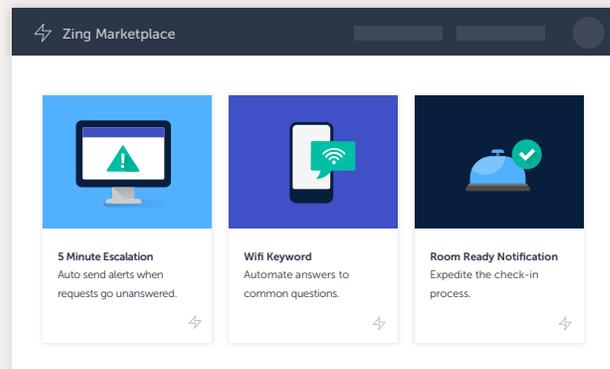


**Medallia** Zingle

# Optimize Your Processes

Drive process efficiencies with the perfect balance of high-tech and high-touch.



## Reduce Wait Times

When your guests wait in line at the front desk or are kept on hold on the phone, you risk losing customers.

In fact, 75% of customers believe it takes too long to reach a live agent, and 68% of guests want to speed up the check-in process by using their smartphone. Business travelers have a schedule packed with meetings and calls, for which they want to be on time and prepared. Family travelers have active children who just spent the last six hours on an airplane and are looking to have fun as quickly as possible. Affluent, independent travelers want to spend their hard-earned vacation enjoying the best sushi in town, not waiting in line at the concierge.



### 2 MINUTES

With Zingle, check-in time is now two minutes faster per reservation.

“After implementing Zingle, check-in time is now two minutes faster, so guests do not have to wait in long lines; room queues are now web-based and automatic; and staff are off the phones giving them more time to service guests.”

- ASSISTANT DIRECTOR OF ROOMS, HYATT REGENCY MINNEAPOLIS

Your guests have become accustomed to immediate service in virtually every aspect of their lives -- on-demand entertainment, food delivery, transportation, and more -- and they want their hotel stay to be no different.

Meanwhile, you have to be cognizant of margin pressures and need your hotel processes and staff to be as efficient as possible. Now you can provide the instant, high-touch service your guests have come to expect in their moment of need more efficiently -- automating responses to the most common requests while providing personalized communications when needed.



## Respond to Service Requests Faster

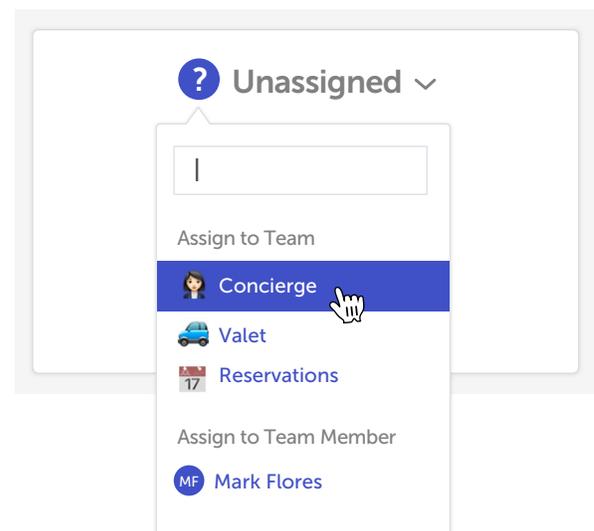
Respond to guest needs faster with workflow automation and AI, and watch guest satisfaction soar.

Zingle gives you the ability to respond to more requests faster than ever, via the communication channels your guests prefer.

With Zingle, your guests can communicate their needs to hotel staff from wherever they are, on property or off, with an instant text. No more waiting in line, no need to call from their room. Then, with Zingle's workflow automation and AI capabilities, your staff can quickly respond with targeted messages, tailored to meet the exact needs of your customers.

What's more, Zingle allows you to manage multiple guest conversations at once, with team assignment and routing capabilities to ensure guests' needs are fulfilled by the right person.

Finally, Zingle's AI and advanced analytics continuously learn over time, understanding how guests articulate a specific need, recognizing the beginning and end of guest conversations, and auto-categorizing those conversations by their intent.





### **Reduce Wait Times**

Use Zingle's automations and proactive communications to reduce wait times at check-in, check-out, and concierge.



### **Automate Responses**

Save your staff time by automating the resolution of common needs and questions with brand-compliant templates and automated responses.



### **Faster Service Recovery**

Escalate more complex issues to management to drive faster service recovery, and offer a superior level of service that exceeds your guests' expectations.



### **Integrations**

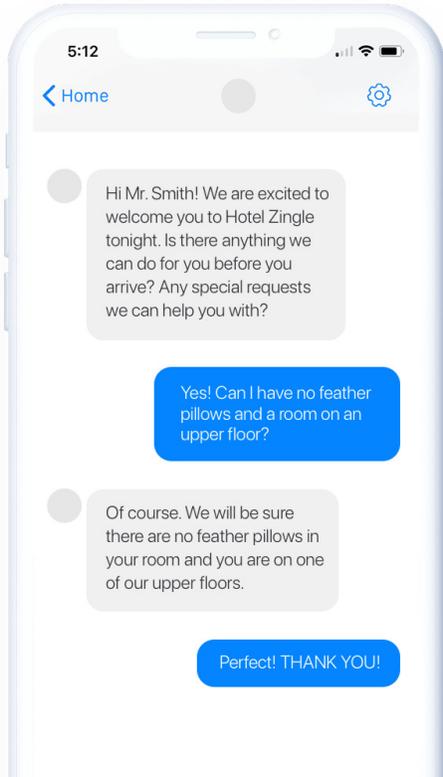
PMS and Service Optimization integrations, like HotSoS, Opera and Quore, for real-time customer data syncing and automated ticket management.



