TOP HACKS FOR CREATING WOW MOMENTS

TABLE OF CONTENTS

BRIEF INTRODUCTION

INTRODUCTION

The hotel industry is built on the ground work of providing exceptional guest services. Winning the hearts of guests has always kept hoteliers on their toes. Just when you think you have introduced enough tech and automated almost all possible operations in a hotel, there's something new that pops up. This time it's chatbots. With new technology coming up every year, chatbots are the new hype in the market.

Technology is constantly advancing towards automation of interaction with the environment around us. Built on messenger apps like Facebook, Slack, Kik, amongst others, chatbots are an automated response system, which through machine learning can be trained and made to perform specific tasks. They say Chatbots are the future, and we say that Artificial Intelligence (AI) is what brings human interactions and perfection together. While more brands, businesses and restaurants using chatbots, there's ample reasons why a hotel should leverage the unimaginable potential of bots.

HOW A CHATBOT CAN HELP YOUR HOTEL

WHAT'S THE BUZZ ABOUT CHATBOTS

How chatbots can be beneficial for your hotel

Chatbots built on Facebook Messenger are gaining popularity, most businesses have made their bots to serve the purpose of a marketing channel along with revenue generation. Customers these days prefer to use messaging apps to stay connected with brands that they associate with. Coming to the hospitality industry, large hotel chains like Marriott, Hyatt and Starwood have contrived their bots as a channel for customer service.

Most hotels drive in organic traffic to their website as compared to other large businesses. While the option for live chat exists, more often than not, the response time is high and customers generally move out to look at other hotel websites. This is something chatbots can solve with ease by engaging them in smooth conversations and delivering what they are specifically looking for before they can even think of leaving your website. With the ability to handle multiple chats at a given instance, chatbots have several call to action buttons along with rich images within chat bubbles in a single chat window. Customers can view hotel images, make reservations, opt for concierge services and a lot more on an unified platform.

Without further ado, let's outline the benefits of chatbots for hotels:

- **Increase Conversion and Reduce Bounce**

The hotel industry is known for paying big bucks for the traffic they generate mainly through paid ads and promotions. Chatbots make sure that those bucks are not wasted by engaging the traffic that comes into your website and ultimately reducing bounce. What's better? Chatbots can be used as a reservation channel to get direct booking.

- **Bring in a new dimension to customer service**

It's rather common for guests to expect a brilliant experience for what they pay. A single bad experience can be dangerous. Chatbots stay connected with guests right from the pre-arrival stage to post-departure. This increases guest loyalty and the number of repeated visits.

- **Check-ins and Check-Outs become a lot more simpler**

Guests can check-in as well as check-out on the fly with the help of a chatbot. This reduces the long queues that usually occur during peak seasons, leading to guest satisfaction. Customers can easily check-in through their mobile devices without having to download the hotel app thereby providing a better user experience.

- **Solve Guest Enquiries and Requests Effortlessly**

Instead of calling the front desk and other related departments of the hotel, guests can seamlessly enquire or raise a request through the hotel bot. The bot in turn resolves the requests and enquiries without any human intervention. Of course, the bot notifies the hotel if a certain issue needs to be attended personally. This, from an operational view, benefits the hotel staff to carry duties that need a special human touch.

- **Prompt guests for other services of the hotel**

Many a times, guests opt for in-room services as well as concierge services. For the same, they need to dial the various extensions of the hotel to avail these services. At times, this can get rather annoying for them. Well, a chatbot eliminates all of this and in fact prompts them by suggesting the signature dishes, chef's special menu items, all in one chat window. Additionally, they notify guests about the places to visit, the tariffs for the hotel's cars with exciting images and videos.

> *We think that chatbots are the beginning of a new form of digital access, which centres on messaging.*
>
> **CHRISTIE PITTS**

WHY SHOULD YOU IMPLEMENT A CHATBOT FOR YOUR HOTEL

WHY IMPLEMENT A CHATBOT?

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6 Reasons Why You Should Consider a Chatbot

When it comes to the hospitality industry, many entrepreneurs and organisations are adopting or looking towards in-house apps, instant messaging and even robots. While still in its infancy, chatbots could be extremely helpful and may be a game-changing option to serve several purposes—from booking rooms to concierge services to sight-seeing trips and many more. So why exactly should you be implementing a chatbot?

- **Now reserve on chat**
Online travel agencies (OTAs) are good for business, but hotels are wary of becoming too dependent on them—they'd much rather have travelers coming directly to them and not have to pay the commission. Chatbots provide a platform for travelers to book directly through the instant messaging apps

- **Enriching the pre-arrival experience**
Much of the staff's precious time and manpower is consumed in following up with the guest's arrival and suggesting amenities like on-site car rental, spa and salon treatments, making arrangements for special occasions—be it via calls or even automated emails. Here is where you can give way to automation in your hotel business. Let chatbots take care of sending automated offers and deals and perform follow ups with your customers.

