



Reservation Revenue Services

Converting inbound calls into revenue

The G6 Reservation Revenue Services Program is designed to help convert your inbound calls into reservations. Our world-class reservation agents are trained to provide support to each of our properties by maximizing reservation calls to increase revenue.

Program Benefits:

- High call conversion by dedicated professional agents means more revenue in your pocket
- G6 Study determined that when reservations are booked through the Contact Center, properties received a **20%** increase in revenue vs on-property booking.
- Fees are only \$0.99/call. Profit generated will outweigh fees paid.
- Allows on-property Lightkeepers to focus on in-house guests

Resources:

- Agents are available 24 hours, 7 days a week
- Personalized, property-specific phone answering
- Monthly reporting of calls and reservation conversions

The Contact Center focuses on reservations, so your Lightkeepers can focus on helping guests check in to clean, comfortable rooms with great service.


To Learn More, Call Today
1-855-649-0919



“The G6 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. We look forward to our continued participation and revenue boost with this G6 program, especially as travel demand continues to surge as it has in 2021 and in the future.”

– Kiran Koneru
National Franchise Partner

