Evention™

Smarter Accounting, Happier Guests:

How Optimized Back-Offices Elevate Guest Experience

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INTRODUCTION

In hospitality, success depends on two critical priorities: operational accuracy and exceptional guest experience. Yet many hotels are still trapped in inefficient accounting and reconciliation processes; manual tasks, siloed systems, and human error that silently drain time, energy, and revenue.

Evention has found that hotels juggle, on average, **10 spreadsheets for credit cards, 2 for cash, and 6 for tips,** just to reconcile transactions**.**

The stakes are high: overworked staff, rising burnout, and lost opportunities to engage with guests all erode satisfaction, loyalty, and your competitive edge. Every delayed reconciliation or mismanaged spreadsheet carries hidden risks that can impact both service and revenue.

The following narrative examines how more efficient back-office operations can create more opportunities for meaningful guest interactions, boost employee engagement, and ultimately enhance both your brand and your bottom line.

The Cost of Poor Accounting Practices on Guest Experience

At the heart of hospitality lies human connection.

While luxury amenities may enhance satisfaction, what truly shapes a guest's experience are the connections your staff make from the moment they walk through the door. Every point of contact influences perception, positively or negatively. As one study found, "Every interaction between hotel staff and guests—from the welcoming smile at the front desk to the attentive service from food and beverage staff—affects the overall impression of the hotel."[1]

In other words, a single overlooked interaction could tip the balance between a glowing review and a damaging complaint.

This is bigger than service; this is about psychology.

Humans have an innate need for belonging. "Belongingness is a basic human need—equivalent in importance to other survival needs. In hospitality, this means warm, attentive service isn't just nice to have—it's essential for guest satisfaction."[2]

When staff are too consumed by back-office tasks to engage with guests, this critical human need goes unmet. The result? Guests may leave feeling unseen, undervalued, or worse, driven to share that negative impression publicly.

The key is availability.

By alleviating time spent on repetitive back-office tasks through automation, your staff can focus on what matters most: connecting with guests.

Evention has found that hotels using **Total Recon save their staff an average of 30 hours per month** by reducing back-office tasks.

Freed from operational strain, they have more opportunities to engage meaningfully, creating the foundation of belonging that drives loyalty and satisfaction. Without this shift, businesses risk high turnover among disengaged staff, lackluster guest experiences, and the missed revenue that comes from repeat bookings and word-of-mouth referrals.

Automation as a Bridge to Employee Engagement

The difference between a forgettable stay and a standout experience often comes down to employee engagement:

"When hotels invest in creating an environment that encourages and supports their employees, it significantly impacts their performance and, in turn, the quality of service provided."[1]

When staff feel valued, respected, and equipped to do their jobs well, they are more likely to deliver the kind of individualized care guests remember.

The connection is direct and measurable. Customer satisfaction is more reliant on that of the employees and is increasingly more significant in the hospitality industry.[3] Hospitality is uniquely dependent on these high-touch, high-frequency encounters, making disengagement or burnout behind the scenes quickly translate into diminished guest experiences.

That's why operational efficiency is not just about cost savings; it's about protecting and enhancing the guest journey. Relieving job pain points, like repetitive back-office tasks or unsustainable scheduling, frees employees to focus on what they do best: connecting with guests.

"Hospitality organizations that prioritize employee experience reap the rewards with happier guests, enhanced reputation, lower turnover, greater innovation, and a competitive edge powered by their people."[4]

Companies that automate their back office with Evention see a **96% decrease in reconciliation time**, eliminating the inefficiencies of manual processes.

Equally, supporting staff well-being is critical in a sector known for long hours and constant attentiveness, meaning reducing these strenuous tasks and turning to automation can help increase employee engagement and experience. Cutting corners from this perspective brings big risks to your organization, which can compromise morale and service.

The takeaway is clear: investing in systems and structures that support your staff isn't just an operational choice; it's a strategy for guest satisfaction, loyalty, and long-term business growth.

From Efficiency to Experience: The Ripple Effect

When hotel teams aren't bogged down by manual tasks, they have more time and energy to engage guests. That investment of attention pays dividends: not only does it boost guest satisfaction and employee morale, it also opens the door to more profitable opportunities for your operation.

Personalized experiences create loyalty.

Think about the last time you recommended a business based solely on the service you received. These meaningful moments keep guests coming back. Case in point: "52% go out of their way to purchase from brands they are loyal to."[5]

The financial impact is just as powerful.

Retained guests spend more than first-time visitors, increasing overall customer lifetime value and driving revenue across amenities and services.[7] Loyalty also amplifies brand visibility. Guests who feel connected to your property become advocates, fueling organic growth. Word-of-mouth promotion is especially impactful: it accounts for over $6 trillion in annual consumer spending, "...and people are 90% more likely to trust and buy from a brand recommended by a friend."[6]

The equation is simple:

Engaged staff create satisfied guests; satisfied guests become repeat customers, brand advocates, and engines of long-term profitability. But the reverse is also true.
Without automation to relieve staff of time-consuming back-office tasks, your team is forced to choose between paperwork and people.

The result?

Missed opportunities to connect with guests, declining loyalty, damaging reviews, and ultimately lost revenue that competitors will capture instead.

Evention's Role in Automating Back Office Tasks

Manual reconciliation and un-automated back-office tasks don't just slow down your finance teams; they ripple across the entire guest experience. When staff are stuck behind the scenes juggling spreadsheets, they have less time to connect with guests. Over time, this erodes both relationships and revenue, eating away at your company's bottom line and limiting your ability to build loyalty and accelerate customer lifetime value.

That's where Evention comes in.

Evention's Total Recon automates reconciliation end-to-end, eliminating hours of manual work and freeing staff to reallocate their energy to guest-facing roles.

Onboarding employees only takes a standard hour-long training session, ensuring your team can adopt the platform quickly and seamlessly.

Instead of overworked employees spending late nights chasing discrepancies, they can focus on delivering meaningful service moments that keep guests coming back.

Evention found that with **99% auto-match accuracy, real-time exception alerts, and audit-ready trails**, finance leaders can close faster, reduce risk, and protect revenue across every property.

According to Evention's data, **this automation also drives up to a 95% reduction in risk** by eliminating spreadsheet errors that can lead to overpayments, underpayments, compliance issues, union liabilities, and fraud.

The result is a win-win: happier guests who receive more attentive service, and key stakeholders who gain confidence in streamlined, transparent financial operations.

By making reconciliation seamless, Evention ensures efficiency behind the scenes and creates more space for what matters most out front: exceptional guest experiences that drive repeat visits, stronger loyalty, and lasting profitability.

CONCLUSION

So, is there a correlation between smarter accounting and happier guests?

Yes.

Hotels that continue to rely on manual reconciliation risk overworked staff, overlooked service moments, and negative reviews, thus allowing unsatisfied customers to speak with their dollars and redirect their revenue straight into competitors' hands.

Forward-thinking operators are already automating their back office with Evention, freeing teams to focus on guests, not spreadsheets.

Stop letting inefficiencies cost you guests, reputation, and growth. **Book a demo today** to see how Evention powers back-office operational efficiency.

Book a Demo

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