

Avoid your hospitality tender being rejected

Four tips to improve your
chances of winning in 2022





The role of the right hardware in your hotel & hospitality tender

Technology is a key driver for a stronger business for the hospitality and hotel industry. Interest shown by hoteliers, restaurant owners and other hospitality providers for hospitality technology has risen by more than 250% between 2020 and 2021 (Source: HotelTechReport, 2022). And with it, new potential projects for your business.

Which is why you should be extra prepared when approaching your next hospitality tender, armed with the four tips from this white paper.

Obviously, it doesn't stop at just tips. In the final section of this white paper, you'll learn more about the three certainties of ProDVX hardware for improving your chances of winning a tender.



The certainty of a successful implementation

Be clear about implementation and offer support and training

Once the tender is live, it is likely that you won't have to convince the hospitality provider anymore about the general advantages of technology, or the positive impact of hardware on ROI. At this stage, you'll want to convince your potential customer about the importance of a successful implementation of the technology. And a successful integration in their business. What is the plan for getting up and running after the contract is signed? Be crystal clear about this process. Evaluating each vendor on these criteria in the RFP process is very important according to hospitality procurement associations (Source: HotelTechReport, 2020).

Very often, one of the most important KPIs of a hospitality provider is staff productivity (Source: HotelTechReport, 2022). This also means it is unacceptable to have hardware downtime. And it is even less acceptable when the staff are not familiar with the solution.

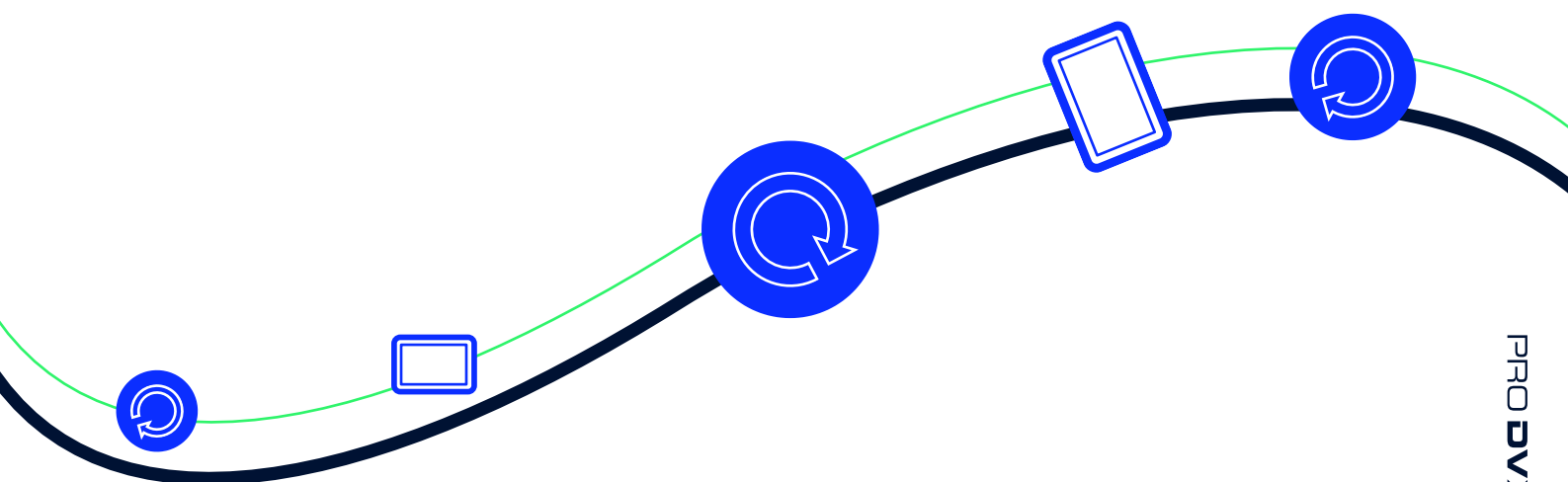
For this reason support is a decisive factor in each tender (Source: HotelTechReport, 2020). Because getting up and running also means supporting staff and ensuring they are familiar with technology.

