

VOC Systems

Capturing the Guest Experience Before It Walks Out the Door

Guests often base their booking decisions on a hotel's rating because it reflects what matters most: location, price, cleanliness, and overall guest satisfaction. But those ratings are built on feedback that usually comes after the guest has checked out, when it's too late to fix problems or elevate the experience.

Post-stay surveys and online reviews offer insights, but they don't change the outcome of a stay. What could have been a memorable moment turns into a missed opportunity. And a single unresolved issue doesn't end with one guest. It can spread across review platforms, influencing perception and discouraging future bookings. In today's hyper-connected world, even one negative comment can impact dozens of potential reservations and hurt revenue.

That's why leading hoteliers are rethinking feedback. Instead of reacting after checkout, they're embedding the guest voice into daily operations by listening in real time, while the guest is still on-site and the experience can still be improved.

VOC Systems delivers real-time, on-site guest feedback through voice and text, enabling hotels to act on guest insights to boost satisfaction, improve staff performance, and drive measurable business results. Its ExpressWay solution fills the gap left by traditional tools, offering a deeper understanding of the guest experience while guests are still on property.

"By leveraging cutting edge AI tools we're providing guests free-form communication channels to the General Manager that instantly give hotel teams rich, contextual insights into guest experiences as they happen. That level of in-the-moment detail is rare and is exactly what sets us apart in today's hospitality market," says Brad Kesel, Founder and CEO.

This innovative solution stems from Kesel's engineering background, where he focused on identifying root causes and implementing sustainable solutions—skills that proved directly applicable to hospitality challenges.

Unlike texting services, which focus on requests, VOC facilitates just-in-time management of guest experiences. At the heart of the company's model are two simple but powerful questions: "What's great?"

and "What needs improvement?" This method invites guests to provide open-ended feedback to the general manager via voicemail or text, in any language, at any time. The non-confrontational format encourages sharing of opinions, stories, details, and context for deeper insights.

AI further enhances the process by automatically analyzing, summarizing and routing each comment to the right department. A single message that mentions the front desk, housekeeping, and food service is parsed and shared with each relevant team. This ensures staff receive timely, role-specific feedback for quicker resolution and better coordination.

These real-time insights help staff address issues before checkout, avoid repeat problems, and coach or recognize employees in the moment. The result is a ripple effect—higher survey scores, greater guest loyalty and spending, stronger social media sentiment, and improved employee satisfaction. Real-time, in-stay feedback systematically leveraged daily, clearly drives better outcomes for both guests and teams.

A powerful example of this impact is the Sheraton Atlanta. In 2007, the 760 room convention hotel ranked among the lowest in guest satisfaction within the Sheraton brand and faced the threat of deflagging. As part of a pilot program, it adopted VOC Systems' feedback technology, using room phones and touchscreen kiosks to collect real-time input.

Within three months, staff were resolving issues quickly, fixing systemic problems, and recognizing great service. By the end of 2008, the hotel avoided rebranding costs and won Georgia's statewide award for outstanding guest experience. By Q2, 2009, they had earned AH&LA's Outstanding Guest Relations award in the large property category.

Today, with rising guest expectations and growing operational complexity, the ability to act on feedback in real time is no longer a luxury. It is a competitive advantage. By turning everyday comments into actionable insights, VOC Systems helps hospitality teams raise service standards, strengthen culture, and create experiences guests remember for the right reasons. Solutions like

ExpressWay are not just about keeping up; they are about leading. 

Brad Kesel,
Founder and CEO



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