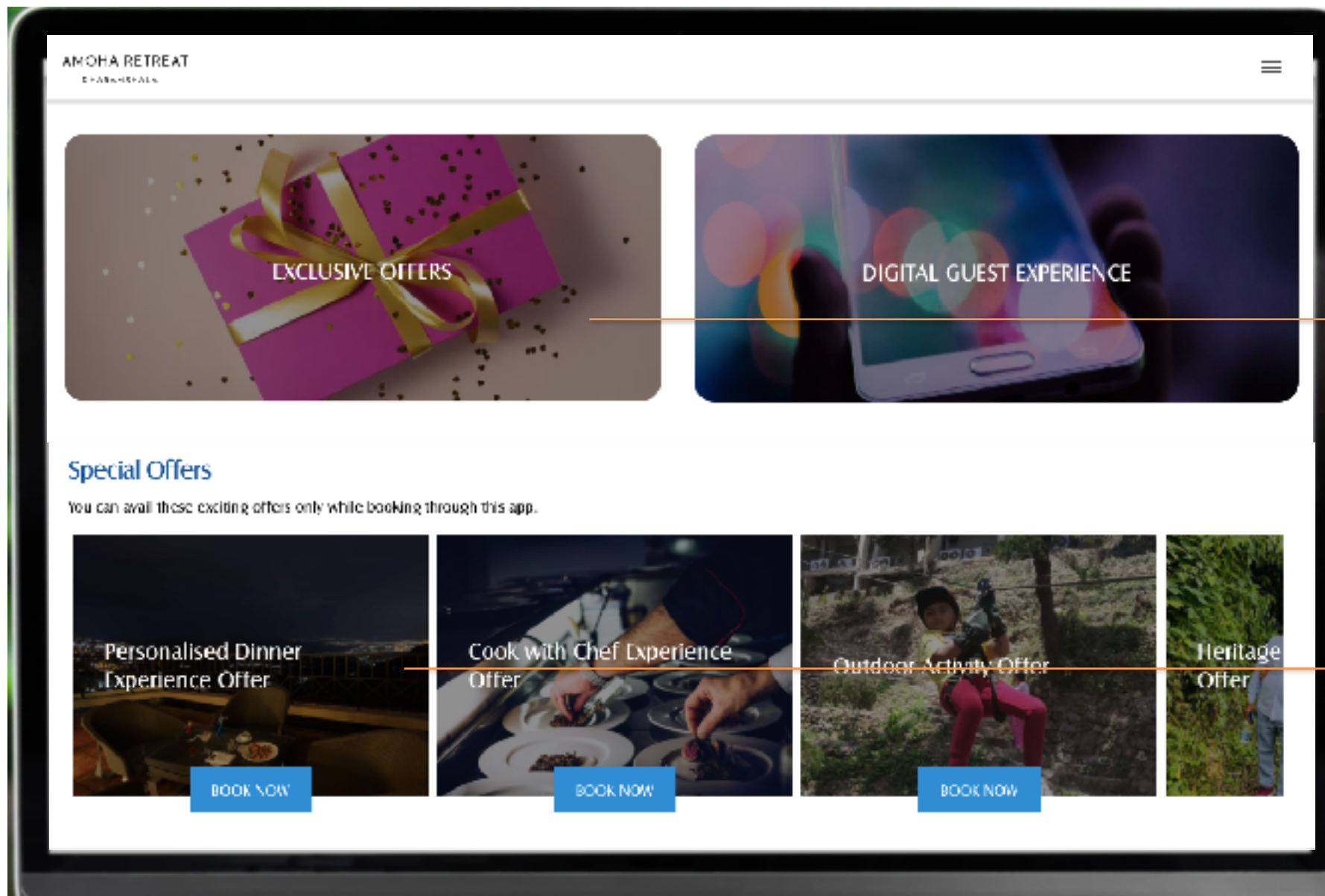
Hour-by-hour itinerary
backed by machine
intelligence

Can drag & drop to
customise

Consider numerous
data points for
most efficient plan

Post-Booking Phase - Upsell Offers

1. Hotel send “Booking Vouchers” through internal PMS/booking engine.
2. In welcome email & booking voucher mention “Pre-Book offer” section.
3. Guests select date and time slots to pre-book exclusive offers.



Showcase Exclusive
Pre-Book Offers

Make guests
excited about their
upcoming trip

Check-In Phase - Smart Frontdesk

1. Guest check-in to the hotel and front desk need not have to detail about the experiences any more.
2. Guest scan QR codes to know more details and they explore on mobile
3. Avail contactless check-in and other contactless services (optional)



