

CUSTOMER OPTIMIZATION CHECKLIST

	DEADLINE	CATEGORY	IDEAS / DESCRIPTION / TASKS	RESOURCES REQUIRED	PERSON RESPONSIBLE	COST
<input type="checkbox"/>						
<input type="checkbox"/>		VACATION RENTAL NICHE BRANDING				
<input type="checkbox"/>						
<input type="checkbox"/>		GUEST PERSONA PROFILING				
<input type="checkbox"/>						
<input type="checkbox"/>		WEBSITE OPTIMIZATION (include listing site descriptions)				
<input type="checkbox"/>						
<input type="checkbox"/>		INQUIRY TEMPLATES				
<input type="checkbox"/>						
<input type="checkbox"/>		AMENITY OPTIMIZATION (for each vacation rental)				
<input type="checkbox"/>						
<input type="checkbox"/>		CUSTOMER SERVICE OPTIMIZATION				
<input type="checkbox"/>						
<input type="checkbox"/>		COMMUNICATION OPTIMIZATION PER GUEST PROFILE				
<input type="checkbox"/>						
<input type="checkbox"/>		EMAIL				
<input type="checkbox"/>						
<input type="checkbox"/>		PHONE				
<input type="checkbox"/>						
<input type="checkbox"/>		NEWSLETTER TEMPLATES				
<input type="checkbox"/>						
<input type="checkbox"/>		MAIL				
<input type="checkbox"/>						
<input type="checkbox"/>		VIDEO				
<input type="checkbox"/>						
<input type="checkbox"/>		GUEST PROGRAM				
<input type="checkbox"/>						
<input type="checkbox"/>		GUEST REFERRAL OPTIMIZATION INCLUDES REFERRAL PROGRAM, SOCIAL MEDIA, NEWSLETTERS, EMAIL CAMPAIGNS, ETC...				
<input type="checkbox"/>						
<input type="checkbox"/>		HOSPITALITY OPTIMIZATION (compensation and random acts of kindness)				