

SOLUTION BRIEF

OPTIMIZE YOUR PROCESSES



Drive Process Efficiencies with the Perfect Balance of High Tech and High Touch

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

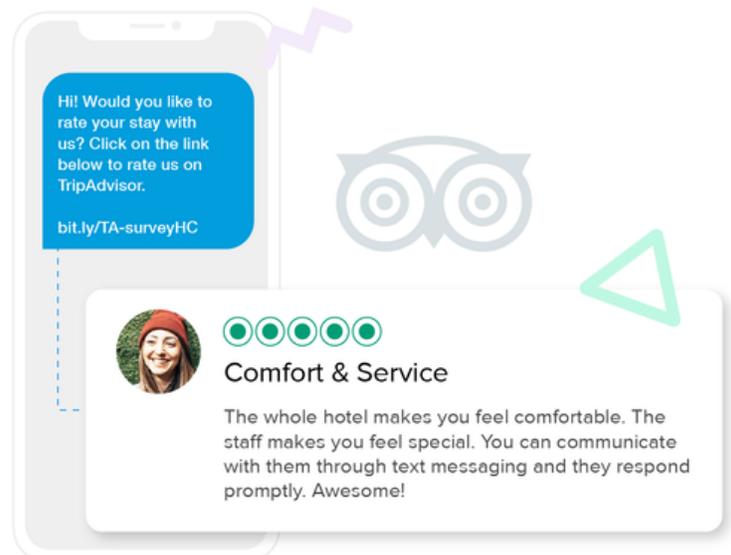
In fact, 75 percent of customers believe it takes too long to reach a live agent (Harris Interactive), and 68% of guests want to speed up the check-in process by using their smartphone (Hospitality Vision Study). Business travelers have a schedule packed with meetings and phone calls, for which they 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 not waiting in line at the concierge to find out where to get the best sushi in town.

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

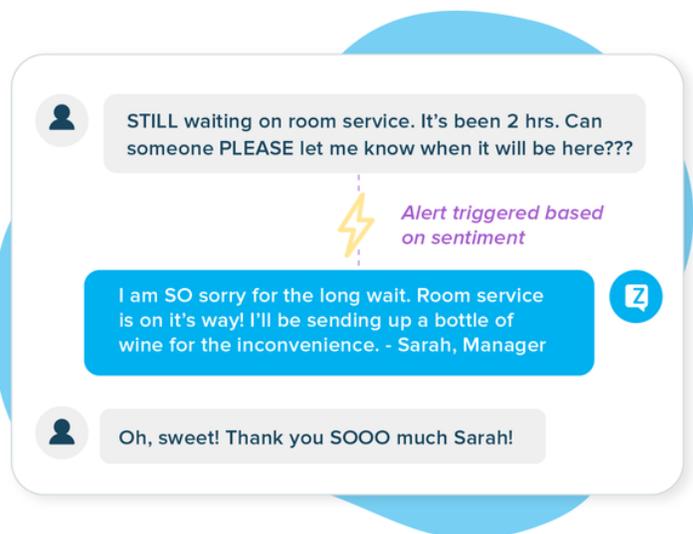
Zingle gives you the ability to respond to more requests faster than ever, via the communication channels your customers prefer.

With Zingle, your guests can communicate their needs to hotel staff using mobile technology, eliminating the need to wait in line or even use the phone in 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 full 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.

- Use Zingle's automations and proactive communications to reduce wait times at check-in, check-out, and concierge.
- Save your staff time by automating the resolution of common needs and questions with brand-compliant templates and automated responses.
- Escalate more complex issues to management to drive faster service recovery, and offer a superior level of service that exceeds your guests' expectations.
- Leverage Zingle's Property Management Software (PMS) and Service Optimization (SO) integrations for real-time customer data syncing and automated ticket management.
- Utilize Zingle's advanced analytics and roll-up reporting to assess guest engagement, message volume, response times, issue resolution and more across your full property portfolio, to identify trends and inform decision making that drives even better performance.



Use Zingle to improve the efficiency of your hotel while exceeding guest expectations in their moments of need.