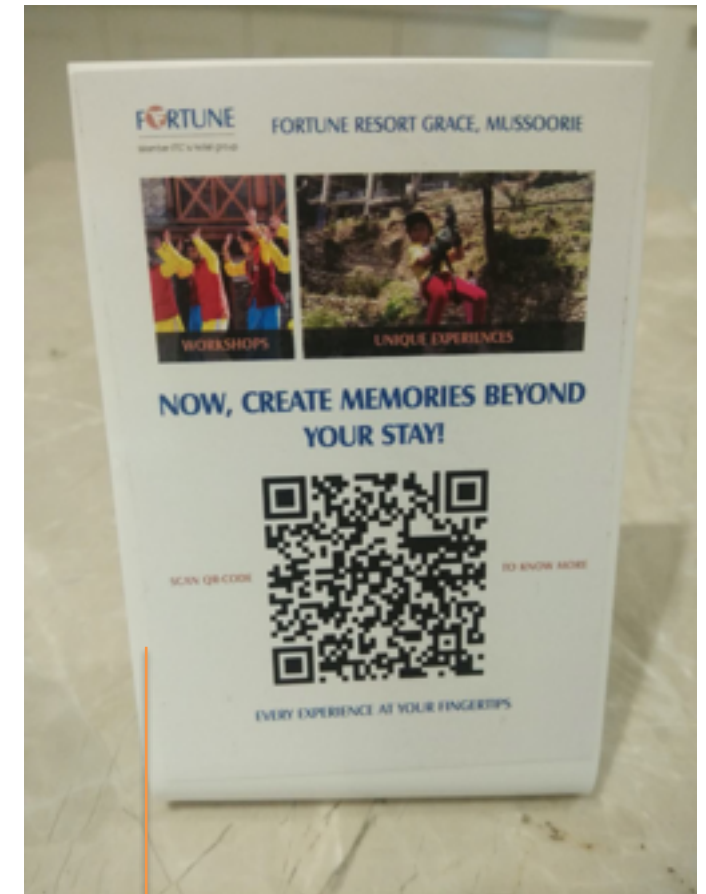
Standee across resort



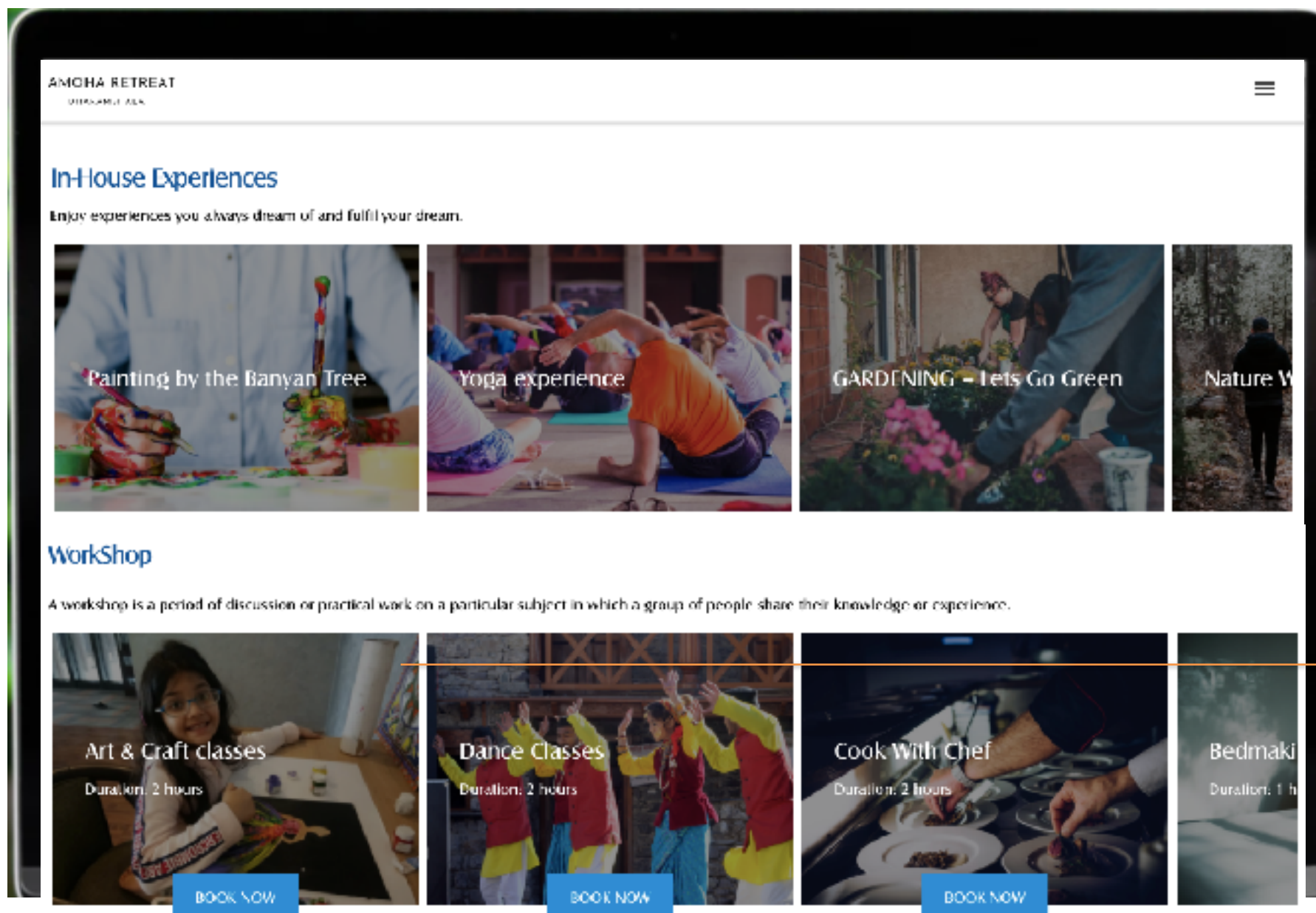
Easy access to guests when front desk staff is busy