So always choose a hardware supplier that offers support for his hardware, during onboarding and when it's installed. It gives you an extra argument as to why the customer should choose you in the tender.

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Choose a hardware supplier that is accessible. Support and training should be available to the customer because it's unacceptable if hardware cannot be used efficiently.

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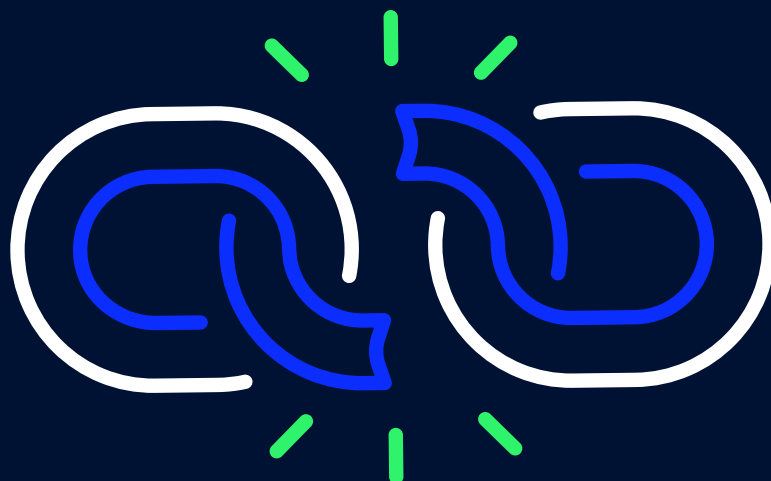


The certainty of available stock

Shorten the timeline and minimise the impact of supply chain disruptions.

The moment has finally arrived: the project rollout is about to start. Everyone has been looking forward to this moment for ages, including the procurement and planning departments. Plans have been coordinated with all involved, areas in at the location have been cleared, and staff have been briefed to install the hardware as part of the total solution. But then, a key part of the total solution, the hardware, suffers a delivery problem.

Supply chain disruptions like these are the order of the day in our current world. Uncertainties and unexpected events occur time and again, giving rise to a growing recurrence of delivery problems.