CHECK-IN/CHECK-OUT

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:

With Zingle, 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, and be on their way, 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:

Using Zingle, you can respond to common concierge requests quickly with saved replies and templates, eliminating lines and helping get your guests what they need. What's more, you can proactively offer to make reservations for loyalty members or groups at off-peak times, offering a superior level of service while decreasing the likelihood of long wait times for your other customers.

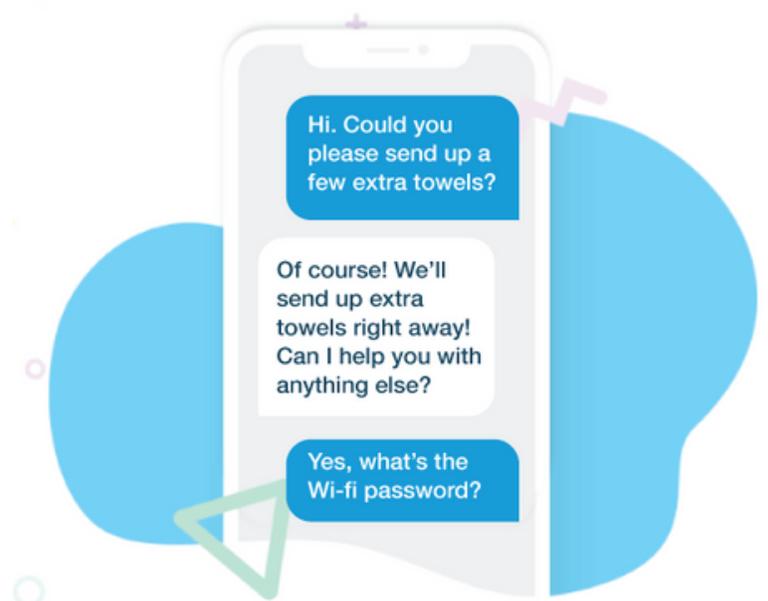
CALL DEFLECTION FOR COMMON REQUESTS

Customer Need:

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

Zingle Solution:

Avoid guests waiting on hold or tying up your hotel staff on the phone. Zingle provides automated responses to common questions, freeing up your employees to offer more valuable services. You can also save replies and create templates, avoiding the need to create the same message again and again.



The possibilities of using Zingle to optimize efficiency at your hotel are virtually limitless.

CUSTOMER NEEDS & EXPECTATIONS



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.



After a late night out, a guest wants to order a meal in the early hours of the morning when you offer only a limited menu, but doesn't want to deal with the hassle of figuring out what button to press on the room phone to get help.



A first-time guest wants to work out the jet lag, but when he stops by the concierge desk for information on what machines are in the gym, he has to wait his turn.



A customer 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.



A family 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.

THE ZINGLE SOLUTION

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.

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.

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.)

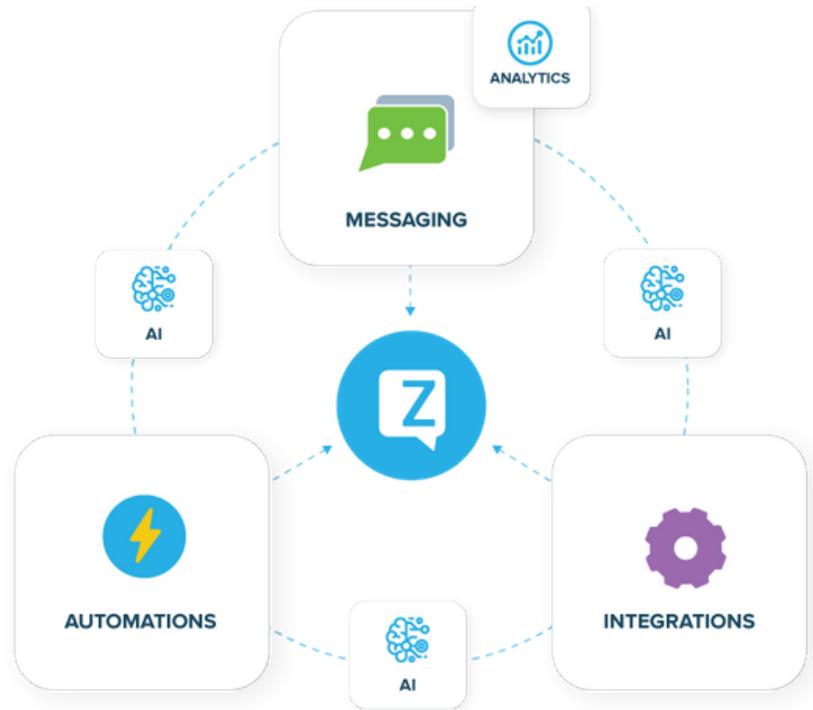
The guest texts for his car, Zingle recognizes it's a valet request, and routes it to the valet desk. After three minutes of no response from the valet, Zingle alerts the valet manager on their mobile tablet who sees the request and dispatches the guest's car ASAP. The guest is sent a confirmation text letting him know the car is arriving shortly.

