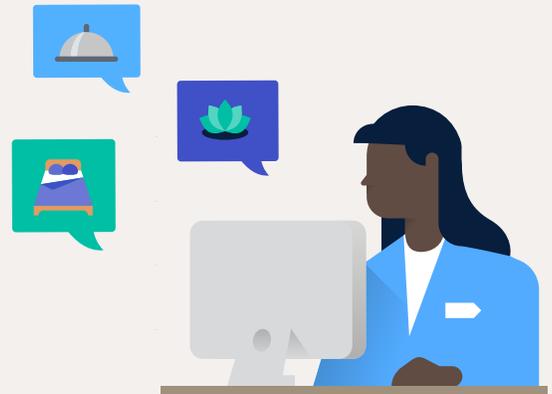


# Medallia Zingle

## Service Your Guests

Deliver superior service experiences at the defining moments of every guest stay.



## Engage Guests In-Stay

Your guests expect you to provide them with an unforgettable travel experience.

Yet, you must do more to engage them on property and capture real-time feedback to improve the guest experience while they're on site.

You know your guests better than anyone. And you pride yourself on offering an exceptional and memorable experience through unparalleled customer service from the moment guests book their stay to even after they check out. However, there's a lot you may not know about how your guests are experiencing your property or the personalized ways in which you can make their stay even better.

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**“In the first two months we used Zingle, we had the highest guest scores we've ever had.”**

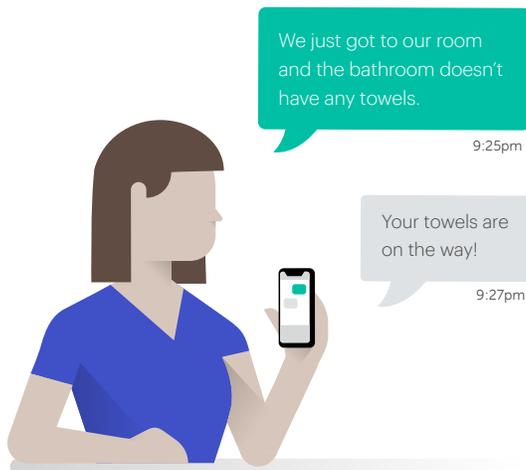
Chris Nelbach, Director of Revenue Strategies at La Cantera Resort & Spa, said, “The typical hotel guest interactions are transactional, creating conversations with guests really sets the stage for a great experience during the entire stay. In the first two months we used Zingle, we had the highest guest scores we've ever had.”

For example, what if a guest checks in, only to experience a non-functioning room key or an unserviced room? How can you give guests the ability to notify your staff immediately to solve this problem in the moment and make it effortless to get the service they expect?

Now you can exceed even the highest guest expectations by creating more personalized experiences that respond to guest needs in real-time using their preferred communication channels.



## Provide Exceptional Experiences



**22%**

of guests expect a resolution to issues in less than 5 minutes.

### Service Recovery

#### Customer Need:

After an exhausting trip, a family of four arrives at their room late at night, only to find their bathroom unserviced. Guests don't want to wait in line again at the front desk, nor do they want to call housekeeping not knowing when their request will actually be fulfilled.

#### Zingle Solution:

Hotels cannot afford to miss out on opportunities to fix guest service issues in the moment -- and certainly before guests "vote with their feet," never to return. With Zingle, guests can use their own mobile device to text and request help with their issues, and hotel staff can respond immediately while providing updates until issues are resolved.

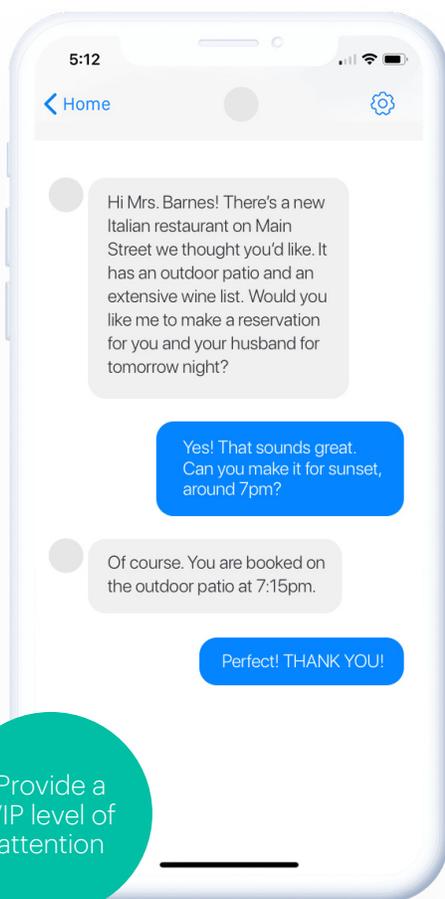
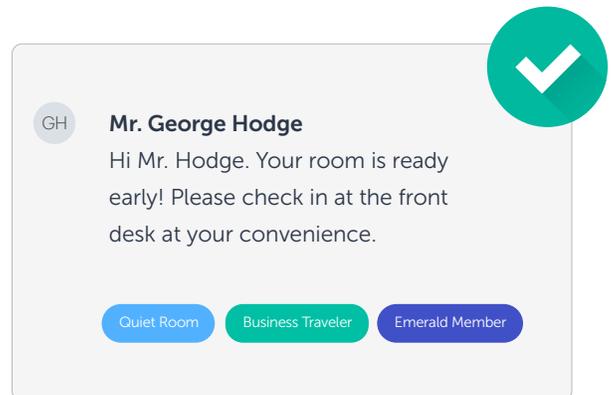
## Room Ready Notifications