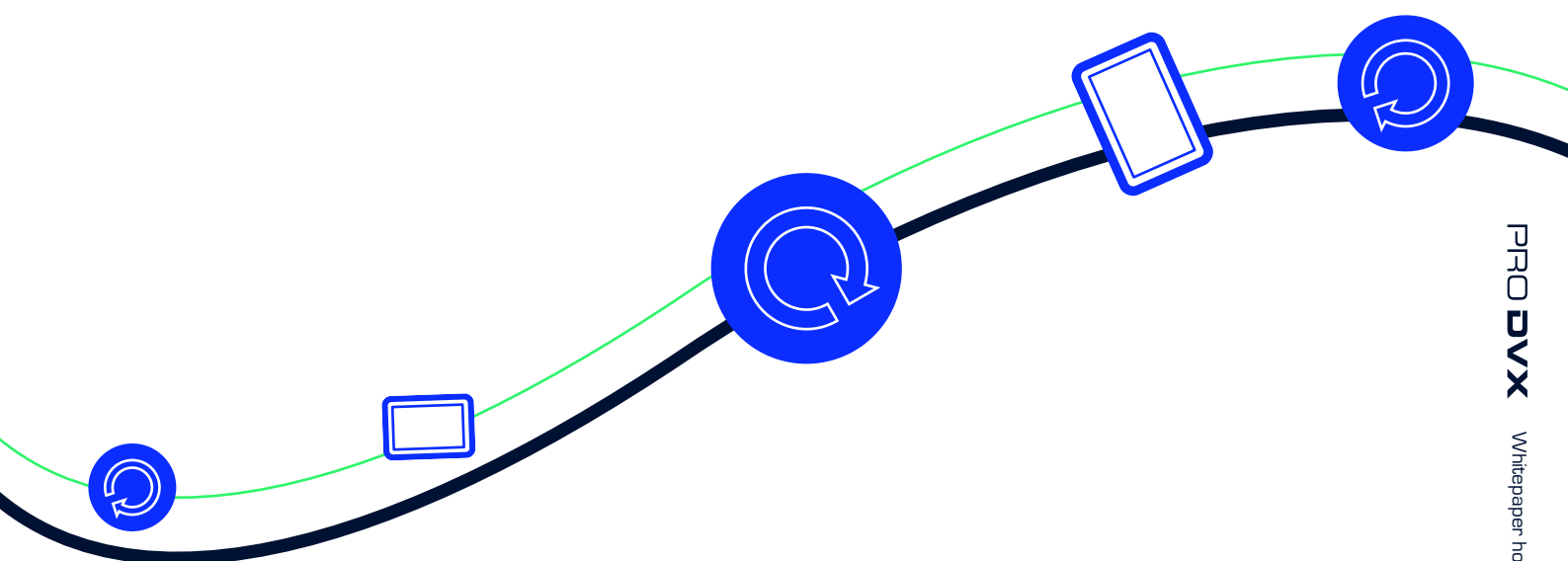


You must therefore minimise the impact of supply chain disruptions by choosing manufacturers or suppliers who guarantee reliable deliveries. For example, because the manufacturer produces the hardware itself and has a warehouse, so they always have stock and can deliver.

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Choose a brand of hardware for which the manufacturer is able to guarantee reliable delivery thanks to its own production, with its own warehouse and stock.

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The certainty of the best guest experience

Clearly explain how hardware will improve it

Another very important KPI for hospitality providers is Improved Guest Satisfaction Scores. So, the number one question that hospitality procurement associations recommend to smart buyers, is to ask vendors they should choose their hardware in the proposal (Source: HotelTechReport, 2022). You should have your answer ready when this happens.

When you're going to answer the question, make sure to include two elements in it that improve the guest experience:

1

Convince the customer that the hardware is easy to install

2

Convince the customer that the hardware will offer the best user experience

When the hardware is easy to install, the impact the installation has on guests is minimal. Imagine how construction work can disturb people when creating new sockets and powerlines. Or imagine the impact on turnover when entire rooms or areas have to be closed down due to the installation. Fortunately, with Power over Ethernet, this is a thing of the past. It means efficient cable management. That's because only one network cable is needed for internet and electricity. You are no longer dependent on the electricity mains.

Hardware will offer the best user experience to guests when it is designed to be used in the hospitality industry. This means:

- Bright screens that are easily readable, even with a lot of daylight (like hotel lobbies, rooftop bars, festivals & events).
- Providing the right feedback in all actions carried out by the guest, for example with LED bars. When you direct behaviour, you prevent queues.
- Accurate touch functionality to make sure it can be used by all types of guests (including elderly and/or disabled people).
- No downtime, to prevent frustrations. Imagine extra queues at the bars of your event because the staff experiences hardware failures.
This is unacceptable.

Reassure the customer and provide them with all the hardware details: it will help you in the bidding process. All too often, other vendors in the tender do not have their basics right and cannot answer this question
(Source: HotelTechReport, 2020).

“ Choose hardware that’s designed for the best user experience and an easy installation to make sure it helps increase the guest experience. ”

