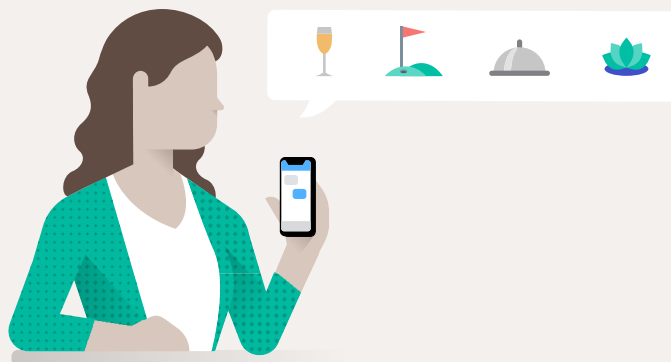


Medallia Zingle

Grow Your Revenue

Drive incremental revenue through targeted promotions of property amenities to in-stay guests.



Delight Your Guests

Differentiating your guest experience is crucial in today's competitive market. Creating a memorable experience means going above and beyond to promote your onsite amenities in a personalized way so guests will love you for it.

Wouldn't it be great if you can let your guests know about your promotions, special events and other onsite amenities all in real-time? Now you can with Zingle.

“

“By using messaging to send promotions to our guests, we can communicate events and specials in real-time and drive foot traffic to those outlets that need it.”

- Kat Carrera, Director of Digital Marketing
SAHARA Las Vegas

After a long day at the pool, a family on vacation is looking for a fun activity that their kids can enjoy but are not aware of any events going on. With Zingle, you can send targeted messages to guests informing them of special events or activities to create a friction-less experience.

Now you can exceed even the highest guest expectations by tailoring experiences that are relevant to guest needs in real-time while helping to drive incremental revenue for your property.



Drive Revenue Through Personalization

Automate personalized promotions and expand new channels of revenue across your hotel with the power of Zingle's real-time messaging features.



The Talbott Hotel generates \$5K in additional weekly revenue from late checkout and extended stay.

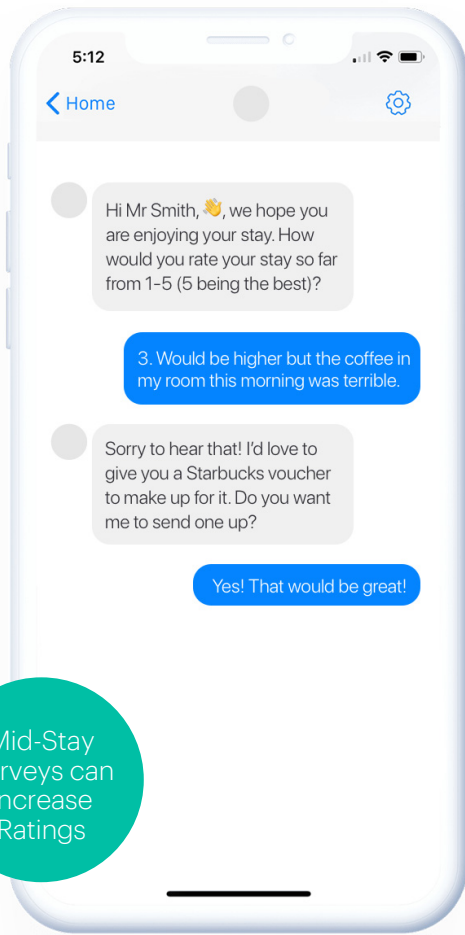
Late Checkout & Extended Stay

Customer Need:

Whether it's a business traveler needing to stay an extra day or a family wanting to request late checkout because their children want to go for a dip in the pool one more time, get ahead of these situations to enhance the guest stay.

Zingle Solution:

Filling unsold rooms can be a challenge, but with Zingle, you can send targeted messages to guests that are likely to request a late checkout or extended stay and help to drive incremental revenue.



Mid-Stay Surveys can Increase Ratings

Online Reputation

Customer Need:

When things go wrong, some guests may not want to call or walk to the front desk to complain for various reasons like too much hassle or avoiding awkward confrontations. Instead, they just keep it to themselves until they post a negative review online.

Zingle Solution:

Hotels are often playing catchup when it comes to understanding guest satisfaction. With Zingle, you can engage guests with mid-stay surveys to ensure their experience is great and enable your staff to fix any issues right away and improve online ratings, reviews and reputation.

Onsite Amenities

Customer Need:

Guests are not always aware of onsite restaurants, bars, special events, or activities at your hotel.







Zingle Solution:

Zingle enables hotels to segment and personalize promotions to each guest like special events, happy hour or activities based on preferences to drive traffic to the outlets that need it most.



Grow Your Revenue

The possibilities of using Zingle to differentiate guest service are virtually limitless.

