

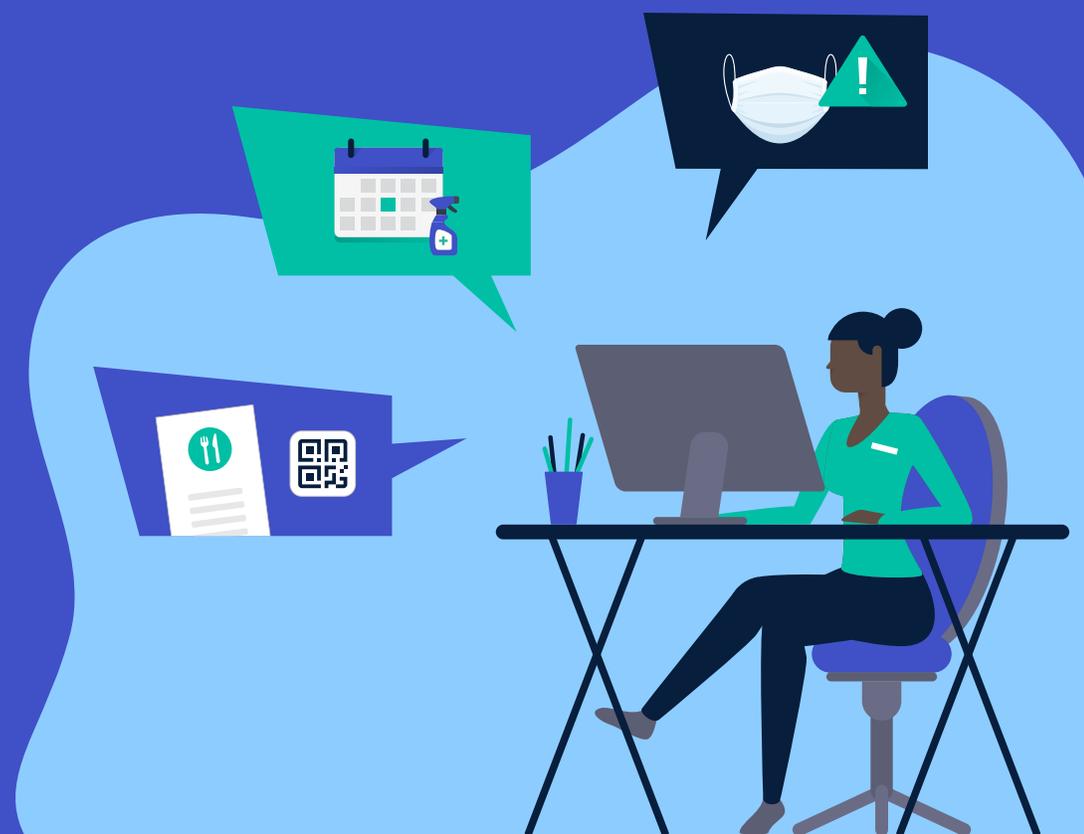
Technology Helps Remove Risky Interactions to Deliver the Future of Hospitality

Power up to 80% of real-time guest experiences at scale, with almost no physical contact.

Remove non-essential interactions

Provide superior sense of safety

Deliver unrivaled guest experience



Powering the Future

COVID-19 restrictions and protocols have accelerated the need to transition to real-time guest and staff communication. Ensuring safety along each step of the guest journey is the new imperative. Hotels are reimagining their operations, introducing increased health and sanitation standards and seeking innovative ways to deliver unrivaled customer experience while limiting face-to-face interactions.

New research shows just how much consumer attitudes have changed and highlights the pervasive anxieties hotels must overcome to deliver exceptional experiences:

77% of consumers say that in the future the amount of in-person interaction required at a business will factor into their decision of whether or not they visit the business.

TRANSFORM UP TO 80% TO CONTACTLESS



Use messaging to transform up to 80% of face-to-face guest interactions into safe, contactless engagement.

Medallia Zingle can play a crucial role in allowing hotels and their teams -- many of which are understaffed -- to stay connected to each guest, listen for feedback pulses across the guest journey, and take action, in the moment.

The Modern Guest Journey is Contactless

Follow this guest journey to understand how implementing the right messaging technology can help deliver the contactless guest experience of the future.

Contact Meter



Pre-Arrival

PRE-COVID-19 GUEST JOURNEY

Pre-Arrival Email

Prior to the check-in date, guests receive a welcome email.



