How to Improve Hotel Customer Satisfaction with Lobby Television Programming

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The hotel owner who does not provide lobby television programming is both ignoring a source of revenue for himself and doing his guests a disservice. Lobby televisions are found in three primary locations and can fulfill three very different functions.

1. Behind the counter

Hotel guests appreciate hearing about the attractions and services that are offered in the local area. Advertisers are willing to pay to have that information disseminated to likely customers. A television displaying a combination of videos, pictures and digital signage is the perfect way to please both.

These televisions can offer attractive and interesting multimedia displays about:

local activities,

high-end retail stores

tourist attractions

restaurants

limo and taxi services

airport services

in-house restaurant menus and hours

additional hotel services

All of this information can be offered silently and tastefully so that guests are not distracted by the advertising messages while they are interacting with hotel staff. These messages can be activated and updated by hotel management.

2. The waiting area

Guests may have to wait their turn to be served in the area around the counter. While they are there, they are standing and often have an uncomfortable situation with luggage or children to control. They will perceive a shorter waiting time when they are watching an entertaining show. They will feel greater overall satisfaction with the hotel when they have spent their waiting time with a pleasant distraction. It is important to have carefully selected programming for this area. The guests won't be there long and will be more entertained if they see something short enough to watch from start to finish. That is why companies like Dish Business specialize in lobby TV packages that deliver this type of programming. This includes lobby TV stations that broadcast:

news

weather

lifestyle tips

human interest feature stories

3. Lounging area

Hotels with large lobbies sometime group furniture around a television and give guests the power to change stations. Here guests may enjoy watching longer shows. Management may prefer to choose a more expansive menu of television channels for these areas.

The time that guests spend in a hotel lobby often affects their overall feeling about the place. Guests who remember satisfactory experiences there are more likely to recommend the hotel to others and to come back themselves. And lobby television programming are just one way hotel management can keep customer satisfaction levels high. Are you doing everything you can to make sure your guests are happy in the lobby?

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Michel Stevens - About Author:
Michel Stevens wanted to get a satellite TV services for his business so he researched the best providers to find the right package. DISH Business can get you the packages and deals you want with a DISH Network for hotels, apartments, restaurants, waiting rooms and much more.

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