In Zingle, the request is forwarded to the housekeeping system, automatically creating a service ticket for the Housekeeping team. Once the 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 that keeps the guest informed, and drives efficiencies for staff.

The Zingle Platform

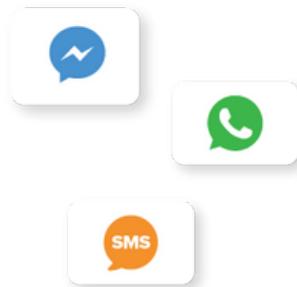
Better understand guest needs and exceed their expectations in ways you've never imagined with the Zingle Platform.

Zingle is simple for your hotel staff to use, and seamless for your guests to experience. 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.



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.



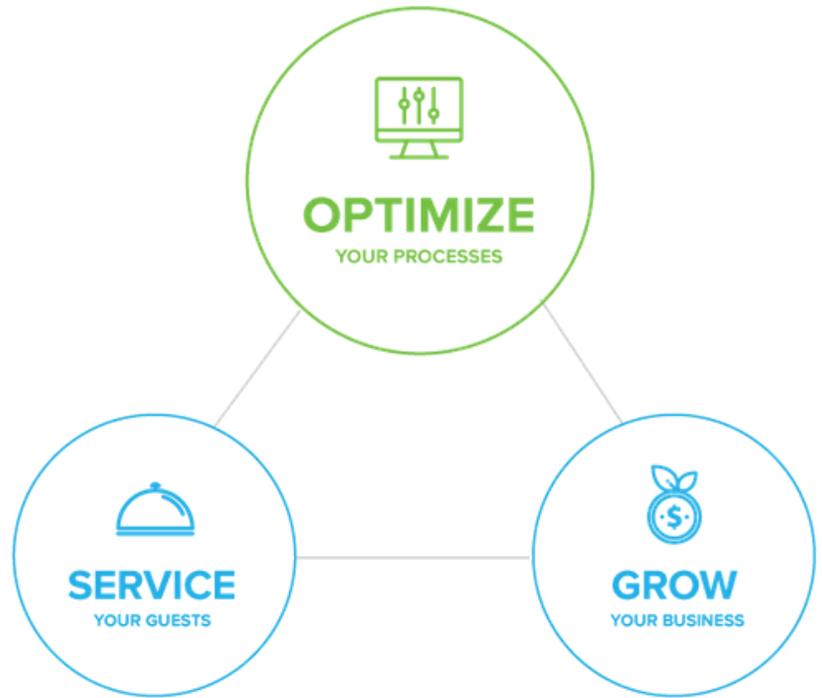
INTEGRATIONS

Zingle integrates with property management systems and service optimization tools allowing hotel operators to leverage existing data to increase guest engagement and overall staff efficiency.



Service Your Guests, Optimize Your Processes, and Grow Your Business.

In this brief, we discussed the Optimizing side of Zingle. OPTIMIZE is just one of the areas in which Zingle is transforming the hospitality industry. To learn about Service or Grow, click on the circles to the right. To learn more about all of the opportunities Zingle can offer your property, visit zingle.me/hospitality.



Ready to see how Zingle works at your Hotel?

Schedule time with a Zingle Rep today.

877-946-4536

REQUEST A DEMO



About Zingle

Zingle empowers businesses to engage, support, and respond to customers in the new mobile messaging era. Zingle's real-time enterprise platform works on any device and provides all the software tools to deliver an instant, actionable, and exceptional customer service experience.