Stay Phase - Experiences

1. Upsell every experience at hotel eg: Pool Side Dinner, Art Class, Trekking.
2. QR codes at rooms/restaurants is a constant reminder for guests to access and book IN-HOUSE, DINING, LOCAL experiences and unique WORKSHOPS



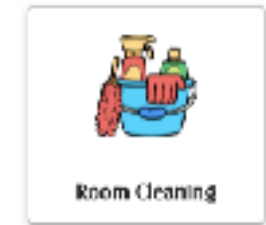
● Mini-Standee at room & restaurant



● Upsell
INHOUSE,
WORKSHOPS,
DINING and LOCAL
experiences.

Stay Phase - Contactless Services

1. Upsell every experience at hotel from “Pool Side Dinner” to “Art Class” to “Trekking”.
2. QR codes at rooms/restaurants is a constant reminder for guests to access and book IN-HOUSE, DINING, LOCAL experiences and unique WORKSHOPS



Select an Ideal time for us to work in your room

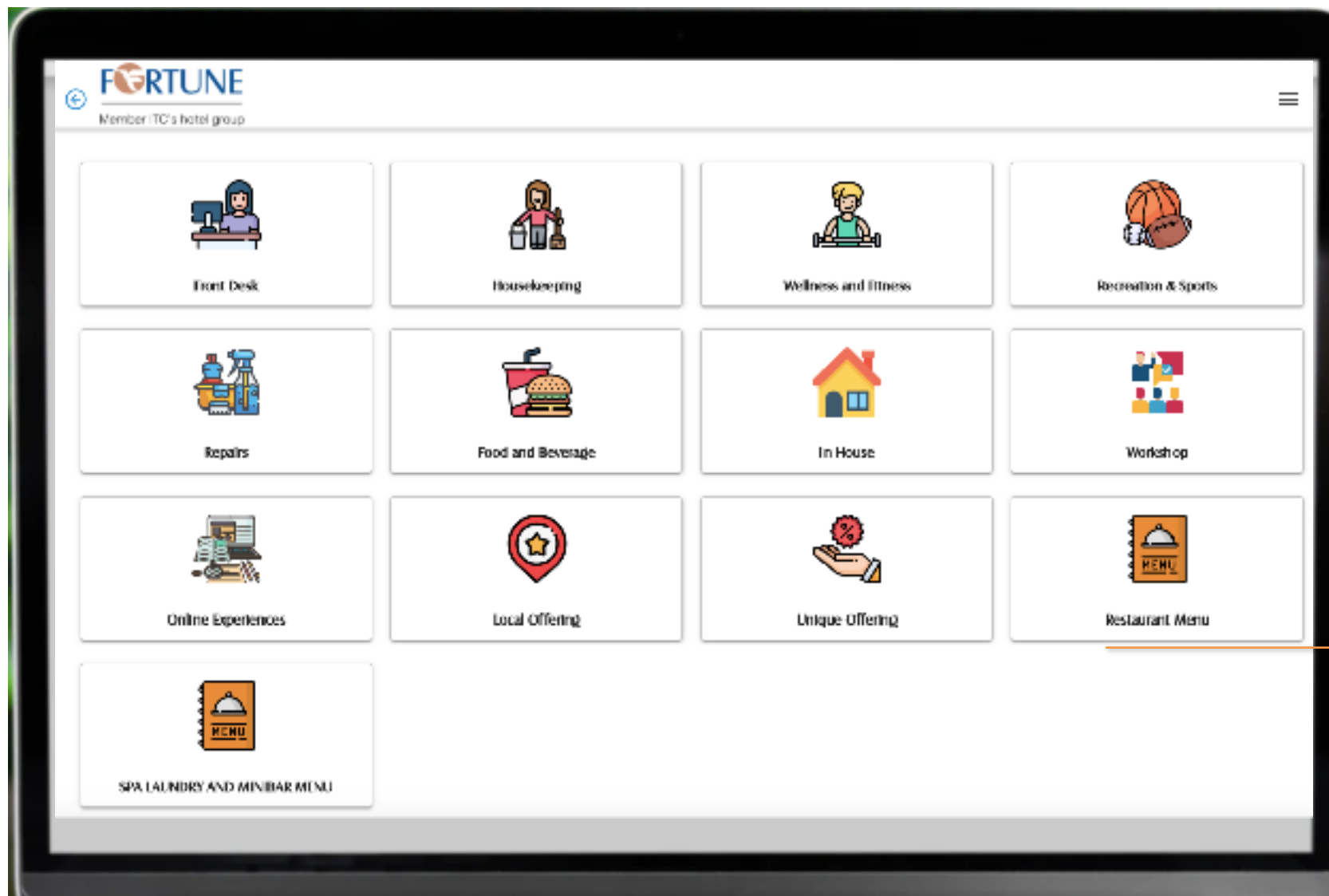
< Thursday, March 24, 2022 >

09:00	09:40	10:20	11:00
11:40	12:20	13:00	13:40
14:20	15:00	15:40	16:20

Submit Request

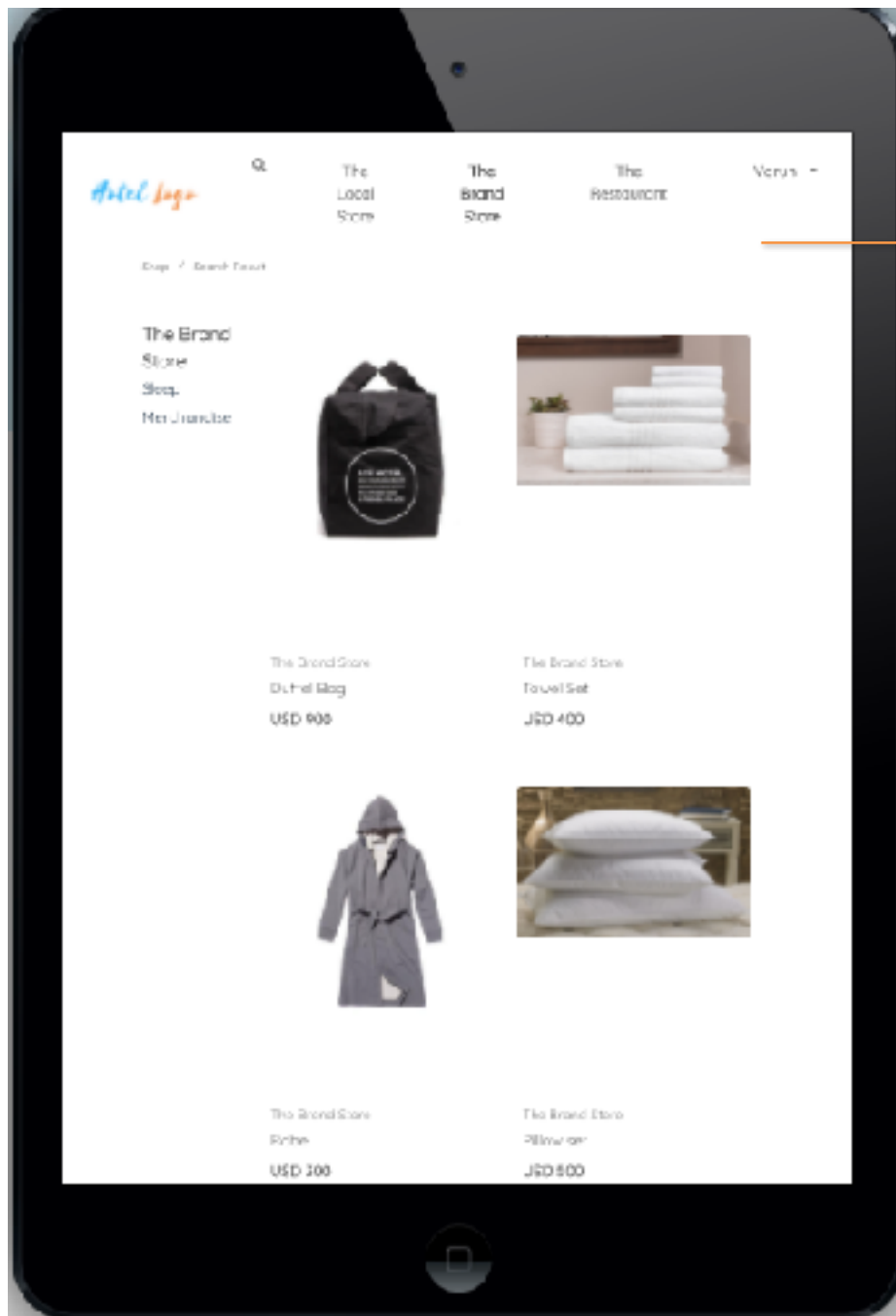
Time Slot Booking

Housekeeping,
Repairs, F&B,
Recreation,
TravelDesk etc.

