

REPRESENTATIVE SAMPLE

Front Desk Conversion Audit

Findings, priorities, and staff-ready scripts

SAMPLE PROPERTY PROFILE

The Lantern House

Illustrative independent hotel - not a customer

Audit reference: KC-SAMPLE-001



IMPORTANT SAMPLE NOTE

Every property detail, observation, priority, and script in this document is illustrative. This file demonstrates the format and level of practical detail a hotel can expect; it does not report customer performance or promise a result.

How to read this sample

The real audit connects observations to booking moments, assigns a practical priority, and gives the team a usable next action.

01

Observation

What a guest sees, hears, or is asked to do in the current journey.

02

Why it matters

The point of friction or ambiguity created by that handoff.

03

Action

A specific improvement, named owner, and practical next step.

ILLUSTRATIVE EXECUTIVE SUMMARY

1

Keep the direct route visible

START HERE

The sample journey makes the booking page easy to find on the home page but less obvious from policy and contact pages, where high-intent questions often begin.

2

Give unfinished phone inquiries a next step

THEN

The sample phone process answers the immediate question but does not consistently offer a hotel-controlled link the guest can use later.

3

Standardize the front-desk handoff

THEN

The sample property relies on individual staff phrasing. A short shared script would make the direct option easier to explain without pressuring the guest.

The booking journey crosses channels

This example follows a guest from website research to a later direct booking decision. The sequence is illustrative, not a measured customer path.



AUDIT LENS

Does each moment make the next direct step clear?

The audit does not assume every guest should avoid an OTA. OTAs remain useful discovery channels. The review focuses on guests already seeking the hotel and whether the hotel-controlled path is easy to continue.

QUESTIONS USED IN THE REVIEW

- Can a guest find the hotel's booking page from every high-intent page?
- When a call ends without a booking, is there a useful hotel-controlled follow-up?
- Do lobby and front-desk materials point to a valid, current booking URL?
- Does staff language explain the direct option accurately and without overpromising?
- Can the hotel update the process when policies, offers, or booking links change?

Make the next booking step easy to find

Sample observations for the website-to-booking-page handoff.

ILLUSTRATIVE OBSERVATION

The illustrative property uses a clear Book button in the main navigation, but policy and contact pages end without a direct route back to the booking page.

WHY THE HANDOFF MATTERS

Guests often visit these pages to resolve a question before booking. A dead end asks them to reconstruct the journey or return to another discovery channel.

PRIORITIZED ACTIONS

1

Add a consistent booking route

WEBSITE

Use the same accurate booking destination on high-intent pages and confirm it remains current.

2

Pair answers with a next step

CONTENT

After policy or location details, offer a plain-language route to check dates on the hotel's booking page.

3

Name a link-review owner

OWNER

Assign responsibility for checking the destination whenever website or booking-engine settings change.

EVIDENCE TO COLLECT IN THE LIVE AUDIT

- Screenshots of high-intent pages and their final actions.
- The exact booking URLs used across desktop and mobile.
- Notes on any booking-engine or CMS constraints confirmed by the hotel.

Give an unfinished call a useful next step

Sample observations for rate, policy, and availability inquiries by phone.

ILLUSTRATIVE OBSERVATION

The sample call process resolves the immediate question, but the guest is not consistently offered a hotel-controlled link when they want to compare dates or decide later.

WHY THE HANDOFF MATTERS

A helpful call can still end without continuity. A short, permission-based follow-up keeps the hotel route available without pressuring the guest.

PRIORITIZED ACTIONS

1

Agree one closing question

FRONT OFFICE

Ask whether the guest would like the hotel's booking link by the channel they approve.

2

Create a maintained message

OPERATIONS

Use a short follow-up template with the valid booking URL and no unsupported offer language.

3

Review exceptions

MANAGER

Document when a call should move to a reservation specialist or another approved process.

EVIDENCE TO COLLECT IN THE LIVE AUDIT

- Current call guidance and follow-up templates provided by the hotel.
- Approved channels for sending a booking link.
- Common staff questions about policies, rates, and availability handoffs.

Standardize the in-person handoff

Sample observations for lobby, walk-in, and front-desk booking intent.

ILLUSTRATIVE OBSERVATION

The illustrative property relies on individual staff phrasing and an unlabelled QR code. The code may work, but the guest is not told what it opens or why it is useful.

WHY THE HANDOFF MATTERS

A direct option should be clear, accurate, and easy to explain. Consistent guidance supports the team and reduces ambiguity for the guest.

PRIORITIZED ACTIONS

1

Label the booking destination

OPERATIONS

State that the QR or link opens the hotel's existing booking page and keep the instruction close to the code.

2

Use one adaptable script

FRONT OFFICE

Give staff a short starting point that can be adjusted to the guest's question and hotel policy.

3

Schedule a simple link check

OWNER

Confirm the code and printed destination after booking-link or campaign changes.

EVIDENCE TO COLLECT IN THE LIVE AUDIT

- Photos or layouts of current lobby and desk materials.
- A scan test of each QR code and the final destination.
- Approved staff language and escalation guidance supplied by the hotel.

A practical order of operations

This sample plan shows how recommendations are sequenced. Owners and timing are illustrative and would be agreed with the hotel.

ORDER	BOOKING MOMENT	ACTION	SAMPLE OWNER
1	Website	Add one consistent booking route to high-intent pages.	Website lead
2	Phone	Create a short follow-up message with the hotel booking link.	Front office
3	Front desk	Adopt one accurate, non-pushy direct-booking script.	Front office
4	Lobby	Place a current QR/link instruction where inquiries happen.	Operations
5	Review	Recheck links, language, and policies after changes.	Named owner

WORKING-SESSION PROMPT

What can the team make clearer this week?

The report is designed to support a focused conversation. The hotel chooses what to implement, who owns it, and how the guidance should be adapted to its policies and brand voice.

Professional language for common moments

These scripts are illustrative starting points. A live audit adapts language to the hotel's policies, booking engine, and staff voice.

PHONE INQUIRY

"I can send you our direct booking link so you can review the room options when it suits you. It will take you to the same booking page we use for direct reservations."

LOBBY INQUIRY

"If you would like to check dates, this code opens our hotel booking page. I can also help with any questions before you continue."

RATE QUESTION

"Our booking page shows the current direct options for your dates. I can explain what is included, but I do not want to promise a rate or benefit that is not shown there."

OPTIONAL RECURRING MONITORING

Keep the operating guidance current

A recurring engagement can include scheduled journey reviews, script updates, and progress check-ins. Scope is agreed with the hotel. It does not imply hidden employee surveillance, automated attribution, or guaranteed booking outcomes.

END OF REPRESENTATIVE SAMPLE

Your hotel's report starts with its real journey.

Bring the hotel website, current booking link, and the questions staff hear most often to the demo. KillCommissions will use that conversation to clarify fit and scope.