

INDUSTRY BRIEF

Hotels and Hospitality



Over two-thirds of customers prefer texting over phone calls for customer service, making it vital for the hospitality industry to integrate texting to further their customer service. SMS Marketing Services' automation goes beyond simple mass texting by giving you the tools to boost revenue, streamline employee productivity, and improve guest satisfaction automatically.

USE CASES

01

Boost Revenue

revenue



Texting has an unmatched read rate of 98%, making it the most effective way to increase guest bookings year round.

- Increase reservations and sales during the off-season by sending text promotions such as discounts for repeat visits.
- Promote your mobile app by sending them a text link to download. With a nearly 6x higher click-through rate than email, you'll see app downloads skyrocket.
- Use our unique Smart Targeting tool to reduce opt-outs by sending targeted offers based off of the guest's interests or favorite location.

02

Streamline Customer

Texting lets guests ask questions, make service requests, and shortens the front desk line by streamlining the check-in and check-out processes.

- 60% of customers nowadays would rather text over call for service.
- Remind guests of upcoming reservations with automated text reminders that are synced with your existing reservation system.
- Answer guest questions automatically with our intelligent Text Bot. For example
 1. Right after check-in, ask if they need a wakeup call and let them know about breakfast hours.
 2. The night before checkout, ask what time they're checking out, if they need a late checkout, or use the same credit card that is on file.

USE CASES

03

Improve Guest Satisfaction

SMS Marketing Services makes it easy to keep guests coming back time and time again.

- Improve service by soliciting feedback from guests with SMS surveys that'll get 7.5x more responses than email.
- Automatically send a link to your review page to guests who said they enjoyed their stay, and initiate damage control for dissatisfied guests before they tarnish your reputation.

04

Communicate with Employees

SMS Marketing Services makes sending important announcements and coordinating employees schedules faster and more effective.

- Alert employees to deliver more amenities to a room.
- Fill missed shifts using text alerts to quickly find a replacement.
- Make recruiting and employee referrals easy by texting in keywords.

LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond simple mass blasting services. It can automate your communications with guests in order to help make them customers for life.



1

Create a **mobile keyword** to advertise in print and online to secure sign-ups for mobile coupons, loyalty programs, promotional offers, and mobile apps.



2

Automatically collect information about your contacts such as their birthday, room preferences, and favorite location.



3

Send **targeted offers** to loyal members based on their preferences or behavioral history.



4

Automatically **send reminders** and hotel address the day before their reservation.



5

Text-enable your existing front desk number to answer guest questions.



6

If you offer amenities such as valet or a spa services, let guests **text** to make requests.



7

Automatically answer frequently asked or guest service questions with our **intelligent Text Bot**, such as requesting a late checkout time.



8

After **checkout**, send **SMS surveys** to gather more feedback and improve your service.



9

Automatically lead satisfied customers to leave a good social media review.



10

Catch dissatisfied guests before they hit your social media pages.