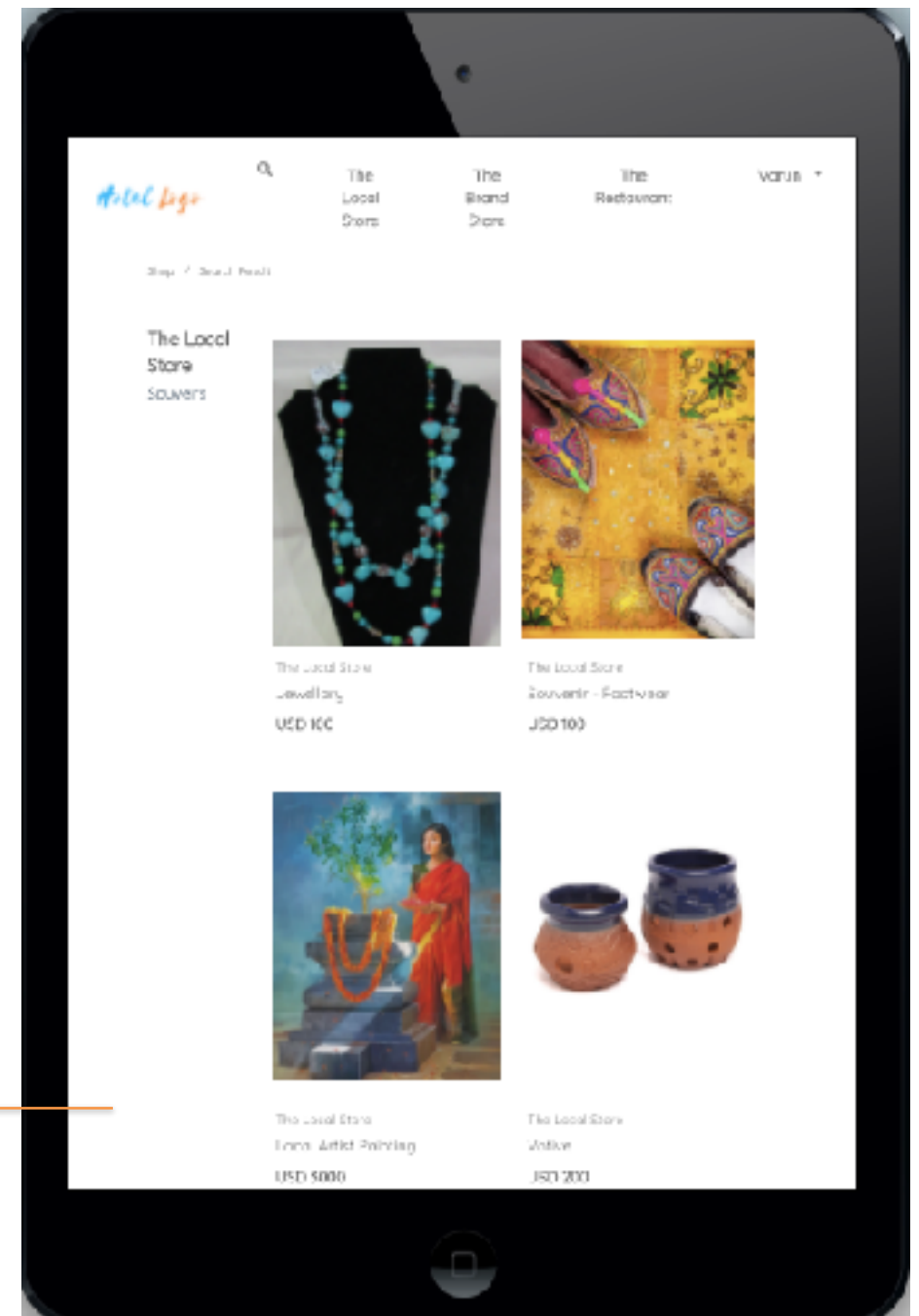


Check-out Phase - Upsell memories

1. Use merchandise app link during checkout and also send in feedback form
2. Keep customers engaged in marketing through merchandise app and brand store to make them return guests and tapping into revenue even during off-season.



