



# Motel 6 and Studio 6 and Cloud5 Reservations Services



## NEVER MISS A CHANCE FOR REVENUE

For years, Motel 6 and Studio 6 has partnered with Cloud5 to handle its reservation calls – giving light keepers the freedom to focus on in-person guest satisfaction with the assurance that **no reservation call – or opportunity for potential revenue - will ever be missed.**

Our award-winning contact center equips Motel 6 and Studio 6 franchisees with a team of highly skilled, dedicated reservations agents trained to focus on selling rooms. For the hundreds of Motel 6 and Studio 6 franchises that have used Cloud5's call transfer program, the results have been dramatic.

### In 2022, Cloud5 Has:

- Met the Demand - Answered, 994,579 Motel 6 and Studio 6 Reservations calls with an average speed of answer of just 13 seconds.
- Generated Revenue - Cloud5 converted 42% of these calls, booking \$76,163,564.69 in revenue.
- Increased Booking Rates - Average Daily Rate Booked YTD = \$84.33. Additionally, over the course of this partnership, Cloud5 has consistently delivered a 20% increase in ADR versus on-property bookings.

### Cloud5 Delivers:

- A dedicated team of live Reservations Agents, exclusively focused on Motel 6 and Studio 6 and trained to drive revenue.
- A dedicated Cloud5 phone number, so Cloud5 agents can brand the call with the property name every time, as though they are on site.
- Live agents 24/7/365, so properties don't have to worry about missing phone calls due to staffing shortages or unexpected absenteeism.
- Online, real time, property dashboard/reporting for calls and reservation conversions.

"The Motel 6 and Studio 6 Contact Center has been a great support tool that has allowed us to gain additional revenue. During peak seasons and high traffic times, the Contact Center allows our Front Desk to take their time with guests in the lobby, maximizing their interactions and securing more future bookings. When guests speak to a Motel 6 representative over the phone within a couple rings, it allows us to capture that guest vs. them going to a competitor. Our experience proves that when guests book through the Contact Center, they become recurring (leisure and business) guests."

– National Franchise Partner



# CLOUD5 CONTACT CENTER



## LIMITED TIME OFFER



**We're honoring our 2022 Motel 6 and Studio 6 Owner's Conference special: any franchisee that signs up for Flip to SIP by December 31, 2022, will receive \$500 off the price of equipment and 10% off services for the first 5 months.**

## CONTACT CENTER

- Experience - We are the leading provider of Contact Center services since 1999.
- Customer Support - Enhanced customer support that includes inbound/outbound sales and Help Desk support.
- Speech Analytics - Reveal consumer behaviors and trends.
- Omnichannel Capabilities - We utilize all channels of communication beyond the phone including SMS, chat, email, AI, and messaging. Our agents have a 360-degree omnichannel customer view from their desktop.
- AI Technology - AI capabilities that make agents compliant with regulations or organizational best practices.

## COMMUNICATION SERVICES

- Industry Leader - Cloud5 is a leading services & technology provider with over 5,000 clients worldwide. Cloud5's Contact Center has set the bar for exceptional call handling across hospitality, business services, consumer services and retail/e-commerce brands.
- Award Winning Services - Cloud5's Contact Center is an award-winning customer service, outbound sales, and agent services provider dedicated to delivering performance-focused solutions.

## OUR AGENTS/YOUR BRAND ADVOCATES

- Cloud5 Agent Training Process - Cloud5 employs a proven process for creating brand advocates. We recruit candidates that personify your brand promise, screen for the best match, then train and cultivate them with brand immersion.
- Cloud5 Agent Profile - Cloud5 prides itself on its highly skilled and well-trained agents with an average tenure of 5-7 years of experience. Our attrition rates are below industry norms and our agents are both bi-cultural and multilingual.

## FLIP TO SIP

- Cost Effective - Cloud5 doesn't just help Motel 6 and Studio 6 properties make money, it also helps them save.
- Avoid Rising Rates - As carriers move away from POTS lines and increase rates on existing POTS service, hotels are seeing a huge jump in their POTS costs (5-8 times over 2019 rates). Avoid the rate hikes and Flip to SIP with Cloud5.
- Transition Made Easy - We're helping Motel 6 and Studio 6 properties make the easy transition to SIP telephony and save hundreds of dollars in the process.