- **On-resort interaction**
To serve your guests even better, chatbots can also be programmed to provide concierge services. If your guest wants to place an international call, send an email, or needs to be woken up in the morning for an appointment, the device which is by their side at all times should be able to help them with that.

• **Free up Hotel Staff**

From an operational point of view, staffs are freed up by not having to attend every call and request if the same can be taken care of by a chatbot. The Chatbot conveys the message to your staff in a jiffy, thereby making things easier for them especially during peak hours.

By offering instant responses and a natural form of communication, chatbots will help hotels elevate the guest experience to a whole new level. After receiving the request from the guest, your staff will immediately be prompted about the same on their system. They can quickly go and deliver the service to the guest without much hassle—a win-win for both!

• **Leveraging Data using Guest Profiling**

A PMS-integrated bot that interacts with guests at all stages of the customer journey can gather valuable data, which can then be used by algorithms and hotel staff alike to provide personalized services. Unlike localized human interactions, entire chatbot conversations and outcomes can be stored and recalled for relevant future exchanges.

- **Reduced dependency on OTAs**

As a hotelier, you must have tied up with several Online Travel Agencies (OTA) to reach out to a larger audience in order to provide travel and room bookings. With commissions ranging from 15% to as high as 30% depending on the OTA and the size of the hotel/chain, OTAs are a heavy burden to hotel profit margins.

Bookings through chatbots reduces your dependency on OTAs. After acquiring valuable guest information, it is essential to sustain and grow this relationship with your customer. Your guests can choose to share their experience in your hotel in the form of reviews, testimonials and ratings; where else -but on the very same platform where they first engaged with you. That's right! Through your Chatbot.
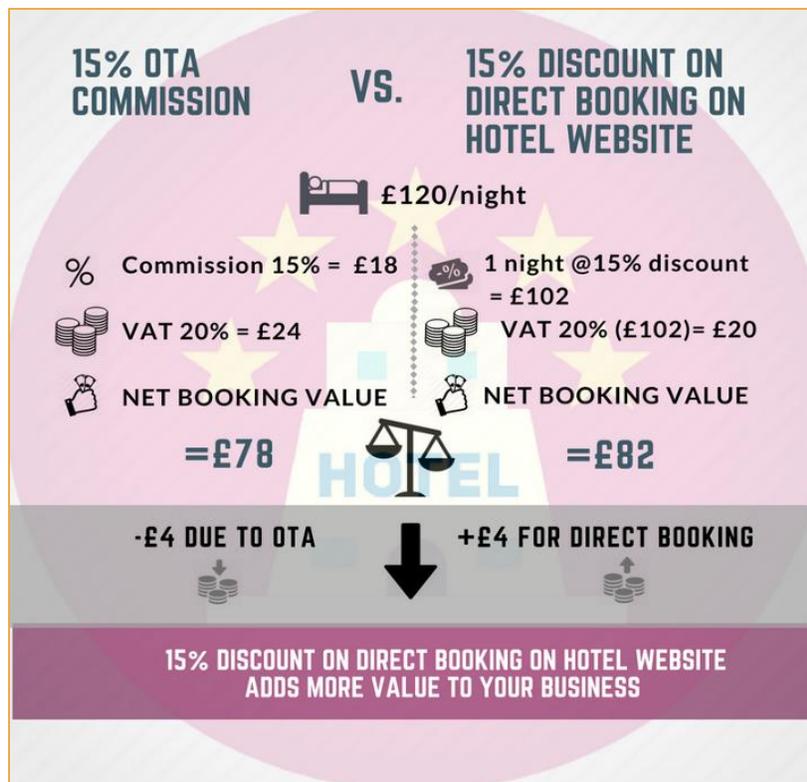
> *Booking additional services is where the power is.*
>
> **NIGEL SYMONDS**

WHAT YOU SHOULD HAVE IN YOUR HOTEL CHATBOT

5 MUST-HAVES FOR YOUR HOTEL CHATBOT

Consider these must-haves, if you haven't already.

If you've managed to miss out on what a chatbot is, then you've also unintentionally drifted past the hottest tech of 2017. They've been floating around the web everywhere and if you've come across Siri, Cortana or Google Assistant, then you definitely know what to expect of a chatbot.

Let's dive-in right away and find out what things make up an incredible chatbot for your hospitality business.

