


Medallia

FOR HOSPITALITY

How to Build Loyalty at Every Guest Interaction

The guest experience does not start or end during their stay. With endless options at their fingertips, customer expectations are rapidly evolving at every step in their journey. To effectively compete, you must ensure that every brand interaction be seamless and differentiated – from pre-stay to post-stay.

Medallia delivers the powerful tools and guest insight needed to optimize your omnichannel journey; so you can drive meaningful change and create exceptional experiences that build brand loyalty. Here's how:

 Learn more about how you can deliver unforgettable experiences to every guest, every time.

 Schedule a consultation with a hospitality CX expert.

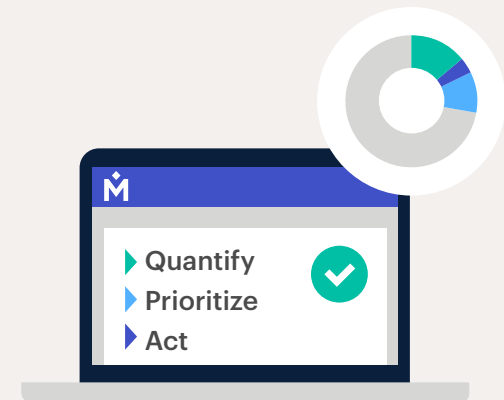


1. Research

Identify points of confusion and frustration that impact online booking.



Capitalize on a flawless digital experience.



▼
449%

ROI by improving the digital experience [↗](#)



2. Book

Empower employees to engage with potential guests when it matters most.

Hi, I'm Lauren! Can I help you with your booking?

That would be great.

Repair poor booking experiences with timely, personalized engagement.

How do I pay with points?

I can help you with that!

Booked 

▼
100%

of brands view proactive customer engagement as a differentiator [↗](#)



3. Prepare

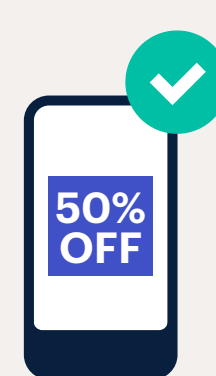
Simplify and personalize 2-way guest communication.

We look forward to your stay! Do you need a crib for the child in your room?

Yes please!

Drive revenue through targeted promotions.

All set! Here's a coupon for 50% off kid's meals.



▼
24%

more on-property spend from guests who used messaging [↗](#)



4. Stay

Alert employees with timely guest insight for proactive service recovery.

How is your stay so far, 1-5?



Strengthen guest satisfaction scores and differentiate your brand.



▼
42%

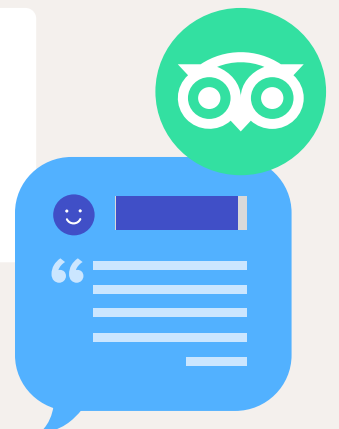
of guests would return if a poor experience is repaired immediately [↗](#)



5. Post-stay

Increase online review volume and streamline responses.

We hope you enjoyed your stay! Please leave a review.



Improve your online reputation and search rankings.



▼
51%

of guests say online reviews "greatly" impact booking decisions [↗](#)