



The Guest Communication Audit

1. Does every message reinforce your brand?

- ☐ Warm
- ☐ Professional
- ☐ Personal
- ☐ Helpful
- ☐ Consistent
- ☐ Sounds like a human

2. Does every message answer the guest's next question before they ask it?

For each message ask:

- ☐ What is the guest feeling?
- ☐ What questions will they have next?
- ☐ Did we answer those questions?
- ☐ Did we reduce uncertainty?
- ☐ Did we create excitement?

3. Does every message include one memorable hospitality moment?

Examples

- ☐ Local recommendation
- ☐ Insider tip
- ☐ Personalized greeting
- ☐ Celebration acknowledgement
- ☐ Thoughtful reminder
- ☐ Unexpected delight

4. Eliminate Friction

Check every item that applies.

- ☐ Guests frequently ask questions already answered.
- ☐ Messages are too long.
- ☐ Messages feel robotic.
- ☐ Information arrives too late.
- ☐ Guests struggle to find check in instructions.
- ☐ Guests are confused about parking.
- ☐ Guests call during arrival.
- ☐ Staff answers the same questions repeatedly.

Each checked box is an opportunity to improve both the guest experience and operational efficiency.