• **Bot for Bookings**
When thinking about a hotel, the most important feature would be to have direct bookings. Chatbots are going to create a paradigm shift since they will let your guests book directly with you and save you from paying hefty commissions. Besides, all your guest's valuable information lies with you as they go through the entire booking process.

Ask the user for check-in dates, display room options with prices and set actions like "Book Now". Make sure to be present where your guests are- so that they use it as a natural way to book their trips. Show-off the best of what your hotel has to offer - add video tours of beautiful gardens or luxurious swimming pools, include menus and updated room images and past guest reviews.

- **The Butler Bot- Mobile Concierge at Your Service**

To serve your guests even better, chatbots can also be programmed to provide concierge services. Gone are the days when the guests fumble with a placard by the phone trying to figure out whether to call the housekeeping number, front desk or reception to attend to their needs. If your guest wants to place an international call, send an email, or needs to be woken up in the morning for an appointment, the device which is by their side at all times should be able to help them with that.

As the consumer tendency is shifting towards text messages and voice chats, [Trilyo's Voice and Chatbot](#) solution understands that this feature is gaining high popularity against the conventional method of phone calls at the reception desk. That's why we call it a 24x7 virtual assistant.


- **Yay or Nay? Automated Feedbacks all the Way!**

Hotels often shy away from confronting their guests to ask for reviews. Automated Feedback Systems send pre-scheduled emails to recently checked-out guests. As a result, staff time and effort is greatly reduced as customers can sit back and write about their stay on their way to the airport without getting bothered by the front desk staff. With [Trilyo Realtime Feedback system](#), a negative feedback alert ensures that the customer's issue is attended to immediately.

- **Thrill them with Loyalty Rewards**

The best brands have the best loyalty. And that's why you need one too. Chatbots will help hotels to build an accurate guest profiling or database, allowing them to shout out personalized offers to their guests, which will increase guest loyalty and boost the hotel RevPAR. It's time to engage customers with a whole new experience and increase repeat sales through a game-changing loyalty program. Your customers are yours and rewarding them for picking your brand over others is exactly why you need to reward them with incentives, exclusive programs and discounts every time they book with you.
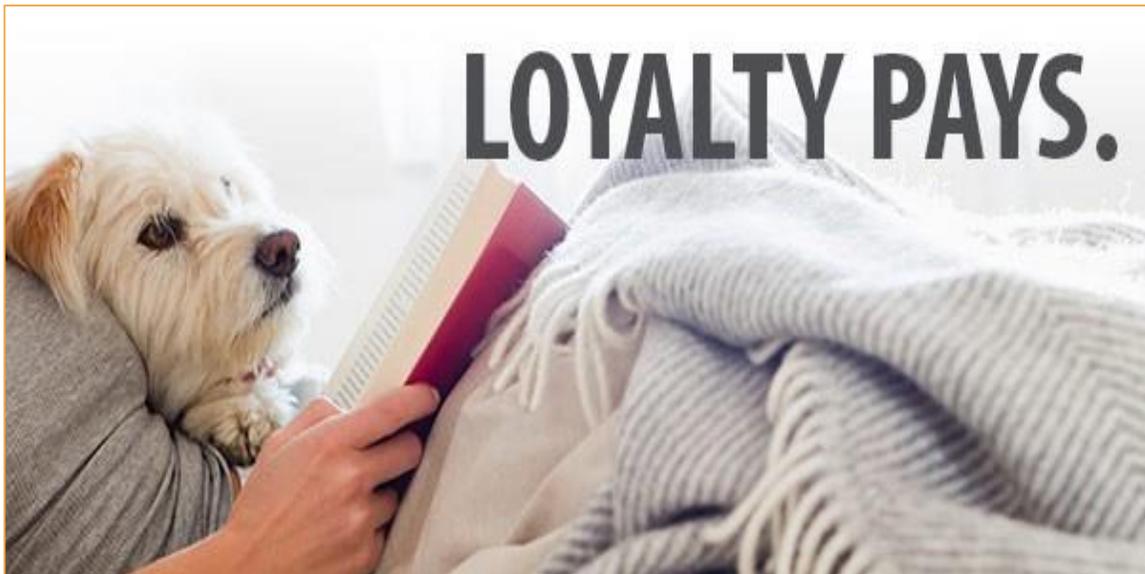
- **Don't Lose Your Dollars - Integrated Payment Gateway**

Your chatbot must quickly direct guests down the booking path so remember to integrate a fast and efficient booking engine. Also, you must be able to collect payments directly from your chatbot platforms. You will love the way [Hotelogix](#) and [Checkfront](#) - two great property management systems (PMS), integrate all critical operations of your hotel on one platform. Be it your hotel's front desk, accounts, your restaurants, your staff will always be up-to-date with real time information at hand.