Hotel Brand store

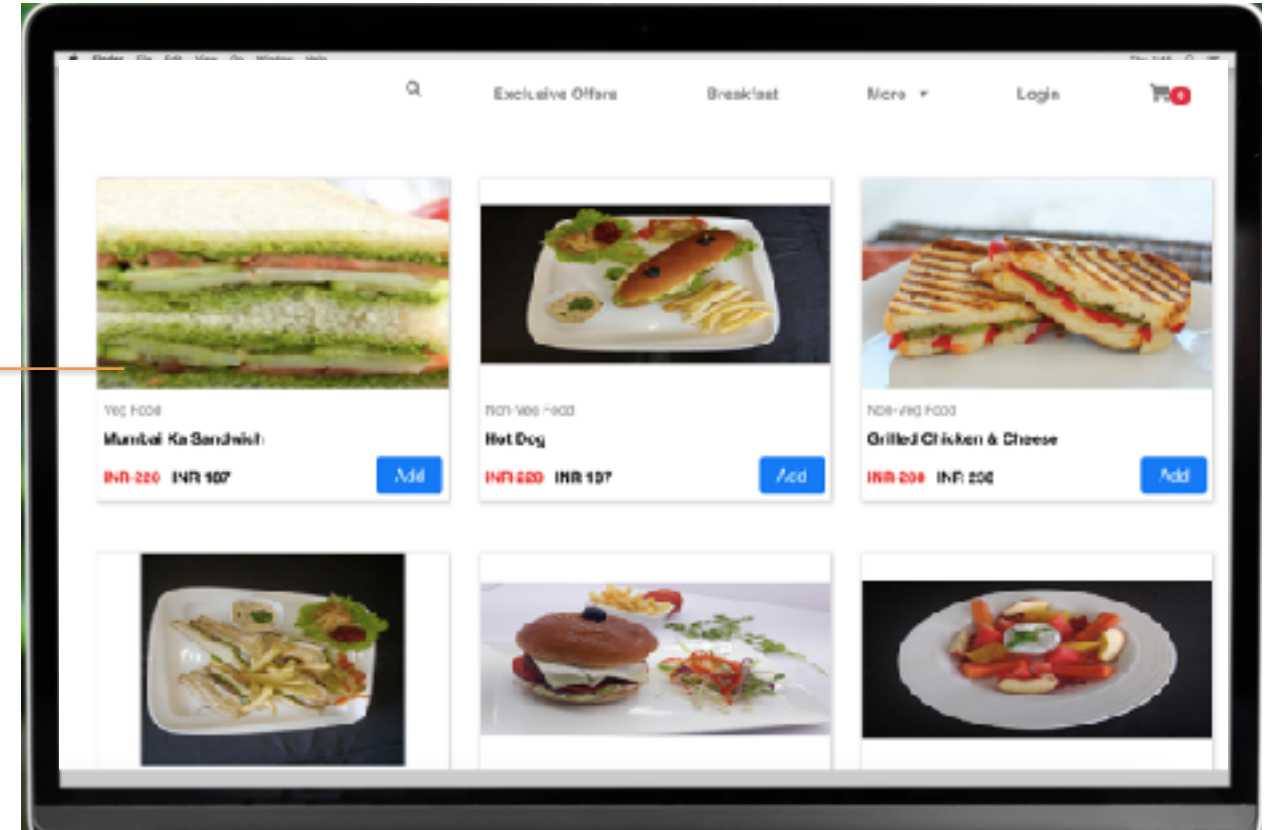


Local Store

Mine is a **city based hotel!!** Can I do anything extra?