### Customer Need:

Business travelers often experience anxiety when it comes to finding a quiet place to take a call or dial into a meeting. They are "on" 24/7 and need to know their hotel will provide them with a reliable place to work and take phone calls when needed.

### Zingle Solution:

Using Zingle, you can alert your business travelers in real-time when their room is ready so they can plan accordingly from wherever they are -- the airport, the taxi, or at a conference -- offering them peace of mind and a superior level of guest service.



## Personalized Service

### Customer Need:

In the highly competitive hospitality industry, it can be difficult for properties to differentiate their brand from competitors, especially with those travelers already accustomed to experiencing exceptional guest services.

### Zingle Solution:

For independent, affluent guests, or groups staying at your property, provide VIP levels of attention by using Zingle as an on-demand resource and "personal concierge." Text your guests tips on insider hotspots and cultural gems in your region. Make suggestions on the hottest restaurants, or after they've had a night out at a local club, offer to make reservations for brunch for them and their friends.

# Service Your Guests

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

Customer Needs & Expectations	The Zingle Solution
 <p>Your guest arrives at their room, only to find their key isn't working.</p>	<p>Send a "Welcome" text after check in to enable guests to reply immediately with any urgent needs and to escalate service issues such as room keys not functioning.</p>
 <p>Guests have similar questions when they begin their stay, such as "what's the wi-fi password" and "where is the gym located," and expect immediate responses from hotel staff.</p>	<p>Zingle automatically answers common questions using an AI-powered platform. For those questions requiring deeper or more personalized responses, Zingle will alert your staff accordingly.</p>
 <p>Discriminating guests have come to expect high levels of attention during their stay, especially when it comes to special occasions.</p>	<p>Make special occasions more memorable for your guests with Zingle by sending "happy birthday" or "happy anniversary" messages and offering special amenities to celebrate these occasions.</p>
 <p>Customers may experience sub-standard levels of service during their stay, but do not want to spend time giving feedback to hotel staff while on property.</p>	<p>Send a mid-stay survey to all guests to identify any areas of improvement before they check out to avoid customers leaving negative reviews online or through social media.</p>
 <p>A guest is late for a dinner reservation and requires their car from valet to be ready immediately.</p>	<p>Zingle enables guest to message for faster valet car pickup.</p>
 <p>Groups staying on your property for weddings, events, or conferences have important activities on their agenda they want to take advantage of.</p>	<p>Provide customized text updates to members of your group notifying them of upcoming activities and get-togethers they won't want to miss.</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. The top navigation bar includes 'Inbox' (51), 'Contacts', 'Zings', 'Analytics', '+ New', 'Help', and 'Hotel California'. The left sidebar lists 'All' (51), 'Unassigned' (21), 'My Inbox', and 'Assigned to me'. Under 'TEAMS', there are 'Concierge' (11), 'Reservations' (3), 'Manager On Duty' (1), 'Spa' (5), and 'Valet' (10). Under 'TEAMMATES', there is a search bar and names: Mitch Milner, Sandy McCullen, Mark Flores, and Jenny Richards.

The main content area shows a list of messages under 'All' (51). The messages are:

- 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)

The bottom of the right pane shows a 'Reply To: (858) 356-5866' and an 'Internal Note' field with a 'Type Message...' input and a 'Translate to Spanish' option.

# Core Capabilities

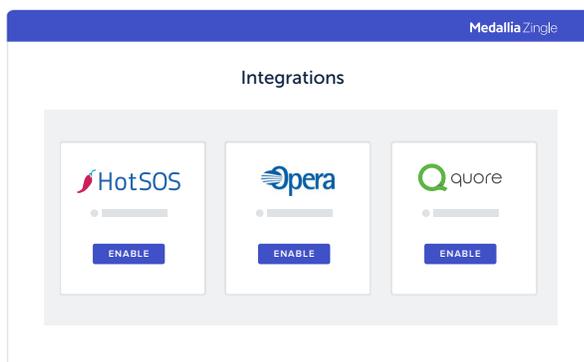
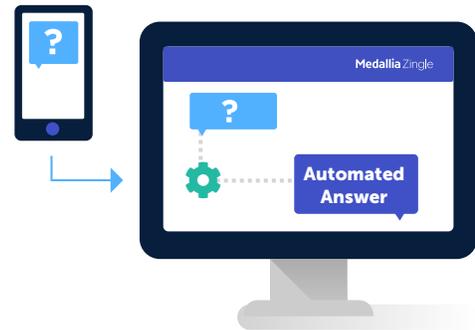


## Messaging

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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