Chatbot..PMS..booking engines...too many things to take care of..? Worry not! Trilyo chatbot is now seamlessly integrated with these cloud platforms.
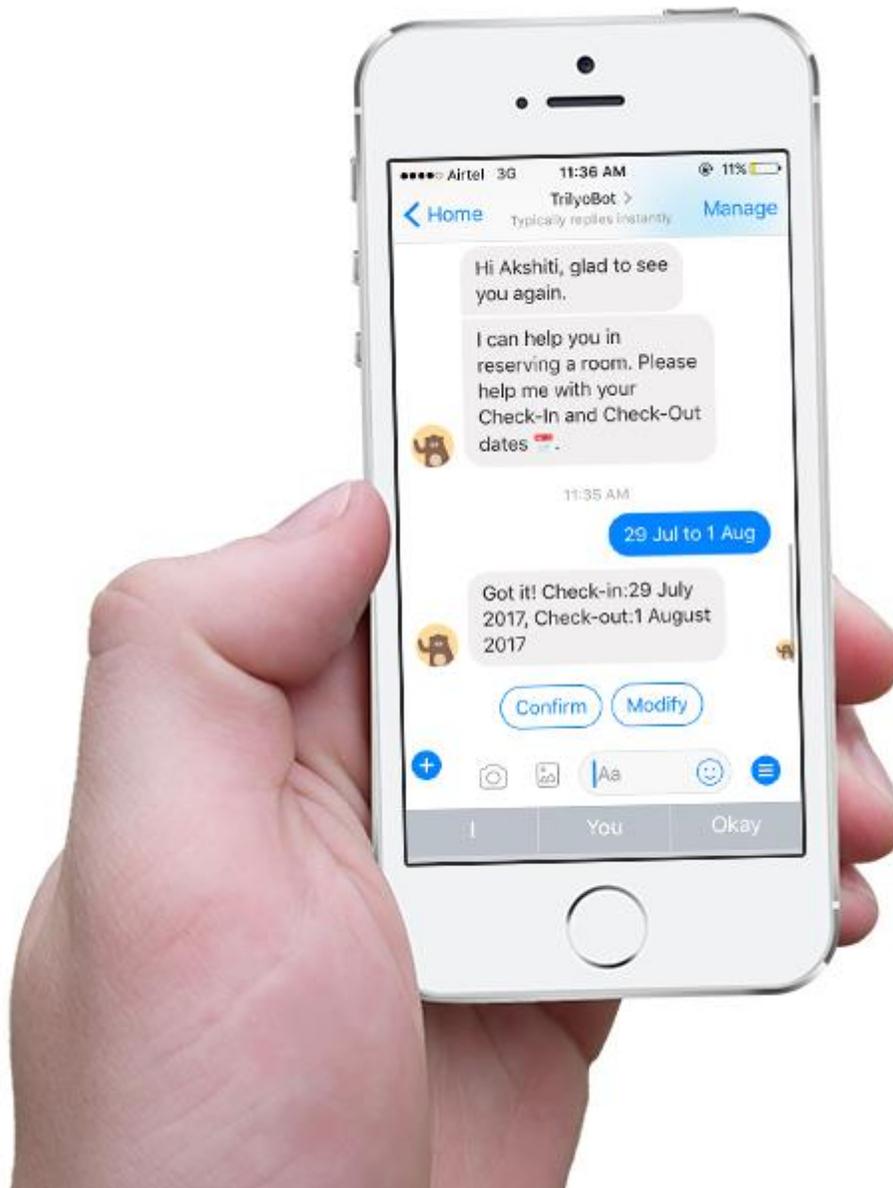
> *Automate the predictable and so you can humanize the exceptional*
>
> **MATTHEW UPHILL**

CONCLUSION

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Paving the way for chatbots

Now you have considerable knowledge about how chatbots can help your hotel, why you should implement a chatbot for your hotel and what you should have in your hotel chatbot. The opportunities that a chatbot possesses is endless. You have understood why this emerging innovation that we call 'chatbot' is being adopted by a vast number of businesses just like yours. While, chatbots can ease and automate most of your daily operations, the need to have humans to solve complex situations still remains. Therefore, a perfect balance between the two is aptly the path to success.

We're sure that you're ready to get your hands on this new age technology. Let's get started and explore the unimaginable capacities of chatbots.

Register for a Free Chatbot

Connect with customers using Trilyo Chatbot powered by artificial intelligence and grow conversions by 30%

GET STARTED