CONTACTLESS GUEST JOURNEY

Pre-Arrival Text

On the day of check-in, guests receive a pre-arrival text message to communicate new check-in procedures and inquire about any special requests.



BONUS: Open a two-way conversation with your guests to provide better service and revenue opportunities before they arrive on property.

Full Contact



No Contact

On Property

PRE-COVID-19 GUEST JOURNEY

Front Desk Check-in

Guests wait in line to check-in face-to-face at the front desk.



Post Check-in Feedback Pulse Visit

Guests may call or visit the front desk if they have a complaint or wait to leave a poor review.



In-Person Concierge

Guests get recommendations in person at the Concierge desk and they leave with brochures and sticky notes.



Standard Housekeeping

Guests leave their room dirty in the morning and return to a clean room. Guests call down to the front desk from the room to request items from housekeeping.



CONTACTLESS GUEST JOURNEY

Check-in via Text

Guests check-in via text and receive a 'room ready' text when their room is available. No waiting at the front desk for long check-in lines.



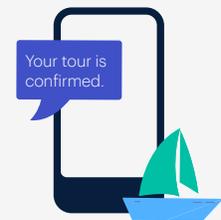
Post Check-in Feedback Pulse Text

Hotel automates proactive outreach text to open a conversation and ensure superior service.



Concierge via Text

Guests communicate with the Concierge from anywhere and participate in real-time conversations over text. Guests receive options and confirmations accessible via their messaging thread.

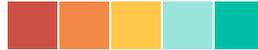


Housekeeping via Text

Guests can communicate with housekeeping on the specific times that they'll be away from their room to minimize contact. Requests from housekeeping can be made via text at any time.



BONUS: Text message generates a ticket which is served up to housekeeping staff to complete



On Property

PRE-COVID-19 GUEST JOURNEY

In-Person Amenities Booking

(Golf / Spa / Fitness Class)

Guests wait in line at the front desk or calls from their room to book amenities. Guests arrive at appointment.



Text-In Amenities Booking

(Golf / Spa / Fitness Class)

Guests book amenities via text messaging from anywhere. Hotel proactively communicates health and safety procedures and updated information on open amenities.



Call-In Room Service

Guests call for room service from their hotel room phones and order from an in room menu.



Text-In Room Service

Guests access the online menu from their smartphone. From there they place orders and receive confirmation all via text with food left safely at the door.



Standard Drink Service

Hotel staff approach guests to provide every service from order, delivery and payment.



Text-In Drink Service

Guests can leverage text messaging to order and pay for services from anywhere on the property minimizing face-to-face contact.



Escalated Complaint

Extremely dissatisfied guests may go to the front desk, prompting in person escalation to management.



Mid-Stay Feedback Pulse via Text

Hotel sends proactive survey providing an early opportunity to resolve issues prior to guests departure and online reviews.



Standard Valet

Guests hand the valet ticket to the attendant and wait in line for car delivery.



Text-in Valet

Guests text the keyword "VALET" when ready to retrieve their car. The text triggers an automatic response and pulls the saved valet ticket number assigned to the guest's mobile number and sends the valet ticket to the valet attendant via wireless printer.



Checkout

PRE-COVID-19 GUEST JOURNEY

In-Person Checkout

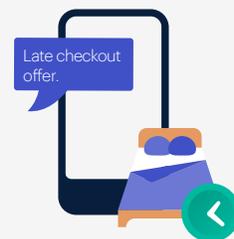
Guests stand in line at the front desk for check-out or call down to the front desk requiring a staff member to complete check-out.



CONTACTLESS GUEST JOURNEY

Checkout Text

On the morning of guests' scheduled checkout, the hotel sends an automatic message with option to check-out via text. Guests are empowered to ask questions about the folio via text.



Post-Stay

Post-Stay Feedback Email

Hotel emails guest post-stay survey.



Post-Stay Feedback via Text

Guest completes post-stay survey via text. Survey completion will automatically generate a link and invitation to leave an online review.



Conclusion

As we navigate reopening amidst new safety and social distancing requirements, businesses will need to remain nimble, and be poised to serve customers in new ways.

With the right technology in place, hotels can deploy real-time communication strategies that facilitate the contactless, personalized experiences that help guests feel safe and comfortable throughout their stay.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer 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. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at zingle.com.

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