The certainty of long-term availability for each phase of the project rollout

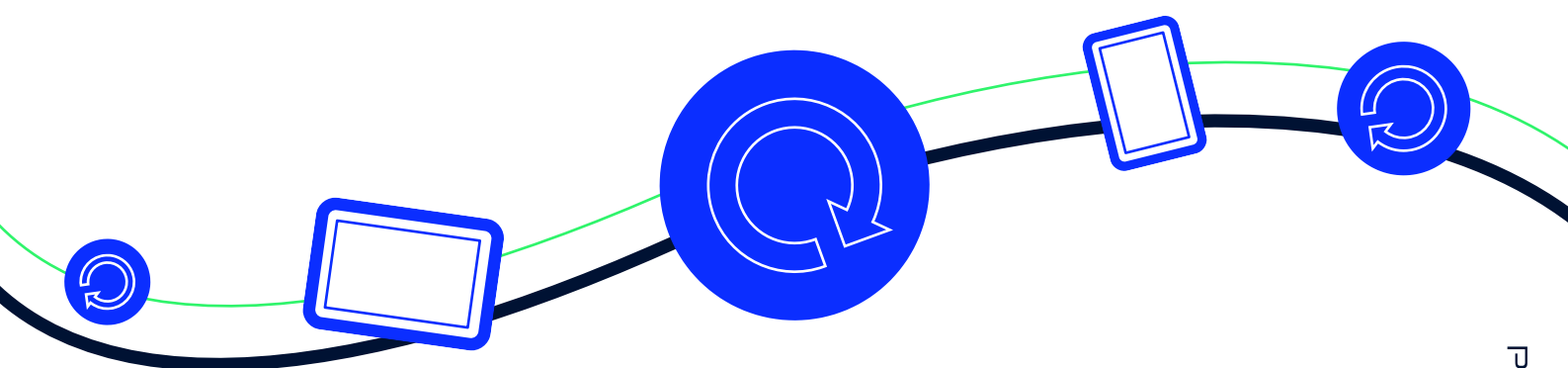
Provide a clear understanding of costs and risks and opt for long-term availability of hardware

Reducing labor tasks, generating more revenue, upselling and enhancing the guest experience are just some of the goals that hospitality technology is used for (Source: HotelTechReport, 2022). In terms of hardware, this translates to contactless check-in solutions through kiosks, in-room hotel tablets and custom installations at locations like elevators or walls using flushmounts.

Planning hardware installations of this kind requires a product from the manufacturer's side with a clear product strategy. One that's not subject to last-minute changes. Procurement associations advise hospitality providers to ask for clarity upfront about hardware changes and upgrades (Source: HotelTechReport, 2022). The reason for this is because once the project rollout has started, you don't want to encounter any surprises. It's unacceptable for customers to discover that the specifications of the hardware have changed during the rollout, when kiosks are customized and hotel rooms and elevators are prepared.

It's also important to understand that a customer might want to gather data from the initial installation first, so they can use best practices for a large-scale rollout. So you should reassure the customer about the long-term availability of the hardware.

“ Provide a clear understanding of zero costs and risks by reassuring the customer about the long-term availability of hardware. ”



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The three certainties of ProDVX

Certainties that will help you win your hospitality tender.

ProDVX supplies hardware for digital communication solutions in the hospitality sector. Hardware you can rely on. Not just the five days a week that the hardware is used in education, but 24/7 and 365 days a year.

ProDVX commercial-grade hardware has been developed for years, resulting in a product that meets all the requirements of a hospitality tender. Here's why ProDVX hardware is always the right choice:

1

ProDVX is an accessible company. We develop meaningful relationships and we are here to offer you any kind of support, in any phase of the project.

2

ProDVX guarantees long-term availability, thus ensuring problem-free installation at every stage of the hospitality project.

3

ProDVX delivers from its own warehouse in the Netherlands, where we maintain our stock.

Bonus: low failure rate of under 0.5%. Hospitality providers are advised to work with an up time of 'only' 95% (Source: HotelTechReport, 2022).

Interested in knowing about the you can use ProDVX hardware when submitting your tender in the hospitality industry? Contact us now!

Contact

ProTip 1

The best support for your customer

ProDVX helps you with this

It is of great importance to hospitality providers that support is offered during the onboarding process and after (Source: HotelTechReport, 2020).

ProDVX's experts will guide you through every project and support every possible question you might have during the process. To us, it's entirely natural that we have an accessible support department and account managers who work and plan right alongside you. In fact, we would even prefer to go to the customer or the installation site with you, to make a difference together.

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Experts who really are available, and who steer things in the right direction in each hospitality project.

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**Digital communication
with hardware you can
always depend on.**

PRO DVX | ALWAYS 

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