### **Advanced Analytics**

Advanced analytics and roll-up reporting to assess guest engagement, message volume, response times, issue resolution and more across your full property portfolio. Identify trends and gain insight for informed business decisions.

# Improve Efficiency & Exceed Expectations



## Check-in & Checkout

### Customer Need:

A large tour group arrives at your hotel property, exhausted after a long flight, and needs to check-in. A long line is likely to form at your front desk, overcrowding the lobby area.

### Zingle Solution:

Staff can send pre-arrival messages to expedite the check-in process and minimize wait times. And once checked in, guests automatically receive a welcome message to confirm the room is satisfactory. Similarly, once guests are ready to check out, they can use Zingle to expedite the process from anywhere, with no need to stop by the front desk or go through a check-out process on a mobile app or TV.

## Concierge

### Customer Need:

It's Sunday morning, and a large number of your guests want assistance in making brunch reservations.

### Zingle Solution:

Respond to common concierge requests quickly with saved replies and templates. Offer a superior level of service to loyalty members and in-house groups with proactive offers powered by audience segmentation features.



## Call Deflection for Common Requests

### Customer Need:

Guests often have common needs and questions such as asking for additional towels or inquiring about the wi-fi password.

### Zingle Solution:

Rather than leaving guests on hold, free up hotel staff to focus on important conversations while Zingle handles the easy ones. Zingle AI will recognize and answer many common questions and escalate complicated ones to the right team member. You can also save replies and create templates, avoiding the need to create the same message again and again.

25%

MarBrisa Carlsbad Resort had a 25% reduction in phone calls after implementing Zingle.



### Common Questions Zingle can Automate:

- Wi-fi Password
- What time is Checkout
- Amenity Hours
- Menu Questions
- Directions



“

“Call volume, service, and response times have gone down significantly as staff can respond to multiple questions and requests at once, which is never possible on the phone.”

- Tiaan Homann, Director of Rooms, Texas A&M Hotel & Conference Center

# Optimize Your Processes

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

The Guest Problem	The Zingle Solution
 <p>A business traveler is late to a video conference call and doesn't know the wi-fi password. She calls the front desk and no one answers.</p>	<p>Because the guest is a VIP customer, Zingle not only sends her the code at check-in, but also thanks her for being a loyal member.</p>
 <p>After a late night out, a guest wants to order a meal when you offer only a limited menu.</p>	<p>Zingle recognizes the room service request and responds quickly to the guest's order with specific details around what's available at this time of the day.</p>
 <p>A first-time guest wants to work out the jet lag, but when he stops by the concierge desk and has to stand in line to ask questions about the hotel's gym.</p>	<p>Zingle recognizes this common question and because this is a first-time guest, responds with a template to increase awareness for the other fitness options on property (e.g. yoga, weight training, etc.)</p>
 <p>A guest is late for a show at the theater. He calls down to valet but no one answers, so he calls the front desk, who puts him on hold while they forward his request to the valet.</p>	<p>The guest texts for his car, Zingle recognizes it's a valet request, and routes it to the valet desk. After three minutes of no response, Zingle alerts the valet manager on their mobile tablet who then dispatches the guest's car ASAP. The guest is sent a text letting him know the car is arriving shortly.</p>
 <p>A family exploring the attractions doesn't want to be in their room when housekeeping is there and would like to schedule a time for cleaning before coming back to the room with their kids.</p>	<p>A text request is forwarded to the housekeeping system, automatically creating a service ticket for the Housekeeping team. Once their room is serviced, Zingle pulls the updated status from the housekeeping system and triggers an automatic room-ready notification to the guest, completing a request fulfillment process.</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 the 'All' tab, with a search bar and filters for 'Open (51)' and 'Closed'. The messages list includes:

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

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

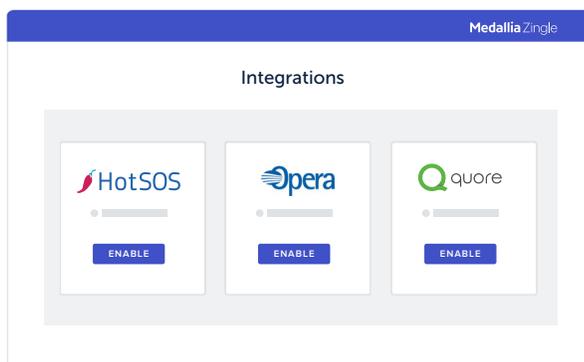
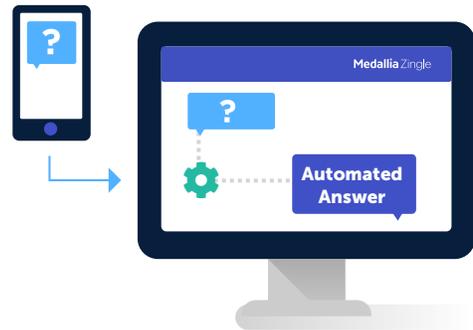


## Messaging

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](https://zingle.com).

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**Contact**   Email: [sales@zingleme.com](mailto:sales@zingleme.com)   Call: 877.946.4536   Text: 858.877.9200

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**Medallia** Zingle

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