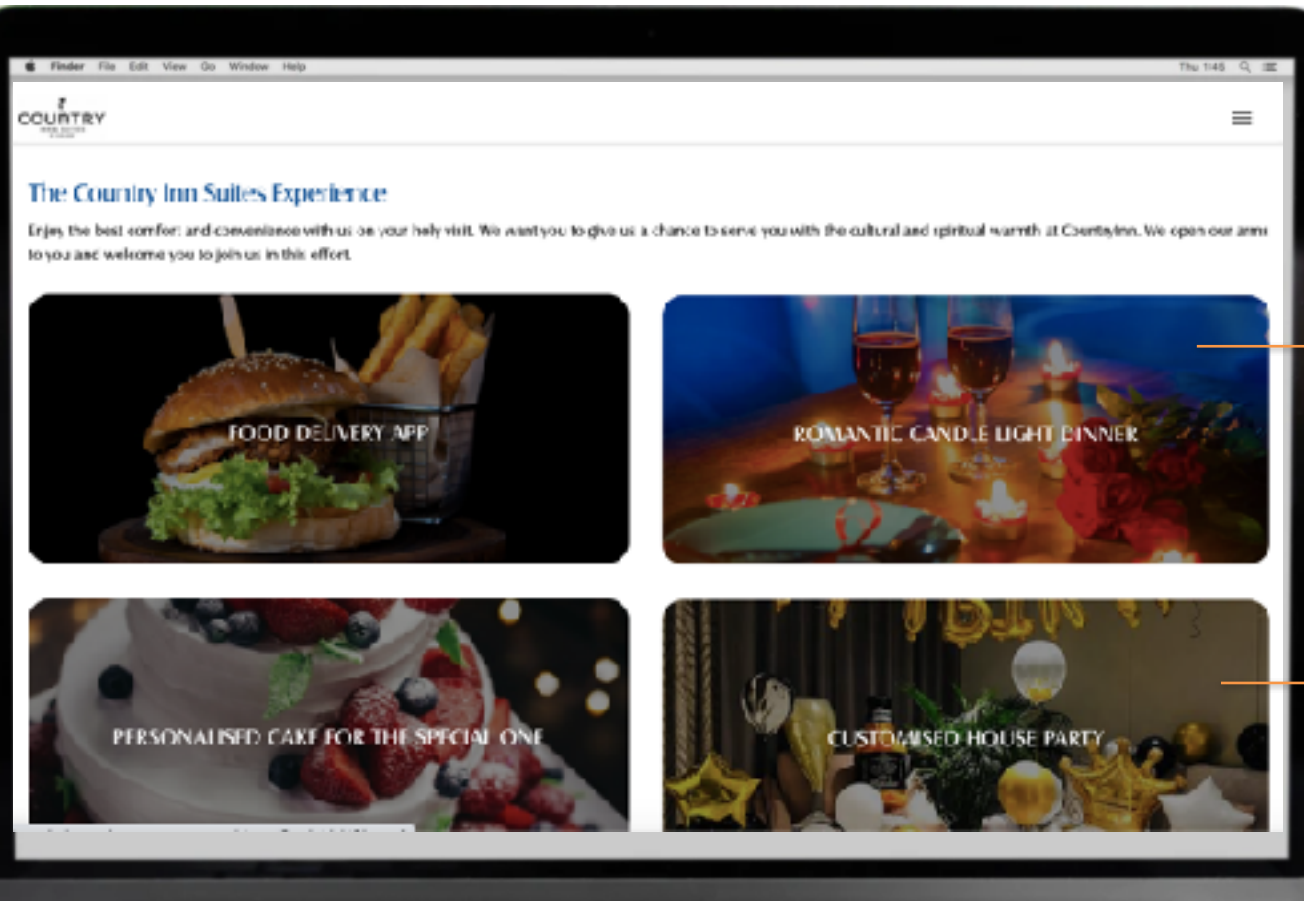


FOOD DELIVERY
APP




FOOD EXPERIENCE APP
FOR LOCALS

ATTRACT LOCALS TO
YOUR PROPERTY

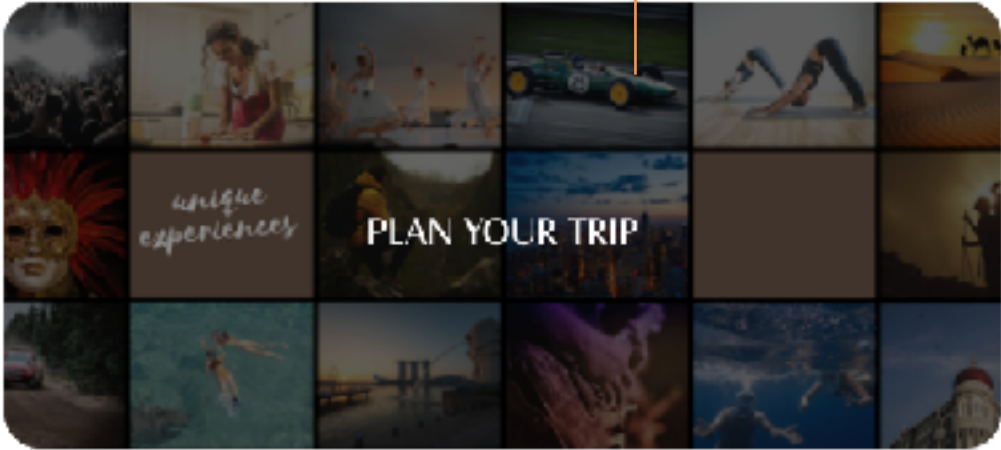


We have a chain of hotels!! Can I implement it at brand level?




Member ITC's hotel group

Brand AI Planner



unique experiences
PLAN YOUR TRIP


Brand Merchandise Store



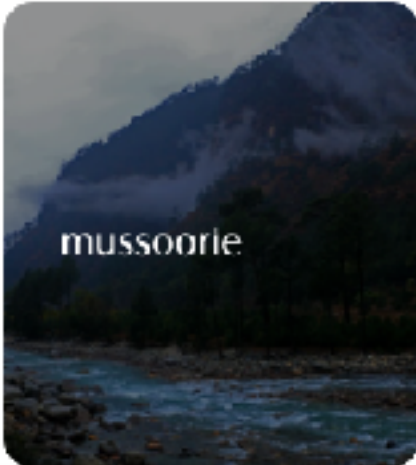
THE FORTUNE STORE

Explore Experiences by Property


Links to property experience landing page



mcleodganj




mussoorie



Benaulim

ACCESS TO ALL PROPERTIES

Progressive WebApp



PWA Launch now as Web App

OK!! All good, what if my concierge app can do this?

We bet, no concierge app has all the capabilities of SuperApp!

Just a simple thought, which one will you mostly use for a payment?



User behaviour is to predominantly use app for the main purpose it's built for.

So, if your primary need is “**generate revenue across your customer journey**”, you need a **SuperApp**.

Does anyone else use SuperApp? I want some references!!!

Guest App (Experiences) - [Fortune Grace Mussoorie](#), [Fortune Moksha McLeodGanj](#), [Amoha Retreat ITC](#)

Food Experience App & Food Delivery : [CountryInn Radisson Gourmet Experiences](#), [CountryInn Radisson Food Delivery](#)

AI Trip Planner for Direct Booking: [Fortune ITC Trip Planner](#)

Merchandise App: BSG Hospitality, [Demo Link](#)

Digital Guest Services: [Svenska Design Hotels](#)

We want to start with only some apps of SuperApp. **Is it possible?**

YES, that's perfect !!!

All these apps can be enabled/disabled for your brand at any time and as per convenience.

✓ ✗ AI Trip Planner App

✓ ✗ Food Delivery App

✓ ✗ Experience App

etc etc...