Customer Needs & Expectations	The Zingle Solution
 <p>Guests are looking for entertainment options at your hotel but information is hard to find.</p>	<p>Send guests targeted recommendations for onsite events and activities based on guest type.</p>
 <p>Guests want to know if there are any good restaurants or bars on property.</p>	<p>Send guests happy hour specials or recommendations for onsite restaurants with a link to the menu and ability for guests to make a reservation by sending a text message.</p>
 <p>A business traveler wants to extend her stay for one more day to attend a last minute meeting.</p>	<p>The guest can send a message to allow her to easily extend her stay without having to call or wait in line at the front desk.</p>
 <p>A couple on their honeymoon that may want a room upgrade.</p>	<p>Send a text message before check-in to allow the couple to easily upgrade their room.</p>
 <p>Guests want to have an easier way to give feedback to staff during their stay but don't want to call or walk to front desk.</p>	<p>Zingle can automate mid-stay guest satisfaction surveys to better understand how guests feel during their stay and improve online reviews.</p>
 <p>Parents looking for activities for their kids or childcare services.</p>	<p>Send a targeted message to families to promote movie nights, arts & crafts activities, and childcare services.</p>

About the Zingle Platform

Better understand guest needs and exceed their expectations in ways you've never imagined with the Zingle Platform.

Texting creates a seamless guest experience and Zingle's platform is easy for staff to use. Beneath the hood, though, Zingle is a powerful engine for guest engagement built on a foundation of core capabilities. Together, they provide a unique solution for hotels committed to differentiating themselves through the guest experiences they provide.



The screenshot displays the Medallia Zingle interface. On the left is a navigation sidebar with sections for 'All' (51), 'Unassigned' (21), 'My Inbox', 'Assigned to me', 'TEAMS' (Concierge: 11, Reservations: 3, Manager On Duty: 1, Spa: 5, Valet: 10), and 'TEAMMATES' (Mitch Milner, Sandy McCullen, Mark Flores, Jenny Richards). The main area shows a list of messages under 'All' with a search bar and filters for 'Open (51)' and 'Closed'. The messages list includes:

- Mrs. Holly Jacobs** (5m): Checked In, Platinum Member, Floor 4. Message: "Yes, that room type worked well for us"
- Mrs. Linda Choi** (13m): Checked In, Platinum Member, Return Guest. Message: "Can you bring my car around? Ticket #3562"
- Mr. George Hodge** (29m): Checked In, Departing Tomorrow, Emerald Member. Message: "Thank you, we will be back!"
- Mrs. Carie Ramsey** (1h): Platinum Member, Birthday, Deluxe 2 Queen Beds. Message: "Can I get more towels to the room please?"

The right pane shows a detailed view of a message from **David Perez** (Unassigned). The message history includes:

- Mr. Perez, I hope you've enjoyed your stay. Check out is in one hour but I can extend that until 3 this afternoon for only \$39 since you're a Diamond member of our rewards program. (19m)
- Wow, that would be great. Let's do it. (1m)
- No problem, you're all set. Let us know if you need anything else. (1m)

At the bottom, there is a 'Reply To: (858) 356-5866' dropdown, an 'Internal Note' field, a 'Type Message...' input area, and a 'Translate to Spanish' option.

Core Capabilities

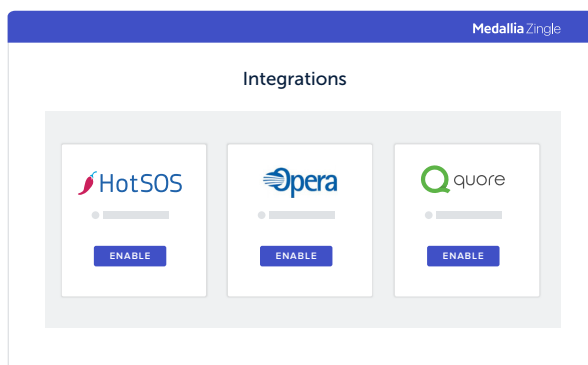
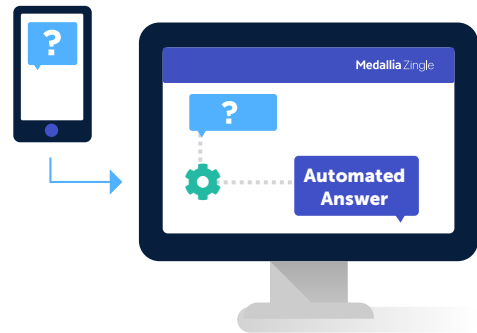


Messaging

By engaging with guests in real time, you provide them with their own "personal concierge" -- giving guests the instant service they have come to expect right in their moment of need and through the communication channel they use most.

Automations

Zingle automates the resolution of common needs and questions, escalates more complex issues to drive faster service recovery, and offer a superior experience to make your guests' stay truly memorable -- differentiating your hotel over your competitors.



Integrations

Zingle integrates with property management systems and service optimization tools allowing hotel operators to leverage their data, increase guest engagement, improve staff efficiency and streamline business systems.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's guest engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Find out more at zingle.com.

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Medallia Zingle

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