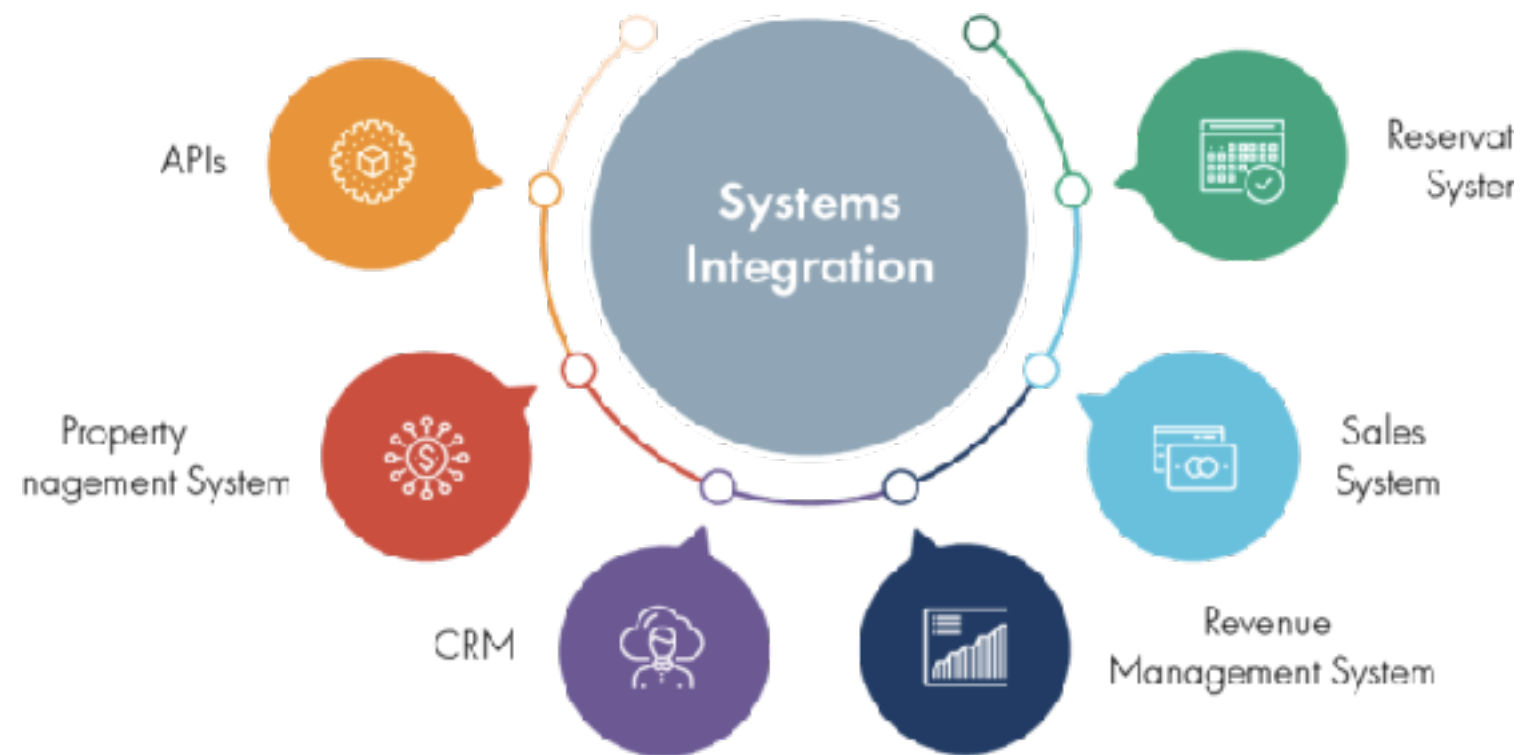
I need to integrate this with my PMS.

How easy is it?

Our APIs are OPEN for FREE!!!

Do you really need to
integrate?

Our systems are carefully
designed to work for you
without any integration.



Sounds Interesting!!

What about commercials involved?

Pick a **Right** plan for You

Pay it just like your Netflix or Prime subscription - and cancel anytime for free

		PRO	
		BEST DEAL	
BASIC	STANDARD		SUPREME
999	1999	2999	4999
month/property	month/property	month/property	month/property
Includes:	Includes:	Includes:	Includes:
Food Delivery App	Food Delivery App Digital Guest Services	Experience App Food Delivery App Digital Guest Services	AI Trip Planner Experience App Food Delivery App Digital Guest Services Merchandise App

** One Time Fee of Rs. 25,000 is applicable for limited custom implementations

**



OK GREAT!!
**How shall we
proceed to
implement SuperApp
for my hotel?**

EASY 7-Day Onboarding

- Day -1 : Decide the apps you want to use
- Fill this simple [google form](#) for onboarding
- Plan for a 30-minute meeting with our product expert team
- We will take care of the REST
- Day - 7 : Your “SuperApp” is ready to Go-LIVE for your guests

Your Hotel



GoYaana